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Increase Business Profits with Strategies to Gain Competitive Advantage

Register Today for NSCA's Business & Leadership Conference

CEDAR RAPIDS, IA, December 4, 2012 – Business success comes in a multitude of ways – profits, employees, revenue diversity, investments – but what will you need to know about your competitors, new technology, regulations and policies that are constantly changing? Join NSCA and your industry peers to tackle these and other business issues at the 2013 Business & Leadership Conference (BLC), February 21-23. During the 15th annual conference, you'll learn from world-class speakers and hear from industry peers on their solutions and tactics to help you and your business for years to come.

Conference sessions cover a broad range of topics from the future of our economy and contracts, to service revenue models and making intelligent buying decisions. Featured keynote speaker, Peter Sheahan of ChangeLabs™, will present two sessions during this year's BLC:

- **Flip** – *Turning Challenge into Opportunity and Change into Competitive Advantage*: Sheahan's expertise provides attendees with information to improve profit margins and taking the appropriate risks to drive change in your business.
- **Moving the Market** – *Accelerate Your Impact by Influencing How and Why Buyers Make Decisions*: Capitalize on the science of how people think in order to increase sales and avoid price competition while leveraging your social identity.

Transforming your business for the future involves a variety of strategic decisions including:

- Understanding the impact of the **2013 Economic Outlook** from returning speaker Dr. Lee McPheters.
- Reduce the risks associated with contract requirements by comprehending the most **Outrageous Contract Requirements** seen in the industry.
- Think outside the box and **Wake Up, Ignite Your Possibility** by turning your greatest challenges into outstanding growth.
- Predict **Business Life Cycles** to identify growth and development within your own organization.
- Create **Exceptional Customer Experiences** through unique products and services only you and your employees can provide.

(more)

Sponsors of the 2013 event include: Atlas Sound/IED (host sponsor); Systems Contractor News (media sponsor); Almo Professional A/V; AMX; BIAMP Systems; Bosch Security Systems, Inc; Chief Manufacturing; Cisco; Cooper Notification; FSR, Inc; Herman Pro AV; Kramer Electronics; Listen Technologies Corporation; Magenta Research; Music Group; Polycom; 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 for the only conference designed specifically for commercial electronic systems executives, managers and business owners. NSCA's 15th Annual Business & Leadership Conference will be held February 21-23, at the Arizona Grand Resort & Spa in Phoenix, AZ. Attendees can save \$100 off the regular price if they register before January 4, 2013. For more information or to register, visit 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.

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