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**NSCA and rAve Publications Launch AVmba.com**

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*Online One Stop Shop for Business Tips and Industry Information*

**CEDAR RAPIDS, IA**, June 13, 2012 — NSCA and rAve Publications announce the creation of [www.theavmba.com](http://www.theavmba.com), an online resource hosting NSCA's Executive Director, Chuck Wilson's popular blogs, questions of the week, videos and other industry resources. Additional contributors will provide business tips, resources, and information relevant to business owners and managers within the electronic systems integration industry.

This one-stop shop provides systems integrators with helpful information and the ability to ask experts on pressing issues, ranging from marketing tactics and policy changes, to HR concerns from other business owners and leaders from within the industry. NSCA is known to be the association focused on business issues and this new website provides educational opportunities for integrators to gain and apply new tactics to maintain a profitable business.

"This partnership with NSCA is a top priority for me, as it matches our mission here in rAve – to focus on helping the integrator community," said Gary Kayye, rAve founder. "Every single publication we have is aimed at educating dealers and integrators on faster, better, more profitable and more service-oriented products and technologies. The AV MBA is a natural extension of that as it's 100% focused on helping integrators with the 'how to run a business more profitably' side of the house."

NSCA created 'Inside NSCA,' Wilson's blog on business issues and topics in January of 2010. Since then, the blog has become a popular portal of advice and information integrators have been using on a daily basis.

"This is an opportunity to continue to advance NSCA's presence and ability to further our mission of improving integrators business performance," said Wilson. "I receive hundreds of emails and calls from integrators telling me stories of new concerns and questions of how to handle it, and the blogs and questions of the week allow me to share the experience from our community. AV MBA will now allow us to reach a greater audience and continue to expand our knowledge."

(more)

Opportunities to advertise on the AV MBA site are also available. Please contact Molly Buckley at [molly@ravepubs.com](mailto:molly@ravepubs.com), or by calling 919.969.7501.

Visit [www.theavmba.com](http://www.theavmba.com) to read Wilson's blogs, questions of the week, and ask your own questions or start a new discussion.

### **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. For more information, visit [www.nasca.org](http://www.nasca.org).

### **About rAve[Publications]**

rAve[Publications], founded in 1998 by Gary Kayye, is a news organization that provides coverage of the commercial (ProAV) and residential (HomeAV) audiovisual trade industries via e-newsletters, blogs, video, social media and a variety of other mediums.

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