



ASHB

Connected Home Council

ASHB Connected Home Council (CHC)

Meeting Minutes

Wednesday, November 29, 2023
12 PM – 1:30 PM (ET) via Webinar

CHC Executive:

CHC Chair, Ken Wacks (Ken Wacks Associates)

CHC Vice-Chair, Charlie Derk (Legrand)

Present:

Bay Alarm Company, Shane Clary

bluesalve partners, Lewis Brown

Bluesalve Partners, Rich Bira

BRE, James Honour

BSH, Carl Murphy

BSRIA, Lone Hansen

CEDIA, Walt Zerbe

Connectivity Standards Alliance, Kim Vaupen

Delta Controls, A Delta Group Company, Drew Perrin

ecobee, Bryan Hurren

Emerald Exhibitions, Alyson Robb

exp. US Services, Inc., Chris Larry

FSC, James Manning Smith

Futuresource Consulting, Sophie Harding

GE Lighting, Laura Kicher

Holub Electronics, Robert Brandel Jr

Horizon Technologies, Ludo Bertsch

IoT Analytical, Mohammad Nazarizadeh

James Brehm & Associates, Angie Cronin

Johnson Controls Inc., Geoff Cummings

Johnson Controls, Inc., Colin Jameson

Legrand North America, Richard Laliberty

Legrand North America, Emma Forrester

Legrand, Adam Murano

Liberty Communications, Justin Stinson

Mecho Shade, Rich Bottles

Medallion Corporation, Alexandre Do Amaral

Natural Resources Canada (NRCAN), CanmetENERGY, Marius Farcasiu

OhmConnect, Andrew Zoellner

Parks Associates, Elizabeth Parks

Parks Associates, Megan Holland

Picacity AI, Inc., Sumeet Johar

PoE Texas, Anthony Garza

PrepTECH, Helen Heneveld
Resideo Technologies, Inc., Blake Kozak
Resideo Technologies, Inc., David Quam
Rheem Manufacturing Company, Christopher Freeman
SaskPower, Darcy Kozoriz
Schneider Electric, Lorne Hedges
Siemens Industry, Inc., Paul Pelczynski
Snap One, LLC., Christopher Dean
Snap One, LLC., Patrick Dunlavey
TELUS, Brittany Styner
TELUS, Steve McArthur
Trane Technologies, Glenn Gasmen
Tuya Smart Inc., Chloe Zeng

CHC Meeting AGENDA

1. Agenda – Ken Wacks (Ken Wacks Associates)

Ken Wacks thanked everyone for attending, outlined the agenda, and alerted everyone that the meeting was being recorded and would be made available to the industry.

2. Call to Order, Welcome, and Introduction, about the CHC – Ken Wacks (Ken Wacks Associates)

Ken Wacks welcomed everyone and gave a short introduction to the CHC and what the council does.

3. Appointment of New CHC Vice-Chair – Ken Wacks (Ken Wacks Associates)

Ken Wacks welcomed newly appointed Vice-Chair Charlie Derk of Legrand to the CHC.

4. Administrative – Ken Wacks (Ken Wacks Associates)

4.1 Motion to Approve Past CHC Minutes

Ken Wacks informed everyone that the July 25, 2023 CHC meeting minutes were circulated and posted on the ASHB Website in the CHC section: [CLICK HERE](#).

The motion to approve the July 25, 2023 CHC minutes was moved by Charlie Derk (Legrand), and the motion was seconded by Christopher Freeman (Rheem Manufacturing Company). Unopposed motion carried.

4.2 Call for CHC Vice Chairs

Ken Wacks made a call for volunteers as Vice-Chairs for the Connected Home Council (CHC). If there is any interest, please contact ASHB to further discuss.

5. Research Update

2023 CHC Landmark Research “[Smart Home Technology & Market Trends](#)” – Marta Klopotowska (ASHB)



Marta Klopotowska gave a brief overview of this 2023 CHC Landmark Research Project, “Smart Home Technology & Market Trends”. Only the funders will receive the full \$40,000 of research but the Executive Summary of the research will be available to ASHB Members. Funding opportunities range from \$5K-\$10K depending on the benefits. To receive this research and become a funder, please contact Greg Walker (ASHB) at walker@ashb.com. [CLICK HERE](#) for the research prospectus and other supporting documents. Seven (7) ASHB members have already joined this research project:

6. CHC Webinar

“Next Stage of Growth for Smart Homes: The Consumer Buyer Journey” (30 min) – Charlie Derk (Legrand) & Elizabeth Parks (Parks Associates)



Elizabeth Parks
President & Chief Marketing
Officer



Charlie Derk introduced Elizabeth Parks who presented the keynote and participated in the Q&A.

Description: 2022 and 2023 are challenging years for smart home players. After strong consumer spending on technology drove growth through the pandemic and 2021, multiple market forces coalesced into a very difficult environment. Elizabeth Parks, President and CMO of Parks Associates shared Parks Associates consumer and industry research on the smart home buyer journey. The presentation covered trends in smart home device adoption, channel distribution, bundled services, and how consumers view the smart home experience, including the leading brands and product categories.

7. **ASHB Journal** – Ken Wacks (Ken Wacks Associates)

Ken Wacks (Ken Wacks Associates) presented the ASHB Journal and urged all attendees to contribute their articles for consideration. If you're interested in submitting a proposal or an article, you can reach out to klopotowska@ashb.com or kenn@alum.mit.edu.

8. **ASHB Podcasts** – Marta Klopotowska (ASHB)

Marta Klopotowska (ASHB) outlined ASHB's Podcast series on [Spotify](#) and [Apple Podcasts](#). If you or someone that you know is interested in participating as a guest or host on a future episode, please contact ASHB at admin@ashb.com.

9. **New Business** - Ken Wacks (Ken Wacks Associates)

Ken Wacks made a call for new business related to future CHC Guest/Keynote presentation topics and speakers, new CHC White Papers, new research projects and meeting ideas, etc.

No new business was brought forward.

10. **Announcements** – Charlie Derk (Legrand)

Upcoming Events

[Smart Spaces \(Parks Associates\)](#) - November 30 | Virtual

[CES](#) - January 9-12 | Las Vegas, NV

[Connections Summit at CES \(Parks Associates\)](#) - January 9 | Las Vegas NV

[IoT Evolution Conference & Expo](#) - February 13-15 | Ft. Lauderdale, FL

11. **Adjournment** (1:30 PM ET) – Ken Wacks (Ken Wacks Associates)

The next CHC Meeting will be held February 2024.

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ASHB CHC meetings are open to ASHB Members and invited guests, and everyone is encouraged to participate. [CLICK HERE](#) for more info on the CHC, past minutes, participants, and terms of reference. Any ASHB Member who attended as a guest will be added to the CHC unless they notify the ASHB office by December 8, 2023, that their name should not be added. Non-ASHB members that attended this meeting as a guest, should contact Marta Klopotowska at klopotowska@ashb.com, to indicate if they wish to join the CHC or ASHB. [CLICK HERE](#) for more information on the ASHB Benefits.

Greg Walker, CAE

CEO

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