

LEAVING A LASTING MARK

The 2018 Mark of Excellence Awards recognized industry veterans Helen Heneveld and Brad Smith as well as winners from nearly 200 groundbreaking projects and products entries. **BY CE PRO EDITORS**

FROM OUTSTANDING products and projects to influential industry veterans and integrators, this year's Mark of Excellence Awards, presented by the Consumer Technology Association (CTA) in conjunction with *CE Pro*, once again showed how the custom electronics industry shines.

The winners in 26 product and 15 project awards categories — judged from 185 overall entries (*see details on the following pages*) — as well as two other prestigious individual honors were announced during CES 2018 in Las Vegas. Helen Heneveld, president of Bedrock Learning, earned the TechHome Leadership Award, while Brad Smith, president of Westwood, Mass.-based Audio Video Design, was named Integrator of the Year.

"It's about time," was the crescendo from the reception crowd as Heneveld deservedly accepted her award. She has been an industry fixture for nearly three decades first an integrator, then a trainer of thousands of past, present and future custom integrators.

"Helen Heneveld is truly the 'first lady of the home automation industry,'" said CTA TechHome Division chair Melissa Andresko, who presented the award.



Bedrock Learning's Helen Heneveld was the recipient of this year's CTA TechHome Division Leadership Award, while Brad Smith of Audio Video Design garnered Integrator of the Year honors during CES 2018 in Las Vegas.



Heneveld began her career in the industry back in 1989 forming one of the first custom installation companies called The Automation Link Inc. (TALI). She was a key participant in the early years of CEDIA, and instrumental in the formation of the Home Automation Association. HAA eventually became the CTA TechHome Division.

In 1998, Heneveld joined The Training Department, then later started Bedrock Learning. For the past 20 years, her company has trained integrators — both in person at events like EHX, CEDIA and CES — and online.

Heneveld says she "fell in love" with home automation and has "been true to that love for 28 years. Timing is everything. I was a bit ahead of my time, say 20+ years early, but now, we all are seeing the fruits of our hard work."

Led by Smith, Audio Video Design has



been a fixture in New England for more than four decades, working with homeowners, architects, builders and interior designers on projects that include luxury residences and vacation homes in areas such as Cape Cod, Martha's Vineyard and New Hampshire.

Along with numerous technology and builder industry association ties and board service, Smith prioritizes investment in his team, sending them for training with vendors such as Crestron, Lutron and Control4. He takes pride in having issued a year-end employee bonus every year.

Beyond business, Smith and AVD have been contributing to the community through a variety of charitable endeavors including American Cancer Society's Hope Lodge in Boston; and the IFDA-NE Scholarship program through the Take A Seat events. Smith has been serving meals at a homeless shelter for 30 years. ■■■