



1

Understand our industry's new sales process

2

Learn to make informed decisions based on new meanings behind current trends

5

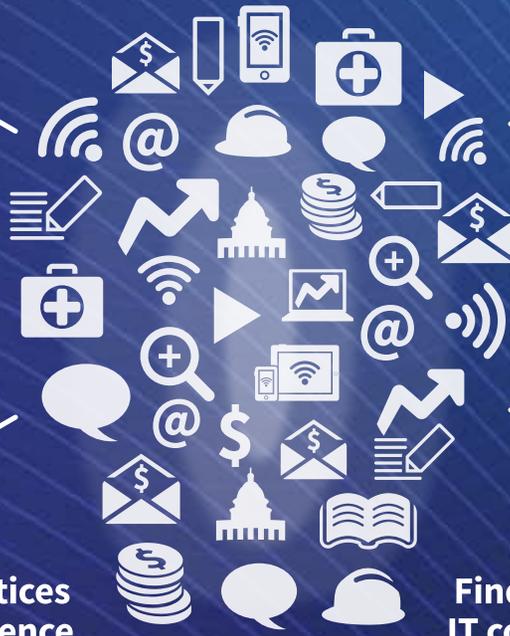
Establish new methods for motivating your most important asset: your employees

4

Discover best practices from NSCA's Excellence in Business award winners

3

Find ways to turn IT convergence into an opportunity instead of a threat



EARLY BIRD PRICING!
SAVE \$100
on registration through Jan. 4

February 27 – March 1, 2014
Four Seasons Las Colinas Dallas, TX
www.nasca.org/blc



16th ANNUAL

Business & Leadership
CONFERENCE

Improve Your Business IQ. Develop Your Leadership. Secure Your Future.

NSCA's 16th Annual Business & Leadership Conference

Being a valuable and influential leader starts with creative, effective decision-making. And that's exactly what NSCA's Business & Leadership Conference (BLC) offers to leaders in systems integration, low-voltage contracting, and technology solution firms.

Learn the meaning and significance behind current industry trends, refine existing skills, develop new abilities, and better understand the future of the electronic systems industry during NSCA's 16th annual Business & Leadership Conference. Discover practical solutions to your business challenges, and hear what your peers are doing to build stronger systems integration firms.

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

- **Sales** (You don't have a broken customer ... you just have to sell differently!)
- **Service vs. installation** (What are the differences and how you can take advantage of them both?)
- **IT vs. AV** (How do you turn this convergence into an opportunity?)
- **Company personality** (How can you balance accountability and leadership with a positive work environment?)
- **Employee recruitment** (How do you motivate your most important asset?)

“My compliments on a strong program. I've been to several NSCA events, and 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 from the various speakers.”

- Bill Bozeman, PSA Security Network, President & CEO

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NETWORKING

Thursday, Feb. 27

8am–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. 27. New this year will be a charity raffle and contests that give you a chance to win big! Awards will be given out during the lunch following the tournament. 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.

5–8pm Welcome Reception/Welcome Dinner & Awards (sponsored by Shure Incorporated)

The most interesting, informative, and educational moments can happen during interactions with peers from other organizations. Previous BLC attendees tell us that this reception is the best in the industry, and has led to many profitable partnerships and business ventures. We'll be honoring **Excellence in Business award winners** for their success in professional development, marketing strategies, philanthropic contributions, and other categories. **Randy Vaughan Founder's Award winners** and **PSA Young Leaders award winners** will also be honored. You'll also have the chance to meet incoming board members and learn about the state of NSCA, as well as our 2014 vision.

Friday, Feb. 28

**6–10pm Cocktail Hour/Dinner (sponsored by Chief)
Entertainment (sponsored by West Penn Wire)**

You can't leave Texas without experiencing a Billy-Bob's-style Texas dinner and party – it's been voted County Music Club of the Year 12 times! Start with cocktails and dinner at Billy Bob's Texas Café, featuring real Texas smoked BBQ beef brisket and ribs. Then grab a seat for the evening's country music entertainer (to be announced).

Saturday, March 1

**5pm Closing Night Reception (sponsored by Liberty AV)/Dinner (sponsored by Media Vision)
Host Frank King, Comedian**

Share what you learned at BLC and talk about how you'll put those lessons into practice when you return to the office. Make plans to follow up on partnership opportunities and other ventures. Then wrap up BLC with a great meal and a little comic relief! Known for his impersonations, Frank King was a writer for Jay Leno for 20 years. From his portrayal of political characters to his comical after-dinner speech, you'll leave laughing!



SESSIONS

KEY:  BUSINESS IQ  SECURE FUTURE  LEADERSHIP

Friday, Feb. 28

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

8–9am **Opening General Session**

  **Economic Outlook 2014 (sponsored by Bose)**

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). For the first time, Dr. McPheters will use NSCA's new Electronic Systems Outlook to examine how more than eight vertical markets will trend in 2014. The session will conclude with the outlook for key U.S. indicators, including inflation, job creation, housing, and GDP.



Dr. Lee McPheters

9:15–10:45am **Opening Keynote**

 **7 Steps Managers Can Use to Create a High-Achieving Culture**

Adrian Gostick, author of *The Carrot Principle* and *The Orange Revolution*

Distinct cultures can lead to astonishing business results, and today's high-performance organizations are proof. Built upon extensive research and consultation with successful companies, Adrian Gostick shares a simple, seven-step roadmap to create a success-driven team. Developed based on real-life experiences of prosperous leaders, the seven-step roadmap will lead you to:

- Three research-based characteristics of the world's most profitable, productive team cultures
- Details about creating a productive work culture based on employee commitment and energy



Adrian Gostick



“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. 28

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



Achieving Higher Profits through the Theory of Constraints

Dr. Lisa Lang, President, Science of Business

You don't need to invest a lot of money to increase profits. Discover how to leverage the resources you already have during this highly interactive presentation. Dr. Lisa Lang leads you to maximized profitability through a hands-on discovery process of the Theory of Constraints. You will learn how to:

- Leverage your constraint and existing resources to drive profitability
- Apply four metrics and three decision rules when making day-to-day and mix decisions to maximize profitability
- Influence the biggest and quickest impact with Lean and Six Sigma principles

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

1:15–3:15pm **Concurrent Breakouts (select one)**



Mafia Offers: Setting Your Company Apart from the Competition (sponsored by Biamp)

Dr. Lisa Lang, President, Science of Business

What's a "mafia offer"? A market offer so good that your customers can't refuse it... and your competition won't offer the same. In this presentation, Dr. Lisa Lang will use her *Mafia Offers: Dealing with a Market Constraint* e-book to explain certain points that most people miss when dealing with market constraints. She'll then lead hands-on exercises so you can apply what you learned. Make the most of these two hours by reading her e-book beforehand, bringing your questions, and being ready to challenge your own thinking when it comes to creating an irrefusable market offer and increasing sales.

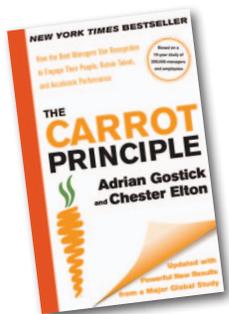


The Carrot Principle: Using Recognition to Engage People, Retain Talent, and Accelerate Performance

Adrian Gostick, Author, *The Carrot Principle*

One resource – *The Carrot Principle* – stands out as the foundation for building employee engagement and recognition. During this session, hear from *New York Times*, *USA Today*, and *Wall Street Journal* bestselling author Adrian Gostick, who explains how the transformative power of purpose-based recognition can produce astonishing increases in operations results. He'll explain why great managers lead with carrots, not sticks... and when they do, they achieve increased levels of:

- Productivity
- Engagement
- Retention
- Customer satisfaction



Dr. Lisa Lang

“I will be creating action plans based on two or three of the most relevant concepts I learned at BLC that impact my everyday life and business.”

- Roy Glasner, CTS

SESSIONS

Friday, Feb. 28

3:30–4:45pm Executive Power Hour (sponsored by Cisco)



The Integrator of the Future ... Facing New Realities – the Service Economy

We're hosting a bold, dramatic discussion on AV/IT and security/IT integration, as well as converging technologies. Debate the CIO/IT involvement, migration to services, the new direction that integrators must take, and the industry's fight to stay relevant in projects moving forward.

**6–10pm Cocktail Hour/Dinner (sponsored by Chief)
Entertainment (sponsored by West Penn Wire)**

You can't leave Texas before experiencing a Billy-Bob's-style Texas dinner and party! Located in the Historic Stockyards, Billy Bob's Texas hosts country music's biggest stars, and has been voted County Music Club of the Year 12 times! Start the evening with fellow BLC attendees for cocktails and dinner at Billy Bob's Texas Café. Feast on real Texas smoked BBQ beef brisket and ribs before grabbing a seat for the evening's featured entertainer (to be announced). With 100,000 square feet of interior space, 30 individual bar stations, live music with country music's biggest stars, Live Pro Bull Riding, and a Texas-sized dance floor, the night is sure to offer something for everyone!



“It’s great to attend a conference where the focus is about how to drive and improve your business without talking about product. The speakers that NSCA chooses provide real, relevant, and inspirational messages that we can immediately apply to the operation of our business. Equally beneficial is the networking with peers in similar business situations; we trade war stories and, most importantly, successes. Attendance at future NSCA BLCs will continue to grow for Westbury.”

- Guy Wallace, Systems Installation Manager,
Westbury National Show Systems, Ltd.

SESSIONS

Saturday, March 1

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

8:30–9:30am **Wake-Up Session (sponsored by Middle Atlantic)**

  **The Top 5 Issues Influencing Your Business Today**

Moderator: Chuck Wilson, NSCA Executive Director **Panelists:** Cathy Mrosko, NSCA Senior Director of Government Affairs & Industry Outreach; Daniel Newman, CEO of Broadsuite Consulting; and Joe Siderowicz, CEO of AfterMarket Consulting

Wake up to the issues influencing your business the most: from risk-management assessment to profit-killing policies and regulations. Discover strategies, tactics, and management skills to keep you ahead of the curve ... not behind it. We'll cover:

- The impact of healthcare reform and your options
- Contracts, IP protection, and your rights
- New tax implications, labor laws, and regulations
- Managing alternative procedures for project closeout/payment
- Other issues based on feedback from attendees



Chuck Wilson

10–11:45am **Keynote Session**



  **To Sell is Human: The New ABCs of Moving Others**

Daniel Pink, Author, *A Whole New Mind*, *Drive*, & *To Sell is Human*

“ABC: always be closing,” is what Alec Baldwin tells a group of salesmen in the classic movie *Glengarry Glen Ross*. This steamroller approach to sales has become a relic, because sales roles have changed more in the last 10 years than they did in the previous century. Buyers have just as much information as sellers – along with ample choices and the means to talk back – so the rules have definitely changed.

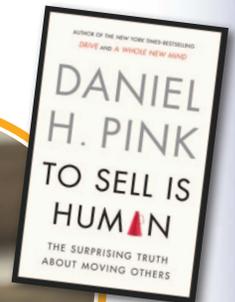
Daniel Pink will draw on cutting-edge social science and best practices from organizations around the world to reveal the new ABCs of selling: attunement, buoyancy, and clarity.

Discover why:

- *Caveat emptor* (buyer beware) is giving way to *caveat venditor* (seller beware)
- Messages framed in five ways can increase clarity and lead to action
- *Problem-finding* is more important than problem-solving
- Questioning your abilities before a sales call is more effective than pumping yourself up
- The most effective salespeople are *not* extroverts
- Sales can move from transactions to transcendence by following two principles



Daniel Pink



SESSIONS

Saturday, March 1

11:45am–1pm Lunch (sponsored by Almo)

1–2:30pm General Session



Driving Results through Accountability

Greg Bustin, Author, *Take Charge!*, *Lead the Way*, & *That's a Great Question*

Greg Bustin has mastered the art of “listening” between the lines and asking the right questions. Wanting to share the most thought-provoking questions that successful people examine regularly to get more of what they want out their businesses and lives, he published his third book for leaders and CEOs: *That's A Great Question*.



Greg Bustin

2:45–4pm Beer and Bull (sponsored by AMX)



What's Working and Why? 10 Success Stories

This year's annual Beer and Bull session will cover the top 10 ideas from 2013 that led to significant integration industry improvements, including IT integration, ERP, cost-savings, RMR managed services, and more. As we cover these trends, we promise you'll walk away with even more ideas for improving and energizing your own business processes.

5pm Closing Night Reception (sponsored by Liberty AV)/Dinner (sponsored by Media Vision)

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.

Host Frank King, Comedian

Wrap up the Business & Leadership Conference with a great meal and a little comic relief! Known for his impersonations, Frank King is sure to end BLC on a high note. As a writer for Jay Leno for more than 20 years, King has been on the corporate comedy speaking circuit since 1985. From his portrayal of political characters to his comical after-dinner speech, you're sure to leave the event laughing!



“I am so grateful that I was able to attend NSCA's BLC this year. All of the speakers were very knowledgeable and inspirational. I will be signing up again next year, and bringing my colleagues with me!”

- Lisa Hale, Level 3 Audio Visual, CFO



2014 NSCA Business and Leadership Conference Schedule

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8am–1:30pm NSCA Education Foundation Industry Charity Golf Outing

2–6pm Onsite Registration

3–4pm First-Time Attendee Orientation

5–6pm Welcome Reception

6–8pm Welcome Dinner & Awards

Friday, Feb. 28

7–8am Breakfast

8–9am Economic Outlook 2014 with Dr. Lee McPheters

9–9:15am Break

9:15–10:45am *Keynote* 7 Steps to Managers Can Use to Create a High-Achieving Culture with Adrian Gostick

10:45–11am Break

11am–12pm Achieving Higher Profits through the Theory of Constraints with Dr. Lisa Lang

12–1:15pm Networking Lunch

1:15–3:15pm Breakout Sessions (*Mafia Offers* with Dr. Lisa Lang / *The Carrot Principle* with Adrian Gostick)

3:15–3:30pm Break

3:30–4:45pm Executive Power Hour The Integrator of the Future

6–10pm Cocktail Hour/Dinner/Event

Saturday, March 1

7:30–8:30am Breakfast

8:30–9:30am The Top 5 Issues Influencing Your Business Today

9:30–10am Break

10–11:45am *Keynote* To Sell is Human: The New ABCs of Moving Others with Daniel Pink

11:45am–1pm Networking Lunch

1–2:30pm Driving Results through Accountability with Greg Bustin

2:30–2:45pm Break

2:45–4pm *Beer and Bull* What's Working and Why? 10 Success Stories

5–6pm Closing Reception

6:15pm Closing Night Dinner with Frank King, Comedian

RANDY VAUGHAN FOUNDER'S AWARD

The NSCA Education Foundation will recognize eligible first-time Business & Leadership Conference attendees with the Randy Vaughan Founder's Award. Award winners will be provided with free entrance to the conference.

Randy Vaughan was a charter member of NSCA, and served on the NSCA Board of Directors from 1997-2008, including a two-year term as president beginning in 2005. Additionally, he served as an instructor for NSCA University™ for more than 12 years, and was named its Educator of the Year in 2007. He also served as chairman of the NSCA Education Committee for a number of years. His greatest accomplishments for NSCA include the creation of NSCA University and the Business & Leadership Conference, as well as his role as a subject-matter expert and content developer for the industry.

Apply today at www.nasca.org/blc/awards. Applications will be received until Jan. 1, 2014. For more information call 800.446.6722.



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: \$999 (now through Jan. 4) **Regular Registration Fee:** \$1,099 (starting Jan. 5)

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

Discounts!

NSCA Member Discount: NSCA Member Discount: NSCA corporate members 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 or 319.366.6722 to speak with an NSCA representative about discounted pricing.

Conference Hotel Information

Four Seasons Resort & Club

4150 North MacArthur Blvd • Irving, TX 75038

www.fourseasons.com/dallas

*Standard room rate of \$165 per night, plus 15% sales tax.
PLEASE NOTE: To make your hotel reservations, please call the hotel directly at 972.717.2499; be sure to mention you are with the NSCA group.

DISCOUNTS!



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