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NSCA Announces Speakers & Sessions for 16th Annual BLC

CEDAR RAPIDS, IA, Dec. 17, 2013 – Being a valuable and influential leader starts with creative, effective decision-making. And that’s exactly what NSCA’s Business & Leadership Conference (BLC) offers to leaders in systems integration, low-voltage contracting, and technology solution firms.

The 16th annual Business & Leadership Conference (BLC) will be held on Feb. 27-March 1, 2014, in Dallas, TX. NSCA is excited to announce its impressive list of speakers and educational sessions.

This year’s educational sessions cover topics that NSCA members say are crucial to successfully managing their businesses, from a 2014 economic outlook to guaranteed ways to achieve higher profits. With two celebrated keynotes at BLC – best-selling business author Daniel Pink and modern-day workplace strategist Adrian Gostick – attendees will walk away with inspirational ideas for motivating employees, retaining talent, and establishing a culture that breeds high achievement.

BLC 2014 offers managers and decision-makers an interactive, encouraging look at these issues as well:

- Understanding the 2014 economic outlook
- Ways to leverage existing resources to increase profits – without investing a lot of money
- Hands-on exercises that cover ways to set your company apart from the competition through creating irrefutable market offers
- The debate about integration and converging technologies, and the new direction that integrators must take to stay relevant
- New sales approaches to try in a market where buyers have just as much information as sellers
- Proven success stories that cover the top 10 ideas from integrators in 2013 that led to industry improvements

2014 BLC sponsors include: Atlas Sound/IED (host sponsor); Synnex Corporation (keynote sponsor); AMX, BIAMP Systems, Chief Manufacturing, Shure Inc., West Penn Wire (platinum sponsors); ALMO, Cisco, FSR Inc., Gepco, Liberty AV, Middle Atlantic Products, Rauland-Borg Corporation, Solutions360, SurgeX, Tannoy (gold sponsors); Bosch, BTX, Eaton, Kramer Electronics, Listen Technologies, Stealth Acoustics (integrator sponsors);

(more)
Herman Pro AV (item sponsor). The event is endorsed by Commercial Integrator, PSA Security Network, and USAV.

Register now for this one-of-a-kind conference designed specifically for executives, managers, decision-makers, and business owners in the commercial systems integration market. The 16th annual Business & Leadership Conference will be held Feb. 28-March 1, 2014, at Four Seasons Resort & Club in Dallas, TX. Attendees can save $100 on registration if they register before Jan. 4, 2014. For more information, or to register, visit www.nsca.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.nsca.org.

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