



Business & Leadership CONFERENCE

FEBRUARY 26-28, 2015 • TAMPA, FLORIDA

Grand Hyatt Tampa Bay • www.nasca.org/blc

NSCA's 17th Annual Business & Leadership Conference

NSCA's Business & Leadership Conference offers an opportunity for industry leaders to gather and talk real-world business as it applies directly to our industry. You'll learn practical solutions to tackle existing and new challenges, and hear what your peers are doing to build stronger firms.

BLC has become the industry's most notable platform for executive-level education and networking for integration firm leaders. The event has grown over the past 17 years to bring more than 300 executives together annually to share stories, learn from other leaders, and hear about new ways to embrace technology, enhance management styles, refine business strategies, and motivate employees.

BLC covers business in a way that's unique to our industry:

- **Sales** (Managing sales for RMR is much different than sales for traditional hardware)
- **Service** (Are you ready to successfully add software as a service to your portfolio?)
- **IT convergence** (Is it possible to grow your business in an environment where we're moving toward applications on the network?)
- **Company culture** (Did you know that your company culture can positively or negatively impact your revenue?)
- **Leadership** (Learn how to amplify the smarts and capabilities of the people around you)

“This BLC was the most informative and valuable event yet. I often leave industry meetings with little value other than the networking. Your conference provided valuable information on the economy and how it impacts our business, leadership inspiration, and business strategy. I took 13 pages of notes!”

- **Bill Bozeman**, PSA Security Network, President & CEO

2015 SPONSORS

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2015 NSCA EDUCATION FOUNDATION GOLF SPONSORS

Host



NETWORKING

Thursday, Feb. 26

9am–1:30pm NSCA Education Foundation Industry Charity Golf Outing

Get an early start on golf season with some friendly competition among attendees. Kick off BLC by participating in NSCA Education Foundation's shotgun Industry Charity Golf Tournament on Feb. 26. The outing will take place at the fabulous TPC Tampa Bay. New this year: Contests that give you an even bigger chance to win fabulous prizes! Boxed lunches will be provided; awards will be presented during the BLC awards program. Sign up individually or with a foursome by contacting the NSCA Education Foundation at 800.446.6722.

2–6pm BLC Onsite Registration

3–4pm First-Time Attendee Orientation

If you haven't attended NSCA's Business & Leadership Conference before, don't miss this informal First-Time Attendee Orientation; it's a great chance to begin networking with other new attendees as soon as you arrive. This one-hour overview also provides insight about how attendees from previous Business & Leadership Conferences have applied the concepts they learned to immediately strengthen business operations and profitability.

5–6pm Welcome Reception (sponsored by SurgeX)

Don't miss this opportunity to introduce yourself to new faces or reconnect with familiar ones. Previous BLC attendees tell us that this networking reception is the best in the industry, and has led to many profitable partnerships and business ventures. The most interesting, informative, and educational moments may happen during interactions with peers from other organizations.

6–8pm Welcome Dinner & Awards (sponsored by Shure)

Join NSCA as we honor the Excellence in Business award winners that have established impressive ways to combine impressive revenues with success in customer service, branding, and strategic planning. Randy Vaughan Founder's Award winners, WAVE (Women in AV) scholarship recipients, and PSA Young Leaders will also be honored, along with winners from the NSCA Education Foundation Industry Charity Golf Outing.



SESSIONS

Friday, Feb. 27

7:30–8am **Breakfast (sponsored by FSR)**

8–9am **Opening General Session**

Economic Outlook 2015

Dr. Lee McPheters, Research Professor of Economics, Arizona State University

Dr. Lee McPheters returns in what has become an annual tradition: analyzing long-term trends, current conditions, and the economic outlook for the year (and beyond). Dr. McPheters will use NSCA's new Electronic Systems Outlook to examine how more than eight vertical markets will trend in 2015. The session will conclude with the outlook for key U.S. indicators, including inflation, job creation, housing, and GDP.



Dr. Lee McPheters

9–9:15am **Break**

9:15–10:45am **Opening Keynote (sponsored by Synnex)**

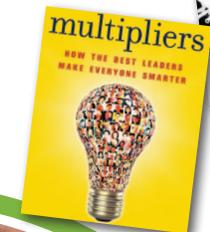
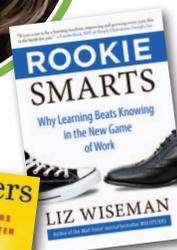
How the Best Leaders Make Everyone Smarter

Liz Wiseman, author of *Multipliers* and *Rookie Smarts*

When good leaders walk into a room, ideas flow and problems are solved. They use their intelligence to amplify the smarts and capabilities of people around them. They inspire employees to stretch themselves. And, as a result, they get more out of their people. These leaders are the multipliers. Learn the five disciplines that *multipliers* use to get more done with fewer resources, develop and attract talent, and cultivate new ideas. You'll also gain insight into Wiseman's latest research on "rookie smarts." This breed of leaders retains their rookie smarts, staying fresh, continuously learning, and knowing when to think like a rookie.



Liz Wiseman



10:45–11am **Break**

“As always, the BLC is a highlight to our year. Excellent information, relaxing atmosphere, and great insight to help us to expand our capability into the future.”

- John Bangs, AV/COM Integrators



SESSIONS

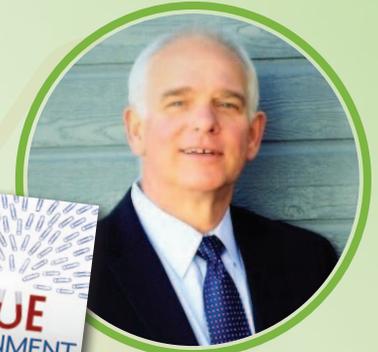
Friday, Feb. 27

11am–12pm General Session (sponsored by Biamp)

Linking Company Culture with Customer Needs for Extraordinary Results

Edgar Papke, author of *True Alignment*

Gain insight into Papke's groundbreaking approach to how companies and teams align the four elements of business to achieve higher levels of performance. This overview of the framework for aligning the four elements of business will help you decode and understand what motivates your customer, and align brand and culture to create a meaningful customer experience.



Edgar Papke

12–1:15pm Networking Lunch (sponsored by Rauland)

1:15–2:45pm Concurrent Breakouts (select one)

Achieving Maximum ROI with RMR

Joe Siderowicz

It's one thing to talk about RMR, but you need to have a plan for the sales, finance, and operational aspects of building ongoing managed services and recurring monthly revenues. Roll up your sleeves and interact with your peers in this step-by-step, nuts-and-bolts workshop where we put pencil to paper to illustrate the value of managed services and service contracts within your organization.



Joe Siderowicz

Leading Generously: 8 Acts of Influence, Trust, & Personal Alignment

Edgar Papke, author of *True Alignment*

Based on his groundbreaking work in the role of generosity in relationships – soon to be highlighted in his upcoming book – Papke provides insight into how society views generosity and how it can be used as a powerful leadership element. He provides a model for moving from money and resources to more effective “no-cost” acts of generosity and leadership that will motivate and create a positive impact on others. You'll learn how to effectively apply generosity to key stakeholders and customer relationships.

2:45–3pm Break

“Attending BLC was exactly what I needed to focus my efforts on growing my company. Growth is my immediate focus, and the BLC provided some strong information to help me achieve that goal.”

- Gregory Meyet, BAE Technology Inc., Vice President of Business Development



SESSIONS

Friday, Feb. 27

3–4:30pm Executive Power Hour (sponsored by Kramer)

A Technology-Infused Leader

Scott Klososky, author of *The Velocity Manifesto*

There are thousands of leadership books, but what all of them seem to be missing is any discussion of what a leader needs to know about technology in order to be effective. A handful of new concepts and ideas will help leaders understand what they need to do well in order to lead effectively in the information age: understand what future will hold, leverage technology holistically, and mature the institutional culture of your organization so technology-savvy generations can prosper.

—Adjourn until 6pm—

6–7pm Cocktail Hour (sponsored by Chief)

7–10pm Dinner/Event

Salsa Challenge and Poolside Party (sponsored by West Penn Wire)

Enjoy this Margaritaville-inspired Mexican feast, as you and your team are tasked with creating an original salsa recipe from scratch. By competing in mini-group challenges, you'll be eligible to win additional ingredients that just may add the winning touch to your salsa creation. Once all teams are finished, guests will have a chance to sample each salsa and select a winner!



“I was very impressed with the conference. The level and content of the speakers was excellent. CaTECH actually contracted one of the speakers to provide business consulting services as a result of BLC. I was also impressed with the business candor of the participants. We’ve already confirmed participation in next year’s BLC, and look forward to continue an active membership with NSCA. We would whole-heartedly recommend the conference to business leaders in the low-voltage industry.”

- Doug Hanson, CaTECH Systems

SESSIONS

Saturday, Feb. 28

7:30–8am Breakfast (sponsored by Tannoy)

8–9am Wake-Up Session

The Top 5 Issues Influencing Your Business Today

This interactive session will be led by NSCA and industry leaders who have specific experiences and knowledge within risk management assessment and identifying profit killers. This session is your wake-up call! Take action to define new strategy and new tactics. Topics will include:

- Exclusive new member benefit programs
- Contracts, IP protection, and knowing your rights when it comes to audits
- New tax implications, labor laws, and regulations

9–10:15am General Session

Achieving Breakthrough Performance

Mike Abrashoff, author of *It's Your Ship*

Mike Abrashoff took command of the USS Benfold when morale was low, turnover was high, and performance ranked at the bottom of the Pacific Fleet. Twelve months later, however, the ship was the benchmark for performance – with the same crew. Learn how Abrashoff led this remarkable turnaround (and realized that his own leadership style had to change before the ship's performance could improve).

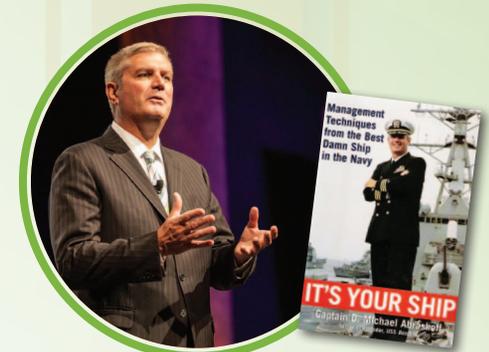
10:15–10:30am Break

10:30am–12pm Keynote Session

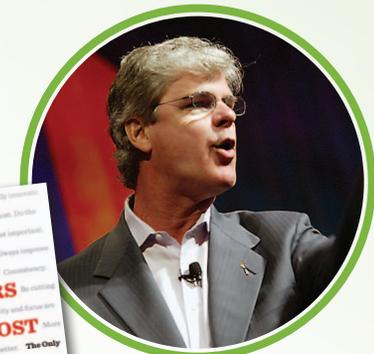
The High-Performance Mindset

Joe Calloway, author of *Be the Best at What Matters Most*

Want to know what the greatest companies in the world have in common? Mindset. The high-performance mindset is a way of thinking about your business – it makes the difference between extraordinary companies and average ones. When you change your mindset, you can change everything: performance, results, and growth. Regardless of your company's size, you can learn to use the same ways of thinking that enable companies like Apple, Zappos, and Southwest Airlines to drive and sustain extraordinary success.



Mike Abrashoff



Joe Calloway

SESSIONS

Saturday, Feb. 28

12–1:15pm **Lunch (sponsored by Almo)**

1:15–2:30pm **Concurrent Breakouts (select one)**

The Investor's Workshop

Brad Dempsey, Solutions360 **Leslie Shiner**, The ShinerGroup

Making a respectable profit begins with financial metrics and business intelligence. This session is the official launch of a new industry-standard chart of accounts that will accurately account for those often-forgotten expenses that fall through the cracks: warranty reserves, sales commissions, mileage, non-billable time, training, etc. Find out where these things really belong in your financials, and discover ways to close out projects faster – while still ensuring accurate job costing.

The Impact & Opportunity of IT Integration

Todd Thibodeaux, CEO, CompTIA

The cloud is forcing us to re-evaluate our strategies on fixed installations and hardware sales. Software-as-a-service is becoming part of the integrator portfolio. How do we protect our IP when partnering with an IT solutions provider? How do we partner with cloud-based services providers (and is there margin for us)? How do we manage this change, and what should we do today to prepare? How do we grow our business in an environment where we seem to be moving towards an application on the network? Get answers to these questions, and learn how to turn IT integration into a fantastic opportunity.

2:30–2:45pm **Break**



“This event was business-altering. I will not miss next year. If you are involved in the communications industry, you need to consider this conference if you want to stay relevant. The agenda – beyond delivering information on pressing topics – even allowed for peer networking, which alone was worth any expense.”

- **John Greene**, Advanced AV, Vice President of Sales & Marketing

SESSIONS

Saturday, Feb. 28

2:45–4pm Beer and Bull

Using Benchmarks, Analytics, & Engagement as a Roadmap

You need to become a trusted advisor in order to rise above the noise in the crowded bid market. This very specific best practices session will cover some of the pain points you experience every day. We'll also share some success stories of integrators that have made significant improvements using tools you may be overlooking.

—Adjourn until 5pm—

5–6pm Closing Reception

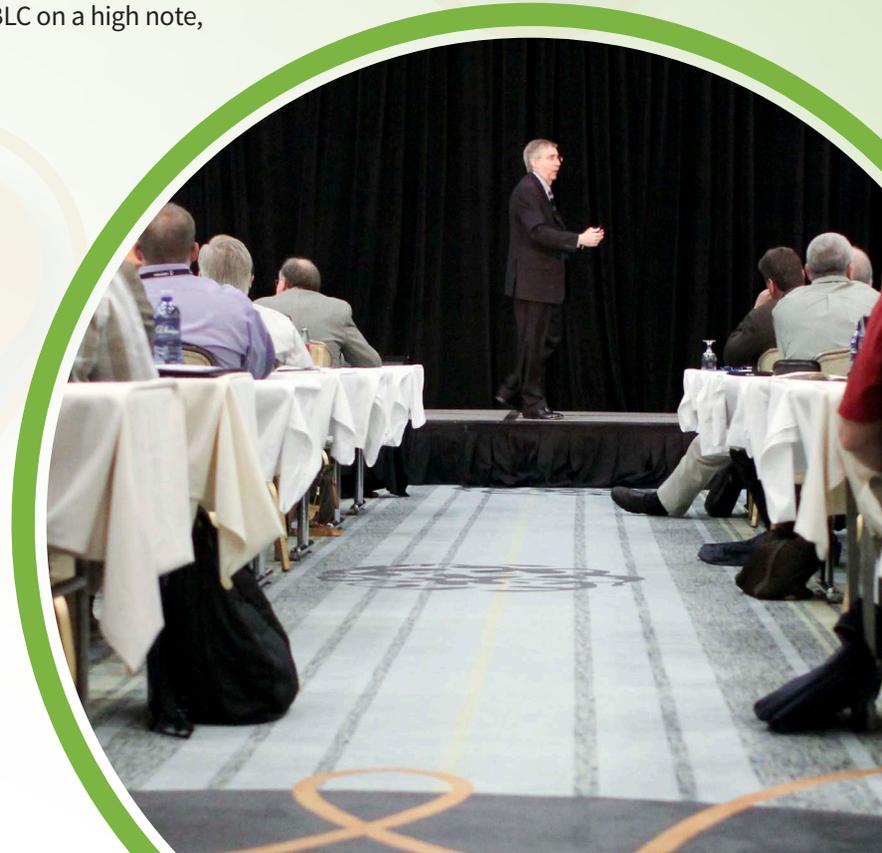
This reception is a great venue for sharing what you learned at BLC and talking about how you'll put those lessons into practice when you return to the office. You'll also be able to make plans to follow up on partnership opportunities and other ventures.

6:15pm Closing Night Dinner

Wrap up the Business & Leadership Conference with great friends, a great meal, and some comic relief. You'll be sure to leave the event laughing as we end BLC on a high note, inviting a well-known comedian to spend the evening with us.

**“The BLC is the premier event of our entire industry!
You learn from the best experts in the industry.”**

- Michael Hester, Beacon Communications



2015 NSCA Business & Leadership Conference Schedule

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2–6pm BLC Onsite Registration

3–4pm First-Time Attendee Orientation

4–5pm Sponsor Appreciation Reception

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2:45–4pm *Beer and Bull* Using Benchmarks, Analytics, & Engagement as a Roadmap

5–6pm Closing Reception

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REGISTRATION

Register Now!

www.nasca.org/blc or 800.446.NSCA

Registration fees are to be paid in full upon submission

Early Bird Registration Fee: \$1,099 (now through Jan. 4)

Regular Registration Fee: \$1,199 (starting Jan. 5)

Additional Guest Fee: \$499 per guest after one person from your company is registered

Discounts!

NSCA Member Discount:

NSCA corporate members (Gold and Platinum) may receive a 10% discount toward each registration fee, not including guest and sponsor registrations. For questions regarding Education Discounts, please call 800-446-NSCA.

Group Pricing:

Group pricing is available for groups of five or more per company.

Please call 800-446-NSCA to speak with an NSCA representative about discounted pricing.

DISCOUNTS!



Conference Hotel Information

Grand Hyatt Tampa Bay

2900 Bayport Dr • Tampa, FL 33607

grandtampabay.hyatt.com

*Standard room rate of \$179, plus 12% sales tax.

PLEASE NOTE: To make your hotel reservations, please call the hotel directly at 813-207-6694; be sure to mention you are with the NSCA group.



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