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**For Multi-Hotel Property Manager, Portable Dawn Speaker System Delivers Premium Sound
For All Occasions, From Club Music and Karaoke To Banquets and Community Events**

As asset manager for Wichita's Hotel at WaterWalk, Hotel at Old Town, and the critically-acclaimed mixed-use WaterWalk development, among other properties, Steve Butcher, V.P. of asset management for Consolidated Holdings, covers a lot of ground. Literally, as he moves between the three-plus sites to ensure that work on upkeep and upgrades to all aspect of the facilities stays on-schedule, and figuratively, as he interacts with guests, customers, vendors, and staff, so he knows first-hand what's working well and what stands to be changed or improved.

Recently the Hotel at Waterwalk, a boutique extended-stay hotel of well-appointed suites, upgraded its hotel bar, including the house music system used by the performers and DJs the hotel books for regular entertainment. In a switch from past practice, Butcher had the renovated lounge equipped with its own sound system, including a mixing board and speakers, instead of continuing to have musicians bring in their own gear. The primary reason was simply to get more entertainment time for guests, especially on the weekly karaoke night, since the DJs and musicians could set up (and later pack up) much more quickly, and without extensive sound checks or time-consuming snafus.

"Because many of our visitors are on extended stays, the weekly karaoke night gets a good regular crowd from hotel guests. Also, the DJs are locally popular and have their own following. It's typically our busiest night of the week," said Butcher, "and having a half hour or more extra singing time makes everyone happier. And the fact is, the system we've got now sounds and looks a lot better than what DJs or performers were bringing in with them."

When Butcher settled on a speaker system, he used more than a music-lover's ear. He used a property manager's eye for efficiency, too.

"We bought Dawn's T100 System, a portable, powered two-piece 'tower-subwoofer' combo, so we could use it any where we'd need loud, full-range music or a just a solid, clear P.A. system. "For the lounge, we use two towers and one sub, we've got all the music power we need." (The lounge holds 55 guests, he said.)

"For meetings or at community events where we need P.A., we just bring one tower, sometimes two. Each weighs less than 25 lbs., and that's really portable. The speaker uses AC power, so all we need to do is plug into a power outlet. They can even be powered with a power inverter plugged into a car's

12V outlet. It also has a built-in mixer on the back panel where we can plug in microphones, an iPod, and MP3 player.

“We’ve used these speakers at all three venues, for guest meetings, staff meetings, our own Christmas party. We’ve used them instead renting, as we’ve done in the past, so it’s saved some real money. For operations that rent AV equipment to their guests for events – we don’t – the Dawn system could be a real money-maker.

“I thought our lounge system sounded really good, but I’ll admit I’m no audio expert,” said Butcher. “Then our DJ company, Sound Advice of Wichita, asked me about the speakers and what they cost. When they heard, they wanted to know where to get them since they said it was better than what they were using in many locations and a lot less expensive.” They have since bought two T100 systems for their DJ business.

“I guess that shows we really got it right,” Butcher said with a smile.