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NSCA Announces Official Keynote Line-Up for BLC 2020

22nd annual Business & Leadership Conference to be held in Irving, TX, on Feb. 26-28, 2020

CEDAR RAPIDS, IA, Nov. 13, 2019 – NSCA, the leading not-for-profit association representing the commercial low-voltage electronic systems industry, is excited to announce the confirmed speakers for the 22nd annual Business & Leadership Conference (BLC), to be held on Feb. 26-28, 2020, at the Four Seasons Resort and Club in Irving, TX.

NSCA's BLC has become the industry's most notable platform for executive-level education and networking. The event brings hundreds of executives together annually to share stories, learn from other leaders, and hear about new ways to embrace technology and motivate employees.

First-time BLC attendees may apply for a Randy Vaughan Founder's Award to receive free registration. To qualify, applicants must be in a management or decision-making role at a commercial integration firm. Applications are available at www.nsca.org/awards and due by Dec. 1, 2019.

BLC 2020 keynotes include:

- ***The Future of Work: How Will Humans Fit In?*** by Geoff Colvin
- ***What to Do When There's Too Much to Do*** by Laura Stack
- ***Helping Your People Bring Great Ideas to Life*** by Thomas Wedell-Wedellsborg
- ***Build a Culture of Good*** by Ryan McCarty
- ***Outrageous Empowerment: Giving Employees Their Brains Back*** by Ron Lovett
- ***Leadership isn't for Cowards*** by Mike Staver
- ***Economic Outlook 2020 and Beyond*** by Chris Kuehl

"The experts we're bringing in this year have the potential to change our members' businesses for the better," says Chuck Wilson, NSCA executive director. "They're giving integrators something new and different to think about from every perspective – whether it's finding and retaining talent or managing never-ending workloads."

Attendees are also encouraged to register for the annual NSCA Education Foundation Industry Charity Golf Outing at the TPC Four Seasons Las Colinas on Feb. 26, 2020. This event kicks off the Business & Leadership Conference every year and helps the NSCA Education Foundation raise funds for programs such as [Ignite](#) and [PASS K-12](#).

BLC 2020 sponsors include Atlas/IED, Audinate, AV Brands of Legrand, Axis Communications, Barco, Biamp, Bosch, Christie, D-Tools, Domotz, FSR, Jeron, Kramer, Listen Technologies, Multitaction, NEC, QSC, Rauland, Shure, Solutions360, Sonance, SurgeX, Synnex, and West Penn Wire. BLC is endorsed by *Commercial Integrator*, PSA Security, and USAV.

NSCA members pay \$899 to attend; non-members can attend for \$1,499. To register, visit www.nsca.org/blc.

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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