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SUPPLIERPROFILE

Four Star Wire + Cable/ MyStar Sound

Serving This Industry and Beyond

By Kevin M. Mitchell



Custom gold drum cabling for Iron Maiden.

For Paul Snyder, he's not just selling wire and cable — he's selling service. Since 1999, he's built Four Star Wire and Cable into a powerhouse wire and cable and connectivity distributor serving the security and sound, coaxial, fiber optics, fire alarm, voice and data, and industrial wire and cable industries. But he's a musician at heart who spent plenty of time playing drums, guitar and singing. So he saw a need to bring his approach to the most basic — but most important — part of the pro audio chain to this industry.

Snyder had been in the wire and cable business 13 years when he founded Four Star Wire and Cable in Michigan in 1999. A year later, he introduced the MyStar Sound brand of audio, stage, lighting and video cables to service the live event industry (audio, lighting, video), opening an office in Nashville. "I've been in the wire and cable business a long time and my passion for music and understanding of the products and electronics made me really want to contribute," he says. "Also a lot of those in the music industry were saying, 'I am buying bulk wire and connectors — can I get a snake and a mic cable built too?'" (MyStarSound Pro Audio Cables is a product line manufactured by Four Star Wire and Cable, and there are a total of 28 people working at the two locations.)

"You don't just get that cable from us,

you get our people," Snyder says. "I feel like people in this industry get that. The tour is leaving on Friday and you can't wait for the cable — it has to be there the Wednesday before. It's just how that world works and we understand it." Also appealing is that all of MyStar Sound's product are built in America, and come with a lifetime guarantee. It's this mentality that created the kind of relationship that touring and production people appreciate." Key is feedback from the live event industry — Snyder and team listen to everything that is said of their product, which allows them to create products containing quality components that meet or exceed industry standards. Another advantage is the ability to have the plate and panel works handled in-house, whether it be laser etching and cutting to CNC processes.

» Nashville

Since opening their Nashville location, they have grown with the boom that has made Music City a live event juggernaut. It's not just been from the sound company side either, but from staging and lighting, voice and data, and security companies as well. Nelson Alsup heads up that office, and Rodney Martin is the account rep. "Just being able to ship from Nashville is a huge advantage," On a personal level, he enjoys the culture of Nashville. "There is a southern men-

tality with so many companies there — they are down-to-earth and appreciate the personal touch in every deal. You'll have a great relationship in Nashville if you say what you do and do what you say."

He stresses that Four Star Wire and Cable is about everything that involves wires and connectivity, not just the live event industry. The company is also busy doing custom work. One recent example of their "if you can think it we can build it" mantra is that Iron Maiden drummer Nicko McBrain had a drum set made up of all gold hardware, and wanted all the cabling to match it. With Neutrik Connectors, he accomplished that task. Snyder enjoys working with many leaders in the industry, including frequent Parnelli Award nominee Kevin "Tater" McCarthy. "I've known Tater for a long time — and we have a great working relationship." On McCarthy's Parnelli win for Monitor Engineer of the Year, he gave a shout out to Snyder and his team. But he's far from the only fan.

"When I was 15 years old, a record producer told me, 'the sound comes from the source,' and I have lived by that motto ever since," says Cinderella drummer Fred Coury. "We depend on the signal from that source, and recently I asked Four Star Wire and Cable to make a couple of patch cables for me just to try. Within a week, I replaced every cable in my studio with MyStarSound cables and looms!" F: H



Four Star Wire + Cable/ MyStar Sound

FOUNDED: 1999

LOCATIONS: Sterling Heights, MI

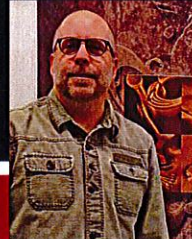
(877.789.1626); Nashville, 877.853.8106

WEB: fourstarwire.com; mystarsound.com

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QUOTE: "Our accomplishments of yesterday will become our challenges today. We will strive each day to maintain our customer's loyalty and respect."

—Paul Snyder



Company founder
Paul Snyder

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