



HIGH-ENERGY,
High-Performance
BUSINESS



Business & Leadership
CONFERENCE

21st
ANNUAL

FEB 27-MARCH 1, 2019 • SADDLEBROOK RESORT • TAMPA, FL

www.nasca.org/blc

NSCA's Business & Leadership Conference

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NSCA's 21st annual Business & Leadership Conference will provide you with new levels of business insight, camaraderie, and innovation, and help you improve sales and leadership skills.

By attending, you'll discover how to:

- Increase innovation within your company and create a higher level of demand for your services
- Attract the right types of clients — and deliver on their expectations once you land them
- Enable your team and organization to maintain levels of high performance — even under pressure
- “Play to win” while meeting your clients’ needs and expectations
- Turn everyone into a top performer by implementing new rules for sales success
- Utilize the latest economic forecasts and trends to make solid business decisions

About BLC

What started as a small conference 21 years 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.

As always, the topics and speakers we're bringing to you in 2019 were chosen based on your feedback and most challenging business issues:

- 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

2019 SPONSORS

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NETWORKING

Tuesday, Feb. 26, 2019

6pm–8:30pm Sports Care Packages: Industry Team-Building Event

Join NSCA and fellow industry peers in a team-building event that helps bring the benefits of youth sports to kids in Tampa!

As part of this year's Business & Leadership Conference, we're engaging in a charity workshop by supplying much-needed sports equipment to local kids' sports leagues. The packages will be donated to a local charity: Boys & Girls Clubs of Tampa. To participate, contact kperkins@nsca.org.



Wednesday, Feb. 27, 2019

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. The outing takes place at the Saddlebrook Resort Palmer Golf Course. 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
- ESPA (Electronic Systems Professional Alliance)

Lunch will be provided during the day; awards will be given during the Opening Night Dinner, which begins at 6pm. Register today 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 in the past, this orientation is a great way to meet other new people and learn about what you can expect from the event. This informal orientation provides examples of how attendees from previous Business & Leadership Conferences have applied the concepts they learned to strengthen the operations and profitability of their businesses.

4:15–5pm Sponsor Appreciation Reception

Available exclusively to 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

Take time to reconnect with friends or 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 successfully combine business acumen with success in customer service, professional development, revenue growth, marketing, strategic planning, and more. We'll also recognize our fifth annual Excellence in Product Innovation winners: products created to positively impact integrators. In addition, winners of the Randy Vaughan Founder's Awards and the PSA Young Leaders Awards will be recognized.

SESSIONS

Thursday, Feb. 28, 2019

7–8am **Breakfast**

8–9am **Opening Session: Economic Outlook 2019**

In what has become an annual conference tradition, don't miss this high-level economic overview that analyzes long-term trends, current conditions, and the economic outlook for 2019 and beyond. This always-popular session, led by Chris Kuehl, explains how the government, businesses, and consumers all play a role in a sustainable economy. The session concludes with a summary of key U.S. indicators, including inflation, job creation, housing, and GDP. Get a better handle on how the economy will impact your business.

9–9:15am **Break**

9:15–10:45am **Opening Keynote: Next-Level Leadership: Managing Breakthrough Performance in the New Economy**

Prepare to thrive in today's increasingly connected, competitive business environment. As we challenge conventional leadership practices, **Ryan Estis** explores what it takes to establish effective leadership in a world of transformation. Traditional command-and-control leadership is giving way to a more connected, collaborative, and flexible approach to managing people and performance. You'll learn about actionable insights you can leverage immediately to drive productivity and performance while embracing and leading change.

10:45–11am **Break**

11am–12pm **General Session: Looking Through Your Customer's Lens**

Differentiating your services and earning ongoing loyalty are the keys to attracting and retaining customers. More than ever, your customers are focused on value. What can you do that other organizations can't (or won't)? **Dennis Snow** teaches you how to transform your organization to deliver outstanding customer experiences. We'll give you strategic tools to raise the bar of service throughout your organization, resulting in "walk-through-fire" customer loyalty — including four specific strategies you can use to wow your customers every time.

12–1:15pm **Networking Lunch**



Chris Kuehl



Ryan Estis



Dennis Snow

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

- Ethan Miller, Advanced Audio Video Technologies



SESSIONS

Thursday, Feb. 28, 2019

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

Breakout #1: Top 10 Things We Do that Drive End-Users Crazy

Dennis Snow participates as part of a panel of industry experts and select end-users to share experiences in working with NSCA members. What do we put our customers through? How easy is it to do business with a systems integrator? What processes could make us better? How often do we actually perform in a manner that meets (or exceeds) expectations? Get a list of the proven steps we can take to deliver world-class service as seen through the lens of a customer.

Special Guest: Dennis Snow **Panelists:** TBD

Breakout #2: Creating a High-Performance Culture

Ryan Estis shares best practices on developing a culture that supports accountability and performance — which creates separation from competitors. He'll show you ways to develop talent and manage performance to ultimately help you improve your business. Find out how the best companies bring out the best talents in their best people.

Special Guest: Ryan Estis **Facilitator:** TBD

Breakout #3: Scaling Up Your Business through Disruptive Innovation

This practical discussion, led by **David Ricketts** and a panel of experts, touches on how to identify — and then solve — your organization's most pressing problems. Drawing on research in psychology, business, and the arts, we'll talk about the key components of the creative process and how they can be incorporated into your everyday practices.

Special Guest: David Ricketts **Facilitator:** TBD

Breakout #4: Creating the Perfect Internship for You and Your Intern

Running an internship program can seem intimidating and time-consuming. Where do you start? What should your interns do? How can you keep them busy? How can you benefit from an internship just as much as the interns themselves? When managed well, an internship program is more than cheap labor — it's a partnership between the student(s) and your organization. And it takes effort on both parts for it to be successful. Discover how to implement and maintain a successful internship program with tried-and-true steps that other NSCA members have used to get their own programs up and running.

Facilitator: Kelly Perkins, NSCA Education Foundation **Panelists:** TBD

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. 28, 2019

3–4:30pm Executive Power Hour: How to Create Disruptive Innovations (and How to Keep Them From Disrupting You!)

Why do market leaders fail? How do some products come from nowhere and change the entire market? Based on Dr. David Ricketts' research at Harvard University, this keynote uses examples from technology and our everyday lives to help audiences understand and develop disruptive innovations. Explore how *you* can be the one to create these innovations — and how to make sure no one disrupts you and your organization along the way.



David Ricketts

6–7pm Cocktail Hour

7–10pm Dinner/Event

At the 18th fairway of the Saddlebrook Resort Palmer Golf Course, relax at this tailgate-themed party featuring fantastic food, fun drinks, and oversized yard games. A professional DJ and karaoke will keep you entertained all night!

“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, March 1, 2019

7:30–8:30am Breakfast

8:30–9:15am Industry Overview and Business Meeting

This interactive session is led by NSCA and industry leaders who have specific experiences and knowledge about risk management assessment and profit killers. This session is your wake-up call! You’ll learn how to take action to define new strategy and tactics.

9:15–10:30am General Session: Tragedy, Courage, Perseverance, and Advocacy

Michele Gay, a mother who lost her daughter, Josephine Grace, during the mass shooting incident at Sandy Hook Elementary in 2012, shares her story of unthinkable tragedy and personal loss. How do you pick up the pieces and move forward after facing something so devastating? Michele shares her heartfelt story, talking openly and honestly about the feelings and emotions she felt — and how she learned to channel that frame of mind for a greater purpose. You’ll walk away with an inspiring message of hope, ways to overcome struggles, and how you can engage in the initiatives that Michele is a part of. You’ll also hear about the *School Safety and Security Guidelines* from PASS K-12.



Michele Gay

10:30–10:45am Break

10:45am–12pm Keynote: High-Touch Leadership for a High-Tech World

In today’s market, we all need to provide our customers with added value. Learn how to deeply understand your clients’ unmet needs, supercharge your listening skills, and read emotions so you can respond more effectively. You’ll also learn how to develop the leadership, culture, and environment necessary to execute a successful teamwork approach. Tim Sanders leaves you with the confidence in knowing how to adjust what you do to grow your business.



Tim Sanders

12–1:15pm Lunch



“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

SESSIONS

Friday, March 1, 2019

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

Breakout #1: New Rules for Sales Success

Colleen Francis joins some of our industry’s best sales leaders as part of a panel discussion about where profits are made or lost on the type of work we do. You’ll find out which five steps to follow when negotiating based on value and not on price. Learn how to defend against objections, close a large percentage of negotiations without dropping your price, control language to control negotiations, and other techniques to increase your bottom line.

Special Guests: Colleen Francis Panelists: TBD

Breakout #2: The Emotional Intelligence of Your Team

Tim Sanders discusses how emotional intelligence (EQ) can impact the performance of teams, and what steps can be taken to turn this around or avoid it altogether. He’ll reveal how to manage a team’s EQ levels through hiring and performance review processes. Tools for improving the emotional connection between teammates will also be reviewed, with an emphasis on what leaders can put into action immediately. You’ll also learn about communication strategies, with a demonstration on how to read faces for emotions and respond in a way that “coaches up” others.

Special Guests: Tim Sanders Facilitator: TBD

Breakout #3: Business Model Transformation

Industry experts reveal how they’ve stopped trading dollars to make real money by implementing managed services and providing equipment at a fair profit. When rolled out correctly, an RMR plan can help you prevent low-margin sales, eliminate line-item pricing, and improve net profits. Businesses that have created successful recurring revenue and managed services models will share best practices on improving your bottom line to outperform industry averages.

Facilitator: TBD Panelists: TBD

Breakout #4: Straight from the Mouths of Interns

Hear from our industry’s interns themselves about what they’re looking for not only in an internship program, but also from your organization as a whole. The students in this panel participated in NSCA’s 2018 Ignite Pilot Internship Program and will share their thoughts, lessons learned, and what they found most useful. In this session, you’ll hear about what worked for these interns, what didn’t, and tips on how you can attract your own interns.

Facilitator: Kelly Perkins, NSCA Education Foundation Panelists: TBD

2:30–2:45pm **Break**



Colleen Francis

SESSIONS

Friday, March 1, 2019

2:45–4:15pm **Closing Session: The New Performance Culture**

In a new performance culture, everyone is a top performer. No one coasts or is artificially supported. Measures are constant, feedback is immediate, and customers are involved in the process of evaluating your success. **Colleen Francis** calls this 100% by 100% (or 100%²). In this type of culture, find out how leaders can create, nurture, and leverage team success. The best managers succeed only when their top people are outperforming what they once achieved as team members themselves.

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~

“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



2019 NSCA Business & Leadership Conference Schedule

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5–6pm	Opening Night Reception
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11am–12pm	General Session: Looking Through Your Customer's Lens [Dennis Snow]
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1:15–2:45pm	Four Concurrent Breakouts (Breakout #1: Top 10 Things We Do that Drive End-Users Crazy [Dennis Snow]; Breakout #2: Creating a High-Performance Culture [Ryan Estis]; Breakout #3: Scaling Up Your Business through Disruptive Innovation [David Ricketts]; Breakout #4: Creating the Perfect Internship for You and Your Intern [Kelly Perkins]).
2:45–3pm	Break
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2:30–2:45pm	Break
2:45–4:15pm	Closing Session: The New Performance Culture [Colleen Francis]
5–6pm	Closing Night Reception
6:15pm	Closing Night Dinner — more information available soon

REGISTRATION

Register Now!

www.nasca.org/blc or 800.446.NSCA

Registration fees are to be paid in full upon submission

Platinum and Gold Members: \$899

Silver and Bronze Members: \$1,099

(group pricing is available for groups of five or more per company — call 800-446-NSCA to discuss)

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 Friday, Friday night dinner and reception, breakfast Saturday, and Saturday night dinner and reception.



Conference Hotel Information

Saddlebrook Resort

5700 Saddlebrook Way • Wesley Chapel, FL 33543
813-973-1111

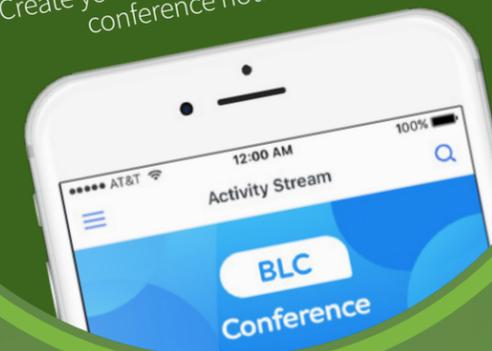
<https://www.saddlebrook.com/>

PLEASE NOTE: To make your hotel reservations, please call the hotel at 813-973-1111; be sure to mention that you're with the NSCA group.

BLC App

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

1. Go to your app store
2. Download the app "Attendify"
3. Search "NSCA BLC"
4. Click "Join"
5. Create your profile and follow this app for conference notifications



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