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A Close-Up Look

AT THE 2019 EXCELLENCE IN
PRODUCT INNOVATION WINNERS

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A Message from the Executive Director

Preparing for Your ‘Busy Season’ as an Integrator



No matter how many times you go through this upcoming “busy season,” there is almost never enough you can do to prepare. The uptick in quotes, engineering requirements, and installation lead to stressed-out sales professionals, estimators, engineers, and installers. Many companies have to find seasonal resources, which means hiring temporarily to support the wave.

Here are some best practices to keep you afloat ...

Planning and Visibility

It may be too late this year, but spend time during off-cycle months getting ahead of projects coming down the pike. One CEO I know has the sales team meet customers months ahead to find out which projects they already know about. From that, they compile a pipeline and manage it closely to plan for resources that will be needed in the coming months.

Expectation Setting

Everyone has deadlines, but what are we promising as compared to what we can deliver? Winning the business and then “figuring it all out later” is sometimes an all-too-well-received approach in this business, but if we proactively let our clients know what to expect — and when (even if longer than normal) — they will stick with us.

Project and Labor Management

Whether it’s upping training by using NSCA’s project management track within our **Certificate as an Integration Professional (C-SIP) program** or making sure you’re closely monitoring job progress and deadlines, this is a big key to success. A greater focus on project management leads to timelier project completion — and sometimes even a reduction in staffing needs.

Here’s to a successful and prosperous busy season!

Chuck R. Wilson

Chuck Wilson
NSCA Executive Director

UPCOMING EVENTS

June 12 **EVENT**

NSCA Education Foundation Charity Concert,
featuring the Drunk Unkles
Orlando, FL

June 18 **WEBINAR**

Fostering a Compliant and Inclusive Culture
Presented by: Insperity

July 12 **WEBINAR**

Lunch & Learn — Cisco Webex Teams
Presented by: OfficePro

July 18 **WEBINAR**

Embrace Digital Tools to Improve
Customer Experience & Service Margins
Presented by: System Surveyor

July 22 **WEBINAR**

Lunch & Learn — Microsoft SharePoint
Presented by: OfficePro

July 30 **WEBINAR**

Achieve Proactive Security for Your Customers
Presented by: Vaion

Sept. 23 **EVENT**

Ignite Golf Outing
Grapevine, TX

Sept. 23 **EVENT**

Build an Ozobot!
Irving, TX

Sept. 24-25 **CONFERENCE**

Pivot to Profit
Irving, TX

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Embrace Innovation



At Pivot to Profit 2019, you'll discover how to embrace disruption and innovation. Thriving in this type of environment takes passion, collaboration, and inspiration. Change isn't hard — unless you're not ready.

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Find out how to:

- Turn your RMR strategy into a client-focused technology plan and three-year lifecycle process
- Stage your path to RMR so your journey is a smooth one that leads to more sales
- Create and manage a successful outsourced/onsite services team
- Manage the ins and outs of RMR financial management and accounting
- Use top applications and tools that drive a powerful managed services firm
- Mitigate risk as you build out your managed services plan

Build an Ozobot! • Sept. 23 • Sheraton DFW Airport Hotel

Ignite Golf Outing • Sept. 23 • Cowboys Golf Club • Grapevine, TX

Come a day early and help us increase awareness and raise money for NSCA's Ignite program, an initiative to attract, engage, and encourage students and young professionals to join the systems integration industry. Sign up at: <https://www.avisystems.com/nsca-ignite-golf-tour>



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New for 2019



Take the Stage

for 14th Annual NSCA Education Foundation
Charity Concert

The Drunk Unkles' first NSCA Education Foundation Charity Concert of 2019 is scheduled for Wednesday, June 12, at B.B. King's in Orlando. Don't miss out!

Now in their 14th year of supporting the NSCA Education Foundation, the Drunk Unkles have generated more than \$1 million for the industry through this annual event. This year, all proceeds will go to Ignite, an industry initiative established by the NSCA Education Foundation. Ignite's goal is to generate interest in communications technology by connecting local high school and college students with manufacturers, dealers, and integrators to spark imagination and encourage students to consider new career paths in this industry.

Dubbed "Light it Up!" as a toast to the Ignite initiative, the NSCA Education Foundation Charity Concert kicks off InfoComm again this year.

Thanks to the generosity of Cleerline's Rob D'Addario, the Drunk Unkles will auction off a Steven Lee Lukather Ernie Ball Music Man Luke III BFR guitar on June 12 as well — with strings attached (featuring the latest D'Addario strings and accessories).

The NSCA Education Foundation will also unveil its "What I Love About AV" campaign — a collaboration of videos from communications technology professionals explaining why they're so loyal to our industry.

Sponsors include Atlas IED, Audio Incorporated, Barco, Belden, Biamp, Cleerline, FSR, Harman, Hudson Marketing, Legrand, NEC Display Solutions, Shure, SM&W, Stewart FilmScreen, SurgeX, Synnex Corporation, West Penn Wire, and Winsted Corporation.

The all-star band features Felix Robinson, "Unkle" Steve Emspak and Marc Hochlerin of Shen Milsom & Wilke, Mike Phillips of Hudson Marketing Inc., Scott Duryea, and "Aunt" Lisa Wenger, formerly of Bosch Communications Systems and now with the Lisa Wenger Band. A number of special guests will also be welcomed, including Mark Peterson, Billy Larson, Anthony "Rooster" Genovese, and Rob D'Addario.

More information can be found at www.drunkunkles.com.



A Close-Up Look

AT THE 2019 EXCELLENCE IN PRODUCT INNOVATION WINNERS

A round-up of products that connect integrators and their clients to new business opportunities

NSCA's Excellence in Product Innovation awards are focused on finding and recognizing products that make integrators' lives easier — and businesses more profitable.

At this year's Business & Leadership Conference, one product winner was announced in each category, along with an overall Grand Prize Winner. Get to know these frontrunners!



Digital Projection **INSIGHT Laser 8K**

Winner: Overall Grand Prize

As the world's first 8K DLP projector, the INSIGHT Laser 8K provides an ultra-high resolution of 7680x4320 pixels through 25,000 lumens of solid-state laser-phosphor illumination. Utilizing DLP technology and incorporating 3x1.38" DarkChip™ DMD™ and DP's ColorMax™ technology, it ensures superb color accuracy and black levels.

Benefits:

- 33 million pixels allow enough resolution to display uncompressed 8K imaging
- Lamp replacement is never required



Shure **Designer System Configuration Software**

Winner: Ease of Customization

This free software gives integrators and AV professionals improved workflow efficiencies to configure Shure networked systems products during design and build cycles both offline and online. Templates can be deployed and adjusted on the fly, making onsite installation and project management simple.

Benefits:

- Pre-set room audio coverage from anywhere
- Simplify design and commissioning while reducing onsite configuration



biamp.

Biamp **TCM-1 Beamtracking™**

Winner: Retrofit/Installer-Friendly

Providing full 360-degree room coverage, TCM-1 mics use Biamp's patent-pending Beamtracking technology to identify and lock onto a signal source — even if the person speaking is moving around the room. With little to no setup required, the Tesira Beamtracking ceiling microphone actively tracks and intelligently mixes conversations from around the table or room.

Benefits:

- Reduces programming and installation time
- One pendant's eight elements work together to create three 120-degree zones, each with a steerable beam

QSC **Q-SYS Control**

Winner: Technology Platform

Q-SYS leverages the power of Intel processing, the robustness and mission-critical reliability of a real-time Linux operating system, and the interoperability of IEEE networking standards. This allows traditionally hardware-based features, such as native video streaming, acoustic echo cancellation, AV bridging, and a robust scripting platform, to be introduced at the software layer.

Benefits:

- Combines audio, video, and control in a single core processor
- Accommodates changing requirements without dedicated control hardware or "rip-and-replace" scenarios



Crestron **Crestron Flex**

Winner: New Revenue Potential

Crestron Flex solutions come in four different form factors to meet the needs of different spaces: workstations; huddle rooms and executive offices; conference rooms of all sizes; and custom spaces, conference centers, divisible rooms, boardrooms, and auditoriums. It natively runs Microsoft Teams, Skype for Business, and Zoom software.

Benefits:

- Create the same consistent user experience, regardless of the type of space
- The only UC solution with one-touch join



VisibilityOne **Video Monitoring**

Winner: Recurring Revenue Potential

VisibilityOne provides real-time performance and health data across multiple vendors and cloud services so you can gain actionable insights into devices, applications, and the operating environment. It's cost effective and doesn't require existing video infrastructure. Setup is simple; no advanced training or robust IT support is necessary.

Benefits:

- Securely communicates with existing videoconferencing equipment
- Monthly subscription rate creates a viable RMR option

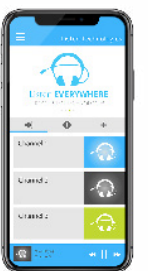
Listen Technologies **EVERYWHERE**

Winner: Trailblazing Innovation

Listen EVERYWHERE leverages the ubiquity of smartphones and the power of the cloud to stream audio wirelessly to WiFi-enabled devices. High-quality audio streaming enables exceptional personal listening experiences in any venue. It is easy to add to a venue's existing wireless network and accommodates thousands of users and 50+ channels.

Benefits:

- Wireless audio streamed to iOS and Android smartphones and tablets via a free app
- Ability to upload ads, coupons, and special promotions



LISTEN
TECHNOLOGIES

5 Simple Ways to Improve Employee Satisfaction

If your employee satisfaction rates aren't where they need to be, improving them isn't as daunting as you might think. It doesn't need to involve huge salary increases or other benefits. There are simple ways you can improve morale and satisfaction.

1. Transparency

Employees should know that they will get paid on time, be treated well, and feel that their managers have their best interests at heart. Transparency is a large component of trust. Leaders should always be open and honest in communicating anything to do with the company, whether it's about issues, clients, projects, or anything else.

2. Open Communication

Managers need to work to establish a culture of open and honest communication so employees feel safe to voice their opinions, ideas, and concerns.

If leaders want to see more open communication between peers, then they need to set an example. By opening up the lines of communication, employees will know that you care. The platforms for communication don't need to be formal — it can be as easy as encouraging more breakroom discussions or asking questions about projects or personal lives.

3. Build Employees Up

Leaders should remember to give employees positive feedback for a job well done — no matter how big or small the task. One of the most important factors in job satisfaction is that employees feel like they're good at their jobs. Managers should reinforce that idea with positive feedback. Feedback helps them stay engaged in their work and focused on the project at hand.

Another way to build employees up is by helping them learn new skills. When employees aren't learning new concepts or skills, they may get bored with their jobs and job satisfaction could plummet. Managers can combat this boredom by implementing projects that encourage continuous education.

4. Say Thank You

Simply acknowledging and thanking employees for all their hard work can make them feel more valued and increase their productivity. According to Harvard Health, just acknowledging fundraisers' work with donors led to a 50% increase in productivity.

By establishing weekly "kudos" or simple thank yous, leaders can create a positive culture and work environment where employees feel valued.

5. Let Employees Help Invest

In order for employees to feel valued, it's important to let them help make decisions about the company's future. They shouldn't feel like cogs in a machine, but instead feel like they are contributing to the big picture to help the company work toward its goals.

Rather than establish top-down, "management-knows-best" solutions, managers should allow employees to set goals and solve problems.

According to Gallup, only 13% of employees are satisfied at work. There's huge room for improvement! By making employees feel valued and good at their jobs, you'll create a positive work environment — and your customers will feel that impact through their interactions with your team. ▴

Ignite Launches New Online Portal

Lack of awareness among up-and-coming students and young professionals means that great jobs in the industry go unfilled. Graduating students aren't aware of the promising and lucrative careers available in communications technology. Ignite brings together students, graduates, educators, and employers to cultivate a new generation of leaders in fields ranging from AV and communications to security, life safety, and IT/networking.

The new igniteyourcareer.org portal is an interface for students who want to explore the communications industry — and industry organizations that want to network and interact with these students. The next time an integrator wants to describe what their work is all about, igniteyourcareer.org explains it all. Defining the industry and revealing the many career opportunities available, the site shows off cool technology projects through graphics, images, and videos.

The portal features a free job board where NSCA members can post unlimited open positions for students. Integrators and manufacturers can also find the following resources on the portal:

- Mentorship and internship toolkits and best practice guidelines
- Scholarship information
- Student success stories
- An Industry/Educator Ambassador Locator, which pinpoints organizations that participate in Ignite and educational institutions that offer relevant industry degrees and/or certifications
- Information about becoming an Ignite Ambassador



For more information, visit igniteyourcareer.org.

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An Update from NSCA's CODES & COMPLIANCE COMMITTEE

Good questions are coming in from integrators, school administrators, and manufacturers in regard to school security and our PASS K-12 initiative; NSCA's Codes & Compliance Committee documented its responses so you can have the answers to these questions, too!

Q: Our teachers won't keep classroom doors shut and locked during class periods. Is keeping them open but locked okay?

A: NFPA 101: Life Safety Code states that any door within a fire/smoke partition must be rated for the partition and must positively close. A classroom door is within a fire/smoke partition if the door is rated as a fire/smoke door (the door will have a metal tag on the hinge side of the door providing the door's fire/smoke rating) and has a mechanical closer installed.

If this is the case, then Life Safety Code requires that the door freely close. At no time is the door allowed to be "propped" open.

If the classroom door isn't part of a fire/smoke partition, then **NFPA 730: Guide for Premises Security** suggests that the door remain locked at all times.

Q: How do we know what our city's code requirements are?

A: Federal law dictates that each state is responsible for the code requirements of a state and/or municipality/city. Some states have a state code that each municipality/city must adhere to.

In addition, each municipality/city may have supplementary requirements. Some states (i.e. Missouri) have a state code for state buildings, but allow each municipality/city to decide which codes are valid within that municipality/city.

While this may seem confusing, a school district should conduct an online search of municipality/city codes. From there, the district will quickly discover whether the municipality/city has a unique code or whether the municipality/city is under the requirements of a state code.

Online resources such as www.municode.com have up-to-date lists of all municipality/city codes.

Q: Can integrators provide exact camera placement and help their customers understand privacy laws?

A: Yes! Integrators that are also PASS partners understand the privacy laws and codes that govern permissible camera fields of view.

Q: Our emergency evacuation is tied into the fire alarm system. To initiate a lockdown, we use the fire panel in the entry vestibule. What should we do?

A: According to **NFPA 72: National Fire Alarm and Signaling Code**, Chapter 24, an emergency voice communication system must have, at minimum, two locations from which emergency commands are sent.

This means that a school should have a secondary location allowing for emergency commands, such as active shooter, weather emergency, live voice announcements, and other threats to building occupants.

The fire panel is the primary source to initiate an emergency command; however, code dictates that a secondary source is required. If this is not the case in your school, it is recommended that you work with the fire marshal to ensure that the fire alarm/emergency communication system is up to code.


Q: Door-lock magnetic strips seem to work and meet code. Why don't we acknowledge them as a low-cost solution?

A: NFPA 101 states that any door within a fire/smoke partition must be rated for the partition and must positively close. A classroom door is within a fire/smoke partition if the door is rated as a fire/smoke door (the door will have a metal tag on the hinge side of the door providing the door's fire/smoke rating) and has a mechanical closer installed.

If this is the case, then Life Safety Code requires that the door freely close. At no time is the door allowed to be "propped" open. This includes a magnetic strip that restricts the door from latching.

In the event of a fire, air movement is a key component to the restriction or conflagration of a fire. A magnetic strip that restricts the door from latching allows the door to open due to the difference in temperature between the spaces in which the door penetrates.

A fire will seek the path of least resistance, which, scientifically, is moving from an area with high temperature to an area with low temperature. The effect of a high-temperature area combined with a low-temperature area creates a suction effect between the two areas. If the door between the two areas is not latched, this effect will open the door, allowing the fire to promulgate from one area to another.

If the door using the magnetic strip isn't part of a fire/smoke partition, then the code does not have any requirements. 

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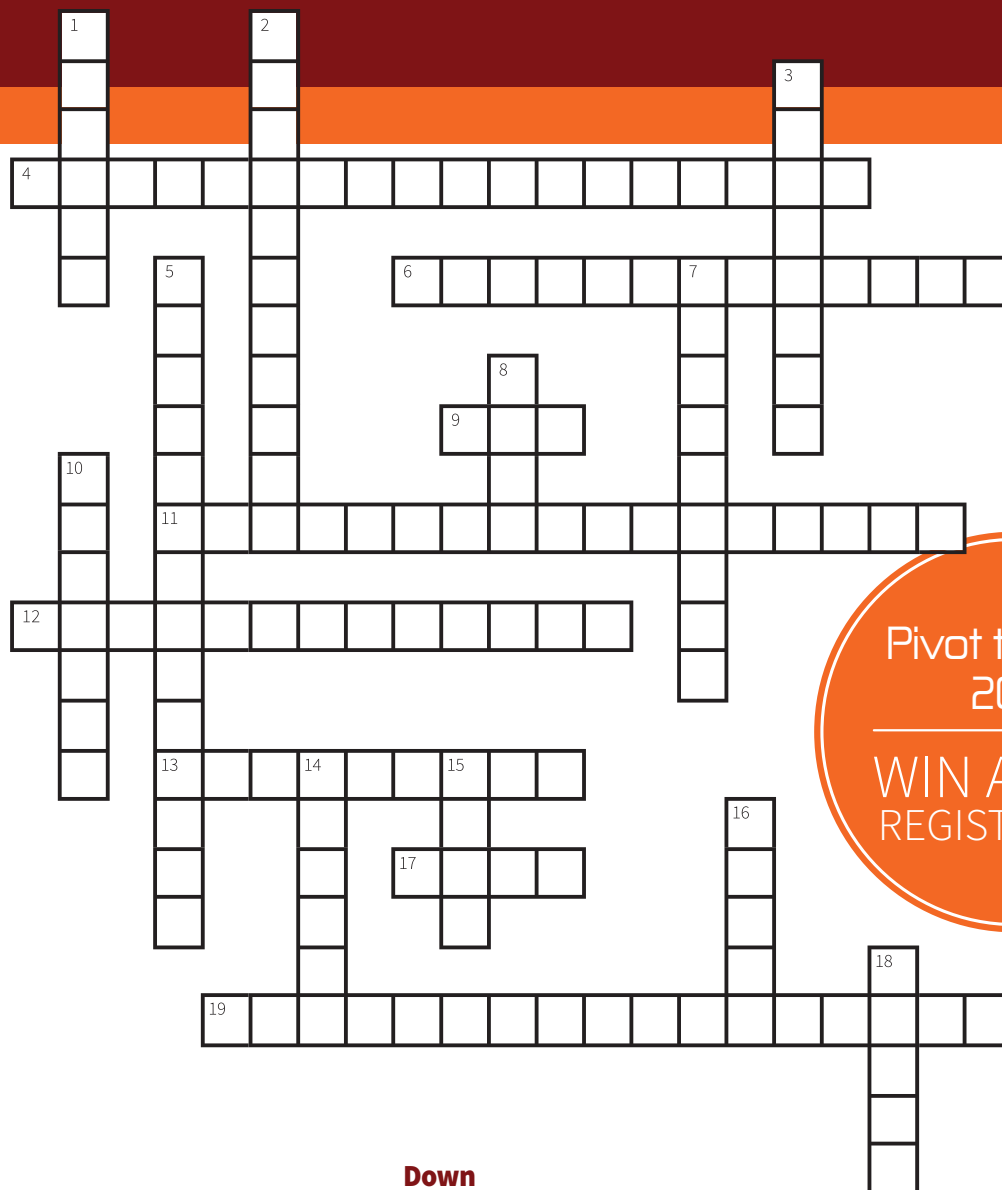


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Pivot to Profit
2019

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Across

- 4. Trailblazing Innovation EPI award winner
- 6. Reoccurring Revenue Potential EPI award winner
- 9. Technology Platform EPI award winner
- 11. One-stop shop for industry-standard documents on NSCA website
- 12. NSCA event focused on new innovations and as-a-service offerings
- 13. One of NSCA's newest Business Accelerator partners, focused on online and in-person training
- 17. NSCA certificate program that helps with employee onboarding and training
- 19. Overall Grand Prize EPI award winner

Down

- 1. Grassroots effort to attract young talent to the industry
- 2. Best band in the industry
- 3. New Revenue Potential EPI award winner
- 5. Place where manufacturers, distributors, and integrators advertise open positions
- 7. Drunk Uncles 2019 concert slogan
- 8. Who serves as: Your Voice, Your Business Resource, Your Trusted Advisor?
- 10. Drunk Uncles 2019 venue
- 14. Location of Pivot to Profit 2019
- 15. Abbreviation: Partner Alliance for Safer Schools
- 16. Ease of Customization EPI award winner
- 18. Retrofit-Friendly Solution EPI award winner