



**FOR IMMEDIATE RELEASE**

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**Transform Your Business Today for a Successful Tomorrow**

*Register Today for NSCA's Business & Leadership Conference*

**CEDAR RAPIDS, IA, November 8, 2012** – Grow your business and learn new strategies to help you adapt to the fast-paced changes bombarding your business, customers and the economy now and into the future. Join NSCA and industry peers at the 15<sup>th</sup> annual Business & Leadership Conference (BLC), February 21-23, 2013, at the Arizona Grand Resort & Spa in Phoenix, Arizona. Visit [www.nasca.org/blc](http://www.nasca.org/blc) to get all of the event details. Plus, register for the conference by January 4, 2013, and receive a \$100 discount on the admission price.

Over the last 15 years, there have been many industry transitions ranging from the convergence of AV and IT, an evolving distribution model, buyouts, a more competitive bid market, policies and regulations to hiring strategic positions, engaging in profitable partnerships and much, much more. NSCA's BLC provides business owners and managers key information on industry trends and issues, marketing tips and business tactics specific to the systems integration industry.

"Each year we bring more staff to this event because everyone from the owner to the inventory manager takes away so much knowledge," said Danielle Hagen, General Manager of Communication Specialists Inc. "The market, the paradigms – they are all rapidly changing. We learn more about the business and take those business strategies back to the office which helps us to be more competitive and efficient in our processes."

Sessions at this year's event will provide attendees tactics to:

- gain a competitive advantage with strategies to accept and implement change
- influence buying decisions
- dissect contracts and their issues
- successfully utilize new technologies and create service models
- transition into diverse business models

This year the BLC returns to popular Phoenix, AZ, at the Arizona Grand Resort & Spa – the area's only AAA Four-Diamond hotel is located near the South Mountain Preserve, the largest municipal park in the world and the most visited hiking destination in the state.

(more)

With a state of the art spa, 7 acre Oasis Water Park, stunning 18-hole golf course, and all suite rooms, the Arizona Grand is a perfect place for attendees to bring their spouses or families for a getaway.

Sponsors of the 2013 event include: Atlas Sound/IED (host sponsor); Systems Contractor News (media sponsor); Almo Professional A/V; AMX; Behringer; BIAMP Systems; Bosch Security Systems, Inc; Chief Manufacturing; Cisco; Cooper Notification; FSR, Inc; Herman Pro AV; Kramer Electronics; Listen Technologies Corporation; Magenta Research; Rauland-Borg Corporation; Shure Incorporated; Solutions360; Stealth Acoustics; SurgeX; Synnex Professional AV; Tannoy; and West Penn Wire. The event is endorsed by USAV Group.

Register today for this industry only event now through January 4, 2013, at the discounted price of \$999. For more information on speakers, events, and sessions visit [www.nasca.org/blc](http://www.nasca.org/blc) or call 800.446.6722.

### **About NSCA**

The National Systems Contractors Association (NSCA) is the leading not-for-profit association representing the commercial low-voltage electronic systems industry. NSCA is a powerful advocate for all who work within the low-voltage industry, including systems contractors/integrators, product manufacturers, consultants, sales representatives, architects, specifying engineers and other allied professionals. NSCA is dedicated to serving its contractor members and all channel stakeholders through advocacy, education, member services and networking designed to improve business performance. For more information, visit [www.nasca.org](http://www.nasca.org).

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