

Inspiring Greatness

**INCREASE
YOUR
ORGANIZATION'S
SIGNIFICANCE**

1



2

Stay relevant to end-users

3

Increase profitability despite eroding margins & commoditization

Execute on talent management

4

Shift to the services economy

Become your clients' trusted advisors

5



NSCA
YOUR VOICE • RESOURCE • ADVISOR

18th
ANNUAL

Business & Leadership
CONFERENCE

FEB 25-27, 2016 • Four Seasons Resort & Club • DALLAS, TX

www.nasca.org/blc

NSCA's 18th Annual Business & Leadership Conference

NSCA's 18th annual Business & Leadership Conference was designed for you. Our topics and speakers were selected based on your feedback and most agonizing business pain points.

This event will inspire greatness within you so you can take what you learn and inspire that same greatness within your own organization.

BLC is the industry's most notable platform for executive-level education and networking. It has grown over the past 18 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:

- Concerns about industry relevance
- Profitability despite eroding margins and product commoditization
- Executing on talent management
- Shifting to the services economy
- Becoming your clients' trusted advisors

“The speakers forced us to turn the magnifying glass on ourselves and examine how we operate, what motivates us, and how we can create a team-based, unified company culture”

- Josh Srago, ICS Integrated Communication Systems

2016 SPONSORS

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NETWORKING

Thursday, Feb. 25

9am–1:30pm NSCA Education Foundation Industry Charity Golf Outing
Join the NSCA Education Foundation for its annual Industry Charity Golf Outing to kick off the conference at the famous TPC Four Seasons. Not only will it offer you the chance to meet new BLC attendees and get reacquainted with those you've met in years past, but your participation also helps the NSCA Education Foundation raise money to advance educational opportunities and provide scholarships and awards to assist those within the low-voltage electronic systems integration industry. Lunch will be provided; awards will be given during the Opening Night Dinner. Register by calling 800.446.6722.

2–6pm BLC Onsite Registration

3:30–4:15pm First-Time Attendee Orientation
If you haven't attended NSCA's Business & Leadership Conference before, this orientation is a great way to meet new people and learn what you can expect from the event. Hear examples of how attendees from previous Business & Leadership Conferences have applied the concepts they learned in order to strengthen the operations and profitability of their businesses.

4:15–5pm Sponsor Appreciation Reception
Available exclusively to sponsors of the Business & Leadership Conference, this reception provides an opportunity to meet individuals from other sponsoring organizations who make this annual event possible.

5–6pm Welcome Reception
Reconnect with friends and meet new attendees before the conference begins. Drinks and snacks will be provided.

6–8pm Welcome Dinner & Awards
Join us to honor NSCA's Excellence in Business winners: integration firms that successfully combine impressive business acumen with success in customer service, professional development, revenue growth, marketing, strategic planning, and more. We'll also recognize our second annual Excellence in Product Innovation winners: manufacturers creating products that positively impact integrators. In addition, winners of the Randy Vaughan Founder's Award and the PSA Young Leaders Award (which both provide free entrance to eligible first-time attendees) are honored.



“This is a great conference for business knowledge and professional development. I highly recommend that those who are company leaders – or aspire to be leaders – attend.”

- Steve Greenblatt, Control Concepts, Inc.

SESSIONS

Friday, Feb. 26

7:30–8am **Breakfast**

8–9am **Opening Session**

Economic Outlook 2016

Dr. Lee McPheters

In an annual conference tradition, Dr. Lee McPheters from Arizona State University analyzes long-term trends, current conditions, and the economic outlook for 2016 and beyond. This always-popular session explains how the government, businesses, and consumers all play a role in sustainable economic recovery. It concludes with a summary of key U.S. indicators, including inflation, job creation, housing, and GDP. You'll have a much better handle on how the economy impacts your integration business.



Dr. Lee McPheters

9–9:15am **Break**

9:15–10:45am **Opening Keynote**

Great By Choice

Morten Hansen



Why do some companies thrive in uncertainty while others don't? Morten Hansen, along with Jim Collins (author of *Good to Great*), set out to answer this question in the best-selling *Great By Choice*. Based on nine years of research, Hansen analyzed principles that build truly great enterprises in unpredictable, tumultuous, and fast-moving times. He studied companies that rose to greatness despite environments characterized by big forces and rapid shifts that couldn't be predicted or controlled. The results are full of provocative surprises, which will be unveiled at BLC. Innovation by itself isn't the trump card. Hansen will demonstrate that, even in a chaotic and uncertain world, greatness happens by choice, not chance.



Morten Hansen

10:45–11am **Break**

“We talked recruiting. We talked training. We talked marketing. We shared our ideas and asked each other questions. I will have friends and mentors for life because of this conference. My takeaways – just from networking – were invaluable.”

- Kelly Perkins, AVI Systems



SESSIONS

Friday, Feb. 26

11am–12pm General Session

New Ways to Work & Connect in a New World

Seth Mattison

Seth Mattison may be young, but he speaks for and advises *Fortune* 500 companies on the bold management approaches needed to succeed in the 21st century. Freedom, trust, and experimentation must not only be embraced, but encouraged. If your organization was constructed on a model not built for this century (as most organizations have been), Mattison will help you construct a new model and gain a fresh perspective on dismantling the rigid fixed structures holding you back. Learn how to challenge the status quo and gain a clear set of guideposts for conducting high-value, low-risk management experiments. He'll also share strategies for connecting with buyers and employees of all generations to build better connections – leading to better sales.



Seth Mattison

12–1:15pm Networking Lunch

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

Operations: The Shift to Services – More Profit and Less Revenue

A panel of NSCA members with vast expertise and history in making the transition to a services model shares experiences and insight on the challenges and benefits of moving in this direction. Are you running one, two, or even three businesses within the same company? Can systems contracting, contracted system management, and hosted solutions and cloud services coexist? This workshop offers a tactical, step-by-step approach to making the transition from a traditional systems provider to a services provider and technology project management company.

Sales/Marketing: A Multigenerational Look at Business Development

The ways we work, network, sell, and communicate are changing. This session is a multigenerational look at current and future best practices, and the impact of sales and business development strategies. Is it really possible to rebrand yourself as the trusted advisor for your clients? Is best value instead of low price attainable? Can social networking drive revenue and build a stronger connection with clients?

Finance: The Investors' Workshop, Roadmap to Higher Profits (Part 1)

CPA Jeff Bronswick, along with a few NSCA board members who serve in CEO/CFO roles, walks you through tax strategies and credits available for integration businesses. You'll also experience a simulated valuation that illustrates the impact of RMR (recurring monthly revenue) on business valuation and owner equity. Learn about tools available to accomplish this, including business software and dashboards.

2:45–3pm Break



SESSIONS

Friday, Feb. 26

3–4:30pm Executive Power Hour

Building a Future-Ready Business

Nicholas Webb

Nicholas Webb is a business futurist, inventor, and successful entrepreneur who will explain our rapid movement beyond the Internet of Things to a level of total digital ubiquity. Mobile technologies will become base platforms that leverage spatial, grid, and wearable technologies to drive consumer experience and innovation value. Organizations are being destroyed by emerging start-ups because they haven't made the changes necessary to succeed. Webb will address what the future looks like, and what organizations can do to grow, thrive, and prosper. Webb is the author of *The Innovation Playbook*, *The Digital Innovation Playbook*, and *Breakers: Leading by Destruction in the Innovation-Driven Economy*.

—Adjourn until 6pm—

6–7pm Cocktail Hour

7–10pm Dinner/Event

Location TBD



Nicholas Webb



“BLC was the best investment of conference dollars we have spent in the past 12 months. It was AMAZING!”

- Mike Kowalczyk, PTG

SESSIONS

Saturday, Feb. 27

7:30–8:30am Breakfast

8:30–9am Wake-Up Session

Industry Updates and Member Meeting: We are NSCA!

This interactive session is led by NSCA and industry leaders who are knowledgeable in risk management assessment and identification of profit killers. This is your wake-up “call to action” for strategy, new tactics, and change management. Get ready to learn more about:

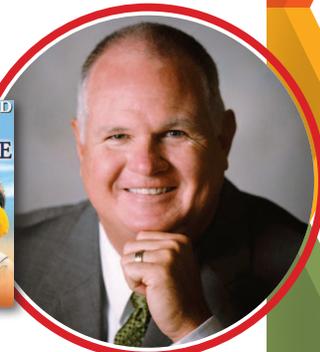
- The business transformation forecast
- Key industry issues, new benchmarks, research and how it applies to your organization, etc.
- Our highly regulated industry ecosystem: new tax implications, tax credits, labor laws, audits, and regulations

9–10:15am General Session

Integrity – Remembering Who You Are!

Jim Morris

Jim Morris’ story was brought to the big screen in Disney’s *The Rookie*. Originally a top prospect, Morris’ dream of becoming a major league baseball player was derailed by serious arm injuries before he got out of the lower minors. Instead, Morris became a high school science teacher and baseball coach in West Texas. He made a bet with his last-place team: If they won the district championship, he would try out for a major league team. His team made it, and so did he! At 35, Morris became a pro-baseball player for the Tampa Devil Rays, making him the oldest rookie in major league history. He’ll explain how he transformed himself from a man who was struggling into an incredible success.



Jim Morris

10:15–10:30am Break

10:30am–12pm Keynote Session

Create Distinction & Differentiation

Dr. Kevin Freiberg

Dr. Kevin Freiberg shares how companies struggling with commoditization can transcend price wars by competing on relationship, innovation, and radical differentiation. Companies struggle in a sea of sameness or find a way to become unforgettable. These days, if a company wishes to be “built to last,” it must be hungry for change. Freiberg shares how the most innovative companies create cultures that generate great ideas – and are a magnet for talent. He demystifies innovation, sharing stories and examples about what innovators do that others don’t do – along with a roadmap for growth in an uncertain world.



Dr. Kevin Freiberg

12–1:15pm Lunch

SESSIONS

Saturday, Feb. 27

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

Operations: Benchmark Your Operations Team

Simply put, there are things we just can't do or say anymore. We deal with a whole new type of customer who has a far greater understanding of technology and extreme vertical specialization. Expectations are beyond our imagination. Generic proposals, canned phrases, old methods, and mediocre response times don't work. There are 100 ways to lose a customer, with frontline people unaware of promises made or sensitive issues. As we transition from hardware sales and installation to higher-level services, a talent gap in operations has surfaced. This requires an influx of new talent, updated skills, and people skills. You need communicators and problem-solvers on the frontline.

Sales/Marketing: The IT Philosophy

Our industry transformed from standalone systems to a networked environment. The cloud forces us to re-evaluate strategies on fixed installations and recurring revenue. Software as a service is becoming part of our portfolio. Standardization and vendor partner alliances are changing our roles. How do we become or partner with IT solutions providers? What happens to topline revenue growth?

Finance: The Investors' Workshop, Improve Teamwork to Improve Business (Part 2)

Finding and keeping key talent requires you to recruit and retain your people every day. As leaders, we move from being the talent to being the talent scout. Your business is valued more on the talent you retain than all other assets combined. Jill Anderson, NSCA member, will lead this session as a professional speaker/life coach/industrial psychologist, and an authorized John Maxwell Intentional Life Coach. She will demonstrate how improving company teamwork improves client relations.

2:30–2:45pm Break



“You exceeded my expectations by delivering quality presenters and topics. I highly recommend this conference to anyone looking to take professional leadership skills to the next level.”

- Steven Way, ALPS/Advanced Lighting & Production Services

SESSIONS

Saturday, Feb. 27

2:45–4pm Interactive Beer and Bull

The Industry Scorecard

How does your business compare to the best of the best? NSCA knows your business. This very specific industry best practices session covers the pain points you experience every day, and shares the success stories of those who made significant improvements using our tools. This session is 100% interactive, and everyone has input via an electronic voting system. You'll experience firsthand the methods used to improve profits and take charge of your business.

—Adjourn until 5pm—

5–6pm Closing Reception

As the event draws to a close, this cocktail reception provides attendees one last chance to network with old friends and new acquaintances. Share what you learned and what you plan to put into practice when you return to the office, make plans to follow up on partnership opportunities, and more.

6:15pm Closing Night Dinner

Info. coming.

“Thank you for such an incredible event. It was a show-stopper. Being a newer member of the industry, these events are invaluable to the success of young career individuals like myself. Thank you very much for everything you do for the industry.”

- **Kristina Johnson**, Advance Technology



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2:30–2:45pm Break

2:45–4pm Interactive Beer and Bull *The Industry Scorecard*

5–6pm Closing Reception

6:15pm Closing Night Dinner

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 (through Jan. 4): \$1,099 (NSCA members); \$1,399 (non-members)

Regular Registration Fee (starting Jan. 5): \$1,499 (NSCA members); \$1,799 (non-members)

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

DISCOUNTS!

Discounts!

NSCA Member Discount:

NSCA corporate members (Gold and Platinum) receive a 10% discount on each registration fee, not including guest and sponsor registrations.

Group Pricing:

Group pricing is available for groups of five or more per company. Please call 800.446.NSCA for discounted pricing.



Conference Hotel Information

Four Seasons Resort & Club Dallas at Las Colinas

4150 North MacArthur Boulevard • Irving, TX 75038
972.717.0700

www.fourseasons.com/dallas

*Standard room rate of \$175 per night, plus 15% room tax
PLEASE NOTE: To make your hotel reservations, please call the hotel at 972.717.0700; be sure to mention that you're with the NSCA group.



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