

Integrate

THE OFFICIAL TRADE JOURNAL OF NSCA


SUMMER 2026

11 BAD HABITS


Not Appointing
Mentors as
Guides


Not Developing
your
Salespeople


Neglecting Visual
Identity


Layering New
Systems on
Top of Broken
Processes



Measuring the
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Overlooking
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Not Tracking
Hours Correctly

**Integrators Need to
Break Before They
Prioritize Growth**

PLUS:

Are Your Subcontractors
Putting You at Risk?

Don't Forget How to "Human"
As Business Speeds Up

And much more!

Integrators Are Turning Their Experiences into Playbooks

Volunteer-led committees are building the tools integrators need next.



The NSCA Community is made up of leaders and practitioners who are really good at what they do. Some are accountants who help owners understand true profitability and valuation. Some are marketers who translate complex solutions into clear stories that win the right projects. Some are operations leaders who turn chaos into consistent, repeatable delivery. Others are C-suite executives who set direction, manage risk, and keep teams aligned around the same goals.

Many of these experts volunteer their time on NSCA committees. These groups compare notes on what's working, discuss industry trends, pressure-test ideas with peers, and make sure NSCA is developing resources that align with what matters most.

These committees are working on something especially exciting this year: **They're building out practical playbooks that solve problems they see in their own businesses.**

Here's a look at the topics they're collaborating on (and what will be available to you soon).

Becoming a Master Systems Integrator

As integrators wrestle with convergence, commoditization, and the shift to lifecycle-based services, this playbook offers a structured roadmap to help you prepare sales, engineering, project management, operations, and financial modeling for the transition to the master systems integrator approach so you don't have to start from a blank page.

Mergers & Acquisitions

A three-part resource will walk integrators through the entire merger/acquisition lifecycle—from preparing to sell, to buying another firm, to integrating the two organizations after the deal closes. This playbook captures what owners, buyers, and leadership teams wish they had known before their last transaction: how to define motives and valuation, structure deals, protect both sides during due diligence, and then manage post-merger integration so culture, customers, and cash flow stay intact.

Workforce Development

Every conversation I have with owners comes back to talent: how to find it, develop it, and keep it. One of our committees is taking what they've learned about career paths, training, culture, and benefits, and turning it into a guide that will help you compete for people as effectively as you compete for projects.

Avoiding Integrator Pitfalls

Integrators battle everyday habits that erode profit and momentum. This playbook focuses on those traps—weak change-order discipline, lack of standardization, chasing the wrong opportunities, underestimating labor, relying on disconnected systems—and offers practical fixes you can put to work quickly. It also pulls in perspectives from trusted partners in finance, operations, sales, branding, AI, benefits, and HR so you can spot issues earlier and make targeted improvements instead of starting from scratch.



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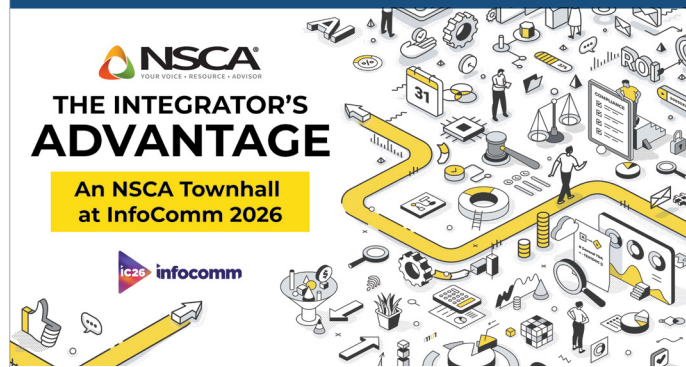
What Role Can You Play?

When members volunteer their time and expertise, the whole industry moves faster. These playbooks will give you a starting point, a language, and a set of proven practices you can adapt to your own reality as you take on bigger projects and bigger decisions.

My ask in return is simple: **Use these resources, and consider joining the committees that are building what's next.** Your perspective will make the next playbook better, and another integrator's contribution might be exactly what your business needs this year. ■

Tom LeBlanc is executive director at NSCA.
Contact him at tleblanc@nsca.org

The Integrator's Advantage: An NSCA Townhall at InfoComm 2026
Las Vegas, June 16, 2pm-4:30pm PT



If you're attending InfoComm 2026, get your money's worth by making sure you attend this NSCA event before stepping onto the show floor.

We kick things off with **Framing the Future: Top Challenges and Keys to Success for Integrators**. The demand for connected, intelligent, and secure technology solutions continues to accelerate across every vertical market, placing integrators in a tremendous position of opportunity.

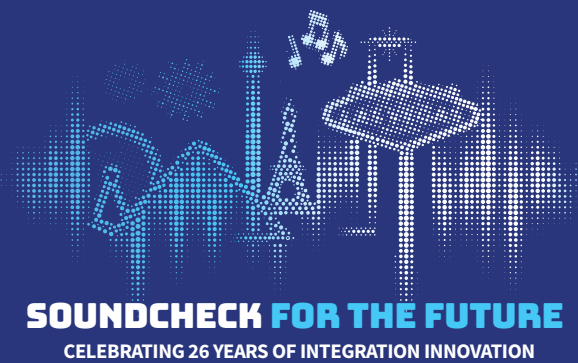
But this growth is tempered by real-world challenges: evolving customer expectations, AI-driven disruption, cybersecurity readiness, workforce shortages, and new legislative and regulatory pressures. We'll discuss how to navigate these obstacles and seize new opportunities.

We'll also be leading sessions on:

- **Technology, AI, & Cyber Readiness: Are You Prepared?**
- **Evolving Your Business: Talent, Leadership, & Resilience**
- **Rethinking Sales & Storytelling: Staying Relevant in a Changing Market**

[Register Now](#)

Soundcheck for the Future @ InfoComm 2026
Las Vegas, June 17, 8pm-11pm PT



This RSVP-only event is free to attend and brings together industry peers at Brooklyn Bowl for a night of networking, live music, food and drinks, and a well-earned good time.

Whether you're reconnecting with familiar faces or making new connections, it's the perfect way to cap off your InfoComm experience.

[Register Now](#)

Webinars Summer 2026



We've got a great slate of webinars coming up. Mark your calendars and be sure to visit www.nasca.org as the dates get closer to grab your seat!

What If? Dr. Kuehl's Mid-Year 2026 Economic Update for Integrators

June 11, 11am CT

Ask Like an MSI: Live Discovery Questions You Build and Practice in One Hour

June 23, 11am CT

AI at Machine Speed: When Innovation Outpaces Cybersecurity, Governance, and Control

July 21, 11am CT

[Learn More](#)

XBO 2026
Tempe, AZ, Nov. 10-11



Every leader starts somewhere. For many in commercial integration, that place is XBO.

NSCA is excited to bring its XBO Experience to Tempe Mission Palms in Tempe, AZ, on Nov. 10-11, 2026! Join us for two days of interactive learning, career insights, and training designed to help emerging leaders develop their skills and confidence.

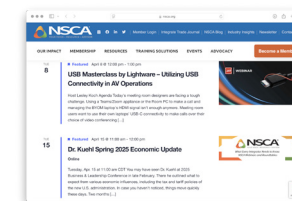
Whether you're new to the industry or rising fast, XBO offers industry-specific development and networking opportunities for the next generation of leaders.

[Register Now](#)

Visit the NSCA Community Events Calendar to Discover:

- NSCA events
- Industry shows
- Important updates from member companies

[See It Now](#)



11 BAD HABITS

Integrators Need to Break Before They Prioritize Growth

Operational shortcuts that were manageable yesterday cost real money today—and can't keep up with your pace of work.

Growth has a way of forcing integrators to confront the systems and habits that shape how business runs — intentional or not.

The way estimates are handled, labor is tracked, change is managed, and projects are documented can either support you as you scale, or they can make growth more difficult. **Business can only operate as well as its weakest practice.**

When you add people, work, or locations before your operational foundation is ready, you usually just magnify the problems that haven't been resolved. That's why it's critical to have the right processes in place before the pressure to expand arrives. Companies that build systems, workflows, and accountability early are in a much better position to handle growth without having to reinvent themselves under stress.

Based on countless conversations with integrators, these are the 11 recurring issues that need to be addressed before growth can really take off. We also connect these everyday problems to the resources you have access to through NSCA membership so that you know where to turn for help.

①
Measuring the Wrong Success Indicators

Where integrators go wrong:

Revenue gets attention because it's easy to see. But it can be a misleading indicator if margin, cash flow, and operating performance aren't moving in the right direction. It's a surface metric instead of a signal that reflects business performance. In other words, you can be busy and win work but weak financially if you don't measure the right things.

In these situations, projects might be closing, but margins are thinner than expected. Cash is tight even though the P&L looks strong. Incentive plans reward volume and activity instead of profitable, right-fit work. Over time, you sense that the numbers you're celebrating don't quite line up with day-to-day reality.

What to do instead:

Measure the metrics that reveal whether your business is healthy:

- Gross profit
- Operating margin
- Operating cash flow

Consistently tracking and reviewing these numbers can help you answer questions about performance this year vs. last year and uncover types of projects hit margin most often.

How RISE Performance can help:

RISE helps you define the right set of success metrics for your business and build a simple, shared scorecard around gross profit, operating income, and operating cash flow. They install a cadence for reviewing those numbers regularly and connecting them back to everyday decisions so you can stop chasing topline growth at the expense of the fundamentals.

②
Not Tracking Hours Correctly

Where integrators go wrong:

Even if they put in 50 hours, salaried project managers, engineers, and programmers often log "about 40 hours" because that's a typical work week. Others under-allocate hours to protect gross profit, or because they're concerned that being too honest will make them look inefficient.

But these shortcuts have cascading consequences. Utilization reports say certain people have capacity when they don't. Historical job data underrepresents real labor, so estimates for future projects aren't accurate. Incentive plans may even punish accuracy.

What to do instead:

Treat time as a truth-telling mechanism by:

- Expecting and requiring "actual-actuals" from all staff; they should account for every hour of the week and where it really went
- Separating pay from time reporting; people may be salaried, but their hours still shape capacity planning, estimating, and burden rates
- Using accurate time data not to punish but to fine-tune estimates and staffing plans

This ensures a more realistic view of who's overloaded and which types of work consume more labor than expected.

How Navigate can help:

Navigate helps you reset your approach to time tracking and labor visibility, working with you to define clear expectations for how hours are recorded and implement structures for capturing "actual-actuals" across roles. They also help address the cultural side so you can trust labor numbers and make better decisions with them.

③
Weak Cash Flow Management

Where integrators go wrong:

Project-driven businesses are vulnerable to timing mismatches between when they spend money and when they get it back. Integrators front-load labor and materials, but billing milestones and slow payers can delay cash inflows.

If you're focused on revenue and backlog without watching cash closely, you may appear to be profitable on paper but struggle to make payroll or invest in growth. This can make it harder to say "yes" to good opportunities because your business can't absorb the working capital demands.

What to do instead:

Build cash visibility into the operating rhythm by:

- Implementing a rolling short-term cash forecast that ties project schedules and billing plans to expected receipts
- Adjusting contract structures and billing milestones to align cash inflows with major labor and material outflows
- Watching indicators like days sales outstanding, under-billed vs. over-billed positions, and the distribution of cash across customers and project types

With those views in place, you can make deliberate choices about progress billing, big purchases, hiring, and other investments.

How Bronswick can help:

Bronswick turns cash management into a routine discipline. They help you build and maintain practical forecasting tools and refine job costing and billing practices so cash and profit line up. On top of that, they can help you set up reporting that highlights early warning signs of cash flow problems so you can take action.

④
Saying "Yes" to Everything

Where integrators go wrong:

A large RFP from a marquee name, a multi-site rollout, or a custom environment can be hard to walk away from. But these projects can seem impressive while also draining your business in execution. How will you know their impact on your business without a disciplined way to evaluate complexity, risk, and cost?

To land the deal, teams routinely underestimate engineering, programming, commissioning, and coordination time. Margin targets are waived due to excitement about the opportunity. But, when all is said and done, you may be left wondering why a record year in revenue didn't translate to a record year in profit if you don't know when to say "no."

What to do instead:

Use structured criteria to determine which projects to pursue, including:

- Building estimates that reflect full delivery effort, including design iterations, programming, commissioning, training, documentation, and post-install support
- Checking each opportunity against clear guardrails like minimum margin and required skills
- Giving sales and leadership a way to re-scope or reprice opportunities

This creates a pipeline that reflects what your business does best and can deliver profitably.

How D-Tools can help:

Standardized product and labor libraries, room and system templates, and detailed estimating capabilities from D-Tools make it easier to model the true cost and effort behind a job. Scenario comparison capabilities let you evaluate different designs or phases and see how each affects margin. By centralizing estimates, proposals, and project documentation in one system, D-Tools gives you a way to consistently evaluate whether a project meets your financial and operational criteria.

⑤
Underdeveloped Service Programs

Where integrators go wrong:

Many integrators offer service as a line item but not as a line of business. Technicians simply respond when something breaks. There may be some legacy maintenance agreements in place, but there's no cohesive strategy for service tiers, SLAs, pricing, or renewals.

Your organization may be devoting significant time to supporting installed systems, but you aren't capturing predictable, recurring revenue or clear data about service performance. And you aren't using service interactions to deepen relationships or inform future opportunities.

What to do instead:

Turn service into a solid offering by:

- Defining structured service offerings that match your customers and installed base
- Creating clear SLAs and maintenance plans that set expectations upfront and establish when and how work will be done
- Building a renewal and review cadence so contracts don't lapse

This creates a deliberate revenue stream and strategic retention tool.

How Enterprise Performance Consulting (EPC) can help:

EPC works with your leadership to define service strategy, structure offerings and SLAs, and align internal roles so service delivery is consistent and measurable. Through field performance scorecards and skills matrices, EPC can highlight gaps in execution and training so you can build a service operation that supports recurring revenue and strengthens customer relationships.

⑥
Neglecting Visual Identity

Where integrators go wrong:

Websites, proposals, and social channels often lean heavily on lists of services and certifications, with few visuals that show real installations or convey what it feels like to work with you. Over time, even a strong company can look dated or generic, making it harder to win trust with new prospects or attract top talent.

This often looks like stock photos instead of project photography, logos and colors that don't match across documents, and case studies that tell a story in words but don't visually demonstrate the outcome.

What to do instead:

Make your visual identity a strategic choice. That includes:

- Clarifying a brand story and voice that speak clearly to the markets and problems you serve
- Refreshing your logo, colors, and typography so they reflect the current stage of the business and stand out
- Capturing and using project imagery that highlights challenges, solutions, and results in real environments

These improvements make it much easier for customers and candidates to see what you can do.

How Supervox can help:

Supervox can help you define or refine your brand platform and translate it into a cohesive visual identity. You'll discover what parts of your current identity still work and what needs to evolve. From there, you'll receive advice on how to capture and curate project photography and video for web, proposals, and social to make visual storytelling part of normal operations.

⑦
Layering New Systems on Top of Broken Processes

Where integrators go wrong:

When leaders are frustrated with visibility or coordination, new software can feel like the answer. But if underlying processes are inconsistent or unclear, then adding another system just creates a more complicated version of the same problems: Different teams use tools in different ways, data lives in multiple places, and leadership can never trust what they see in reports.

Instead of simplifying work, technology adds overhead and amplifies the workflows that aren't functioning like they should.

What to do instead:

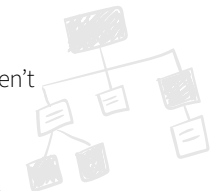
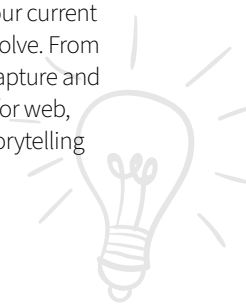
Design the way work should flow, and then let systems support that flow by:

- Mapping end-to-end workflows from opportunity to closeout to service
- Simplifying and standardizing data structures so everyone speaks the same language
- Consolidating onto platforms that support multiple functions so there's a single source of truth

When processes lead and systems serve as the foundation, technology can reinforce good habits.

How Solutions360 can help:

Solutions360 helps you define and standardize workflows, then deploy Q360—an ERP designed for integrators—to align sales, project management, service, inventory, and accounting. The result is one integrated environment where data flows through the business so teams can manage by numbers.





Where integrators go wrong:

As you take on larger, more complex projects, your risk profile changes. Unfortunately, insurance programs don't always keep pace. Coverage limits and structures that were sufficient at one stage may leave gaps at the next, especially around property, liability, professional, and cyber exposures. A single uncovered or under-covered incident can wipe out the profit from several jobs.

Signs of trouble can include not being sure whether certain project activities are covered, surprises around exclusions after a claim, and treating insurance as an annual renewal event rather than part of strategic risk management.

What to do instead:

Align coverage with how your business operates today and where it's headed by:

- Reviewing current and planned project types, contract terms, and subcontractor relationships against existing policies
- Identifying gaps, overlaps, and misalignments in property, casualty, liability, E&O, and other lines
- Integrating risk management practices so you can reduce claims and strengthen your position with carriers

The goal is to build a program that fits the real risk profile of a modern integration business.

How TrueNorth can help:

TrueNorth can evaluate your total risk picture and design coverage that matches project demands and growth plans. They identify gaps or inefficiencies in existing policies, develop risk management strategies to reduce claim frequency and severity, and use analytics to manage your long-term insurance costs. That gives you more confidence that your firm's balance sheet is protected as you move into larger and more complex work.



Where integrators go wrong:

If underlying processes and reporting are inefficient, then additional revenue is absorbed by rework and manual effort. Your organization feels busier every year, but profitability and owner freedom don't move in step.

You see this when highly compensated people spend a surprising amount of time on low-value, manual tasks. Or when key financial and operational reports require hand-built spreadsheets. And also when nobody can answer questions about which services or customers are your best contributors to profit.

What to do instead:

Look for margin in how work gets done by:

- Identifying operational bottlenecks and highly manual processes in back-office operations
- Streamlining and automating workflows to reduce errors and duplicate effort
- Using better reporting and analytics to shine a light on where you earn or lose money

When operations and finance are tuned, each additional dollar of revenue has a better chance of falling to the bottom line.

How alliant can help:

alliant helps you treat efficiency as something you can build. Instead of trying to overhaul everything at once, they start with focused improvements in finance operations, reporting, and workflows that create clear, measurable ROI. From there, they introduce automation, analytics, and modern tools like AI on top of the systems you already use, using early wins in margin and capacity to fund the next round of modernization.



Where integrators go wrong:

For many integrators, sales performance depends on a few individuals who "know how to sell." There's little coaching or sharing of process. Sales leaders act as super-closers or report-takers instead of developers of people. Over time, results become inconsistent, and business becomes vulnerable to turnover or burnout.

When one-on-one meetings focus on deal status, and there's no standard approach to prospecting or discovery, then sales outcomes depend solely on personality and luck.

What to do instead:

Treat sales management and development as a discipline by:

- Defining clear expectations and processes for how salespeople advance opportunities
- Equipping sales leaders to coach specific behaviors and skills
- Aligning compensation and metrics with growth priorities, including recurring revenue and strategic accounts

These tactics create a sales organization that's more repeatable and less dependent on a few outliers.

How Vector Firm can help:

Vector Firm helps you assess current structure and skill sets and build development plans for reps. They also train sales teams on modern prospecting and selling services and recurring revenue. This gives you a consistent sales motion that supports broader business models.



Where integrators go wrong:

Integrators hire strong technical or project talent and then drop them into a busy environment where everyone is stretched. New employees are just expected to "figure it out," absorbing existing team knowledge on the fly with no intentional guidance. As a result, they may take months to become productive, or never fully align with how you want work to be done.

This can contribute to early-stage turnover, where people leave because the path into the company is confusing and unsupported.

What to do instead:

Make onboarding and mentoring a designed experience by:

- Pairing new hires with designated mentors who understand technical and cultural expectations of the role
- Giving mentors time and structure surrounding what ramp-up should look like
- Providing new employees with simple tools that demystify how your organization operates

Intentional mentoring helps new hires reach productivity faster and feel more connected.

How Insperty can help:

Insperty helps you formalize onboarding and mentoring programs that fit your size and structure. They identify and equip mentors and develop practical resources that support new employees as they learn your systems and expectations. The result is a more reliable path from "new hire" to "contributing team member."



Make Growth More Manageable

Growth requires you to be honest about where your business is straining—and to be deliberate about where you can improve.

You don't have to make all these changes at once, and you don't have to make them alone. As an NSCA member, you have access to experts who understand what you do and how to help; they see these patterns every day.

The sooner you put the right resources to work, the sooner you'll feel like your company is built for growth. ■

By Chad Henry

Are Your Subcontractors Putting You at Risk?

The right contract terms determine whether subcontractor mistakes become your liability or stay where they belong.



If you use subcontractors for installation, cabling, or overflow work, then you know the value they bring. What's easier to overlook, however, is what happens when **something goes wrong on a job they're running for you.**

A well-written subcontractor agreement determines whether a claim or dispute lands on your books or theirs.

The Risk You Absorb Without Realizing It

When a subcontractor works under your contract with a client, you're often the one on the hook if something goes wrong. Without a clear agreement in place, you may find yourself absorbing costs for work you didn't perform, mistakes you didn't make, or injuries that happened outside your direct supervision.

The absence of a subcontractor agreement **doesn't mean you're protected by default.** It means the opposite.

What a Strong Agreement Should Cover

A subcontractor agreement that protects you needs to do a few specific things. At minimum, it should:

- **Require adequate insurance coverage.** Specify the types of coverage required (general liability, workers' compensation, professional liability, etc.) and the minimum limits ... not just proof of insurance. Ask your broker what thresholds make sense for the scope of work.

- **Name you as an additional insured.** This gives you standing on the subcontractor's policy if a claim arises from their work. Without it, you could be defending yourself on your own policy for their mistake.
- **Include an indemnification clause.** This language defines who's responsible for what if something goes wrong. A mutual indemnification clause protects both parties; a one-sided one could leave you exposed.
- **Address warranties and workmanship standards.** If a subcontractor's installation fails six months after project close, who's responsible for the remediation? Your agreement should answer that clearly.
- **Spell out scope and change order procedures.** Scope creep and unauthorized work are common sources of disputes. A clear process for changes in writing protects everyone.

Don't Rely on Your General Liability Policy to Fill Gaps

Some integrators assume that their own policy will cover subcontractor work. Often, it won't. Or it will only cover it under narrow conditions.

Many policies exclude work performed by uninsured or underinsured subcontractors, or they require that subcontractors meet specific insurance thresholds to be covered under your umbrella.

If you're not sure how your policy handles subcontractor work, that's a conversation worth having with your broker before your next project starts.

A Practical Step You Can Take Now

If you don't have a standard subcontractor agreement template, work with an attorney familiar with construction or technology contracts to build one. Then have your insurance broker review the insurance requirements section to make sure coverage thresholds are realistic and aligned with your exposure.

It's also worth reviewing existing agreements annually. Insurance minimums that made sense a few years ago may not be sufficient today, and your client contracts may have requirements that need to flow down to your subs.

The integrators that manage this well are the ones that took the time to get the basics right ... and documented clear contractual protections before they needed them. ■

TrueNorth Companies is an NSCA Business Accelerator that works with NSCA members on risk management, contract review support, and insurance placement.

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The New C-Pro Infinity Cameras by Laia

Dynamic Framing Powered by AI Tracking

2025 NSCA Excellence in Product Innovation (EPI) Award: Best AI-Infused Classroom AV Solution



info@laiatechna.com | US Toll Free: 844-513-1770



By Chris Peterson

Leading in the Gray: What Sales Management Demands Today

These five fundamentals separate effective sales leaders from the rest.

When I was formally promoted to sales management in 2000, the very first thing my new boss said to me was: “Welcome to the gray.” His brilliant point was this: **There’s no more black or white.** Everything was undefined and up to me to decide.

No other role is less defined and more stretched from every direction than sales management. From navigating complex organizational dynamics to delivering results across large teams, sales leadership is uniquely demanding.

Learning to operate in the gray has shaped how I’ve approached sales leadership ever since. Over time, I’ve seen a consistent set of fundamentals help leaders navigate the ambiguity of sales and still deliver results.

1 Always Recruit

Finding the right people is a perpetual challenge. For sales organizations, the stakes are higher and the talent needs are more specialized.

Great sales leaders think beyond filling open roles. They’re building talent pipelines, cultivating relationships with high performers in adjacent industries, and creating internal development paths that retain top talent. They’re never caught off guard by expansion or attrition because they’ve invested in a bench. They treat recruiting as a strategic priority. **The best sales leaders are in conversation with talented people long before a position ever opens.**

2 Build and Protect a High-Performance Culture

Culture is hard to manage in any organization, but when leading a team of competitive salespeople, it can feel daunting.

As Millennials and Gen Z salespeople join Gen X and Baby Boomer team members, the challenge can feel downright impossible. Effective salespeople realize that a core component of any sales culture is high performance, regardless of generational make-up.

Mature sales leaders also understand that culture doesn’t maintain itself. It requires intentional reinforcement through hiring decisions, recognition practices, and consistent leadership behavior. They also understand that **culture flows downward.** How a sales leader

acts, what they say, and how they treat their team is reflected in how that team treats their customers. Those who invest in culture protect their organizations from turnover, disengagement, and the erosion of standards that can take root unnoticed.

3 Invest in a Relevant, Up-to-Date Sales Training Platform

There was a time when I would’ve agreed that any sales training is better than no sales training. But I don’t believe that’s true today. Now, **sales training must be engaging, industry-specific, and up to date** to align with modern-day buying practices and technology.

Great sales leaders are constantly pushing their salespeople and providing them with resources to improve their skills.

4 Get in the Field and Win Business Together

Research from CEB, Inc. says that working alongside salespeople on specific opportunities is the single most common behavior among great sales managers.

When sales leaders engage directly in the field, they **elevate the quality of the entire team’s approach**, reinforce best practices, and demonstrate that winning is a shared responsibility. They also build the kind of credibility that no internal meeting can replicate. Your team needs to know that you’re willing to roll up your sleeves alongside them.

5 Establish a Disciplined One-on-One Coaching Cadence

Structured, regular one-on-one meetings give sales leaders visibility into individual pipelines, the ability to coach proactively rather than reactively, and an opportunity to strengthen relationships that drive long-term retention and personal development.

Is it time-consuming? Yes. Can it be frustrating at times? Absolutely. But, for sales organizations, the cost of under-coaching far exceeds the cost of the time invested. The sales leaders who commit to it consistently outperform those who don’t. ■

Chris Peterson is founder and president at [Vector Firm](#), an NSCA Member Advisory Council member.



How PASS Is Making K-12 Security Easier to Design, Sell, and Deliver

The recent PASS Town Hall at ISC West covered the new tools, research, and guidance that you can tap into for upcoming school projects.

For integrators carrying out K-12 tech projects, the recent PASS Town Hall at ISC West was a great recap of the tools available. These resources will help you sharpen your discovery meetings and prepare you to turn K-12 safety concerns into defined projects that improve security and incident response.

Here are the highlights of what they shared.

Updated Guidelines Strengthen Every Layer of Security

The 7th Edition of the *PASS Safety and Security Guidelines* refine guidance on:

- **Video surveillance**, including camera placement, fields of view, and analytics integration
- **Access control**, including visitor entry points and keeping doors closed and locked
- **Districtwide advancements**, including interoperability, unified security operations centers, and system-level approaches to safety

It also adds a new Digital Infrastructure layer that addresses cybersecurity, data protection, and network resilience to reflect the growing relevance of safeguarding digital environments.

Courses Help You Implement PASS Guidelines

PASS in Practice (PIP) is being introduced as an e-learning certificate program designed to help school teams and their partners

(like integrators) implement the *Guidelines* step by step. It walks users through assessing current conditions, identifying gaps at each security layer, and prioritizing improvements.

PIP provides a ready-made structure for collaborative planning. You can align your discovery questions with the program’s content, co-host sessions with school staff, and step in as the partner that turns identified needs into technical designs, budgets, and phased projects that map to PASS tiers.

Digital Checklists Standardize Walkthroughs

PASS school security checklists are now mobile-friendly, editable forms that can be tied to specific campuses or buildings. Once the checklists are completed, the system automatically outputs PDFs and Excel reports that you can share with schools for documentation and planning.

This helps you build a standardized way of conducting walkthroughs, capturing consistent data, and generating reports that connect findings to PASS recommendations. It also makes it easier to build multi-year roadmaps for K-12 clients.

Research Supports Better Hardware Decisions

New research from the ALERRT Center at Texas State University reinforces the notion that properly secured doors—locked, code-compliant, and with appropriate glazing—significantly reduce casualties and limit access to classrooms.

You can use this data to back recommendations around door hardware, glazing choices, and classroom door strategies that are aligned with PASS, rather than improvised barricade devices or non-compliant retrofits. K-12 proposals can be framed as changes tied to better outcomes during critical incidents.

Funding Guidance Connects Projects with Grants

To help you point schools to sources for funding, PASS is launching a twice-monthly “Grants and Funding Corner” report that provides insight on:

- Relevant grant opportunities
- Recommendations on which programs to pursue
- Best practices for writing successful applications

You’ll be able to point districts to these resources and align proposals with programs that are more likely to support PASS-aligned upgrades.

Put PASS to Work

By weaving these resources and insights into your everyday process, you can lead smarter discovery meetings, build stronger project roadmaps, and show schools how each investment ties directly to safety outcomes that matter. ■



Find these resources at www.passk12.org

NSCA Shines a Light on Industry Leaders at BLC 2026

Meet the companies and individuals honored by NSCA at the 2026 Business & Leadership Conference.



While the annual Business & Leadership Conference (BLC) serves first and foremost as an education and networking platform for integrators, it's also a chance for NSCA to recognize the fantastic work being done in the industry.

During the opening night dinner, we recognize companies and individuals for their dedication, hard work, and innovation.

Here's who we honored this year.

INTEGRATOR OF THE YEAR 2026

NSCA Commercial INTEGRATOR Security Sales & Integration

Given the constant evolution of commercial integration, NSCA's Excellence in Business Awards program combined with *Commercial Integrator* and *Security Sales & Integration's* Integrator of the Year program to jointly recognize outstanding performance and innovation across the industry.



Winners were named in four categories:

- Integrator of the Year (overall): **IMS Technology Services**, Garnet Valley, PA
- Integrator of the Year for Differentiating Strategies: **Smarter Systems**, Charlotte, NC
- Integrator of the Year for Talent Development: **CTI**, Maryland Heights, MO
- Integrator of the Year for Strategic Transformation: **Basepoint Building Automations**, Des Moines, IA



Integrator of the Year (overall) IMS Technology Services

For IMS Technology Services, the Integrator of the Year, this honor capped a milestone year, which combined a major ownership transition with continued growth, client satisfaction, and technical innovation.

In 2025, IMS celebrated its 30th year in business and navigated the retirement of its founders—a period that often brings uncertainty for employees and clients. Instead of disruption, IMS used the transition as a springboard for investment and cultural continuity. Guided by values of excellence, integrity, innovation, and client focus, the company expanded staff across multiple functions, pursued advanced certifications, and upgraded internal systems to support efficient scale. Customer interviews conducted during the transaction process came back with overwhelmingly positive feedback so strong that new ownership described it as “almost unbelievable,” underscoring the trust IMS has built over three decades.

IMS differentiates itself through what it calls the “I Factor”: a combination of people, processes, and mindset that empowers team members at every level. In 2025, the company expanded its project management office to add a project manager role, creating an on-ramp for new professionals and an incubator to meet growing staffing needs. More than half of current employees have earned at least one promotion during their tenure, reflecting intentional investment in career paths, mentorship, and leadership development. Training spans cross-departmental technical sessions, monthly business and management education, and ongoing programs with top manufacturers and software providers, helping prepare the next generation of IMS leaders.

Recruiting is equally deliberate. IMS looks for candidates with the right DNA: people who combine integrity, resilience, and a passion for impact, including college athletes, Eagle Scouts, military veterans, and first-generation graduates. The goal is to build a team that not only understands the “what” and “how” of projects, but also the “why,” ensuring better collaboration and stronger client outcomes.

On the technology and service side, IMS has evolved into a full-service technology partner as client expectations move beyond hardware to encompass IoT-centric solutions, data security, and seamless collaboration experiences. Its 4Sight managed services platform provides centralized incident monitoring, predictive maintenance, and concierge-level support designed to keep communication and collaboration systems resilient in hybrid work environments.

The company's combination of technical capability, business performance, and cultural strength is what earned IMS the Integrator of the Year recognition.



John Greene Mentorship Award

The John Greene Mentorship Award recognizes individuals who invest time and expertise in developing the next generation of industry leaders. This year's honoree, **John Mitton**, CTO and vice president of AV at Red Thread, has become a trusted resource for NSCA members looking to strengthen their sales management, forecasting, and growth strategies. Mitton sees mentorship as a way to "pay it forward," sharing lessons learned over his career so that others can avoid common pitfalls and move faster in building healthy, sustainable integration businesses.



Volunteer of the Year Award

NSCA's Volunteer of the Year Award went to **Chet Neal**, founder and president of RelianceAV, in recognition of his ongoing service to NSCA and the NSCA Education Foundation. As an Ignite supporter, Neal actively engages with schools and students, participates in job fairs, and provides mentorship that often leads to employment opportunities. He also supports NSCA activities at trade events, helping with logistics and presence at shows like InfoComm, and consistently looks for ways to bring new talent into the integration industry.



Per Haugen Lifetime Achievement Award

The Per Haugen Lifetime Achievement Award honors long-term contributions that leave a lasting mark on NSCA and the broader integration community. This year's recipient, **Ray Bailey**, founder and CEO of Lone Star Communications, has been involved with NSCA for more than three decades, serving as a past president and frequent BLC speaker and moderator. In addition to his leadership roles, Bailey has championed workforce development and training, including a 2025 donation to the NSCA Education Foundation, and continues to serve as a model for values-driven, community-minded leadership.



Partner Awards

Each year, NSCA also highlights partners that provide resources and expertise to help members strengthen their businesses. **RISE Performance Group** was named Member Advisory Council Partner of the Year for its work in helping integrators align leadership teams around common goals and execute against clear strategic plans. Through content, coaching, and practical tools, RISE helps owners and executives address growth challenges, build stronger cultures, and improve profitability.

Insperty received Business Accelerator Partner of the Year recognition for its focus on the people side of integration businesses. By providing HR support, workforce strategies, and educational content on topics like hiring, retention, and performance management, Insperty equips NSCA members to compete more effectively for talent and create better employee experiences. ■

Randy Vaughan Founder's Award Recipients

The Randy Vaughan Founder's Award honors first-time BLC attendees who represent the next generation of business and leadership within integration. Winners represent a cohort of leaders who are being encouraged to engage more deeply with the community. This year's recipients were:

- | | |
|------------------------------|---------------------------|
| Daniel Baxter | Erin Keplinger |
| Charles Burke | Jonathan Kiley |
| Seth Burney | Brad Kirby |
| Sean Burns | Joe Kopyy |
| Anthony Catalano | Israel Maccio |
| Justin Dalrymple | Mikayla MacNally |
| Andy Dalton | Dylan Melvin |
| Mark Davis | Barton Moxness |
| Travis Gingrass | Blake Nelson |
| Nicole Godby | Mat Ortiz |
| Mike Gonzales | Robert Paden |
| Trent Gullett | Lisa Page |
| Trish Hann | Brian Pham |
| JP (John-Paul) Heaney | Heather Sidorowicz |
| Elliot Johnsen | Kristen Smith |
| Austin Kennedy | |



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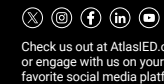
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- SCOPE OF WORK
- CONNECTIVITY DRAWINGS



SCAN TO LEARN MORE



When It Comes to AI, Waiting Is the Riskiest Strategy

When you delay AI adoption, several compounding challenges emerge ... and many integrators don't realize it.

For years, artificial intelligence (AI) has been discussed as a future capability: powerful and promising, but optional.

But that era is over. AI has moved from experimental to business-critical. **The cost of inaction is rising faster than the cost of experimentation.**

For integrators, this moment is particularly pivotal because it creates pressure and opportunity. On one side, clients increasingly expect faster deployments, smarter insights, proactive service, and measurable value. On the other, internal challenges like labor shortages, margin compression, and project complexity are intensifying.

AI is becoming the only scalable way to address client expectations and internal challenges at once.

You Can't Afford to Stand Still

One of the most common misconceptions about AI is that it requires a dramatic, organization-wide transformation to deliver value. In reality, waiting for a "perfect" strategy is risky. Competitors move ahead while you waste time.

When you delay AI adoption, several compounding challenges emerge ... and many integrators don't realize it.

Operational Drag

Manual processes continue to dominate quoting, project management, scheduling, service dispatch, and reporting. These processes are slow, inconsistent, error-prone, and difficult to scale. Without AI, every new project adds friction. As project volume increases, teams become reactive rather than strategic.

Talent Strain

Skilled labor is difficult to find and retain. Without AI-enabled support, high-performing employees spend disproportionate amounts of time on administrative tasks, not high-value work. As a result, you see increases in burnout, accelerated turnover, and institutional knowledge that walks out the door.

Slow Decision-Making

Without intelligent analysis, leaders rely on after-the-fact reports instead of real-time insights. This limits your ability to forecast risk, adjust resourcing, or course-correct projects before margins erode.

Competitive Disadvantage

Clients are increasingly comparing integrators not only on technical expertise but also on responsiveness, insight, and innovation. Organizations that can't demonstrate operational intelligence and agility could be perceived as outdated or inefficient.

You Already Have an Edge: Your Data

Integrators are uniquely positioned to benefit from AI. Why? Because your business is data-rich ... but it's also likely insight-poor. Project histories, service tickets, labor utilization, equipment performance, and customer interactions generate enormous volumes of information, and much of it sits underutilized.

But this is where AI excels. It can use this data to:

- Identify patterns
- Prioritize actions
- Accelerate decisions

When applied thoughtfully, AI can help integrators **improve estimation accuracy** by analyzing historical performance, optimizing scheduling, and allocating resources across concurrent jobs. Using this information, it can identify risk indicators early in project lifecycles, reduce service response times, improve first-time fix rates, and enhance customer experience by enabling predictive support and proactive communication.

Just as important: **AI doesn't replace human expertise.** Instead, it amplifies it, allowing teams to focus on judgment, creativity, and relationship-building while AI handles analysis, prioritization, and routine decision support.

The Real Benefits of Starting Your AI Journey Now

Organizations that begin AI adoption early (even in small, controlled ways) gain advantages that compound over time.

Faster Productivity Gains

AI is most often adopted to increase speed of work. Teams supported by AI complete tasks faster, manage higher workloads, and respond more effectively to change. This improves throughput without requiring proportional headcount growth.

Better Use of Existing Data

Most integrators already have the data they need to benefit from AI. The value comes from connecting systems, cleaning inputs, and applying intelligence.

Improved Leadership Visibility

AI-enabled analytics provide executives with clearer, more timely insight into performance, risk, and opportunity. This supports better governance, stronger forecasting, and more confident decision-making.

Reduced Implementation Risk

Organizations that start now benefit from maturing tools, clearer best practices, and lessons learned across industries. Incremental adoption reduces disruption and builds internal confidence.

Overcoming Common Barriers to AI Deployment

Despite growing awareness, many integrators hesitate due to familiar concerns:

- "We don't know where to start."
- "Our systems aren't ready."
- "Leadership isn't aligned."
- "We don't trust AI decisions yet."

These concerns are normal ... nearly everyone has them. But successful organizations address them by **reframing AI adoption as a process, not a project.**

Trust, for example, is built by starting with AI that assists decision-making rather than fully automating it. Human-in-the-loop models allow teams to validate outcomes, refine rules, and build confidence over time.

Leadership alignment improves when AI initiatives are tied to clear business metrics rather than vague innovation narratives.

And when it comes to system readiness, it's less of a barrier than organizations assume. You don't need perfect data or fully integrated platforms to begin. Starting small with available data builds momentum and clarifies where deeper investments will deliver the most value.

How to Evaluate Where AI Can Help

This evaluation framework will help you identify where AI friction exists in your business and provides a structured starting point.

1. Identify High-Friction Processes

Look for areas characterized by volume, repetition, delays, or inconsistencies. Common examples include:

- Estimating and quoting
- Project scheduling and change management
- Service triage and dispatch
- Reporting and forecasting

These are ideal candidates for AI-assisted prioritization and analysis.

2. Map Decision Bottlenecks

Determine where decisions are delayed due to lack of insight or manual analysis. AI can surface patterns and recommendations faster than traditional reporting, giving leaders the information they need when they need it.

3. Assess Data Availability

We'll say it again: You don't need perfect data. Focus on where consistent, repeatable information already exists in ERP systems, ticketing platforms, CRM tools, or project management software. These systems likely contain years of valuable information that can be leveraged.

4. Start with Assisted Intelligence

Begin with AI that supports humans. Examples include:

- Risk scoring
- Predictive alerts
- Automated summaries

This accelerates adoption while maintaining oversight and building organizational trust.

5. Define Success Metrics Early

Tie AI initiatives to measurable outcomes like reduced cycle times, improved margin predictability, faster service resolution, and increased employee satisfaction. Clear metrics build confidence and justify further investment.

6. Build Governance and Trust

Establish clear ownership, transparency, and accountability for AI-driven insights. Explainability and reporting are critical for long-term success. Teams need to understand how AI reaches its conclusions and have clear escalation paths when they disagree.

Lead or Follow: The Choice Is Yours

Remember: **The path forward requires momentum, not perfection.**

To amplify human capability with AI, start with clear business problems, measure outcomes rigorously, and build trust through transparency and incremental wins.

Organizations that begin the journey now are better positioned to compete, scale, and adapt in a rapidly changing market. If you wait, you may find yourself reacting not only to technology shifts but also customers and competitors who have already moved ahead. ■

Core Consultant is an NSCA Member Advisory Councilmember.

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New NSCA Leadership at the Helm

We're excited to announce the election of new NSCA leadership! Every two years, NSCA appoints new officers to its executive committee in order to bring fresh perspectives and industry insights to the association. As of July 1, 2026, here's who will be stepping into leadership roles as part of the NSCA Board of Directors.

Meet Your New Officers



PRESIDENT
Shedan Maghzi
Strategic Advisor
Avidex



VICE PRESIDENT
Don Mastro
Chief Revenue Officer
FORTÉ



TREASURER
Chris Wasp Jr.
Chief Executive Officer
Ronco



SECRETARY
Christina De Bono
President
ClearTech Media



IMMEDIATE PAST PRESIDENT
Dale Bottcher
Chief Revenue Officer
AVI-SPL

Why Advocacy Belongs in Your Business Plan

Legislative changes can reshape your labor costs, project scope, and profitability.

Advocacy is part of doing business. Every time a bill is introduced that touches Power over Ethernet (PoE), low-voltage licensing, prevailing wage, or building codes, your margins, scope, and even your ability to bid a job can be affected.

NSCA's role is to stand in that gap—but the most effective advocacy happens when integrators participate alongside us.

When a Bill Becomes a Business Problem

Over the past year, we've gone to bat for the industry through the Connected Technologies Industry Consortium and other coalitions that help protect integrators' rights to design and install systems profitably. We've battled multiple bills aimed at limiting the legal use of PoE and redefining what counts as a jobsite for prevailing wage calculations... sometimes expanding it to wherever racks are built, even in other cities or states.

Changes like these can dramatically increase labor costs and introduce new compliance risk. That's why we're always advocating on behalf of the industry. But lawmakers would rather hear from you as employers and business owners than from a national trade association alone.

To make that participation easier, we maintain an online advocacy hub that monitors legislation, regulations, and code activity across the country, from licensure and life-safety code conflicts to tax, labor, and infrastructure policy.

You can use our "[Track Legislation in Your State](#)" tool to quickly see bills that may limit PoE installations, alter low-voltage classifications, or introduce new public health requirements that touch projects and jobsites. Instead of spending hours on state legislative websites, integrators can click on their state, scan current proposals, and decide where to engage.



How to See What's Coming in Your State

When we identify a high-impact issue, we can provide talking points and even templated letters you can send to legislators, standards bodies, and agencies.

A good example is a recent coordinated outreach effort from association members and the Connected Technologies Industry Consortium, which helped convince decision-makers to delay a change to CSI MasterFormat treatment of low-voltage systems and include industry voices in the next cycle instead. **That kind of quick, organized response is possible only when integrators like you are ready to act.**

A Bigger View of Advocacy

Advocacy isn't just about stopping bills that threaten business. NSCA's Codes & Compliance Committee serves as a resource for members that encounter conflicting requirements in the field and need practical guidance.

Integrators can bring real project scenarios to subject-matter experts, get answers, and feed those insights back into our broader advocacy agenda. When recurring problems surface across multiple members—such as inconsistent inspection practices or misapplied electrical codes—then we're positioned to take those issues upstream to the appropriate bodies.

Your Next Steps

To protect your business, here's what you should do: Visit our website, track what's happening in your state, and be ready to raise your hand when NSCA asks for help. That might mean sending an email to a committee chair, offering testimony, or simply sharing how a proposed change would affect your projects and workforce.

In an environment where a few lines in a bill can upend your business model, staying passive is a risk. Advocacy becomes far more powerful when the voice of the integrator is part of the conversation from the start. ■



Don't Forget How to "Human" As Business Speeds Up

When growth accelerates, your people and culture may need you to slow down on purpose.

Every integrator is chasing speed right now: shorter project timelines, faster response times, more automation for quicker project delivery. At some point very soon, if you haven't already, you're probably going to realize that the very tools helping you go faster are also stifling the "soul" of your company.

This tension between acceleration and authenticity is what Carlos Whittaker talked about at the 2026 Business & Leadership Conference (BLC), and it's important enough to bring up again.

As the author of *How to Human*, Whittaker challenged BLC attendees to ask: **What if the path to where we're trying to go isn't about speeding up ... but slowing down?** His blueprint for leaders is intentionally simple: Be human, see humans, free humans.

Be Human: Lower the Volume

For many leaders, the day starts and ends with a phone in hand. Seven hours a day on a phone becomes about 49 hours a week and 100 days a year. That adds up to months of living lost every year—time that could've been spent thinking, resting, or truly connecting.

That invisible time drain impacts personal wellbeing, of course, but it also affects the quality of your decisions, the depth of your client relationships, and the tone you set for your teams.

When leaders **"lower the volume" of constant content in small ways**, like parking the phone in another room at night or blocking notifications during certain hours of the day, they make space to show up calm, clear, and present. And they give their teams permission to do it, too. That behavior shapes what they believe to be normal and acceptable within the company.

See Humans: Look Beyond the Role

In many organizations, recognition stays at the surface—compliments about performance or recent wins—without acknowledging the person behind the role. Over time, that leaves people feeling invisible.

To help people feel seen, **pay attention to what they pay attention to**: It might be a hobby they mention, a subject they light up about, or the cause they support. When you pick up on those signals and respond, it communicates that you notice who they are, not just what they do.

Free Humans: Make Breathing Room the Norm

People are seeking freedom from constant pressure, financial strain, and feeling stuck. As a leader, it's important to look for ways to create more breathing room, relief, or opportunity for others.

Sometimes that looks like a team rallying around a teammate in crisis by covering shifts, pooling PTO, or taking work off their plate. Other times, it shows up in how a company responds when a client's in trouble: sending extra help onsite or using collective resources to solve a problem they couldn't fix on their own.

For integrators, this could mean flexible scheduling or simplifying processes that constantly frustrate staff. The point is to **intentionally weave acts of freedom into how your organization operates** so they become part of your organization's identity and a predictable part of the culture.

Slow Down to Protect What Matters

When so much of success is tied to going faster, it's easy to assume that slowdowns are a threat to growth. But what if the real risk is forgetting how to be fully human while you build what's next?

As you look at your own organization, where might you need to tap the brakes to make sure your people, culture, and "soul" can keep up with the speed of your success? ■

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A New Report Brings Economic Realities into the World of Commercial Integration

Finally, a resource that makes big-picture economic trends understandable and useful for day-to-day decision-making.

For years, you've had to make big bets on hiring, inventory, and market focus using information that wasn't built for the commercial integration industry.

Construction forecasts are written for general contractors. Economic reports are written for Wall Street. And even though the data delivered by these sources is solid, it has to be decoded before it can be applied. And it rarely answers the big question on every integrator's mind as they wade through the numbers: **"What does all this mean for my business, anyway?"**

NSCA's new *Economic Outlook* report gives economic data context so integrators can make confident decisions. Developed alongside NSCA Chief Economist Dr. Chris Kuehl and his firm, Armada Corporate Intelligence, the report translates the numbers that matter—GDP, business investment, labor market dynamics, inflation, the 10-Year Treasury, and more—into implications for your work. It clarifies where technology dollars are likely to flow, when projects are likely to move, and which verticals are positioned for growth.

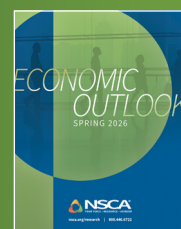
Replacing the long-standing *Electronic Systems Outlook (ESO)* report, our new resource builds on the construction-focused foundation of the *ESO*. But it layers on the economic drivers and real-world signals that have been missing.

Take hospital margins as an example. For integrators, these are no longer healthcare finance statistics but signals about when hospital systems may be ready to invest in automation, connectivity, and new facilities.

Specific patterns by sector and region are spelled out, along with directional insights that show whether markets are expected to grow, stall, or contract. This analysis is delivered with a time horizon you can act on: near-term clarity for the next few quarters, alongside a three-year window to support bigger, longer-term decisions.

What's most valuable about this report is how it can become part of how you run your business.

- **Leadership teams** can use it during annual or quarterly planning to prioritize verticals and set realistic revenue targets
- **Sales leaders** can align account strategies with the sectors that are projected to grow in their region, updating outreach based on where funding is loosening
- **Operations and finance** can watch material pricing and inventory indicators to determine how long to hold quotes and when to buy ahead
- **HR and training teams** can use the workforce insights to guide hiring profiles and apprenticeship programs ■



NSCA's *Economic Outlook* report gives you a way to base your next moves on data specifically for your business.

[Download the Report](#)

Future Leaders Belong at XBO

A scholarship that opens the door to XBO ... and accelerates leadership growth.

In every commercial integration company, there's at least one rising star who's acting like a leader—even if their title hasn't quite caught up yet. And that's exactly who NSCA's Jeff M. Kindig Future Leaders Scholarship is for: the people who are ready to build the skills, confidence, and connections they need to take the next step in leadership.

Created through the NSCA Education Foundation, the scholarship continues Jeff Kindig's legacy of eliminating barriers that keep promising professionals from moving into leadership roles. Jeff believed that the right opportunity at the right time could change a career; this program is designed to be that opportunity for the industry's next generation.

Each year, the scholarship covers registration for NSCA's Excellence in Business Operations (XBO) Experience, a two-day event built for emerging leaders in commercial integration. XBO combines hands-on business operations training, leadership development, and peer-to-peer discussions around real-world challenges like:

- Scaling project management
- Building strong teams
- Preparing for ownership transitions
- Listening and leading
- Managing conflict
- Handling change
- Delegating in the right way

Applicants must be employed by an industry-recognized commercial integration company and recommended by their company's owner or president. After all, this is an investment in their bench strength. Candidates also submit letters

of recommendation to demonstrate performance and potential. The judging panel, made up of members of the NSCA Education Foundation Board of Directors, reviews applications and awards the scholarships.

Finding a Clear Path into Leadership

For recent recipients, the impact goes far beyond a single event. Previous winners talk about the value of connecting with a network of peers facing many of the same growth, staffing, and operational issues. They describe a mindset shift: seeing themselves not only as project managers or department leads but also as future business leaders with a clearer path forward. And they leave XBO with practical tools they can implement immediately.

If you're an owner or senior executive, you likely know who in your organization should apply: It's the person asking "why" about your processes, volunteering for cross-functional projects, or stepping in to steady a difficult customer relationship. Nominating them for the Jeff M. Kindig Future Leaders Scholarship is one of the best ways you can invest in their future ... and yours.

If you're an emerging leader, give yourself a chance to experience XBO; don't wait to throw your name in the ring. There's no cost to apply, and spots are limited.

Completed applications and letters of recommendation are due by Aug. 15, 2026, and award notifications will go out in early September. This is the launchpad for your leadership journey. ■



Apply for the Jeff Kindig Scholarship

Do you see yourself as a next-generation leader ... or do you have someone in your organization who just needs the right opportunity to prove it?

DEADLINE: AUG. 15

[Apply Now](#)

How to Build an Internship Program That Actually Produces Talent

NSCA's Ignite Internship Program can help you build a structured internship framework so the experience creates value for you and your interns.



Internship programs can be one of the most effective ways to connect with future talent in the commercial integration industry — but the programs have to be built with purpose. Winging it won't get you or your interns very far.

A good internship experience doesn't happen automatically. It takes planning and coordination, management-level engagement, and a clear structure that delivers value for both parties: interns and employers.

That effort can feel like a lot, especially if your teams already manage competing priorities. But a well-designed internship program is one of the most practical ways to build relationships with young talent. When done right, it can become part of your company's long-term workforce strategy.

The Structure of Your Internship Program Matters

The best internship programs give students real and impactful work to do, help managers stay organized, and make it simple for you to measure whether the experience is garnering results for all parties.

Without this structure, internships can drift into busywork and become difficult for staff to support.

A successful internship program must be built on a clear framework that:

- Defines the program's goals and intended outcomes
- Establishes expectations for both sides
- Assigns meaningful work for interns and identifies the people who can offer guidance along the way
- Outlines a process to capture, share, and act on feedback
- Makes sure the experience is consistent from start to finish

This is where Ignite comes in. The Ignite Internship Program's four-phase structure gives you a framework to implement so you can build a program with purpose.

Phase 1: Onboarding

This phase gives interns time to gain an understanding of your business and how it works. They spend at least one day in each department observing responsibilities and getting a look at how the work connects across the company.

At the end of this phase, the intern reports back on what they learned during this time. This helps them understand how different pieces of the business all fit together; it also helps you see how quickly they can absorb information and which areas spark the most interest.

Phase 2: Ride & Decide

For five weeks, interns are exposed to three departments and career paths of their choice, based on their interests and what they enjoyed most during Phase 1. The tasks assigned to them should be a mix of job-specific activities and soft-skills training like communication, problem-solving, and decision-making.

At the end of Phase 2, interns report on what they learn and where they think they can add the most value.

Phase 3: Learn & Earn

During this phase, interns gain relevant experience and credentials in one of four areas defined in [NSCA's virtual C-SIP program](#):

- **Sales:** prospecting and creating interest, sales strategies in B2B industries, outcome-focused selling, etc.
- **Operations:** critical KPIs, effective management, quality metrics, etc.
- **Marketing:** social channels, B2B marketing tactics, content creation, etc.
- **Project management:** safety and risk, setting standards, contract management, etc.

After completing the C-SIP program at their own pace, interns once again report on what they learned.

Phase 4: Real-World Application

For the final two weeks, interns spend the majority of their time working on projects in the area they studied as part of the C-SIP program. They also craft an essay to walk through what they've learned about quality, performance, process improvement, and personal growth.

Lastly, interns report one final time on what they learned during this phase and how they see themselves fitting in at your company.

What a Great Internship Program Looks Like

An internship works best when it creates value for you and your interns. A great program supports your goals while giving students a meaningful, well-structured experience.

FOR INTEGRATORS

A great internship program helps integrators:

- Build a pipeline of potential future hires who already know the company
- Gather fresh perspective from people who are new to the industry
- Give their managers and teams more opportunities to coach and lead
- Form stronger connections to the next generation of workers
- Develop a repeatable process that supports long-term workforce planning
- Repeat and sustain the program year after year

FOR INTERNS

A great internship program helps students:

- Gain exposure to different parts of the business
- Understand how the commercial integration industry works
- Complete real, impactful work that contributes to the company
- Receive guidance, feedback, and support so they can grow
- Build confidence and professional skills that will serve them in future roles
- Gain a clear sense of possible career paths

Why Internship Programs Are Worth the Work

A résumé can tell you what someone studied and where they've worked. An interview can tell you how they respond to questions. But an internship shows you how they operate over time. You can see how they handle feedback, how they interact with a team, how they handle responsibility, and whether they show the curiosity and initiative you're looking for.

While it's not always easy to build an internship program, the effort is worth it. Why? Because internships do something that few other recruiting efforts can: **Internships let you build relationships with future employees before they've even graduated.** The right program gives students valuable exposure and hands-on work, of course, but it also gives you a chance to see how these students work, learn, and fit into your organization.

Ignite Makes Internships Easier

The Ignite Internship Program was built to help integrators create this kind of internship experience. It's flexible enough that integrators can use parts of it to bolster existing programs, but it's also comprehensive enough to allow integrators to build their programs from the ground up for the first time.

Just as important, the program is designed to make internships consistent from one year to the next. Once you have a framework and process in place, the annual internship experience should be repeatable, useful, and easy to manage.

Lastly, it helps offset the cost of building a successful internship program. Qualifying integrators and manufacturers can receive an [Ignite Internship Grant](#) of \$1,000 to subsidize intern wages. This financial support helps make Ignite even more practical when you're ready to build a program with impact.

With the right structure in place, internships can be a source for building future talent.

Are you ready to make the most of this opportunity? ■

What the Randy Vaughan Founder's Award Set in Motion for Verrex's Bill Chamberlin

A one-time opportunity to attend NSCA's Business & Leadership Conference has become a guide for how Chamberlin develops his teams.

In 2015, Verrex's Bill Chamberlin walked into his very first Business & Leadership Conference (BLC). As the recipient of a Randy Vaughan Founder's Award scholarship granted by the NSCA Education Foundation, he was attending the event at no cost.

While he was excited about the opportunity, he didn't realize it would become a turning point in his career, inspiring a pivotal shift in how he thinks about leadership, talent, and his own future.

After that first year, **he's made it a priority to attend BLC as often as he can.** "There's not a single BLC I've gone to where I haven't walked away more invigorated, more excited, and with nuggets of insight and strategy I've implemented or brought to others within the organization."

A Chance to Step Outside the Four Walls

Lessons learned at BLC have helped Chamberlin build strong leadership skills, of course, but they've also given him fresh perspectives through candid conversations with peers, along with new and practical concepts to try.

"BLC is such a big networking opportunity. You can be honest about challenges you're having, talk to others, and trade ideas without worrying about losing anything proprietary," he points out.

Ideas to Power Talent Development

Chamberlin also credits BLC for helping **turn his passion for people into a formal talent development program.**

Drawing on ideas and examples he has encountered at the conference, he shaped an approach that blends structured onboarding, mentorship, and ongoing development conversations. That program, which earned recognition at BLC 2025, now serves as a framework for how Verrex brings people into the business and supports their long-term growth.

"None of us are perfect. None of us know everything. We always can learn and do better," he says ... and that's exactly what BLC is about.

New hires follow an onboarding track that introduces them to every department leader so they understand how the organization fits together. That's followed by role-specific track focused on day-to-day responsibilities and expectations.

Each employee is also paired with a mentor who can answer questions they might hesitate to bring to a manager. Ongoing development is reinforced through annual appraisals and midyear check-ins, where leaders are encouraged to talk about current performance and future aspirations.



"Our jobs are not just about taking care of the external clients who pay the bills," says Chamberlin. "They're also about taking care of our internal clients. As you support them, they can help you become more efficient."

Building a Community

Equally important to Chamberlin are the relationships that began at BLC and have grown over the years. **"I've even become friends with competitors,"** says Chamberlin.

He also points to important connections with NSCA staff, speakers, and coaches, whose guidance influence Verrex's approach to growth and culture. "We were introduced to Corporate Sales Coaches at BLC and worked with their program. Then they joined Revenueify, and we brought Revenueify to our most recent annual offsite sales meeting. The partners you meet at BLC have good value to offer."

The Ripple Effect of BLC

For Chamberlin, the impact of the Randy Vaughan Founder's Award is clear: A one-time scholarship to attend an industry conference gave him a resource he relies on year after year to shape how he leads, develops his teams, and thinks about his responsibility to the next generation of integrators. ■



Q&A with David Smith

COO of Lencore
www.lencore.com

Q: What makes your company's approach unique within the NSCA Community?

Lencore's approach is unique because it's precise and intentional. Rather than treating soundmasking as a standalone specialty, we position it as a strategic component within integration projects. We work closely with NSCA integrators that leverage soundmasking to thoughtfully enhance speech privacy and comfort—and we focus on being a targeted, practical resource to support that work.

Q: What is the most important benefit or resource provided to you by NSCA, and how do you use it?

It's the connection to the NSCA Community and the ability to build relationships. NSCA provides many exciting channels for connecting with its members, and the value for us as a manufacturer is building long-term partnerships with that community.

Q: Why is being part of a trade organization important to your organization?

Being part of a trade organization is valuable in two ways. First, it supports an entire industry that delivers tremendous services and products to customers in need. Members create value; by supporting them, we can collectively enrich and entice new members into the industry. Second, it helps us develop new partnerships and sustain key accounts by understanding the needs and concerns of the industry and so we can resolve those challenges. Ultimately, we do it to support our partnerships.

Q: Why are your employees proud to be part of your organization?

Lencore has built a culture on solving problems and delivering a superior solution. Our team is motivated by the opportunity to be helpful to others, and they take genuine pride in the impact of their work.

Q: How do you approach product design to stay ahead of industry trends?

By being engaged with our partners and truly listening to the challenges that they face, along with their customers. By doing that, we're able to keep our pulse on product needs, whether those involve features or functionality. Our entire team reviews what we hear from the industry and what new technologies might help us advance our solutions in order to deliver the best solution to the market.

Q: What emerging trends in the industry excite you the most, and how is your company preparing for them?

The workplace is constantly evolving, and flexibility and speed are no longer emerging trends—they're already here. Because every design and end user has unique demands, we focus on delivering adaptable solutions supported by a team that carefully considers customer expectations to deliver superior results.

Q: What's next for your company in the coming year? Are there any big developments or goals you're working toward?

Lencore has been planning to release a series of new solutions that will allow us to access new marketplaces, and the industry will see the labor of that work in the very near future. We're excited about what's coming and how it will help support our industry partners for years to come! ■

Almo



Almo Pro AV has rebranded its services team as LinkLab—a fresh identity that reflects our evolving role as more than just a provider of professional services. LinkLab represents how we seamlessly connect people, projects, and technology through flexible, customized support. The new name underscores our mission to act as an extension of our customers' teams, helping them scale, simplify, and succeed across a wide range of initiatives. It's a symbol of partnership, precision, and forward-thinking integration. Learn more and connect with us today!

[Learn More](#)

AtlasIED

Introducing AIX from AtlasIED — a modular, multi-purpose security platform that combines audio, visual notification, multi-sensing, and intelligent edge capability into a single adaptable system. By consolidating multiple functions onto one network drop, AIX simplifies infrastructure while expanding capability.

Key features include ONVIF compatibility, a structured priority model for deterministic behavior, PoE++ architecture, AI-ready design, and Site Manager software for centralized device management. Modular hardware allows new capabilities to be added over time without replacing installed devices — built to meet today's and tomorrow's expectations without a rip-and-replace upgrade.

[Learn More](#)

Audio-Technica Engineered Sound® Wireless System

The Engineered Sound Wireless System is the simple, smart, scalable solution for high-quality audio. With automatic DECT-based frequency management, up to 96 simultaneously usable channels, and best-in-class battery life for all-day transmitter use, the Engineered Sound Wireless System has the power and versatility to continually adapt to your conferencing needs. The system is available in 8-channel Dante™ or Audio-Technica LINK audio output configurations, installs easily with Cat 5e cable, and can be centrally managed via Audio-Technica's Wireless Manager software. Once installed, the boundary, desk stand, body-pack and handheld transmitters are ready to use straight from the charger.

[Learn More](#)

Axis Communications, Inc.



We're Exhibiting at InfoComm 2026

Axis Communications

Register with our code for a FREE exhibit hall pass:

Code: axi478

[Register Now](#)



Axis Communications booth #C9328 at InfoComm 2026!

We're going to be exhibiting at InfoComm, June 17-19 in Las Vegas! Come visit the Axis booth #C9328 to see our portfolio of speakers and devices for public address, two-way communication, deterrence, background music and operational efficiencies.

We have speakers with built-in software, microphones, cameras, display screens, strobe lights, environmental sensors and more.

Looking for options to help prevent trespassing, shoplifting and vaping - or provide alerts for blocked exits and parking violations, or enhance communication and safety? Our IP audio solutions integrate with cameras, intercoms, access control devices, video management and mass communication software, as well as other third-party devices, systems and software to aid your communication, security and safety applications.

Stop by booth C9328 to chat and watch some demos, we would love to see you!

Free Expo Hall Pass - Sign in to your AVIXA account, or create one for free - to register via the link below and add our VIP code axi478 for a free exhibit hall pass: <https://www.americas-comms.axis.com/InfoComm2026axi478>

[Learn More](#)



Biamp

The Biamp BMA 360D Ceiling Tile Microphone redefines how sound is captured in modern collaboration spaces. Designed to make every voice heard clearly and naturally, it delivers consistent, high-quality audio across rooms of any size, without the need for complex mic layouts.

Advanced beamforming technology focuses on the speaker while minimizing noise and reverberation, creating conversations that feel effortless and engaging. With flexible Dante® outputs, seamless Tesira integration, and fast, ceiling-tile installation, the Biamp BMA 360D gives designers more control and users a better experience. It's powerful, adaptable audio made simple.

[Learn More](#)

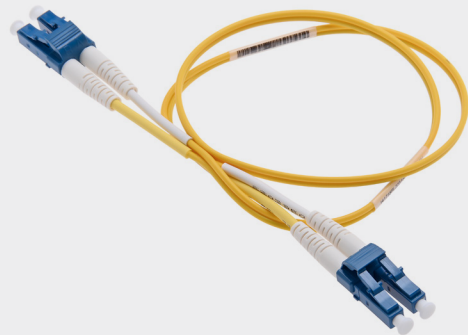
Bogen

Bogen Communications Introduces Nyquist NQ-DSC01 VoIP Dual-Sided LED Message Display with Audio & Flasher.

The Nyquist VoIP Double-Sided LED Message Display and Flasher, NQ-DSC01, is an indoor wall- or ceiling-mounted device designed for visual and audio communication in educational and commercial facilities. The DSC01 features a dual-sided, multi-color LED display, integrated flasher and dual loudspeakers. It supports Nyquist-generated text messages in single- or dual-line formats, static or scrolling display modes and customizable colors at the character level. When paired with optional call switch accessories, the device can initiate SIP calls with other Nyquist endpoints or compatible third-party SIP devices.

[Learn More](#)

Cleerline



10,000 times stronger and 30% thinner!? Cleerline SSF™ Fiber Optic Patch Cords are now available in 2.0mm diameter constructions, providing a lower profile installation without compromising strength or performance. Cleerline's patented SSF fiber is up to 10,000x stronger than traditional fiber, including a 2000x greater flex rating and 1500x greater impact rating. They are engineered to survive rough handling, tight cable paths, and are especially well-suited for mission-critical applications where uptime, resilience and long-term performance are required—all within a form factor that is 30% thinner than traditional patch cords. As an integration professional, Cleerline offers comprehensive training, customer support, and a Custom Patch Cord Builder, enabling effortless inventory management and the ability to quickly to quote a custom configuration. Cleerline SSF Patch Cords are available with LC and SC connectors in UPC and APC polishes, and in stock and custom lengths to support every project.

[Learn More](#)



Jabra

PanaCast Room Kit and PanaCast Room Kit Multi

GET MORE FROM LARGE ROOMS

Immersive video solutions with a simple, expandable setup.

New Jabra PanaCast Room Kits bring immersive meetings to your largest meeting rooms. Extension audio and video cover every corner, so everyone is seen and heard clearly. AI-powered video features help remote participants feel like they're right there in the room. And the setup? Refreshingly simple.

Built around the Jabra PanaCast 55 VBS and the Jabra PanaCast SpeakerMic, they deliver complete clarity to every corner of the room. Extension audio ensures everyone can hear and be heard clearly, while room cameras capture everyone in high-definition detail. And for those not in the room, AI-powered features help them feel like they are.

[Learn More](#)

Lencore

Lencore has expanded its accredited training offerings, providing valuable continuing education opportunities for AV professionals. Recent approvals include two IDCEC-accredited courses—Acoustical Impact & Green Office Design and Comfort, Privacy, and Safety for Healthcare Facilities—each offering 1 credit hour. In addition, AVIXA has approved How to Select, Identify and Specify the Right Sound Masking System for 1 CTS.

[Learn More](#)

Microchip

SyncServer® Time Server Security For Network Security Professionals



When Network Security Fails to Line Up in Time.

System integrators and network engineers often encounter security incidents where logs do not align, events appear out of sequence, and forensic analysis becomes slow and uncertain. In many cases, the root cause is not a missing tool, but inconsistent or unreliable time across networked systems. Firewalls, servers, intrusion detection systems, and SIEM platforms all depend on accurate and synchronized timestamps to reconstruct events and support incident response, compliance, and auditing.

Microchip addresses this challenge by treating accurate time as a foundational security service. Local Stratum 1 network time servers, such as Microchip SyncServer® solutions, provide traceable, precise time directly from trusted sources like GNSS and atomic clocks, distributed securely within the network. By keeping clocks aligned to UTC, these systems enable reliable log correlation, improve the effectiveness of IDS and SIEM platforms, and support regulatory requirements such as PCI DSS, FINRA, and MiFID II.

Accurate time also plays a practical role in Zero Trust architectures, where every access request and transaction must be verified and logged consistently. A trusted, internal time source reduces dependence on public NTP pools and limits exposure to time-based attacks that can undermine authentication and auditing.

For engineers tasked with building resilient and secure networks, deploying a secure, accurate time infrastructure is a concrete step toward improving visibility, response, and trust across the entire environment.

[Learn More](#)



HP Poly

HP Dimension with Google Beam – A true-to-life 3D video communication technology that allows you to feel together from anywhere. HP Poly and Google invite you to step into the future of connection. Life-sized 3D video and spatial audio transport you, blurring the line between virtual and reality. Conversations feel natural, decisions can come faster, and teams can sync like never before – just like being there in person. From meetings to telemedicine, manufacturing to architecture, design to education - this is beyond communication - its presence, redefined. Engage our TD SYNEX HP/Poly Team (E: HPPSG@tdsynnex.com) for more information!

[Learn More](#)

ScreenBeam

ScreenBeam continues to deliver unprecedented flexibility for educators and their students with its latest collaboration technology updates.

The new mobile-friendly **Message Manager** lets staff send critical, on-the-go notifications directly from their mobile browsers. **Signage+** now supports instant scheduling, multiple scrolling tickers, calendar widgets, real-time weather display, and audio-enabled video playback.

In response to customer demand, ScreenBeam now offers its dedicated **Signage Player**. Perfect for cafeterias and hallways, this new player delivers robust **digital signage, messaging** and **Alert+** integration to spaces that don't require presentation capabilities, allowing you to expand your campus communication footprint effortlessly.

[Learn More](#)



Introducing the IntelliMix™ Bar Pro

Clearly capture precise audio and video for AI-powered meetings in medium to large collaboration spaces with this powerful all-in-one Android-based video conference bar. Equipped with a built-in compute, auto-setup, and simple global management, IT managers can create meeting experiences focused on participants with reliable transcription for enhanced AI tools

Top-Tier Audio and Video for Medium to Large Rooms

- Highly accurate meeting transcriptions are powered by advanced Shure microphone array technology and IntelliMix processing that enhance speech and remove distracting noise.
- Experience enhanced video calls with Shure IntelliMix View that automatically focuses on the speaker, adapts to different room settings, and highlights active participants, ensuring everyone in the meeting is seen.

[Learn More](#)



American Time

American Time® delivers proven campus communication, synchronized time, and signaling solutions that help resellers grow in education, healthcare, and industrial markets. Recent EverAlert enhancements, including integration with Raptor Technologies, provide partners with stronger safety and faster 911 response capabilities to meet rising customer demand. Designed to work with IP-based, PoE, RF wireless, and wired clock systems, American Time solutions simplify deployment and seamlessly integrate with existing infrastructure. Through our expanding Value-Added Reseller program, we provide qualified partners with specification-ready systems, new revenue opportunities, and strong support. Follow the link to learn how American Time can help grow your business.

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Christie

CDXchange: Replacement-first service.

Designed with our partners and their customers in mind, CDXchange is our five-year advanced replacement program for eligible 1DLP projectors.

With CDXchange, you benefit from:

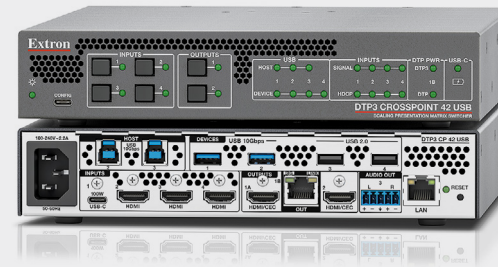
- **Faster resolution:** Replacement projectors are shipped promptly when your customer requires service — no waiting on parts availability.
- **Reduced downtime:** Installations remain up and running while Christie handles the service behind the scenes.

CDXchange is here to help resolve your service issues quickly, minimize downtime, and deliver a seamless experience — all backed by our service expertise.

Contact a Christie® sales representative for more info.

[Learn More](#)

Extron



The Extron DTP3 CrossPoint 42 USB is a compact 4x2 matrix switcher that supports USB 10Gbps data at the local USB-C® host port and four-port hub, plus host switching and USB 2 data extension. It incorporates the Extron-exclusive Vector™ 4K scaling engine capable of 4K/60 4:4:4 and features USB-C and HDMI inputs, HDMI outputs, plus a DTP3 output for extending video, embedded audio, USB data, power, and control signals up to 330 feet (100 meters) over a shielded CAT 6A cable when connected to a DTP3 R 331 receiver. Additional advanced capabilities include 100 watts USB-C charging, audio de-embedding, seamless transition effects, and logo keying. Loaded with these features and more, the DTP3 CrossPoint 42 USB delivers fast and reliable AV switching in professional environments.

[Learn More](#)



Simpro

Simpro is the first [AI field service management software](#) built for trade service businesses ready to streamline operations and drive growth. Whether you're managing multi-phase projects, preventive maintenance, or asset management, Simpro offers a complete solution to boost efficiency. From quoting and scheduling to inventory tracking and invoicing, our powerful platform simplifies every step of your workflow. With over 20 years of industry expertise, Simpro is the trusted partner for businesses aiming to improve productivity, profitability, and customer satisfaction.

[Learn More](#)

Lightware



Advancing 1G AV-over-IP with USB-C: Lightware's GVN platform expands.

Lightware continues to strengthen its AV-over-IP portfolio with the GVN product family, delivering a scalable and cost-effective 1G solution for a wide range of ProAV environments. Built to address the growing demand for efficient network-based AV distribution, GVN introduces enhanced flexibility with a USB-C input encoder, making it easier than ever to integrate modern devices and simplify system design.

Expanding the platform further, Lightware has introduced the MMU (Matrix Management Unit) to enable advanced signal management and system design flexibility, alongside Dante-enabled variants that allow seamless integration with networked audio systems. Together, these innovations position GVN as a powerful and future-ready solution for integrators seeking high-performance AV-over-IP without the complexity or cost of higher bandwidth systems.

Visit Lightware at InfoComm 2026, booth C7548, to experience the latest innovations in AV-over-IP..

[Learn More](#)



Sonance

Professional Series High Output Loudspeakers wins "Installation Best of Show" at ISE 2026! This new compression-driver family bridges the gap between background audio and foreground performance, delivering the high SPL and clarity needed for large-scale commercial projects. With 41 Hz bass extension, subwoofers are often unnecessary. Our innovative Variable Dispersion Technology features tool-free, magnetically interchangeable horns, allowing 120° or 80° coverage from a single SKU. This simplifies inventory and adapts to any room, providing the precision and confidence required to tackle demanding commercial applications with ease.

[Learn More](#)

TD SYNEX

You Were Made for the Spotlight!

Visit TD SYNEX at booth #C5115 during InfoComm and step into the **TD SYNEX Studio**, where we're taking content creation to the next level. On **Thursday, June 18, from 10 a.m.–3 p.m.**, create your own professional, social-ready video right from the show floor.

As the modern workplace evolves, your digital presence matters just as much as your in-person one. Social media helps you extend your reach, share your expertise, and stay top of mind after the event.

Simply stop by, choose a prompt, record your response, and leave with a fully edited, 60-second LinkedIn-ready video.

[Learn More](#)



AV Delivers TAA-Compliant Solutions for Government Applications.

There is no room for error when it comes to technology solutions for the federal government, which is why Legrand | AV's strong warranties and extreme reliability have made us a trusted partner for years. We recognize the critical nature of your mission, and we provide you with the best support, products, and tools to succeed.

Legrand | AV is proud of its track record of designing, manufacturing, and assembling many of our high-quality AV products in the United States. Our commitment to excellence and innovation ensures that our solutions meet TAA requirements, making them suitable for federal government projects. We also prioritize socially responsible sourcing practices, supporting the security and integrity of our supply chain, and aligning with the values and standards expected by federal agencies. Choose Legrand | AV for your TAA-compliant AV needs and experience the reliability, security, and quality that our products bring to your projects.

How Legrand | AV can support your mission:

- Compliance and procurement readiness: TAA-compliant product
- Single partner simplicity: Racks, mounts, signal distribution, and room control from one vendor to reduce integration risk and streamline specifications
- Long term operational support: Solutions engineered for durability and serviceability with warranty and support programs that keep systems mission ready

[Learn More](#)



Sharp

Introducing Sharp's new EC dvLED Series—entry-level COB built for real-world installs.

Designed for AV resellers who need durability, performance, and margin, the EC Series delivers the benefits of Chip-on-Board technology at an accessible price point. With fine pixel pitches from 0.9 – 1.8mm, EC dvLED offers high contrast, consistent brightness, and a smooth, low-reflective surface ideal for corporate, education, retail, and public spaces. Its robust COB construction improves reliability in high-traffic environments, while lower power consumption and simplified installation help reduce total cost of ownership.

Come see this and much more during IC26 at the Sharp Oasis in the Las Vegas Country Club

[Learn More](#)

Q-SYS

Q-SYS Adds White Models to PL Series Performance Loudspeakers.

New white variants of Q-SYS PL Series installation loudspeakers are arriving this summer, expanding design flexibility across a wide range of applications. The lineup includes all Line Array and Point Source models, along with select Coaxial and Subwoofer offerings.

PL Series loudspeakers combine a legacy of high-performance audio with the flexibility of Q-SYS, extending an integrated audio, video, and control experience to Front-of-house environments.

As part of the broader Q-SYS portfolio, PL Series enables industry-leading amplification, flexible AV routing, intuitive control, and robust processing for a consistent, venue-wide Q-SYS experience.

[Learn More](#)

Solutions360



Solutions360 continues to build momentum with the evolution of Q360, its purpose-built ERP platform for technology integrators across AV, security, fire, and life safety.

Recent enhancements focus on delivering a faster, more modern user experience while maintaining the deep operational and financial capabilities integrators rely on. Improvements in usability and performance are helping teams move more efficiently through critical workflows across project management, service, and accounting.

In parallel, Solutions360 is expanding its investment in AI-driven capabilities to help integrators shift from reactive decision-making to proactive business management. From forecasting project profitability to identifying operational bottlenecks earlier, these advancements provide clearer visibility into future performance.

The company has also strengthened its team with key additions in product design and innovation leadership, supporting the continued evolution of a more intuitive platform experience.

Solutions360 remains focused on helping integrators operate with greater clarity, control, and confidence, positioning Q360 as a central system for managing the entire business lifecycle.

[Learn More](#)



Streamline Your Daily Operations

Your NSCA membership puts hours back into your day with free access to time-saving tools and resources that help you run your business better.

Labor Installation Standard

- ✓ Accurately estimate labor units for better project profitability
- ✓ Get trusted installation estimations based on difficulty, installer experience, and site conditions
- ✓ Find the middle ground between over-estimating and under-estimating

Technical Assessment Tool

- ✓ Streamline hiring and find the best new job candidates
- ✓ Gauge proficiency of technicians and installers before you hire them
- ✓ Evaluate internal candidates who express interest in roles requiring technical knowledge

Essentials Online Library

- ✓ Access industry-standard reports, agreements, contracts, and more
- ✓ Find templates for everything from scheduling matrices and system checklists to change orders and close-out forms
- ✓ Download and customize your own business documents

Project Contribution Simulator

- ✓ Determine accurate pricing to identify a project's breakeven point
- ✓ Follow a four-step process to determine whether your project will be profitable
- ✓ Discover how labor units impact project profitability



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