

Leadership Can Come From Anywhere



Business & Leadership
CONFERENCE

20th
ANNUAL



FEB 28-MARCH 2, 2018 • Four Seasons Resort and Club Dallas at Las Colinas • IRVING, TX

www.nasca.org/blc

NSCA's 20th Annual Business & Leadership Conference

People often think that the power to drive change only comes from certain people within their organization. Because they aren't the owner or an executive, they think they can't drive that change. But this doesn't need to be the case.

NSCA's 20th annual Business & Leadership Conference (BLC) will talk about how to encourage leadership at every level. Yes, it's often driven from the top — but not always. Leadership is so much more than a role in an organization, and can be fulfilled at all levels inside a company. People in high-ranking positions can grow by learning from those who technically work for them.

ABOUT BLC

It's hard to believe that we're celebrating the 20th annual Business & Leadership Conference in 2018. What started as a small conference has turned into one of the best networking events in the industry (according to you) — and one that our member companies (and even non-members) look forward to each year.

When we look back at the topics discussed two decades ago and compare them to today, we see just how far we've all come. And it makes us consider the changes that the next 20 years will bring.

As always, the topics and speakers we're bringing to you in 2018 were chosen based on your feedback and most challenging business issues:

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

We hope to have at least one representative from each NSCA integrator member company at the 20th annual Business & Leadership Conference. Register now at www.nasca.org/blc to reserve your spot!



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NETWORKING

Wednesday, Feb. 28

7am–1:30pm NSCA Education Foundation Industry Charity Golf Outing

Join the NSCA Education Foundation for its annual Industry Charity Golf Outing to kick off the conference. The outing takes place at the TPC Four Seasons Las Colinas. Not only will it offer you the chance to meet new BLC attendees and get reacquainted with those you've met in years past, but your participation also helps the NSCA Education Foundation raise money to advance programs such as:

- PASS K-12 (Partner Alliance for Safer Schools)
- IGNITE
- ESPA (Electronic Systems Professional Alliance)

Lunch will be provided during the day; awards will be given during the Opening Night Dinner, which begins at 6pm. Register today by calling us at 800.446.6722.

2–6pm BLC Onsite Registration

3:30–4:15pm First-Time Attendee Orientation

If you haven't attended NSCA's Business & Leadership Conference in the past, this orientation is a great way to meet other new people and learn about what you can expect from the event. This informal orientation provides examples of how attendees from previous Business & Leadership Conferences have applied the concepts they learned to strengthen the operations and profitability of their businesses.

4:15–5pm Sponsor Appreciation Reception

Available exclusively to Business & Leadership Conference sponsors, this reception provides an opportunity to meet individuals from other sponsoring organizations who help make this annual event possible.

5–6pm Opening Night Reception

Take time to reconnect with friends or meet new attendees before the conference officially begins. Drinks and appetizers will be provided.

6–8pm Opening Night Dinner and Awards

Join us as we honor our Excellence in Business winners: integration firms that successfully combine business acumen with success in customer service, professional development, revenue growth, marketing, strategic planning, and more. We'll also recognize our third annual Excellence in Product Innovation winners: products created to positively impact integrators. In addition, winners of the Randy Vaughan Founder's Awards and the PSA Young Leaders Awards will be recognized.



SESSIONS

Thursday, March 1

7:30–8am Breakfast

8–9am Opening Session: Economic Outlook 2018

In what has become an annual conference tradition, we will kick off the Business & Leadership Conference with a high-level economic overview to analyze long-term trends, current conditions, and the economic outlook for 2018 and beyond. This always-popular session, led by Chris Kuehl, explains how the government, businesses, and consumers play a role in a sustainable economy. The session will conclude with a summary of key U.S. indicators, including inflation, job creation, housing, and GDP. After this session, you'll have a much better handle on how the economy will impact your business.

9–9:15am Break

9:15–10:45am Opening Keynote: Scaling Up

Why do some companies make it while others don't? In this keynote, you'll hear about practical tools and techniques for building an industry-dominating business. These approaches have been formed after three decades spent by Verne Harnish advising tens of thousands of C-suite executives, helping them navigate the increasing complexities that come with scaling up a venture. Turn what feels like an anchor into wind at your back. Learn how to create a company where the team is engaged, the customers are doing your marketing, and everyone is making money.

10:45–11am Break

11am–12pm General Session: The Age of the Customer, presented by Insperity

Maintain your relevance as clients begin to understand your technology solutions. We're experiencing a shift in who leads when the two dancers — seller and customer — come together. Products and services are still controlled by the seller. The buying decision is still controlled by the customer. But access to information, including the customer experience, is now controlled by the customer. It's the Age of the Customer. This session, led by Jim Blasingame, will help you understand how to meet your customers' expanded expectations of value and relevance.

12–1:15pm Networking Lunch



Chris Kuehl

“This was my first Business & Leadership Conference experience. The speakers were terrific and the insights I gained were thought provoking and will help me throughout the year.”



SESSIONS

Thursday, March 1

1:15–2:45pm Four Concurrent Breakouts



Verne Harnish



Jim Blasingame

Operations Track: How Rockefeller Habits Help Integrators Execute at Peak Levels

See how your company compares when learning how the very best businesses in the world execute using proven processes and methods as written in the best-selling book, *Mastering the Rockefeller Habits*. The book's author, Verne Harnish, joins this special workshop where you'll explore the concepts of the three pillars of success, and come away with motivation and excitement that will have a dramatic and profound impact on your journey toward becoming a process-driven, efficient, more profitable business.

Special Guest: Verne Harnish

Facilitator: TBD

Sales/Marketing Track: The Power of Implications: Finding Growth Opportunity in a Disruptive Market

Major industry shakeups and new mega-competitors are impacting business like never before. In this workshop, you'll explore how to benefit from the ripples of opportunity created by the sudden impacts we typically see as "catastrophic." We will be joined by legendary business expert Jim Blasingame for this interactive and informative session. He'll help you turn your team around from being negative to opportunistic in situations such as losing a major product line, having a major client close its doors, a new competitor entering your region, or market disruptors like Amazon or Google.

Special Guest: Jim Blasingame

Facilitator: Dale Bottcher, AVI-SPL

CEO/Finance Track: The Ever-Changing Role of the CEO

This session covers the ongoing challenges that CEOs of today's integration firms must understand: building value, improving shareholder equity, and generating earnings to fuel expansion. With a record level of M&A activity in the industry, you'll learn what is driving this activity, and understand what your business is really worth. You'll also get to keep the overview of the current buyer/seller valuation matrix you create. Two different valuation methods will be discussed, along with ongoing ways to maximize your company's value. The impact of taxation on transactions and current corporate tax structures will also be covered.

Special Guest: Chris Younger

Facilitator: Mike Hester, Beacon Communications



Chris Younger

Next-Gen Track: Bringing Digital-Native Secret Weapons to the Table

This session covers the immediate impact that the next generation has within the integration industry. Learn how to develop career paths in your business that enable younger employees to experience a variety of roles. Hear about real-world applications of applying "rookie smarts" techniques and behaviors, and find out how to get all generations engaged and excited to contribute at high levels.

Special Guests: NSCA IGNITE Team

Facilitator: Rob Simopoulos, Launch Security

2:45–3pm Break

SESSIONS

Thursday, March 1

3–4:30pm Executive Power Hour: Innovation by Design: Digital Leadership

In today's digital world, you have greater individual power to become a leader, influence others, and determine your ultimate stamp on life. Erik Qualman, one of today's most respected social media experts, will provide invaluable lessons drawn from a wide variety of sources — from the British Institute of Psychiatry and Forrest Gump to Harvard Business Review and Dr. Seuss — to provide digital-leadership best practices that help you reach your full potential.



Erik Qualman

6–7pm Cocktail Hour

6:30–8:30pm Dinner/Event

Join us poolside for NSCA's own Texas State Fair! Enjoy classic state fair food, beverages, and entertainment from Josh Ayala. Taking a modern approach to magic, Josh performs close-up/walk-around magic that wows everyone who watches.



“This was my first Business & Leadership Conference, and I didn't know what to expect. It was one of the best investments of time and money I have made in a very long time in terms of my business and personal development. Now to get busy and apply all that I learned!”

- David May, Diversified Concepts Inc.



SESSIONS

Friday, March 2

7:30–8:30am **Breakfast**

8:30–9:15am **NSCA v 5.0 (2020)**

This interactive session is led by NSCA and industry leaders with specific experiences and knowledge about risk management assessment and profit killers. This session is your wake-up call! Learn how to take action to define new strategy and tactics.

9:15–10:30am **General Session: The Hero Effect**

Be your best when it matters the most! In a fresh and entertaining style, Kevin Brown shares ideas, strategies, and principles to inspire and equip participants to show up every day and make a positive difference. At the heart of this message is a simple yet powerful philosophy for life that drives every thought, action, and result you achieve personally and professionally. After this session, you'll be motivated to reach beyond what is required and do something remarkable!



Kevin Brown

10:30–10:45am **Break**

10:45–12pm **Day 2 Keynote: Creating Business Value Using Third-Box Thinking**

Learn how to grow your footprint in your customers' businesses through innovation and value creation. We'll cover how the very best companies redefine their ability to refine the customer experience and become co-innovators with top customers. Gary Kunath will share the "Third Box Thinking" model he developed, which teaches you to be able to quickly anticipate customers' needs and build a value proposition that aligns directly with what matters most to them. Leading-edge companies have used this approach to drive value — and you'll learn how to apply the concept immediately to your own sales opportunities to increase share and margin on every deal.

12–1:15pm **Lunch**

"The Business & Leadership Conference is a one-of-a-kind event in the AV industry. The speakers are always top-notch, the content is relevant to all types of attendees, and the networking opportunities are invaluable. I recommend this event for any leader or future leader in an organization."

- Steve Greenblatt, Control Concepts Inc.

SESSIONS

Friday, March 2

1:15–2:30pm Four Concurrent Breakouts

Operations Track: Process Improvements to Meet Schedules and Manage Cost Overruns

This session is a hands-on workshop for operations leaders. Metrics and benchmarks will be provided, and attendees will see real-world examples of best practices using the tools developed by industry experts that partner with NSCA and its member companies.

Special Guests: Brad Malone, Navigate Management Consulting; Brad Dempsey, Solutions360

Co-Facilitators: Ray Bailey, Lone Star Communications; Kelly McCarthy, Genesis Integration

Sales/Marketing Track: Matching Sales Talent with Sales Strategy

Got questions about sales compensation plans? This session has answers. You'll also receive tips on identifying the candidates within your sales team that will align best with different types of transactions and approaches. Learn best practices in creating strategic account plans to maximize time and effectiveness. By the end of the session, you'll be able to quickly identify exactly what you need to sell to which clients, and why that is crucial in this highly competitive, experience-based economy.

Special Guests: Nick Points, CharTec; Bob Lobascio, Corporate Sales Coaches

CEO/Finance Track: Leading from Within

As a leader, elevating joy and contentment in your personal life is critical, and serves as the conduit to increasing innovation, emotional loyalty, and natural productivity of the people you lead. Current research shows that over 70% of employees would sacrifice pay increases and promotions for family well-being. Employee focus is outside the organization today more than ever, and your staff members are overwhelmed by the complexities of their own lives. Gary Kunath shows us how great leaders inspire action and greatness within their people by positively affecting their lives inside and outside the walls of the corporation. Top companies recognize that employee well-being significantly drives profits and positively impacts joy and contentment in their employees' personal lives. It's the true secret to inspiring greatness. Learn how these principles can be applied to your business.



Gary Kunath

Special Guest: Gary Kunath

Co-Facilitators: Brad Caron, SIGNET; Paul Cronin, Cronin Corp.

Next-Gen Track: What Makes You Great

This roundtable discussion covers the changing workplace and how we can effectively adapt, lead improvement processes, and compete for promotions within our companies. You'll learn about self-awareness practices, overcoming obstacles and perceptions, and how to gain leadership skills at every level of your career. Don't underestimate your own capability to lead others. This session equips people with tools to take charge when given the chance.

Special Guest: Kindra Hall

Facilitator: Mike Boettcher, Advanced AV

2:30–2:45pm Break



SESSIONS

Friday, March 2

2:45–4:15pm Closing Session: Special Guest Kindra Hall: Storytelling to Fast-Track Trust



Kindra Hall

Learn how to develop a powerful series of stories to convey your brand and build a strong client base. The shift from a transactional economy to a connected one has people scrambling; companies believe that a substantial portion of their revenue is under threat as a result. Businesses, brands, salesforces, marketing teams, and leaders at all levels are desperately trying to capture attention and resonate with consumers who expect more. Is there a secret weapon? A silver bullet to humanize and connect? Yes. The answer is strategic storytelling.

5–6pm Closing Night Reception

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

6:15pm Closing Night Dinner

~more information available soon~

“This was my first Business & Leadership Conference experience, and I do not intend to miss another one. The information is invaluable as the owner of a company. The content matches businesses of all sizes. It is a refreshing conference that I can put to use the first day I return to the office.”



2018 NSCA Business & Leadership Conference Schedule

Wednesday, Feb. 28

7am–1:30pm	NSCA Education Foundation Industry Charity Golf Outing
2–6pm	BLC Onsite Registration
3:30–4:15pm	First-Time Attendee Orientation
4:15–5pm	Sponsor Appreciation Reception
5–6pm	Opening Night Reception
6–8pm	Opening Night Dinner and Awards

Thursday, March 1

7:30–8am	Breakfast
8–9am	Opening Session: Economic Outlook 2018 (Chris Kuehl)
9–9:15am	Break
9:15–10:45am	Opening Keynote: Scaling Up (Verne Harnish)
10:45–11am	Break
11am–12pm	General Session: The Age of the Customer, presented by Insperity (Jim Blasingame)
12–1:15pm	Networking Lunch
1:15–2:45pm	Four Concurrent Breakouts (<i>Operations Track: How Rockefeller Habits Help Integrators Execute at Peak Levels [Verne Harnish]; Sales/Marketing Track: The Power of Implications: Finding Growth Opportunity in a Disruptive Market [Jim Blasingame]; CEO/Finance Track: The Ever-Changing Role of the CEO [Chris Younger]; Next-Gen Track: Bringing Digital-Native Secret Weapons to the Table [NSCA IGNITE Team]</i>)
2:45–3pm	Break
3–4:30pm	Executive Power Hour: Innovation by Design: Digital Leadership (Erik Qualman)
6–7pm	Cocktail Hour
6:30–8:30pm	Dinner/Event Texas State Fair

Friday, March 2

7:30–8:30am	Breakfast
8:30–9:15am	NSCA v 5.0 (2020)
9:15–10:30am	Opening General Session: The Hero Effect (Kevin Brown)
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1:15–2:30pm	Four Concurrent Breakouts (<i>Operations Track: Process Improvements to Meet Schedules and Manage Cost Overruns [Brad Malone and Brad Dempsey]; Sales/Marketing Track: Matching Sales Talent with Sales Strategy [Nick Points and Bob Lobascio]; CEO/Finance Track: Leading from Within [Gary Kunath]; Next-Gen Track: What Makes You Great [Kindra Hall]</i>)
2:30–2:45pm	Break
2:45–4:15pm	Closing Session: Storytelling to Fast-Track Trust (Kindra Hall)
5–6pm	Closing Night Reception
6:15pm	Closing Night Dinner — more information available soon

REGISTRATION

Register Now!

www.nasca.org/blc or 800.446.NSCA

Registration fees are to be paid in full upon submission

Early Bird Registration Fee (through Dec. 15): \$1,099 (NSCA members); \$1,399 (non-members)

Regular Registration Fee (starting Dec. 16): \$1,499 (NSCA members); \$1,799 (non-members)

Additional Guest Fee: \$499 per guest after one person from your company is registered — includes opening night reception and dinner, breakfast Friday, Friday night dinner and reception, breakfast Saturday, and Saturday night dinner and reception.

DISCOUNTS!

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

Conference Hotel Information

Four Seasons Resort and Club Dallas at Las Colinas

4150 North MacArthur Blvd • Irving, Texas 75038

972.717.2499

<https://www.fourseasons.com/dallas/>

PLEASE NOTE: To make your hotel reservations, please call the hotel at 972.717.2499; be sure to mention that you're with the NSCA group.



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