



## FOR IMMEDIATE RELEASE

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# HERMAN SPONSORS NSCA'S 19<sup>th</sup> ANNUAL BUSINESS AND LEADERSHIP CONFERENCE FOR THE 13<sup>th</sup> CONSECUTIVE YEAR

MIAMI, FL., FEB. 14, 2017 – Herman ([www.HermanAVGroup.com](http://www.HermanAVGroup.com)), a leading provider of AV products, procurement services, and labor resources to systems integrators in the commercial AV and broadcast industries, will sponsor the Business & Leadership Conference to be held March 2-4, 2017, at the Wild Horse Pass Resort & Spa in Chandler, AZ. Two thousand seventeen will mark the 13<sup>th</sup> consecutive year that Herman has sponsored this premier industry event.

“The NSCA Business & Leadership Conference is the industry’s premier educational and networking event of the year... with successful business-building strategies and top-notch speakers that set the pace for the year,” said Jeffrey Wolf, Executive VP at [Herman](http://Herman). “This event is one we look forward to every year, and we are proud to be a sponsor along with other leaders in our industry.”

“Herman Pro AV is one of our longest-standing BLC supporters,” says Chuck Wilson, NSCA’s executive director. “This event wouldn’t be possible without their support of our events and initiatives.”

## About Herman

Herman is a leading provider of professional AV products, procurement services and labor resources to systems integrators in the commercial AV and broadcast industries. With two distinct and complementary divisions - Herman Pro AV and Herman Integration Services – Herman is the single source for industry leading products, procurement and supply chain solutions, as well as technical labor resources. Systems integrators rely on Herman for trained, experienced personnel and complete project coordination. Celebrating 53 years in business, Herman has leveraged its industry experience to help integrators improve operational efficiencies and achieve cost savings related to the procurement and management of project materials and labor resources. Visit [www.HermanAVGroup.com](http://www.HermanAVGroup.com) to learn more.

## About NSCA’s Business Leadership Conference

NSCA’s Business & Leadership Conference (BLC) has become the industry’s most notable platform for executive-level education and networking. The 2017 Business & Leadership Conference will be held on March 2-4, 2017, at the Sheraton Wild Horse Pass Resort & Spa in Chandler, AZ.

A few of this year’s session highlights include:

- Do You Remember the Last Major Initiative that Died in Your Organization?
- The Science Behind Creating True Loyalty
- Making Connections that Move People
- Career Customization in Systems Integration
- The CEO’s Guide to Talent Management
- The CEO’s Guide to Client Experience

More than 350 representatives from the electronic systems industry will gather in early March to talk about real-world business challenges and solutions. Attendees will learn how to take a holistic look at their organizations so they can operate without blind spots that can derail business. Visit [www.NSCA.org](http://www.NSCA.org) for details.