



## House of Worship Highlight:

**Preparing for Easter, March 27, 2016!**

Easter is only about 10 weeks away and Churches across the country are looking to update or completely redo their sound, lighting and video systems in anticipation! Now is the time to get your HSA Rolltop Desk proposal to the decision-makers to keep schedules on track and customers happy. HSA has developed a well-designed, robust, wide-ranging product and option line to fit the needs and budgets of Churches everywhere.



Take for instance this multi-desk work station created from two Inspire Standard's with the addition of a third Standard Rolltop for the center. A few options like our PASSTHRU and a vented side door for the left rack (this side

of the work center was in an area inaccessible from the back) creates a fantastic Audio/Video/Lighting Control center! Church members involved in the decision-making process will appreciate the Organization, Operability, Security and, of course, the Beauty of Fine Furniture an HSA Rolltop Desk or Desk System brings to their Sanctuary. And for Churches with more compact system needs, HSA has solutions such as our very popular PR Rolltop Rack Series. Available in many sizes and options, the PR Series provides the same great benefits and beautiful appearance as our larger desk systems. The PR is also a great add-on to existing installations for remote sub-mixing, monitor mix, remote mix positions and recording.

Call HSA today for any technical or sales assistance you need to put together a great design for your Church customers. They'll find it to be a welcome solution and add to your bottom-line as well!

## Making Customers

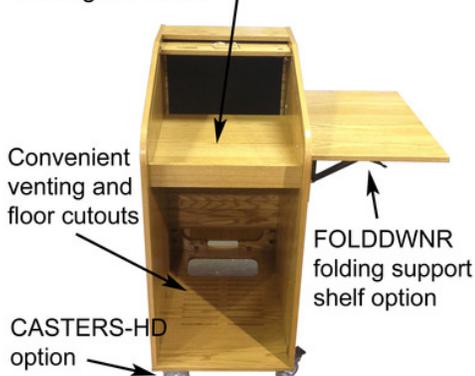
We all like making money and that happens a lot easier when you focus first on "making customers". Real customers are "long-term" and enjoy a good relationship with you. The customers you already have and have served are the most eager and willing to hear what you have to offer. An HSA Rolltop Control Center could be just the thing that grabs their interest! Review your past system installation sales in, for example, your House of Worship market. Heck, look at your *competitors* installations! These customers might now be very much interested in securing their system, tidying up its appearance and getting all that equipment "blended" nicely into their Sanctuary. "Looks", ergonomics and security are on your customer's mind today and a Beautiful HSA Rolltop Desk or Rack System is the answer they've been looking for. Plus, it gives you the opportunity to suggest system upgrades, updates and additions with the opportunity to make a good profit on both a sale and the service time! Don't overlook past or competitor's customers as "water under the bridge" - there's plenty of opportunity for an HSA Rolltop Desk sale even years later, and that's how to "make customers" - and money, too!

## Your 2015 Dealer Pricing is STILL GOOD - actually, it's GREAT!!!

HSA's July 2015 was set to expire after December 31st 2015 ...BUT NO! ... We've extended ALL the 2015 prices until Summer of 2016! Email us if you need copies of the July 2015 Confidential Dealer Pricing PDF, or versions in Excel format, or a version in PDF of only the User Net (Retail) Prices.

## 2 RollBases Missing From

PRMIXTOP option is an adjustable shelf in place of upper rack rails to hold new compact and digital mixing consoles



(photographed with included 16RU lower rack rail removed for clarity)

## Price Sheet - Oops!

Sorry about that... but 2 Rollbases were accidentally left out of the current price sheets. These are the RBEXTINS at \$289.50 dealer cost and the RBEXTINS-D at \$394.50 dealer cost. Both are caster RollBases for the Inspire Extended Rolltop (item INSEXT-II)

## It's JANUARY!

And it's cold in Indiana! Driving in today and there's a bit of a hazy frozen fog in the crisp +4 degree morning air!

So "How Cold Is It?" ....

It's so cold I left Starbucks with mocha lattes and got into my car with fudgesicles.

It's so cold our politicians had their hands in their OWN pockets!

If it gets any colder I'll be starting my vehicle by yelling "Mush!" or trading it in for a Zamboni...

## Very Helpful Features For You On The HSA Website!

### Easy Navigation and Collaboration:

#### New line numbering on left



Since last Summer, we've made several very handy changes to our HSA Website. On our Product Gallery page, we added simple line numbering on the left hand side making it pretty easy to

communicate and identify specific products, especially over the phone with a customer who's looking at the website, too.

At the right side of each product, we've added 2 new links highlighted in yellow allowing you or your customer to view and/or download either an easy to understand dimension overlaid photograph or the



#### New Buttons

the **Inspire Super Extended** utilizes a free-span version of our original Super Extended desk with two, Inspire 17 RU racks. Lots of legroom and equipment space, yet still a low-profile. External dimensions of the Inspire Super Extended are 111.5"W x 39.125"D x 36.625"H. Click below for dimensions and specs (click your browser's BACK button when done).

[DIMENSIONED PHOTO](#) [SPECIFICATION SHEET](#)

Our High Rise version of the Inspire

product's full specifications sheet! These are fast and easy tools and work on PC's, tablets and smartphones so you'll always have needed information at hand!

The same convenient numbering is found on our Custom Gallery and our Options & Accessories pages, too. These are so helpful when on the phone to your customers or calling HSA to discuss a design - everybody's on "the same page"!

[Try it out now Click Here!](#)

## Call or Email HSA for Helpful Design & Project Assistance!

We'll do everything we can to help our dealers be successful and profitable with Beautiful HSA Rolltop Desk, Rack System and Presentation Furniture Solutions! We'll give you help with options, combinations, layouts and dimensions. Estimates for a variety of shipping and delivery methods. Color samples, custom colors and help with submittals. We're here to be your profitable partner!

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