

Gain Secrets Of The Trade

Business & Leadership Conference Provides Essential Networking Opportunities With Industry Experts And Peers

Contractors can gain new perspectives and proven tactics to face the new reality of business when they join an elite group of business owners, managers, and industry representatives facing similar challenges during NSCA's 2010 Business & Leadership Conference, February 25-27 in Palm Beach Gardens, FL.

NSCA's flagship event facilitates open, engaging discussion to build better integrators. The sessions are centered around interactive sessions that set this popular, intimate conference apart from other industry events.

Attendees will learn from their industry peers as they share insightful knowledge and valuable experiences during multiple networking opportunities, including roundtables, social events and educational sessions, including:

- The Excellence in Business Awards presentation, when the winners will discuss their successful sales, marketing, management, and leadership tactics.

- Beer 'n Bull, an open mic opportunity to discuss the state of the industry. This year, several industry associations will provide updates on their resources and benefits that can help attendees overcome challenging times.

- The Women in NSCA reception and pre-conference seminar gives women an opportunity to meet others in their field.



■ The closing night dinner features comedian Don McMillan, a veteran of the technology industry, and yet another chance to mingle with top integrators in a relaxed, casual environment.

NSCA has also created groups on LinkedIn, Facebook, and Twitter to further facilitate networking opportunities and initiate conversations between NSCA members and industry experts. Visit nsca.org for links to NSCA's groups and to discuss issues with other Business & Leadership Conference attendees.

Additionally, while networking can take place during sessions or online, golf is also a great opportunity to casually engage in some friendly competition and learn from each other. NSCA has secured a special rate of \$150 on

the challenging course, The Haig and the Squire on world-renowned PGA course. Challenge your business peers to a round before professional golfers hit the course March 1 for the Honda Classic Tournament. Call Tee Times at 561.627.1804 to make your reservation.

Sponsors of the event include Mitek Communications Group (host sponsor); SCN (co-host and media sponsor); AMX; Biamp Systems; Bosch Communications Systems; Dove Net (The Project System); FSR; Herman Procurement & Logistics; InfoComm; Lutron Electronics; Rauland-Borg; Shure Incorporated; and West Penn Wire. The event is endorsed by PSA Security Network.

To learn more or register, visit nsca.org/blc or call 800.446.6722.

Online Training Offerings Increased

Through October 2010, NSCA members can get 10 percent off security courses offered through NSCA University and provided by The CMOOR Group. The courses offer systems contractors, designers, and technicians valuable technical knowledge as well as Learning Units (LUs) for NSCA's Certificate of Completion Program (CCP) or recertification.

Convenient, accessible training allows system integrators to expand their skill sets with new products and services that can help them grow their businesses. NSCA members also receive additional discounts on other courses available directly through the CMOOR Group. These courses may also be considered for LUs.

"Systems contractors are con-

stantly seeking education on OSHA in order to meet safety standards required on the job site," said Norah Hammond, NSCA senior director of professional development. "And, as they move into the security market to meet the growing demand for security technologies and applications, these courses become that much more important."

Online learning courses are available anytime, anywhere with interactive learning tools. These courses can be combined to meet the specific needs of employers. Each course is also eligible for LUs in NSCA University's College of Technical Knowledge CCP or as credit toward EST-L2 certification renewal.

To learn more about these and



COURSES ELIGIBLE FOR THE DISCOUNT INCLUDE:

- OSHA Outreach Training
- Physical Security Network Associated
- Physical Security Network Field Technician
- Structured Wiring and Termination Technician Certification

other online learning opportunities, visit nsca.org/securityceu or nsca.org/elearning.

➤ Calendar

January 14

NSCA Member Appreciation Reception, NAMM, The White House, Anaheim, CA

February 25-27

NSCA Business & Leadership Conference, Palm Beach Gardens, FL

➤ In Brief

A/E Toolkit Updated

NSCA's A/E Toolkit has been updated with information focused on improving sales tactics during a challenging economy. Eight new whitepapers, prepared by experts in a variety of industries, provide best practices for sales within the commercial electronic systems industry.

This information will help NSCA members use sales tools and processes to improve business as well as to leverage these approaches to win more work.

To start using the A/E Toolkit, visit nsca.org/aetoolkit.

Dante Joins Course Offerings

NSCA University has approved the addition of Audinate's Dante Audio Networking Course into its rapidly growing library of Partner Provider courses, which are eligible for NSCA Learning Units (LUs) to apply toward NSCA's Certificate of Completion Program (CCP) or recertification.

Audinate's Dante digital audio networking solution is becoming increasingly popular among installers, contractors, designers, and manufacturers of professional audio equipment. The Dante Networking Training Course provides an in-depth training of the system; participants will receive 4.0 LUs upon completion of the course.

This one-day course is for professionals new to Dante who are interested in the design and installation of Dante or those who are looking to gain a better understanding of digital audio networking technology.