

**FOR IMMEDIATE RELEASE****Contact:**

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**NSCA Concludes Successful First Year of Regional Training**

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*Low-Voltage Systems Providers Benefit from Cost Savings, Reduced Travel and Professional Development*

**CEDAR RAPIDS, IA, November 19, 2013** – NSCA utilized the best hands-on educational programs based on member feedback, and then taking this training directly to members and their staffs, proved to be a successful model. NSCA members benefit from the cost savings, reduced travel, and efficiency of this training and professional development model. Because of their success in 2013, the regional Best Practices Conferences are returning next year, with four events scheduled in cities across the country starting in Spring 2014.

The 2013 BPC educational sessions spanned four tracks – project management, sales, finance, and operations – and featured information on managing metrics, preparing to work with the CIO, creating winning sales proposals, and implanting tactics to immediately increase profits. Manufacturer training was also offered at each BPC event, allowing systems integrators and low-voltage contractors to complete more than one year’s worth of training for different departments in just 1.5 days.

“I thought the time spent at the BPC was extremely beneficial. AVT (Applied Video Technology) sent six of our managers covering the sales, engineering, administration, and project management side of our business. Each took a different course track, and everyone felt they learned a lot individually, but when we matched notes together, there was a synergy that occurred that can be applied throughout our company. Based on the information gathered we are planning a company meeting to implement the new ideas,” said Bruce MacLelland, President & CEO, Applied Video Technology, Inc.

Two highlights of the event included an open discussion on issues affecting low-voltage systems providers, covering prevailing wage to scope creep, service contracts to healthcare. NSCA Executive Director Chuck Wilson led the event’s morning keynote, which focused on the development of multi-generational workforces. He shared specific ways of structuring departments and organizations to develop a healthy generational balance.

BPC event sponsors included Atlas Sound, Biamp, Cisco, Cooper Notification, Lencore, Solutions 360, SureCall, Tannoy, and Tech Works.

(more)



NSCA is now gearing up for its 16<sup>th</sup> annual Business & Leadership Conference, slated for Feb. 27 – March 1 in Dallas. This event helps industry executives develop creative, effective decision-making skills to help them improve business IQ, develop leadership, and secure their futures. For more information [www.nasca.org/blc](http://www.nasca.org/blc) or call (800) 446-6722.

### **About NSCA**

The National Systems Contractors Association (NSCA) is the leading not-for-profit association representing the commercial low-voltage electronic systems industry. NSCA is a powerful advocate for all who work within the low-voltage industry, including systems contractors/integrators, product manufacturers, consultants, sales representatives, architects, specifying engineers, and other allied professionals. NSCA is dedicated to serving its contractor members and all channel stakeholders through advocacy, education, member services, and networking designed to improve business performance. For more information, visit [www.nasca.org](http://www.nasca.org).

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