

At Copper Clad, we've built this company around a belief that's simple, but not always easy to live out:

Do what's right for the client and the project; every time.

That standard sounds straightforward, however, in practice, it requires discipline, ownership, and a willingness to take the harder path when it matters most.

For me, that mindset started early.

When I was five or six years old, I ran my first "experiment" on my dad's brand new Sony Betamax. With a pencil in hand, I set out to figure out how it worked and quickly turned a working machine into one that didn't.

I knew he'd be home soon and wanted to use it, so I did the only thing that made sense at the time – I took it apart.

Piece by piece, screw by screw, I worked backwards. Learning how components connected. Figuring out how to remove what didn't belong. Then carefully putting it all back together again.

By the time he got home, it was working.

I didn't know it then, but that moment set the foundation for how I approach everything today:

Understand how it works. Take ownership when something goes wrong. And don't walk away until it's made right.

Early in my career, I saw a pattern in our industry – projects didn't struggle because of lack of capability, but because of lack of alignment. Poor communication. Late involvement. Decisions made too far downstream. And too often, relationships ended when the job did.

That never sat right with me.

Because the truth is:

Pre-production is production.

The success of a project is determined long before installation begins. Early coordination, collaboration with the right stakeholders, and a shared commitment to getting it right from the start, that's what separates good from exceptional.

That mindset carries through everything we do.

We don't step in late, and we don't step away early.

We stay engaged. We take ownership. We see it through.

I didn't set out to build the biggest company.

I set out to build one people could trust without hesitation – known for craftsmanship, communication, and consistency under pressure.

A company where details aren't overlooked, standards aren't compromised, and clients never have to chase answers.

We operate with what I call a **self-employed mentality**. Every person on our team is expected to think, communicate, and act like the outcome is their responsibility, because it is.

That's how we protect the quality of our work.

That's how we protect the experience for our clients.

You'll also hear us talk about the **extra 1%**.

It's not a slogan. It's a standard.

It's the extra coordination before a wire is pulled.

The extra thought in the system design.

The extra care in our installations, wire management, and finish work.

The extra communication that keeps everyone aligned.

Individually, those things may seem small.

Together, they're what separate good projects from exceptional ones.

They're what turn clients into **Raving Fans**, people who trust us, refer us, and come back because they know we'll do what we said we would.

As we grow, we're intentional about how we grow.

We are building a **boutique, high-touch company**, one that stays personal, responsive, and committed to the people we serve.

Growth will never come at the expense of craftsmanship, communication, or our standards.

At the core of everything we do is **stewardship**.

We are entrusted with our clients' homes, businesses, budgets, and expectations. That responsibility extends beyond installation, it continues through the life of the system and the relationship.

We don't walk away when the job is done.

We stay available. We stay accountable. We stay invested.

This company reflects what I believe matters most:

Doing things the right way.

Taking pride in the details.

Showing up when it counts.

And building something that lasts, not just in the systems we install, but in the relationships we earn.

Because at the end of the day, this isn't just about technology.

It's about creating spaces that work the way they should, quietly, reliably, and without friction, so our clients never have to think about it.

And when that happens, we know we've done our job.

Cody Setzer

Chief Futurist, Copper Clad