



14th Annual
Business & Leadership
CONFERENCE

March 1-3, 2012 • Dallas, TX

Four Seasons Las Colinas Resort and Club

Adapt. Evolve. Compete.

Run Your Business at the Speed of Success

www.nasca.org/blc



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Run your business at the speed of success

NSCA's Business & Leadership Conference is the premier conference for business owners and managers in the communications and electronic systems integration industry. Gain valuable knowledge from industry experts and even more importantly, your peers. Through a variety of seminars, roundtable discussions, and networking opportunities, you will take away new strategies to improve your business performance.

Adapt. Adapting to an ever-changing environment filled with economic challenges, new regulations and human resource concerns is the biggest challenge faced by business owners and managers. Understand the state of the industry, its future and creating a successful business model.

Evolve. NSCA's business conference is the best place to network and build connections with peers in the commercial electronic systems industry. With several breakout sessions and events tailored specifically for networking, you'll benefit from both the experience and innovation of your peers.

Compete. Get a business tune-up at the Business & Leadership Conference to stay miles ahead of the competition. Attendees often tell us that they immediately implement the strategies they receive from this event. Be the first in your marketplace to implement these winning strategies.

> Register Now! What are you waiting for? Join an elite group of business owners and executives at the 2012 Business & Leadership Conference. Plus, take advantage of early-bird pricing by January 4, 2012, and save \$100 off the regular admission price! Visit www.nasca.org/blc or contact NSCA at 800.446.6722 to get registered today!

> Hotel Registration Don't forget to contact the Four Seasons Las Colinas at 1.972.717.2499 to reserve your hotel room. Mention that you will be a part of the NSCA Business & Leadership Conference for an exclusive rate of \$139 per night (plus tax).

Thank you to our sponsors!

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INTEGRATION SUPPORTERS



Economic Outlook 2012

Conditions That Impact Your Business

LEE MCPHETERS, Arizona State University



This session will analyze long-term trends, current conditions, and the economic outlook for 2012 and beyond. This presentation will show how government, businesses and consumers all play a role in a sustainable recovery. The strongest and weakest states will be listed and analyzed, and the session will conclude with a summary of the outlook for key U.S. indicators, including inflation, job creation, housing, and GDP.

Construction Forecasts

Conditions & Trends

MARK "RUSTY" SHERWOOD, McGraw-Hill Construction



Increase your business potential by understanding industry projections on national construction activity for 2012, perspectives on key industry shaping trends and implications of both U.S. based manufacturers and contractors from more than 100 years of industry experience and market data from McGraw-Hill Construction.

Trends, Technology and Taking the Lead

SCOTT KLOSOSKY, Alkami Technology



Technology is simply a tool, but in the right hands, it can be magical in its ability to give us new capabilities. For this reason, it is critical to understand how technology can be fully leveraged in order to drive top-line revenues, or lower bottom-line costs. This is a talk that is both thought-provoking and practical. This session will highlight new trends that people may be aware of, and adds a few over the horizon trends that are completely new.



Internal Measures

Is Your Business Really Safe?

JAY MYERS, Interactive Solutions, Inc.



Research shows that in 2010 alone, there were over 1,100 cases involving embezzlement's exceeding \$100,000 in the U.S. The average loss for those organizations was over \$1 million, but the maximum exceeded \$46 million. Of those cases, only 4% of the employees had any prior criminal record. In this session you will learn the specific steps to take if you suspect embezzlement within your company as well as prevention strategies that can save your business, and more.

Social Media for Revenue Growth

Top 5 Social Media Applications

IRA KORETSKY, The Chief Storyteller



Join us for a fast-paced session packed with immediately applicable ideas and tips to engage clients and prospects. Get your target audiences to say to themselves, "Wow! I need that," with relevant messages and business stories you share online. The most important social media applications will be covered including blogs, LinkedIn, and Twitter. Come prepared and bring some examples of your social media efforts or ideas you have for instant feedback and suggestions.

Executive Power Hour

Cut to the Chase

CRAIG JANSSEN, Acoustical Dimensions

JIM SINAPOLI, Smart Buildings

SCOTT KLOSOSKY, Alkami Technology



This session will be a rapid fire series of three presentations delivered by industry leaders in an intense, thought-provoking manner. Each presenter will be given 20 minutes to deliver a clear and concise separate, yet linked presentation on industry topics of interest including:

- Topics that impact systems integration firms and business approaches that require immediate evaluation.
- External client and facility-based issues requiring a strong sense of direction and leadership.
- Technology and innovation within our primary sectors, but not necessarily in our control.



Top 5 Legislative Issues in 2012

CATHY MROSKO, NSCA



Protecting your business means more than just earning profits. Understand new regulations, threatening policies and legislative issues affecting many small businesses. The implications of the upcoming 2012 elections could mean the difference between financial success or failure. This session will cover NLRB initiatives, tax incentives, prevailing wage and more.

Leadership at 100 MPH

Keynote Session

CAMERON HERROLD, BackPocket COO



Managing business growth can be an exhilarating experience, but it can also be an intimidating one. This dynamic presentation will reveal the systems that all companies need to grow and how to do it while making a profit. In this keynote session you'll discover how to attract and retain top talent, skyrocket productivity and profit, reverse engineer long-term goals, and more.

Company Culture = World Class Employees

CAMERON HERROLD, BackPocket COO



Discover the secrets used to create a truly amazing high-growth workplace culture. In this presentation you will learn:

- The best systems to attract, interview, select and retain top employees.
- Secrets attracting 'A' players away from competitors.
- Examples of what workplaces look like where Gen X, Gen Y and Baby Boomers productively work together.
- Step-by-step strategies for balancing culture with your bottom line.

Business Valuation

CHRIS DAUM, FMI Capital Advisors, Inc.



Mergers & Acquisitions - to be or not to be? Understand the trends driving current M&As and the key factors that impact valuation and lead to a successful transaction.

Specific topics covered will include:

- Competitive themes transforming the systems integration industry.
- Recent M&A activity including real world transaction examples.
- Key attributes of attractive acquisition targets.
- The difference between a strategic vs. financial buyer.
- How each type of buyer values your business, and why.
- Alternatives to a third-party sale.

Ownership Thinking

The Business Model for the 21st Century

ALEX FREYTAG, Ownership Thinking, LLC



Ownership Thinking is a proven process that will move your employees from "me" to "us," creating a better work environment while significantly improving financial performance. Companies practicing Ownership Thinking financially outperform their competitors by 30% or more, and they retain employees at a 200% better rate.

The presentation covers:

- Business Acumen
- Transparency and Accountability
- Incentives and Equity Sharing
- Finding Your Organization's Higher Purpose



Read full session descriptions online at: www.nasca.org/blc

Beer 'n' Bull

PANELISTS TBA JANUARY 2012

With topics selected by the audience, this session provides insight and debate on the most critical issues facing systems integrators today.

Submit your session ideas to NSCA via LinkedIn, Facebook or Twitter. Discussion topics will be announced in January of 2012.





Cowboys, Cocktails and Casino Night

Join your fellow BLC attendees as we head off-site to the Cowboys Stadium for a night of fun! The evening will begin with cocktails, followed by VIP Technology Guided Tours for the ultimate Cowboys Stadium tour experience!

The stadium's most knowledgeable and experienced tour guides will lead the group to see a state-of-the-art data center and the radio and print media press boxes. After you've seen these areas, your guide will take you down to the event level where you'll see the Miller Lite Club, the post-game interview room and both the Cowboys and the Cowboys Cheerleaders locker room.

After the tour ends, enjoy some Texas BBQ and try your luck at casino night! Whether you are an experienced player or new to the games, there will be something for everyone! Choose from blackjack, texas hold 'em, roulette, or craps.

First-Time Attendee Orientation

If you have not attended NSCA's business conference in the past, or if you are new to the industry, the First-Time Attendee Orientation is a great way to kick off the conference. Learn how to get the most out of the conference from people who have experienced the event before and profited from the concepts they were introduced to at previous Business & Leadership Conferences.

Opening Night Reception

Introduce yourself to new and returning attendees to gain valuable connections and resources throughout the conference and beyond.

Opening Night Dinner

Learn from the noteworthy accomplishments of your peers and celebrate their successes. NSCA will honor the Randy Vaughan Founder's Award winners and the Excellence in Business Award winners during the opening night dinner.

Closing Night Reception

As the event draws to a close, this cocktail reception provides attendees one last chance to network with old friends and new acquaintances. Share what you learned during the event that you will be putting into practice when you return to the office, make plans to follow-up on partnership opportunities and more.

Closing Night Dinner

There is no better way to wrap up the Business & Leadership Conference than with some comic relief. Comedian, Rex Havens will provide comedic entertainment with his skit: *Everything I Needed To Know, I Learned From My Wife!*, a laugh-a-minute look at men, women, love and marriage, done with clean, clever, positive humor and tasteful sophistication.

Education Foundation Industry Charity Golf Tournament

Join the NSCA Education Foundation for the return of the Industry Charity Golf Tournament on March 1, 2012, to kick off the conference. The tournament will take place at the Four Seasons Las Colinas, which holds the Tournament Players Club (TPC), home to the HP Byron Nelson Championship, a PGA Tour event.

Take advantage of a substantial savings to golf on this elite PGA golf course and sign up with a foursome, or register to golf during the foundation golf tournament. Contact NSCA Education Foundation Managing Director, Barbra Snitker, at bsnitker@nsca.org or **800.446.6722**.



Read full event descriptions online at: www.nsca.org/blc

Awards

This year NSCA will offer several opportunities to receive complimentary admission to the 14th Annual Business & Leadership Conference. As an industry professional, you may nominate your company for the Excellence in Business Award. In addition, the NSCA Education Foundation will award 10 first-time attendees the Randy Vaughan Founder's Award.

For more information, or to submit your applications, visit www.nasca.org/blcawards.



Excellence in Business Awards

Nominate yourself or your fellow systems integrators for their excellence in business. NSCA is looking for systems integrators with outstanding success resulting from a Best in Class business strategy in the following categories:

- Growth Strategies
- Professional Development
- Strategic Advancement
- Project Development
- Marketing Strategies
- Fiscal Responsibility
- Education of Allied Professionals
- Recurring Revenue
- Philanthropic Contributions

Submissions are due **January 15, 2012**. The 2011 Business & Leadership Conference Committee will announce the winners on **February 3, 2012**. For more information on NSCA's Excellence in Business Awards, or to download the application, visit at www.nasca.org/blcawards.

Randy Vaughan Founder's Award

New this year, the NSCA Education Foundation will award up to 10 individuals for the Randy Vaughan Founder's Award, which provides free entrance to eligible first-time attendees of the 2012 Business & Leadership Conference.

Randy Vaughan was a charter member of NSCA, and served on the NSCA Board of Directors from 1997-2008, including a two-year term as president beginning in 2005. Additionally, he served as an instructor for NSCA University™ for more than 12 years, and was named its Educator of the Year in 2007. He also served as chairman of the NSCA Education Committee for a number of years. His greatest accomplishments for NSCA include the creation of NSCA University and the Business & Leadership Conference, as well as his role as a subject matter expert and content developer for the industry.

Applications for the Founder's Award will be due by **December 15, 2011** and winners will be notified by **January 2012**.

For more information on the award, visit www.nasca.org/foundation, or contact Education Foundation Managing Director, Barbra Snitker, at bsnitker@nsca.org or **800.446.6722**.



Thursday, March 1

Networking

Sessions

TIME	SESSION/EVENT	PRESENTER(S)
8 am – 1:30 pm	NSCA Education Foundation Golf Tournament	
2 - 6 pm	Registration Open	
3 - 4 pm	First-Time Attendee Orientation	
4 - 5 pm	Sponsor Appreciation Reception	
5 - 6 pm	Opening Night Reception	
6 - 8 pm	Opening Night Dinner and Awards Ceremony	

Friday, March 2

TIME	SESSION/EVENT	PRESENTER(S)
7:45 - 8:30 am	Breakfast	
8:30 - 10 am	<i>Opening Session featuring:</i> <ul style="list-style-type: none"> Economic Outlook 2012: Conditions That Impact Your Business Construction Forecasts: Conditions & Trends 	Dr. Lee McPheters Mark "Rusty" Sherwood
10:15 - 11:45 am	Trends, Technology and Taking the Lead	Scott Klososky
11:45 am - 1 pm	Networking Lunch (assigned seating)	
1 - 3 pm	<i>Breakout Sessions</i> <ul style="list-style-type: none"> Internal Measures: Is Your Business Really Safe? Social Media for Revenue Growth: Top 5 Social Media Applications 	Jay Myers Ira Koretsky
3:15 - 4:15pm	Executive Power Hour: Cut to the Chase	Scott Klososky, Jim Sinapoli, Craig Janssen
6 - 10 pm	Cowboys, Cocktails and Casino Night at the Cowboys Stadium	

Saturday, March 3

TIME	SESSION/EVENT	PRESENTER(S)
8:15 - 9 am	Breakfast: Optional Session: Top 5 Legislative Issues in 2012	Cathy Mrosko
9 - 10:30 am	Keynote Session: Leadership at 100 MPH	Cameron Herrold
10:45 - 11:45 am	Company Culture = World Class Employees	Cameron Herrold
11:45 am - 1 pm	Lunch	
1 - 2:30 pm	<i>Breakout Sessions</i> <ul style="list-style-type: none"> Business Valuation Ownership Thinking: The Business Model for the 21st Century 	Chris Daum Alex Freytag
2:45 - 3:30 pm	Beer 'N' Bull	TBD
5 - 9 pm	Closing Night Dinner and Comedy Skit	Rex Havens



registration

Visit www.nasca.org/blc to register online

Early-Bird Registration:

Now – January 4, 2012
\$949

Regular Registration:

January 5, 2012 –
February 28, 2012
\$1,049

Group discounts are available for companies bringing five or more employees. Please call 800.446.6722 for group pricing.

Education Credit Discount

NSCA Education Credits may be used for up to 30% of the total cost of the Business & Leadership Conference. Credits must accompany original payment and be redeemed by the expiration date. Credits cannot be applied to past events. Credits are non-transferable and may not be redeemed for cash. A company may use up to 30% of the cost of the conference admission in Education Credits.

**InfoComm credits not accepted.*

Questions regarding Education Credits?

Call 1.800.446.6722



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