

Obtain New Success Strategies - 2010 NSCA Business & Leadership Conference Dates and Location

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CEDAR RAPIDS, IA — Improving your bottom line is one success strategy, but improving customer satisfaction, understanding the next generation of your workforce, and utilizing the latest marketing tools are all proven strategies to outsmart your competition. Increase your success strategies at the 2010 NSCA Business & Leadership Conference sponsored by InfoComm International, February 25-27, 2010 in Palm Beach Gardens, FL at the world renowned PGA National Resort and Spa.

As the premier forum for executives and managers in the commercial electronic systems industry, the 2010 event will host world-class presenters and feature industry experts talking about industry issues that affect you and your ability to do business. Focused on engaging you and others in the industry, the event will feature networking events and interactive sessions allowing attendees to learn firsthand and create valuable connections.

“The 2009 conference was a great success for the attendees who brought home real solutions for real problems,” said Chuck Wilson, executive director of NSCA. “NSCA is looking forward to hosting the 2010 event to offer more success strategies to business owners and managers within the industry.”

The PGA National Resort and Spa recently completed a \$65 million transformation during the summer of 2009. The resort features five championship golf courses, a 40,000-square-foot spa and several restaurants and lounges, including the trendy new iBar. PGA National earned the Florida Department of Environmental Protection's Two-Palm Green Lodging Designation for its socially and environmentally responsible efforts during the renovation. Extend your stay in Florida and be part of the 2010 PGA Honda Classic hosted by PGA National to be held March 1-7.

For more information on the 2010 NSCA Business & Leadership Conference visit www.nasca.org/blc or call 800.446.6722. Registration will open later this summer, e-mail nhammond@nsca.org for program information or to reserve your spot.

About NSCA

NSCA is the leading not-for-profit association representing the commercial electronic systems industry. With more than 2,500 member companies worldwide, the National Systems Contractors Association is a powerful advocate of 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 contractor members and all channel stakeholders through education, advocacy, outreach and member services. NSCA University offers a variety of courses on topics such as project management, business, sales, design and technical knowledge. Courses are delivered through a variety of methods including conferences, regional trainings, online learning and webinars. NSCA works in conjunction with a variety of industry partners to provide relevant and meaningful education and certification programs. It also provides leading industry research and market intelligence, insurance solutions, the industry's most comprehensive manual of practice, Essentials of Systems Integration™ and other business tools. For more information, visit www.nasca.org.

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