

Martin Esteves is the program manager at the Satellite Broadcasting & Communications Association (SBCA). As program manager, one of the functions of his job is “to be the first line and main contact to consumers, technicians and members whenever they reach out to the SBCA for assistance. “ He continues, “whether that is to discuss membership, benefits, certifications, OTARD issues or any questions I strive to provide them the answers they need to move them forward.”

SBCA offers its members several benefits. There are two benefits that Martin wants to make sure members are aware of, the first is SBCA’s business and liability insurance. “ [It] was always something I would get inquiries about from members so I was very pleased last year for the SBCA to partner with Bouchard Insurance and The Hartford to offer a one stop solution for members that provides them with commercial liability, employer liability, workers compensation as well as other insurance offerings that all meet the standard dealer requirements put in affect by DIRECTV last year. “ Another is a benefit that everyone can participate in “with a discount for dues paying members is the new ZOP (zone of protection) app which has recently been made available for purchase. This app was built to assist technicians and let them know where a dish can be mounted on a property without the need to ground utilizing the proper tools. This allows more installation options to techs and can save them as much as 30 minutes on an install while being in full compliance of the NEC code,” he states.

SBCA has always been an association that focused on member resources and training in the satellite industry and Martin sees their mission staying the same, even as the industry changes. “I see the SBCA still representing the interest of satellite and broadband consumers through continued certification of the installation work force, education of legislators and regulators, making sure the industry is not targeted for unfair taxes and providing benefits to our members through various partnerships and programs enabling them to save time and money.

Throughout his 10+ years with SBCA, Martin has enjoyed interacting with its members and looks forward to continuing to do so in the future.