

Read This Book!

I'll say it again: Read This Book!

By Keith Clark

If Bad Sound Were Fatal, Audio Would Be The Leading Cause Of Death.

I first saw this statement several years ago emblazoned on a coffee cup resting on the desk of a loudspeaker designer/engineer.

"Hmm... Maybe a bit over the top, but there's also a ring of pithy honesty to it," I thought, smiling wryly. (Pithy gets me every time...)

The designer didn't know the origin of the statement, nor how a similarly adorned cup of my own could be acquired. So I filed it away, occasionally recalling the line with the same wry smile.

About a month ago, an e-mail arrived from Carolyn Davis, explaining that she and her husband Don would soon have a new book coming to market. The title of the book?

Bingo! No need to call Robert Stack – my own little "unsolved mystery" had magically reached a satisfying resolution. Carolyn graciously sent me an advance copy. It arrived on a Saturday morning. I was enjoying the 364th (and last) page by Sunday evening. (And rest assured, right at the outset Don explains the origin of the statement that is the book's title.)

If Bad Sound Were Fatal delivers a fascinating and often hilarious ride through the lives of the Davises, cre-

ators of Synergetic Audio Concepts (Syn-Aud-Con), the independent audio educational program that has benefited thousands since its founding more than 32 years ago.

The two are also co-authors of the seminal text *Sound System Engineering*, nearing its third edition release and a technical "go to" resource for generations of audio pros.

I could easily fill the rest of this page – heck, this entire issue – detailing the myriad contributions of the Davises. Suffice to say that I once spent an entire afternoon with them, talking about their work in this industry, and after more than three hours, we had barely scratched the surface. (By the way, check out the transcript of that conversation posted on *ProSoundWeb*.)

Much of *If Bad Sound Were Fatal* expounds upon the non-technical side of what is shared by Syn-Aud-Con grads and offering fascinating anecdotes, projects, theories and communication. There is also a heavy dose of the history of the audio giants, many of whom the Davises knew personally during their 50-plus years (and still counting) in the industry.

Note the point made above: coming up on their eighth decade on this planet, a time when many of us envision walking on a beach and not

much more, Don and Carolyn still had the consideration and thoughtfulness to share their time and experiences with me, a guy they didn't know from Adam. All I had to do was ask.

Of course, it shouldn't come as a big shock. As Carolyn notes early in the book, she will give up riding her motorcycle "when they pry my cold dead fingers off the handlebars."

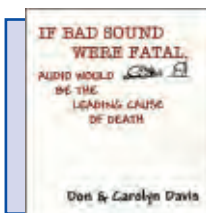
Such spirit. Such independence. Such determination. Such a willingness to share what has been hard earned and hard learned. Now that I think about it, we see this more than average in our own little industry, and it's a direct tribute to folks like Don and Carolyn.

It's people like them who have defined – and continue to define – the real, honest and forward-thinking portion of our business. In short, they help define who we are.

Want to understand how we find ourselves here? Want to understand what's come before and therefore, what's down the road? Want to read about two lives that are more well-lived – both inside and outside of the industry – than any fiction writer could possibly concoct?

All you have to do is read the book. ■

Keith Clark is editor of *Live Sound and ProSoundWeb*, and can be reached at kclark@livesoundint.com.



If Bad Sound Were Fatal is available at a cost of \$20.75 plus \$5.75 shipping from Author House publishing. NOTE! The same shipping cost applies if you wish book autographed and shipped by the authors. Order from the book's web site at www.ifbadsoundwerfatal.com, or from Author House at www.authorhouse.com, 888-280-7715, or from Carolyn Davis via e-mail at fcpd315@outdrs.net.