



## **FOR IMMEDIATE RELEASE**

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### **Business Metrics Measure Path Ahead for Contractors**

#### ***NSCA Business & Leadership Conference Attendees Discuss Strategies***

**CEDAR RAPIDS, IA**, March 3, 2010 — Attendees of NSCA's 2010 Business & Leadership Conference, February 25-27 in Palm Beach Gardens, FL, received solutions to current challenges created by the economy, such as backlogs, cash flow and rehiring of employees, during an optimistic event that included discussions on emerging technologies and applications that will positively affect the entire industry.

Participants represented security and life safety, lighting and design, A/V and other systems integration and contracting companies, indicating the industry's growth in recent years. Many discussed their tough business decisions and shared the tactics they used to overcome difficulties and remain viable in the industry. Others said they were researching new markets and opportunities through publicly funded jobs. These are all signs of a recovering industry, economy and positive changes to come.

"As a first time attendee, I wanted to get some new ideas for running our business and departments more effectively," said Samantha Falbe, president of Intelligent Lighting Creations. "I took away best business practices from leaders who have lead companies larger than mine. Their insights and recommendations are priceless, and I look forward to implementing some of them."

Presenters focused on the daily challenges faced by many managers and business owners. Sessions revolved around leadership and financial planning changes that maintain focus on recovery and growth.

"This was the best Business & Leadership Conference yet," said Ron Pusey, president and CEO at Communication Specialists, Inc. "A well-executed event provided uncompromised information and exceptional talent from the industry. I'm almost scared to think about what we have to do to outdo it next year!"

A special session on the changes to NFPA 72, the *National Fire Alarm and Signaling Code*, allowed organizations such as NSCA, PSA Security Network, Bosch Communications Systems and other industry manufacturers to provide insights into the update, suggest how the changes will affect technologies, and offer business opportunities in mass notification for a majority of

systems integrators.

“Commercial audio sales is the only market in our business profile that has seen an increase during the past year,” said Bill Bozeman, PSA Security president and CEO. “Physical and life safety have dominated sales in our distributor channel for 10 years. But, as audio and life safety technologies join forces to meet the new NFPA 72 and UL 2572 requirements, the industry has a great opportunity to work together to ensure public safety in higher education markets, entertainment venues and commercial buildings for mass notification needs.”

“The recession has prompted more members than ever to reach out to NSCA for help and ideas to maintain their businesses in this economy,” said NSCA Executive Director, Chuck Wilson. “As this conference has evolved, it has become a beacon for the cultural shift that has taken place where contractors and sponsors of this event can get together without becoming immersed in the technology we are so passionate about. We are becoming equally passionate about our vision, our strategies and goals for the company and what equity we can build and one day leave for others to experience. Contractors who attend this event will definitely have an advantage as we begin to recover post-recession.”

NSCA would like to thank its generous sponsors of this year’s event, especially host sponsor, Atlas Sound/IED, and *Systems Contractor News* (SCN), co-host and media sponsor of the event. PSA Security Network also endorsed the event. Additional sponsors included: AMX, Biamp Systems, Bosch Communications Systems, Dove Net (The Project System); FSR, Inc; Herman Procurement & Logistics; InfoComm International, Lutron Electronics; Rauland-Borg Corporation; Shure Incorporated; Tannoy | LAB Gruppen; West Penn Wire and Wiremold Legrand.

For more information, please visit [www.nasca.org/blc](http://www.nasca.org/blc) or call 800.446.6722.

### **About NSCA**

NSCA is the leading not-for-profit association representing the commercial electronic systems industry. With more than 2,500 member companies worldwide, the National Systems Contractors Association is a powerful advocate of 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 contractor members and all channel stakeholders through education, advocacy, outreach and member services. NSCA University offers a variety of courses on topics such as project management, business, sales, design and technical knowledge. Courses are delivered through a variety of methods including conferences, regional trainings, online learning and webinars. NSCA works in conjunction with a variety of industry partners to provide relevant and meaningful education and certification programs. It also provides leading industry research and market intelligence, insurance solutions, the industry’s most comprehensive manual of practice, *Essentials of Systems Integration™* and other business tools. For more information, visit [www.nasca.org](http://www.nasca.org).

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