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HERMAN SPONSORS NSCA'S 20th ANNUAL BUSINESS AND LEADERSHIP CONFERENCE FOR THE 14th CONSECUTIVE YEAR

MIAMI, FL., JAN. 30, 2018 – Herman (www.HermanAVGroup.com), a leading provider of professional AV products, procurement services, and labor and technical resources to systems integrators in the commercial and residential AV and broadcast industries, will sponsor the Business & Leadership Conference to be held February 28 - March 2, 2018, at Four Seasons Resort and Club Dallas at Las Colinas, Irving, TX. Two thousand eighteen will mark the 14th 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](#). “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 continues to be one the longest-standing BLC supporters,” says Chuck Wilson, NSCA’s executive director. “Without their support and dedication to our industry, we wouldn’t be celebrating our 20th anniversary of this annual event.”

About Herman

Herman is a leading provider of professional AV products, procurement services, and labor and technical resources to systems integrators in the commercial and residential AV and broadcast industries. Systems integrators rely on Herman for trained, experienced personnel and complete project coordination. Celebrating 55 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 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.

A few of this year’s business issues to be discussed:

- Concerns about industry relevance
- Profitability despite eroding margins and product commoditization
- Executing on talent management
- Shifting to the services economy
- Becoming your clients’ trusted advisors

NSCA’s 20th Annual Business & Leadership Conference (BLC) will talk about how to encourage leadership at every level. Visit www.NSCA.org for details.