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When you think about hiring an organization to handle audiovisual services for your next special event, the first questions you think of may not be: are these people great hosts, do they truly know what hospitality is? Sure, every AV company has some sort of customer service slogans, philosophies, and rhetoric, but in reality, technically speaking, customers want an organization that can successfully plan, staff, build, operate, and strike their event vision and dream. Unfortunately, many of these customers only look at the technical know-how of a team and will learn while onsite that not all event teams understand the meaning of hospitality. Technical excellence is a big part of a successful event, and so is hospitality.

This is where the AVMS story begins, Audio Visual Management Solutions started in 1999 by two people embedded within the audiovisual hospitality industry. When Hobart Fugate and Scott Carls decided to build an organization over twenty years ago, they knew it would need to be based on superior customer service through an authentic approach or how would they successfully win over the necessary accounts to grow their organization into what is considered today to be the premier hospitality audiovisual provider in the United States?

One thing is certain; creating an event company that honors a profound sense of hospitality coupled with the ability to create superior experiences is not easy. Unless, the basis for your customer-centric hospitality touch, stems from your upbringing. Born in Texas, AVMS founder Hobart, known as “Hobie,” grew up in a “State of Hospitality,” Texas that is. Being raised in the South helped Hobie develop into a person who truly enjoys being the host. To this day, Hobie Fugate is dedicated to this humble approach... Not many CEO’s are so committed to their upbringing that they prepare breakfast nearly every day for their team. That’s what Hobie does for his Seattle-based team. You walk into the office with fresh eggs and sizzling sausage, seasoning the air with peppery pork flavors, or if you’re real lucky, fresh banana bread and its savory baked scent sprinkling the nearby office cubicles. Now that’s dedication to practicing what your company preaches.

When you visit the multitude of AVMS locations throughout the nation, it’s hard to imagine that over twenty years ago, two men, Hobie and Scott, bought a truck, purchased some AV equipment and started their own venture. It was just two regular guys in Seattle, Washington, working out of the back of a truck, servicing high-end hotels and event space. Yet, they were armed with a promise: meet and greet each client every day, and do not lose the “never give-up for your client” enthusiasm; therefore, Hobie and Scott ensured that each customer received a superior experience.

In the year 2000, AVMS settled into their first Seattle warehouse, continuing to utilize in-person, hospitality-first, technically proficient teams, to set-up, operate, and teardown specialized events for hotel partners that did not have a dedicated staff to provide high-level audiovisual solutions. AVMS provided their partner hoteliers with a customized extended services business model, and promising to assist hotels in providing superior event experiences. This business model proved to be convenient and very profitable for all the AVMS partners, which then became an integral ingredient for their mutual success for over two decades.

The roots of AVMS’ vision, and core values emerged from these days. Following through with educating new team members on how to deliver these same values has transcended AVMS into becoming a leader in the audiovisual industry. This realm has catapulted AVMS’ positive growth

and made them an employer of choice.

During March of 2006, AVMS moved from their original location to their current warehouse at 814 6th Avenue South, Seattle, Washington. With nearly one hundred team members in 2006, they have now more than tripled their labor force and have expanded operations across the United States.

In 2008, Hobie noticed that he was continually receiving emails from avms.net, the email address of Audio Visual Management Services. He then got the idea to approach Jim Jungsten, the CEO at the time, about acquiring Audio Visual Management Services. After some months of due diligence, Jim agreed to sell his company to Hobie with the idea both companies would be stronger in hotels and event support operations across the United States.

From 1999 to 2019, AVMS has spawned from two friends and a truck, demanding better experiences for their customers to over three hundred full-time team members driving their passion for hospitality and vision of delivering superior service as a means to drive long-term relationships. AVMS' clients are discerning hosts, producers of business events and first-time planners, who appreciate the experience and loyalty they provide. They reinforce their core values with customers and employees to deliver high-quality service and maintain their collaborative culture.

Demand better experiences is part of the AVMS culture because the founders knew the audiovisual industry could be better. Their forward business thinking not only defined what was needed, it provided solutions, ultimately creating an organization that is dedicated to their vision and their core values consistently redefining and delivering superior experiences with hospitality being at the forefront.