

# Creating **Loyal** Clients, **Passionate** Employees, and **Profitable** Business



Business & Leadership  
**CONFERENCE**  
FEBRUARY 26-28, 2020 • IRVING, TEXAS

22nd  
ANNUAL



# Business & Leadership CONFERENCE

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The 22nd annual Business & Leadership Conference is all about teaching integrators how to create loyal clients, passionate employees, and profitable business.

#### Discover how to:

- Find, train, and keep the right people
- Improve processes to promote productivity, excellence, and innovation
- Execute the right market strategy at the right time
- Develop better client relations
- Streamline the future of work
- Manage never-ending workloads
- Bring employees' best ideas to life
- Use business to do great things with a higher purpose

What started as a small conference more than two decades ago has turned into one of the best networking events in the industry — and one that our member companies (and even non-members) look forward to each year.

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## NETWORKING

Wednesday, Feb. 26, 2020

### 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. It 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

Lunch will be provided; awards will be given during Opening Night Dinner, which begins at 6pm. Register by calling 800-446-6722.

### 2–6pm BLC Onsite Registration

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

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

### 4:15–5pm Sponsor Appreciation Reception

Exclusively for 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

Reconnect with friends and 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 experience success in business performance, employee engagement, differentiating strategies, strategic transformation, customer experience, talent development, and more. We'll also recognize winners from the fifth annual Excellence in Product Innovation Awards, Randy Vaughan Founder's Awards, and PSA Young Leaders Awards.

**“BLC speakers are always great and very inspiring as experts who motivate us. The biggest benefit is being among all of our peers for three days. There are so many good conversations that come out of an environment where growth, learning, and betterment are discussed out in the open.”**

- Sara Reasner, CTI



# SESSIONS

Thursday, Feb. 27, 2020

7–8am **Breakfast**

8–9am **Opening Session**

[Economic Outlook 2020 for Integrators](#)

Get a handle on how the economy will impact your business in 2020 and beyond. This economic overview offers analysis of long-term trends, current conditions, and the economic outlook from an expert economist. With 2020 being an election year and talk of tariffs, tax cuts, and possible recession fears on the horizon, you can't miss this vital planning session. It concludes with a summary of key U.S. indicators: inflation, job creation, housing, and GDP.

9–9:15am **Break**

9:15–10:45am **Opening Keynote**

[The Future of Work: How Will Humans Fit In?](#)

Find out how top organizations are preparing now for the future of work. Are robots and smart machines really posed to do the work that humans do? If so, what does this mean for integrators? What job skills will be most in demand and what does this mean for the job market? Geoff Colvin answers these questions as he discusses the research that went into his bestselling book, *Humans Are Underrated: What High Achievers Know that Brilliant Machines Never Will*. To compete in the future, critical skills like collaboration, storytelling, social sensitivity, brainstorming, creating and innovating with others, leading, and empathy will be necessary.

10:45–11am **Break**

11am–12pm **General Session**

[What to Do When There's Too Much to Do](#)

When you're productive, you don't have to sacrifice your personal life for your career. Today's integration firm leaders and employees struggle with time management and work-life balance. If you can figure out how to be more efficient, more organized, and better focused, you can get greater results in less time. Increase productivity, get out of the office earlier, and get home to the life you love with a proven, six-step process that teaches you how to focus on high-value activities. After this session from Laura Stack, you'll know how to set healthy boundaries, do a better job of saying "no" without feeling guilty, and overcome distractions and interruptions. Hint: Multitasking is not the answer!

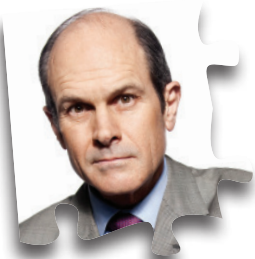
12–1:15pm **Networking Lunch**

**"It blew me away. It was one of the most spectacular conferences I'd ever been to."**

- Pat DeZess, Augmentering



Chris Kuehl



Geoff Colvin



Laura Stack

# SESSIONS

Thursday, Feb. 27, 2020

1:15–2:45pm **Four Concurrent Breakouts**

[Analytics, Information, Knowledge, and Intelligence: Make Better and Faster Decisions](#)

This workshop brings together executives and innovation experts alongside NSCA leadership to discuss and debate questions surrounding artificial intelligence, machine learning, IoT, big data, and other emerging technologies. Are they useful? Confusing? Enabling? Disruptive? What is the role of the integrator in this technology stack? Will this start to dominate conversations with vendors and clients? Walk away feeling more informed and better prepared to handle the technology headed your way.

**Presenter:** Thomas Wedell-Wedellsborg **Facilitators:** Brad Dempsey and Tim Hennen

[Avoid Growing Your Business into the Ground](#)

This workshop is based on the research and findings in a recently published NSCA white paper discussing growing M&A activity. It's no secret that integrators are becoming larger and creating more locations. Many members report a shift in the landscape that can be traced back to the dynamics of being acquired or competing with companies that have rolled up into a larger organization. Chris Younger explores this shift and shares the changes that typically occur as company ownership is altered. The typical NSCA member has transitioned from a lifestyle company to a corporate entity — this session helps you understand what that means.

**Presenter:** Chris Younger **Facilitators:** Josh Shanahan and Bill Bozeman

[4 Things that Suck Productivity — and How to Fight Back](#)

You work hard. You want to be productive. But everyone and everything else keeps ruining your plans! So many things keep us from doing what we should be. We're so distracted that it's difficult to concentrate on high-value activities. Join Laura Stack and NSCA leadership in a fun, informal workshop on how to be more productive and find time to enjoy life beyond work. This workshop is for anyone who feels overwhelmed by long hours, the constant frustration of not having enough time, and the pressure to achieve a healthy work-life balance.

**Presenter:** Laura Stack **Facilitators:** Dale Bottcher and Anne Sellers

[Driving Accountability Using EOS \(Entrepreneurial Operating System®\)](#)

[Part 1: Understanding the Core Principles of EOS for Process Improvement](#)

So much of what we do can be improved through clear, consistent processes. Yet we hear from integrators that processes aren't being followed and engagement from employees falters. This two-part workshop explores the importance of people and process as you uncover how to achieve consistent, high-quality results. Learn how to fix repeated mistakes, identify constraints, and build capacity. This workshop, led by Ken Ritterspach, is the first step toward driving improved accountability.

**Presenter:** Ken Ritterspach **Facilitators:** Kelly McCarthy and Mike Boettcher

2:45–3pm **Break**

**"BLC couldn't get much better! Lots of takeaways that would be easy to implement upon returning home."**

- Jay Rogina, Spinitar

# SESSIONS

Thursday, Feb. 27, 2020

3–4:30pm **Executive Power Hour**

**Innovation: Helping Your People Bring Great Ideas to Life**

This session cuts to the core of how integrators should approach innovation. Most are good at solving problems — but bad at deciding which problems to solve. Are we asking the right questions when we think about innovation and solving clients’ technology problems? A major shift is happening in client interactions. There’s a focus on business outcomes instead of technical information. Are you ready? Do you have the right people with creative ideas asking the right questions of key clients? Do you know how to establish significant differentiation and heightened value? Get all your answers from Thomas Wedell-Wedellsborg!

Thomas Wedell-Wedellsborg



6–7pm **Cocktail Hour**

7–10pm **Dinner/Event**

Join us for fabulous food and drinks - and get ready for live karaoke and a lip sync battle with a five-piece band! Let Savannah Washburn ([swashburn@nsca.org](mailto:swashburn@nsca.org)) know when you’ve got your team and songs selected! And watch for our roaming photo booth, too!

“I have recognized and observed many of the trends that were presented by keynote speakers and breakout sessions in the past 10 years. BLC content proved to be a confirmation of this. The networking events provided contacts that are of high importance to VIBE Communications at this time.”

- Bill Volanski, VIBE Communications

“You’re able to have a roundtable discussion on challenges. You can brainstorm and have a non-formal discussion, sharing ideas without giving away trade secrets. For me, coming into the industry, being younger, and part of a family business, it’s a great place to have business talks that you don’t sometimes get.”

- Brandon Lawshe, MV Systems



# SESSIONS

Friday, Feb. 28, 2020

7:30–8:30am **Breakfast**

8:30–9:15am **Wake-Up Session**

**Legislative Agenda and Business Meeting**

Our annual business meeting covers the state of our industry, the election of leadership, and the 2020 legislative agenda. This interactive session is led by NSCA and industry leaders who have specific experience and knowledge about codes and compliance, emerging technologies, risk management, industry trends, growth strategies, and running successful integration companies.

9:15–10:30am **Opening General Session**

**Build a Culture of Good**

Do you operate your business with the soul of a non-profit? Probably not. But you should: To drive your business toward greater success. You can leverage your daily work to discover your life calling by making the world better and meeting the needs of others — while still making a profit. Ryan McCarty teaches you how to create a culture of good, which can drive a business toward greater success; inspire employees, customers, and communities; and connect everyone to a greater purpose that empowers them to do more good. Be inspired during this session — and carry that inspiration back to the office with you. You’ll learn how to unleash awesome results by encouraging employees to bring their souls to work.



Ryan McCarty

10:30–10:45am **Break**

10:45am–12pm **Keynote**

**Giving Employees Their Brains Back**

The secret to winning in business is to reinvent rules and constantly go back to the drawing board on your own processes and tasks. Ron Lovett gives dead-simple tools and tricks you can use right away as you question every process in your business — from front-line staff to management and ownership. All companies talk about employee alignment through culture and purpose. Here is where you’ll learn how to make it happen, with simple, scalable systems and processes that ensure your productivity matches your mission and empowers your staff to execute.



Ron Lovett

12–1:15pm **Lunch**



“Attending this conference is the best business decision I have made in the history of our company.”

- Ethan Miller, Advanced Audio Video Technologies



# SESSIONS

Friday, Feb. 28, 2020

1:15–2:30pm **Four Concurrent Breakouts**

**Empowerment Strategies to Build Your Executive Team**

You believe you have a great culture, the finest employees, and loyal clients. But do you? What strategies do you use to identify the difference between a competent manager and a strong leader? The ideal management team is one comprised of leaders who make decisions using a common set of core values, key metrics, and a keen sense of purpose. Explore Ron Lovett’s ways to build a strong leadership team, identify new leaders, and establish diversity in thinking. From conflict management and healthy tension to making decisions quickly in the most difficult of times, you’ll walk away knowing how to identify the next group of leaders to coach and mentor others.

**Presenter:** Ron Lovett **Facilitators:** Ray Bailey and Jay Rogina

**Digital Marketing: A Model for Creating Predictable, Reliable Revenue Streams**

How are you connecting with a new generation of buyers and key influencers? Get tips and techniques that are proven to show positive results. If you want to get started with a digital marketing strategy, you can’t miss this. Begin here and learn about real-world examples of success. We’ll also explore tools, tracking methods, and analytics you can use to measure the effectiveness of the investment required to excel in digital marketing. This interactive session also provides vital information about privacy rules and protecting personal information captured through lead generation.

**Facilitators:** Max Johnson, Kelly Perkins, and Dave Ferlino

**Winning is No Accident**

Great things don’t happen by accident. Instead, they’re a direct result of certain fundamental principles. These principles aren’t a secret — and they aren’t hidden in some far-off locale. They’re ready and available now. While these life- and business-transforming principles are simple, they’re not always simple to implement. Learn the equation that creates the highest likelihood of success, the four key principles to pace yourself effectively, and how to deal with obstacles and opportunities. Find a way to win through persistence, hard work, and a focus on results with Mike Staver during this seminar.

**Presenter:** Mike Staver **Facilitators:** Dan Schmidtendorff and Brad Caron

**Driving Accountability Using EOS (Entrepreneurial Operating System®)**

**Part 2: The Commitment Required for Implementing EOS**

Knowing what to do is one thing. Being 100% committed to process improvement is something different. Led by Ken Ritterspach, this workshop discusses cultures of discipline and accountability — and why they must be put in place before you can achieve consistent, significant improvement. Meetings and discussions will take on a whole new meaning. Growth will be seen in a positive light — not just as more work. Capacity will be known rather than being something you wish you knew. As a result of this approach, your clients will experience a transformation in the way you deliver projects and quality.

**Presenter:** Ken Ritterspach **Facilitators:** Kelly McCarthy and Ingolf deJong

2:30–2:45pm **Break**



Mike Staver

# SESSIONS

Friday, Feb. 28, 2020

2:45–4:15pm **Closing Keynote**

**Leadership Isn’t for Cowards**

Do you have what it takes to inspire, coach, and lead your team? What do they do when you’re not around? It takes courage to stand firm in what you believe, get your followers to understand what really matters, and execute effectively. Your ability to influence followers is vital to create significant results — and courage is the key element. Mike Staver helps you uncover the three most important steps you will ever take when it comes to courage in leadership, the primary motivator of people, and six steps to ensure effective execution. Go home knowing what it’s going to take to be a better leader.

4:15–5pm **Break**

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~

“As a first-year attendee, BLC energized me to do more and inspired me with new ideas and approaches. Each evening after a full day of events and excitement, I organized all the chatter in my head on paper. There was so much good information to process. I was motivated on a personal level as well as educated on business and issues relevant to my workflow and challenges. My experience was great, and I look forward to next year’s event!”

- Susan Lucci, Advanced AV



## 2020 NSCA Business & Leadership Conference Schedule

### Wednesday, Feb. 26, 2020

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, Feb. 27, 2020

7–8am	Breakfast
8–9am	Opening Session Economic Outlook 2020 for Integrators [Chris Kuehl]
9–9:15am	Break
9:15–10:45am	Opening Keynote The Future of Work: How Will Humans Fit In? [Geoff Colvin]
10:45–11am	Break
11am–12pm	General Session What to Do When There's Too Much to Do [Laura Stack]
12–1:15pm	Networking Lunch
1:15–2:45pm	Four Concurrent Breakouts ( <i>Analytics, Information, Knowledge, and Intelligence: Make Better and Faster Decisions</i> [Thomas Wedell-Wedellsborg]; <i>Avoid Growing Your Business into the Ground</i> [Chris Younger]; <i>4 Things that Suck Productivity — and How to Fight Back</i> [Laura Stack]; <i>Driving Accountability Using EOS (Entrepreneurial Operating System)</i> , Part 1: <i>Understanding the Core Principles of EOS for Process Improvement</i> [Ken Ritterspach])
2:45–3pm	Break
3–4:30pm	Executive Power Hour Innovation: Helping Your People Bring Great Ideas to Life [Thomas Wedell-Wedellsborg]
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2:30–2:45pm	Break
2:45–4:15pm	Closing Keynote Leadership Isn't for Cowards [Mike Staver]
4:15–5pm	Break
5–6pm	Closing Night Reception
6:15pm	Closing Night Dinner

## REGISTRATION

### Register Now!

[www.nsca.org/blc](http://www.nsca.org/blc) or 800.446.NSCA

Registration fees are to be paid in full upon submission

**NSCA Members:** \$899

**Non-Members:** \$1,499

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

### Conference Hotel Information

**Four Seasons Resort and Club Dallas at Las Colinas**

4150 North MacArthur Boulevard • Irving, TX 75038

972.717.0700

[www.fourseasons.com/dallas/](http://www.fourseasons.com/dallas/)

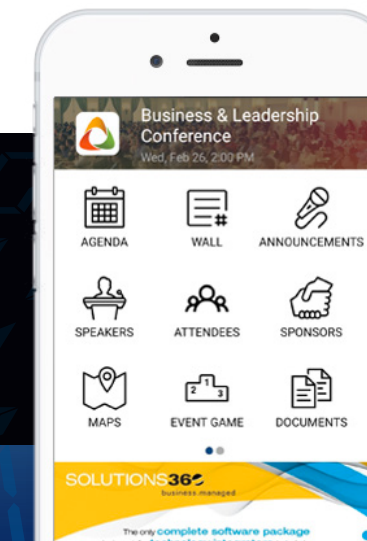
PLEASE NOTE: To make your hotel reservations, please call the hotel at 972.717.0700; be sure to mention you're with the NSCA (National Systems Contractors Association) group.



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## BLC App

Download the BLC app to keep in touch with other attendees and get the latest event news and announcements!

1. Visit your app store
2. Search & download "NSCA Conferences"
3. Click sign up
4. Enter your email & a password
5. Click sign up & create your profile

