Integrate

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Charting the Course:
Our Top 6 Priorities for 2024

Our 2024 priorities reflect a focus on helping you navigate opportunities cautiously, strategically, and profitably.
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A look at the most-used NSCA resources from the past year. **PAGE 26**

Introducing the **XBO Experience** from NSCA

The Excellence in Business Operations (XBO) Experience is a different kind of NSCA event—one aimed at educating your company's rising stars and future leaders. *By Tom LeBlanc*

During the 2024 Business & Leadership Conference (BLC) in February, NSCA announced a new next-generation leadership event: the XBO (Excellence in Business Operations) Experience. Start identifying the rising stars within your organization now so they can join us on Nov. 12-13, 2024, at the Georgia Tech campus in Atlanta.

Why Did NSCA Create the XBO Experience?

Many of our member companies are led by brilliant industry executives who have decades of knowledge—but these leaders can't run their companies forever. The XBO Experience addresses a growing need for NSCA members: It gives them a way to fill their next-gen leadership pipeline from within their own organizations.

It's not easy to prepare a future leader for the distinct challenges our industry faces. That's why, a few years ago, NSCA Community leaders launched the Next-Gen Academy, which offers content and discussion guidelines to foster learning around industry business and leadership challenges.

While it reveals what veteran company leaders wish they knew when they were getting started in their own leadership roles, the Next-Gen Academy lacks a platform for discussions. That's where XBO Experience comes in.

How Is XBO Experience Different from BLC?

BLC will remain NSCA's signature flagship conference, designed for established industry executives to help them lead their businesses better.

In contrast to these established leaders who attend NSCA's BLC, however, XBO Experience attendees are rising stars. They may not be company leaders yet … but check back in a few years.

Whether you're an integrator or manufacturer, think about the rising stars in your company who are preparing for a leadership track. They'll be the perfect fit for this event. Attendance is limited, so be selective about who you choose.

What Is the XBO Experience?

The XBO Experience is all about the next generation—even planned by next-generation industry professionals to make sure we hit on what future leaders want to learn (and how they want to learn it).

The principles we teach will be introduced in innovative and interactive ways, with collaborative discussions on topics like:

- Managing remote workers effectively
- Understanding personality traits to tailor management approaches and interactions
- Adapting to rapidly changing situations
- Maintaining situational awareness and navigating difficult conversations
- Practicing tried-and-true problem-solving methods
- Identifying and resolving workflow constraints and bottlenecks
- Transforming big ideas into actions and results
- Using unique strengths and personalities to gain trust and respect
- Uncovering the art of speaking up without overstepping authority
- Overcoming the fear of making mistakes
- Putting ethics, integrity, and honesty at the forefront

Talent is often referred to as our industry's signature challenge, and it's tough to argue otherwise. By talking so much about the challenges of recruiting and hiring, however, do we sometimes limit these talent conversations? After all, it's just as important to focus on cultivating leadership talent and building a strong pipeline of next-generation leaders as it is to improve recruiting and hiring.

We look forward to seeing your company's future leaders at the XBO Experience this November! △

*Tom LeBlanc is executive director at NSCA. Contact him at **tleblanc@nsca.org**.*

Register for XBO Experience

Once you've identified the rising stars in your company, let them know about XBO 2024.

XBO 2024
Nov. 12-13
Georgia Tech Campus
Atlanta

Although registration isn't available yet, you can join our waiting list by emailing NSCA Director of Operations Teresa Solorio at **tsolorio@NSCA.org**

Attendees of XBO Experience will be our industry's next-generation leaders.

XBO Experience attendees are future company leaders. Whether you're an integrator or manufacturer, think about the rising stars in your company who are preparing for a leadership track.

Integrate
IN THIS EDITION

NSCA BizSkills

InfoComm 2024 • June 11, 2024 • Las Vegas

Thousands of integrators will converge on Las Vegas this summer to learn about the latest AV integration technology at InfoComm. While you're there on June 12-14, you can also get business training from NSCA!

Just like last year, we're leading a full-day BizSkills training session on June 11 (the day before InfoComm).

This comprehensive program delivers a strategic business curriculum, empowering participants with invaluable insights and tools that are crucial to enhancing pro AV business operations. Attendees can select between two morning sessions and two afternoon sessions, while also getting to hear a midyear industry report on the 12 factors impacting the integration market in 2024.

NSCA BizSkills Tracks

- Project Management
- Finance
- Sales
- Operations

**BizSkills registration is free for NSCA members.
(Use "ICBIZ" as the coupon code during registration.)**

Register Now

NSCA Education Foundation Fundraiser Luncheon

InfoComm 2024 • June 12, 2024 • Las Vegas

If you've ever walked the trade show floor or had back-to-back meetings at InfoComm, you know it's incredibly difficult to stop for lunch. If you're going to take a break, you need a good reason—and we've got one!

The NSCA Education Foundation is hosting a fundraising luncheon, giving you a great excuse to take a break, eat lunch, and catch up with people you may not have a chance to see otherwise. All proceeds benefit the NSCA Education Foundation's workforce development efforts.

Contact memberservices@nsca.org for more information.

NSCA Presents... Strategic Planning: A Plan Your Team Can Execute
AVIXA Lecture Series Featuring Mark Fenner

April 25, 2024 • Virtual Event

While most integration companies are great at carrying out their mission—to provide innovative technology solutions to their customers—they often need help identifying and working toward achieving their strategic goals.

This AVIXA Lecture Series session, presented by NSCA, helps integration leaders recognize the first steps toward identifying and executing a strategic plan. It starts by recognizing what your plan truly is (which may not always be obvious) and then aligning every team member with your company's vision, strategy, and priorities.

This session teaches you how to create a one-page strategic plan that will achieve your BHAG (big, hairy, audacious goal). Then you will learn how to:

- Prepare your team
- Carry out best practices to lead a strategic planning session
- Develop fundamentals to execute your plan
- Enable quicker decisions and create a culture of accountability

If you want a clear roadmap to create an executable plan, then don't miss this event. It will give you everything you need to make your most audacious goals a reality. **Register Now**

Construction Was Up in 2023—Significantly

Highest-growth markets include manufacturing, hospitality/lodging, and houses of worship.

Twice a year, NSCA partners with FMI to produce the *Electronic Systems Outlook* report. The latest report—the Winter 2023 edition, which was just released in March 2024—includes information based upon actual construction data from January through November 2023, as well as forecasted information for 2024 and beyond.

As the construction market, economy, and our industry continue to contend with chaos, inflation, and high interest rates, good news continues to be somewhat of a surprise—but total U.S. engineering and construction spending is forecast to end 2023 up 10% compared to 2022. This growth was driven primarily by nonresidential construction, which is more good news for integrators.

All markets were up by more than 5% as compared to 2022, and many markets were up by double digits—but three stand out:

- **Manufacturing** (up 78%), driven by the IIJA, CHIPS and Science Act, and IRA.
- **Hospitality/lodging** (up 23%), driven by increased travel (both personal and business).
- **Houses of worship** (up 20%), driven by adoption of digital platforms and an increase in donations.

No commercial markets were down in 2023 as compared to 2022.

"There's lots of valuable information in this report for integrators," says NSCA Executive Director Tom LeBlanc. "For example, a 2% increase in engineering and construction spending levels is predicted in 2024 compared to 2023. The report also indicates that, while there was some improvement in productivity, ongoing issues with labor and materials pricing, as well as weakening expectations across private lodging, office, and commercial segments, are likely going into 2024."

Learn More
The Electronic Systems Outlook Winter 2023 report is free for NSCA members. **Download Now**

Charting the Course: Our **Top 6** Priorities for 2024

To establish association priorities for the coming year, NSCA holds an Annual Member Meeting during the Business & Leadership Conference. Here's a recap of what we're focused on in 2024.
By Tom LeBlanc

The 2024 BLC Planning Committee selected speakers who could support our association's priorities for 2024, including Dr. Jessica Kriegel, who spoke about building company cultures that foster accountability.

NSCA is your trade association. We wouldn't exist without you—which is why we focus our efforts only on activities that will improve this industry (and your business).

To do this, we work with NSCA's Board of Directors and countless others in the NSCA community every year to identify our top priorities.

Right now, we know that integrators continue to have lots of reasons for optimism. The solutions you offer are coveted by customers in every market, as so many organizations take steps to improve their work environments through better communication, connectivity, and security.

But we also know that profitability continues to be tenuous. That's why our 2024 priorities reflect a focus on helping you navigate opportunities cautiously, strategically, and profitably.

We're committed to enhancing and developing the best business climate possible for your company by focusing on these key areas in 2024.

1. Optimizing Intelligent Risk-Taking

NSCA members face many questions and forks in the road:

- Is this a good project or a profit-killer?
- Is our demanding new customer worth the resources it requires?
- What is our role in the mergers and acquisitions market?
- Should our company be pursuing new customer opportunities, and what investments are necessary to support them?
- Is a new hire worth it?

These decisions have a major impact on whether your company is propelled forward or set back.

That's why NSCA aims to help member companies become better at logical decision-making and weighing risks and rewards.

Through the many resources we offer, such as the *Financial Analysis of the Industry report*, we want to help you better understand things like margins, backlog, and sales funnels, and use logical planning to avoid missteps while optimizing growth.

2. Providing Business Clarity

Running an integration company isn't easy in any era, but it's increasingly challenging as integration leaders contend with chaos.

How can you budget for what you can't anticipate? How can you deal with turmoil related to continual staff training in a desperate effort to keep pace with fast-evolving technology? How can you maintain company culture, pride, and accountability standards when so many employees require remote or hybrid work? Each day brings unrest, making it difficult to find clarity.

NSCA aims to elevate its support for integration leaders throughout 2024 by making sure our resources—whether a webinar or a whitepaper—bring more transparency and simplicity to what you do.

3. Filling Our Industry Pipeline

Year in and year out, integrators recognize the need for new talent—in the field and in the back office—as well as the development of future company leaders. This doesn't make our industry unique, but we are uniquely challenged with a wide generation gap between those who've worked so hard to elevate integration companies and the next generation of leaders.

In 2024, NSCA is doubling down on developing next-generation talent. Our soon-to-launch Excellence in Business Operations (XBO) Experience

event cultivates next-gen leadership discussions unlike any other NSCA event: It's a conference planned and led *by* the next generation *for* next-generation attendees.

Meanwhile, our **Ignite career awareness and internship programs** will be highly prioritized in 2024. These goals are twofold: They're not only about breaking through the industry bubble and hiring new and diverse individuals, but also about developing company and industry leadership pipelines.

4. Inspiring Vigilance About Codes, Regulations, and Compliance

We're already seeing a steady stream of proposed laws and regulations that could limit an integrator's right to install limited-power solutions (Power over Ethernet) for customers in 2024.

NSCA won't let up in leading members through these challenges and working with the Connected Technologies Industry Consortium to advocate on behalf of the industry. In addition to limited-power regulations, NSCA tracks bills related to cybersecurity, school safety (in conjunction with the **Partner Alliance for Safer Schools**, or PASS K-12), sustainability to help integrators play a bigger role in creating healthy buildings, and more. Use **NSCA's portal to track legislation** that may impact your business

> # Our 2024 priorities reflect a focus on helping you navigate opportunities cautiously, strategically, and profitably.

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5. Providing Financial Leadership Support and Resources

In order for profitability to be achieved, integration companies' financial leaders have never been more important. They need to take hard stances and set standards to make sure projects have a chance to be profitable. They need to de-risk proposals.

Many integrators entered 2024 with strong backlogs. That opportunity elevates the need for an integration company's financial leadership to be empowered to make sure these opportunities are indeed opportunities and not double-edged, profit-killing swords.

NSCA will continually provide guidance on this topic through skills training, **roundtable discussions**, and resources like our recently released *Financial Analysis of the Industry*. It provides industry-specific metrics that will help you create business rules and put valuable KPIs in place.

6. Staying in Step with the Pace of Change

As well-equipped as NSCA integrators are to evolve with customers' evolving needs, it's still daunting to deal with today's meteoric pace of change. Needs are shifting and escalating. AI relevance is emerging. On the business side,

integrators face forks in the road when it comes to margin erosion, compliance issues, industry consolidation, interest rates, and much more.

NSCA will continue to challenge members to position themselves to solve customers' evolving business needs—and give them the resources to do so.

A Note of Thanks

We want to thank our valued members who regularly leverage us for business resources, advice, data, news, and workflow tools. We're honored to help you manage issues that affect your organization and are proud to be your voice in matters that impact our industry. NSCA is privileged to be the association you rely on for direction and guidance. We are your voice, your business resource, and your trusted advisor.

None of the goals here can be met without your support. We look forward to helping you with your continued business success. ♻

Tom LeBlanc is executive director at NSCA.
*Contact him at **tleblanc@nsca.org**.*

The Best of the Best:
Unveiling Our 2024 Award Winners

Meet the companies and individuals honored by NSCA at the 2024 Business & Leadership Conference.

Excellence in Business Awards

This awards program recognizes integration firms that choose to address challenges head-on by implementing tactics and strategies to improve business performance.

From left: Kyle Dunaway, Hyphn; Chuck Fairchild, Fairchild Communications; Bob Bobuk, 5 North Media; Sam Neuenschwander, Parallel Technologies; Dirk Propfe, ET Group; Dawna Payne, Texadia Systems; Dan Schmidtendorff, NSCA President; and Tom LeBlanc, NSCA Executive Director

Category: Business Performance
Winner: Hyphn

Hyphn grew its Workplace Technology division (WPT) from one to 40 employees in four years. It also launched a customizable service model backed by WPT that gives customers multiple service options to choose from. The compay's WPT Framework makes it easy to update processes as the business continues to grow.

Category: Customer Experience
Winner: Parallel Technologies

After recognizing a disconnect between capabilities of implemented solutions and clients' abilities to fully leverage them, Parallel Technologies created a new role: client success manager. New KPIs are used to track customer satisfaction, system utilization, and business outcomes as a result of this role. Results show stronger client satisfaction and more inclination to invest in advanced system sales and professional services.

Category: Differentiating Strategies
Winner: Fairchild Communications Systems

Fairchild Communications Systems needed a strategy to carry out the leadership team's long-term plan to grow amid the challenge of finding additional qualified staff. During this time, it became evident that the current team needed to work more efficiently. To enable this—and to prepare for growth—the company upgraded to Q360 by Solutions360, an NSCA Business Accelerator, to quickly track and analyze all aspects of the business and grow organically.

Category: Employee Engagement
Winner: ET Group

ET Group has made great strides and achievements to recover from poor leadership, employee burnout, high turnover, and financial uncertainty. Through innovative practices like self-management, self-set salaries, decentralized decision-making, and hybrid work models, employees now have a say in how they work as individuals and as a team.

Category: Strategic Transformation
Winner: 5 North Media

5 North Media expanded its portfolio of services and entered the integrated AV world. With guidance from NSCA, the team implemented solutions from Solutions360 and D-Tools to grow the business while continuing to operate its recurring-revenue model. These tools accelerated the average project from $10,000 to $250,000.

Category: Talent Development
Winner: Texadia Systems

Texadia Systems fosters an environment where employees are not only empowered to carve out their own career paths, but also recognized for their strengths and potential. An emphasis is placed on helping employees develop new skills. For example, the tech leaders running projects in the field wanted training on communication, budgets, and interaction—so Texadia Systems made it happen.

Excellence in Product Innovation Awards

This program honors manufacturers and products that have a profound impact on systems integrators.
Any manufacturer that produces innovative technology for installation by commercial integrators is eligible.
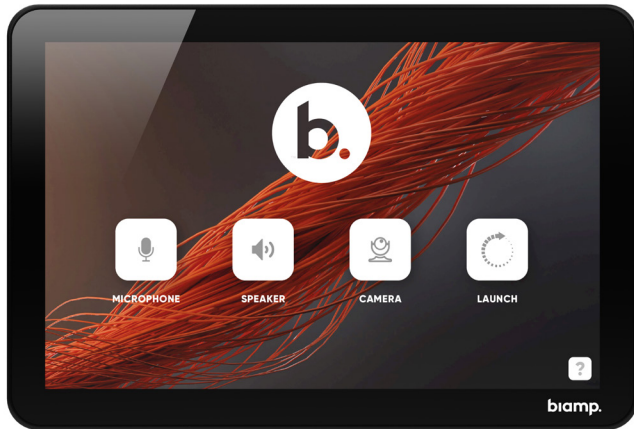
Category: Ease of Customization

Winner: Biamp Apprimo Touch 8i

This panel makes it easier to operate and manage AV equipment in a wide array of spaces, including performance venues, lecture theaters, conference rooms, classrooms, and courts. The Apprimo Touch 8i combines the flexibility and attractiveness of a touch panel with the power of an integrated controller that excels at simplifying the complex.

Category: New Revenue Potential

Winner: Crestron Flex Pods

Crestron Flex Pods deliver flexible, high-quality audio for hybrid meetings and are scalable across many spaces. The tabletop wireless audio solution allows customers to have more choices in how they deploy Crestron microphone and speaker solutions across the enterprise for hybrid meetings.

Category: Recurring Revenue Potential

Winner: Wesco Conference Room as a Service

Wesco's Conference Room as a Service supports the comprehensive AV needs of conference, meeting, or huddle rooms and enables seamless collaboration among employees. Wesco provides the hardware, support, remote monitoring portal, and advance replacement warranty through an easy-to-budget monthly subscription.

Category: **Retrofit/Installer-Friendly**

Winner: Sony Crystal LED VERONA Series

Sony's latest-generation VERONA modular crystal LED video walls deliver breathtaking images with impressive brightness and clarity. VERONA's extraordinary black levels, low reflection, high brightness, wide color gamut, and high refresh rate, plus installation-friendly features, let content creators compose immersive and realistic visual experiences on any scale.

Category: **Trailblazing Innovation**

Winner: Symetrix xIO XLR-Series

Symetrix's xIO XLR-Series sets the standard for performance IO with pristine audio, industrial-strength materials, exceptional design, control options, and a complete line of models that reliably deliver sophisticated results. These wall-mounted, mic/line, Dante-enabled endpoints include an ultra-high performance audio signal path. The result is best-in-class clarity, intelligibility, and accuracy that maximizes performance of the entire system.

Category: **Technology Platform**

Winner: AMETEK SurgeX CONNECT

SurgeX CONNECT redefines power management, offering a cloud-based dashboard for seamless control from anywhere. Intuitively toggle, reboot, and monitor outlets and devices, empowering you to confidently meet power quality requirements across diverse sites. Proactively address issues, optimize performance, and save costs.

Category: **Overall Grand Prize Winner**

Winner: Sharp ePaper

Sharp's new ePaper offers user-friendly features to ensure a seamless integration into ongoing business practices. Sharp's ePaper is a new digital paper display using 0W of power at the panel, meeting the growing demand for sustainable development goals. It features a paper-like electronic display with both the high visibility of paper and the ability to be rewritten when necessary.

From left: Linda Greene (John's wife), Mitch Greene (John's son), Alesia Hendley, and Mike Boettcher (NSCA Board Member and John's longtime colleague)

JOHN GREENE MENTORSHIP AWARD

Named after John Greene, a well-known industry educator and mentor, this award honors his legacy of helping others by recognizing those who carry on his mission of mentorship. He was passionate about helping others reach their full potential, and he was always willing to go the extra mile to support his students and colleagues. Greene was a role model for many during his 30-year career. He passed on May 13, 2021, at age 63 after a lengthy battle with cancer.

WINNER

▲ **Alesia Hendley**

Alesia Hendley is an AV professional who found her passion for the industry at a young age as a sound engineer in her father's church. Today, in addition to working for one of the world's most prestigious microphone manufacturing companies, she's also one of the industry's top influencers and content creators. She's been included in *Commercial Integrator's* 40 Under 40 influencers list, *Installation's* Pro AV Watch List roundup, and *SCN's* The Nine list. As an industry leader, she focuses on paying it forward and using her platform to amplify other voices.

> " Learning that I won the first-ever John Greene Mentorship Award left me speechless. John always poured into me, especially early on in my career. He constantly cheered me on, shared his knowledge with me, and encouraged me in times when I wanted to quit. To know I'm playing a part in others' lives the way John did for me is a true honor and a blessing. I plan to continue paying it forward with his contributions to not only me but also this entire industry forever in my mind and heart. "

PER HAUGEN LIFETIME ACHIEVEMENT AWARD

Per Haugen was instrumental in the launch of the NSCA Education Foundation and helped expand the influence of NSCA's mission. In his honor, the Per Haugen Lifetime Achievement Award is given to an individual who exhibits dedication to philanthropy and social responsibility; is an active leader in the financial well-being of the industry, NSCA, and his or her company; demonstrates high ethics, values, integrity, and honesty in all business practices; and holds strong values in every aspect of life.

WINNER

▲ **Ingolf de Jong**

Ingolf de Jong has worked in the industry for more than 40 years and is the former CEO and owner of General Communications Inc. (GENCOMM) and Communa Technologies. He has served on various boards throughout his career, including time as PSNI vice president, ISE board member, and NSCA president. Today, he serves on the NSCA Education Foundation Board. Outside the industry, he serves on the Salt Lake Chamber Board of Governors and was the co-chair of the Small Business Committee. He also holds two U.S. patents: the first for an acoustic panel and the second for a Bluetooth Technology Conferencing Interface Device.

> " For many years, I observed industry leaders be honored with this award. These were successful individuals who gave back to and strengthened our industry by developing a pathway for future generations to follow. They were people I looked up to and sought to learn from. To be honored with this award myself is beyond my comprehension. I have always looked at my efforts as simply trying to help move our industry forward. I truly love our industry and the positive impact we have on every facility we work in. We are surrounded by extraordinary people. "

From left: NSCA CEO Chuck Wilson, Gina Sansivero, and
NSCA President Dan Schmidtendorff

VOLUNTEER OF THE YEAR AWARD

This award is given to someone who unselfishly and consistently donates their time, effort, and talents to NSCA and the NSCA Education Foundation.

WINNER
Gina Sansivero ▲

Gina Sansivero is the vice president of marketing and corporate communications at AtlasIED. She has over 17 years' experience working within the audiovisual, security, and communication technologies industry in marketing and business/market development roles. As an active industry cheerleader, she believes in giving back to an industry that has helped her mature professionally and is currently on the board of directors for Women In AV/IT (WAVIT President) and the NSCA Education Foundation. Gina also volunteers for a number of industry associations, including Educational Technology Collaborative (ETC), NSCA, and AVIXA among others.

> "
> I sincerely enjoy the work I do with the associations and organizations of which I'm a part, and I hope to have the opportunity to continue to support, expand, and strengthen this industry. I may have fallen into the AV industry years ago, but the individuals in the industry and the opportunities to grow and expand my skills are why I have stayed. I feel it's necessary to give back to those that have professionally given me so much. And I will continue to help make sure others have opportunities for growth and the support they need to excel.
> "

NSCA EDUCATION FOUNDATION FOUNDERS' AWARD

This award recognizes a lifetime of contributions to better our industry, celebrating those who inspire our community of professionals and build ladders to help others achieve success.

WINNER
Jay Rogina ▼

Jay Rogina has more than 35 years of executive management and technical experience in the support of customers at various top electronic technology firms. As a principal of Spinitar since 1999 and former CEO, Jay focused on providing Spinitar's overall strategic direction and visionary leadership while fostering Spinitar's strong customer, manufacturer, and industry partner relationships. In addition to leading Spinitar, Jay also served as president of InfoComm's international board, making him well respected in the audiovisual industry.

> "
> I feel so honored to be recognized by my peers and friends in this amazing industry! Receiving this award makes me feel so blessed. I've maintained a belief and focus: 'Treat everyone as you would like to be treated.' This begins with trust!
> "

NSCA CEO Chuck Wilson, Jay Rogina, and
NSCA President Dan Schmidtendorff

NSCA BUSINESS ACCELERATOR OF THE YEAR

This award recognizes an NSCA Business Accelerator that serves the NSCA community by providing valuable resources and expertise.

WINNER

◀ **alliantgroup**

alliantgroup is a national tax consulting services firm that specializes in helping businesses access tax credits and incentives, such as the Research and Development (R&D) Tax Credit and the Employee Retention Credit. Their core mission is to help American businesses overcome present challenges and prepare for the future by implementing quantifiable solutions to critical concerns.

From left: alliantgroup's Brad Transgrud, NSCA's Mike Abernathy, and alliantgroup's Kevin LeCompte.

NSCA MEMBER ADVISORY COUNCILMEMBER OF THE YEAR

This award recognizes an NSCA Member Advisory Councilmember that serves the NSCA community by providing valuable resources and expertise.

WINNER

Revenueify ▶

Revenueify specializes in sales coaching, training, and revenue operations. Its leaders work to empower integrators to achieve their revenue goals by optimizing sales strategies, coaching sales teams, and leveraging data-driven insights.

From left: Revenueify's Bob Lobascio, Revenueify's Tyler Ebnet, NSCA's Abernathy, and Revenueify's Marc Sierra

How Landing Pages Will Help Your Sales Efforts *Take Off*

Most businesses direct prospects to homepages. While that's a *safe* place to send potential customers, it's not always the *best* place. By Tim Alevizos

E mail marketing and social media posts. Ads and search engine results. These are common marketing tools in the digital age, but none of these tactics is an end in itself.

Every email should include a call to action (CTA) that guides interested parties into the sales funnel. Every social media post and online ad should include a link that immerses the target audience more deeply into your world.

But what's the ideal destination for those links?

Most businesses direct prospects to their homepage. While that's a safe place to send potential customers, it's not always the best place.

After all, your homepage is the face of your brand. It's the gateway to navigating the breadth of your company. As such, it's a broad canvas that can lead visitors in any number of directions—and they may not know where they want to go.

Landing pages can produce high-potential leads, generate significant site traffic, boost SEO, and track the effectiveness of marketing messages.
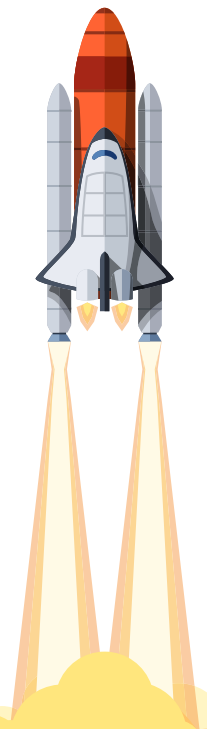
*super*VOX

a creative agency

Homepage vs. Landing Page

Instead of your homepage, it's often a better idea to send prospects to a landing page: a single page that acts as a targeted destination, specifically created to immerse prospective customers in your marketing messaging and drive them to take a desired action.

Let's consider an example. If the purpose of an ad or social media post is simply to encourage prospects to learn more about you, then sending them to your homepage is a great idea. But what if you attracted their attention by referencing a specific product, plan, offer, or service? In those instances, it's smart to send your prospect to a landing page that speaks to their interests, needs, or expectations and helps you capture their contact information.

Let's say you create a whitepaper about the power of digital signage, and you want to use it to generate sales leads. Here's what you can do to generate high-potential leads:

1. Write a LinkedIn post about the whitepaper or create an ad that offers it as a free download.

2. Send interested parties to a landing page that expands on the value of the whitepaper's contents.

3. On this page, ask these parties to provide their email address in exchange for this valuable piece of content so you can connect directly to your sales lead.

Landing pages can also help generate significant site traffic and improve your SEO (search engine optimization). They're a powerful way to track the effectiveness of your marketing messages, too.

An Industry Landing Page in Action

In Spring 2023, Supervox worked with **The Farm** to give this California-based enterprise AV services provider a new website.

To create engagement and excitement, and to give interested readers a reason to visit the site, we played off the company's distinctive chicken logo and launched a "Name That Chicken" contest. Social media posts carried messaging that drove the audience to a branded landing page. This page highlighted the company and directed interested contestants to share their contact information.

The landing page accomplished exactly what it intended to do: It increased web traffic to The Farm's website by 220% during the contest and provided The Farm with 219 leads on the first day of the two-week contest alone.

Connect Potential Customers with What You Offer

Here are few more important attributes of landing pages to consider:

• They're quick, easy, and economical to build.

• They're simple for your social media people to work with.

• They're a breeze to integrate with your email marketing platform.

• They're simple and to the point for customers. There's no confusion and no wasted time.

You offer something, and a landing page makes sure people understand it. They're that simple—and that effective. After all, the faster and more directly you engage a prospect, the likelier you are to convert them to a customer. ⌂

*Tim Alevizos is a partner at Minneapolis-based **Supervox Agency**, an NSCA Member Advisory Councilmember. He also serves on the SAVe board as co-chair of the Education Committee.*

The Latest from NSCA's Solution Provider Members

Unfiltered content provided directly from NSCA's manufacturer and solution provider members to keep integrators updated.

Integrated network audio solutions for a **smarter and safer school.**

Axis Communications, Inc.

Unlock Success: Tools and Strategies for Consulting with Education and Other Clients

It was great to be at the Business Leadership Conference with you all! Our very own James Marcella spoke about our involvement with NSCA and the Partner Alliance for Safer Schools (PASS K-12). We partner and align with the Pass K12.org safety and security guidelines for schools and have resources to help you consult with clients in education and other industries.

We welcome you to join us for a webinar, Integrated network audio solutions for a smarter and safer school, to be prepared to offer your education customers the recommendations they need.

Watch on Demand

Feel free to reach out to Chris Wildfoerster, audio program manager, **chrisw@axis.com** for assistance, or connect with your local Axis representative at 800-444-2947.

JetBuilt

Jetbuilt has unveiled a new module, Portal, as part of a continued roadmap to ignite industry-wide collaboration by building a platform for every industry professional.

Jetbuilt's Portal enables integrators to share pertinent information, such as project status, drawings and designs, equipment manuals and other project details, within the Portal to provide an organized flow of communication. An integrator can update the project status as it moves from various phases, such as contract, engineering and installation, and eliminates client inquiries regarding the latest update on an ongoing project. The integrator and the client can communicate fluidly, asking questions and providing answers.

Learn More

ADI

A Safe Port in a Network Storm: An e-book about finding security answers with AVoIP.

Not too long ago, bandwidth was the biggest challenge in convincing IT gatekeepers to allow AV devices on their network. Now, it's all about security. How can AV integrators work with IT and cybersecurity teams to deliver the best experiences while protecting the network?

Download this e-book to learn about:

- The importance of AV teams working with IT teams
- What AV over IP (AVoIP) is
- How to capitalize on the growth of AVoIP
- How to create a more secure AVoIP environment
- And more

Learn More

Dynacord

Dynacore Go compact, amplify smart

Dynacord expands its V Series amplifier line with compact V600:2 two-channel model

- Versatile, lightweight two-channel power amplifier at an attractive price point, ideal for background music and announcements in small to mid-sized commercial installations
- Unique Dynacord technologies for reduced cost of ownership, with low energy consumption and flexible power-load allocation
- Easy handling and trouble-free amplifier operation – even under demanding power conditions – all with a compact form factor of just one RU high and half a rack width wide

With a total output capacity of 600 watts, this compact two-channel amplifier is not only tailored for background music and announcements but also excels whenever higher sound pressure levels in small to mid-sized fixed installations are required, including educational facilities, hospitality venues, retail areas and houses of worship. Enhancing installation versatility, integrators can now mix and match different V Series models to precisely meet their specific project requirements.

The V600:2 combines the same best-in-class features as the four-channel model V600:4, ensuring advanced efficiency and reliability. Proprietary technologies including powerTANK, Variable Load Drive (VLD), ecoRAIL and dualCOOL work together to provide flexible power usage, reduced power consumption and silent, uninterrupted operation.

At just a single rack unit high and half a rack width wide, the V600:2 offers a multitude of installation options wherever space is limited. The included brackets facilitate single or dual rack-mount options as well as unobtrusive installation wherever needed, such as under counters. Two amplifiers fit in a single rack unit when rack-mounted side by side, efficiently using space and doubling the channel count and output power.

Learn More

Exertis Almo

Spring is in the Air: The Exertis Almo Spring 2024 E4 Experience, That Is!

The days are getting longer, the birds are singing, windows are open, and boots and winter coats are ready to be packed away … this could only mean one thing:

Yep. The Exertis Almo Spring 2024 E4 Experience is underway!

With a stop in **D.C. Metro** earlier this month, and another one about to take place in **Chicago on April 16** (register today!), the spring experiences include an entirely new lineup of business sessions, each worth an AVIXA CTS renewal unit, three immersive demos focused on AI, XR headsets and drones, and 40+ exhibitors previewing the newest AV products and services.

Educational Sessions:

- *Keynote: 9 Cool New Products and 4 Cool New Technologies that Will Change AV Forever*
- *Monetizing Digital Signage*
- *Navigating the Future: Harnessing AI in Enhanced Collaboration (offered twice)*
- *Being Smart About Smart Buildings*
- *Hybrid Harmony: A Comprehensive Guide to Audio and Video Tools for All Work Scenarios*
- *Modern Meeting Room Design*
- *C What You're Getting Into: An AV Pro's Guide to USB Type-C*
- *Basic Acoustics for Meeting Rooms*
- *An AV Pro's Guide to Everything Wireless*

Live Demos:

- **Microsoft Teams Room Experience Center:** Available for the first time at the E4 Experience, the Microsoft Teams Room (MTR) demo moves beyond the AI bandwagon to embark on a journey into the transformative power of AI. Attendees can participate in a live AI-enabled experience that demonstrates how the technology is revolutionizing the way professionals work, communicate, and collaborate.

- **XR Solutions Booth:** E4 Experience attendees will have the opportunity to try out XR headsets from Exertis Almo's newest partner, **PICO Business** to inspire new use cases. The healthcare demo gives the experience of meditation and stretching options to enhance well-being and relaxation in a virtual environment while the corporate demo shows how employees can engage in immersive simulations that enhance communication, leadership and teamwork for a dynamic learning experience.

- **Drone Solutions Booth:** Using a **DJI drone**, live demos will take place in an outdoor location in Phoenix, AZ to showcase the Command and Control features of the drone. This demo will be shown on an Absen video wall from the E4 Experience show floor.

Exhibitors:

The following Exertis Almo partners are showcasing the newest AV products and services at the E4 Experience: Absen, Atlona, Audio-Technica US, Aver Information, Avocor, Barco, Bose Professional, BrightSign LLC, Christie Digital, Comprehensive Connectivity, Epson America, Harman Professional, Hisense USA, INFiLED, Jabra, Kramer Electronics, Legrand AV, Lenovo (new partner), LG, Listen Technologies, Lumens Integration Inc., MAXHUB, NETGEAR, Nureva, Panasonic, Peerless-AV, Philips, Planar Systems, PTZOptics, Samsung, Sennheiser, Sharp, Sony, SpinetiX, ViewSonic, and Yamaha Unified Communications.

Learn More

exertis | ALMO

AtlasIED

AtlasIED is pleased to announce that the new Aimline Series of digitally steerable and passive column arrays has been selected for two Best of Show awards at the recent Integrated Systems Europe (ISE) show in Barcelona, Spain.

The new Aimline series won Best of Show from Sound & Video Contractor as well as Installation.

The awards recognize the best products and solutions on display at ISE 2024. All entries were reviewed by a panel of industry experts, speakers and editors. Factors taken into account include how diverse and comprehensive Aimline features are; how easy it is to use and how it integrates with other products; its value for money within the market; and how innovative and unique it is within the market.

Learn More

AV Design Labs

AV Design Labs reinforces US based presence by helping immigrate two employees from their India operations to New Hampshire.

Nipranch Shah and Vikas Modi will be based out of New Hampshire and continue to service our customers during regular business hours.

With their addition, AV Design Labs is now in a position to provide coverage round the clock if needed with drawings and designs of AV systems.

Learn More

Crowd Count: 22+
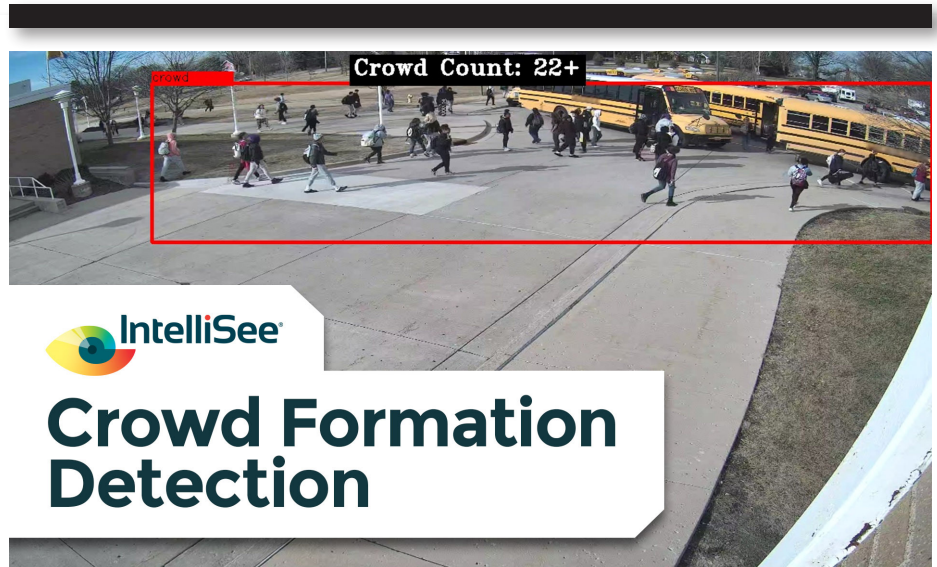
IntelliSee

Crowd Formation Detection

IntelliSee

In January, we rolled out the latest detection available with IntelliSee — crowd formation. Using AI, the software counts the number of people in a camera's frame, allowing end users to detect the formation of crowds in parking lots, common spaces, in front of an emergency room, and more. The sudden formation of a crowd is often associated with a medical emergency, a physical altercation, or criminal activity. Immediate security dispatch in these scenarios can prevent serious injuries and the high cost associated with theft and property damage.

As with other detections, the sensitivity settings can be customized. In this case, you can adjust the number of people that will trigger a crowd formation alert, ranging from 3–20+. This can be adjusted per individual camera. When IntelliSee adds new threat detections, there are no additional costs for users. That's because the detection is rolled out through a simple software upgrade to their existing hardware. This means IntelliSee is an investment that not only increases safety, but continues to generate ROI — now and in the future.

Reach out to learn more about crowd formation and other IntelliSee capabilities directly from our team by emailing sales@intellisee.com. You can also stop by our booth at ISC West from April 9–12 in Las Vegas. We will be in attendance alongside AtlasIED as we demonstrate our multi-risk detection platform in action.

Learn More

IntelliSee®
Smarter surveillance for a safer world

Middle Atlantic Power

Connecting People, Spaces and Experiences through Digital Signage

Digital signage was a key part of the response to the pandemic, which led to a greater exposure to the benefits of this messaging technology. Digital signage opportunities continue to gain traction, which means it's prime time to start up conversations with your customers about creating reliable digital signage systems that unfailingly communicate consistent messaging.

"The power of digital signage to address a wide range of challenges is what keeps things interesting," said Michelle Montazeri, Manager of Digital Signage at Legrand | AV. "Exciting trends like personalization, interactivity, big data and improved experiences are great conversation starters on the value of digital signage with decision makers. If we can get across what's possible to make lives easier and enhance consumer experiences with a brand, we can overcome a lot of the initial hesitation."

The brands of Legrand | AV work behind the sign to fulfill the promise of exceptional audience experiences. We do this with AV solutions that connect and protect the integral parts of a complete digital signage system. Since Legrand | AV works closely with leading display manufacturers, content creators and software providers, we get the advantage of a larger view toward trends in the industry.

Legrand | AV offers digital signage kiosks for indoor and outdoor digital signage, as well as commercial mounts that are designed for speedy installation and easy maintenance.

To find more about the latest trends, grab some free diagrams, or connect with one of our dedicated support teams for end-to-end assistance, visit **www.legrandav.com/digitalsignage**.

L⁊ legrand® | AV

Biamp

Biamp now features Evoko room and desk scheduling—**learn more**.

Parle ABC / VBC 2500 conferencing bars are now certified for Microsoft Teams and Zoom.

Jeron

In Jeron's continuing efforts to make healthcare communications more efficient for clinical end-users, Jeron Electronic Systems, Inc. is proud to offer healthcare facilities a new touchscreen Annunciator Station option used on the Provider 790 Nurse Call System to visually show and audibly annunciate active calls, expired workflows, timers, and rounding reminders. It is typically located in any area that is readily accessible to staff and caregivers, including patient corridors, utility rooms, or lounges.

It is available now with no shipping delays, reach out to Jeron at: **https://www.jeron.com/contact/contact-sales/**

Jeron has been manufacturing Made-in-the-USA life safety communication systems for 60 years.

Niveo

Thank you to all for supporting the BLC and NSCA. Niveo Professional is excited to release a spring promotion for our NSCA friends for our Managed AV over IP Switch Solutions.

Test one of our switches and you get it free after buying 6 switches. This promotion will run March through May 2024. It is simple as that and includes our full engineering and configuration support. Visit us at **www.niveoprofessional.com**

The switches included are:

1Gb solutions - NGSME8T2H-AV, NGSME8T2Hx-AV, NGSME16T2H-AV, NGSME24T2H-AV, NGSME24T4H, NGSME48T4H and NGSME48T4Hx.

Please contact David Stephens for details:
**david@niveopro.com**
954-261-6582

Owl Labs

We've launched exciting new features and enhancements to make the Meeting Owl and Owl Bar multi-camera experience even better.

These include improvements to the Owl Intelligence System (OIS) to more accurately and quickly capture active in-room speakers. Additionally, we have made our Ignore Zone and Pano View features available on the Owl Bar for greater customization and flexibility.

To learn more about what's new in the Owl Labs ecosystem check out our latest product webinar. To learn more about Owl Labs or become a partner, contact us at resellers@owllabs.com.

Learn More
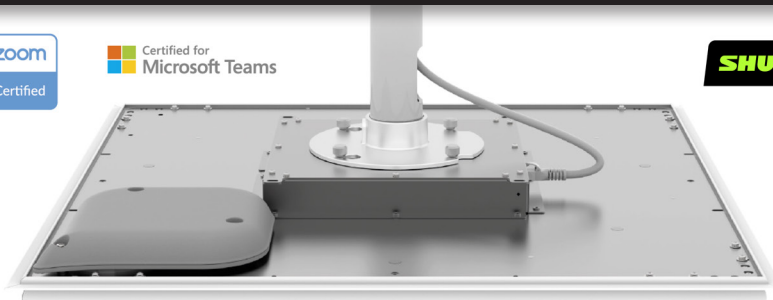
+ MXA902 INTEGRATED CONFERENCING CEILING ARRAY

Shure

You know and love the MXA920; now meet the MXA902 Integrated Conferencing Ceiling Array

The MXA902 is the first integrated ceiling array microphone and loudspeaker with onboard IntelliMix® DSP for AV conferencing. It delivers premium audio capture and reproduction in small to medium-sized meeting spaces – with just one device. Single-Zone Automatic CoverageTM technology captures every participant, a wide-dispersion loudspeaker delivers robust sound throughout the room, and onboard IntelliMix® DSP ensures echo- and noise-free audio. It's the fastest way to better sound.

ADVANCED ARRAY MICROPHONE

Single-Zone Automatic Coverage technology captures every talker in a 20 x 20 foot (6 x 6 m) area automatically with no configuration required. Next-generation array architecture provides full-range speech capture and consistent directional performance even at lower frequencies.

INTEGRATED LOUDSPEAKER

Wide-dispersion loudspeaker delivers clear, robust far-site audio that fills the room. With just PoE+ power it generates up to 86 dB SPL with no additional amplification required.

INTELLIMIX DSP

Industry-leading automatic mixing, acoustic echo cancellation, noise reduction, automatic gain control, and EQ provide an automix output with outstanding speech clarity. The loudspeaker signal is automatically assigned as the AEC reference so no additional signal routing is necessary.

Compare the various ceiling array microphones Shure offers to suit different room sizes, situations, and architectural styles.

Learn More

Cornell

At the October Pivot to Profit Conference, the NSCA Executive Director delivered a presentation on the future of building technology. He noted that connectivity is mission critical and encouraged integrators to embrace the concept of broad-based systems connectivity via Power over Ethernet technology(s). Cornell can help you get there. Our leading-edge Sentinel™ AOR system is a SIP, PoE-based Area of Refuge system designed to leverage and facilitate that connectivity. In addition, our technical training resources can help familiarize integrators with the many advantages of this emerging capability.

For more information, call 414-351-4660, email **sales@cornell.com** or visit **www.cornell.com**.

HELLO NSCA SOLUTION PROVIDERS!

Want to communicate directly with NSCA member companies or optimize your platform?

Contact NSCA Senior Marketing & Channel Manager Max Johnson at mjohnson@nsca.org or 319.861.8629.

SOLUTIONS360

SCT

Need an easy way to extend signals for a BYOM/BYOD laptop solution at your table? Take a look at SCT's newest RemoteTableKit™! The RTK-AM1™ was designed for both Cisco and Poly codec solutions and provides simple extension of (3) Ethernet Mics, PoE+ for a touch panel, (3) HDMI inputs, and (1) USB-C DP Alt-Mode port supporting HDMI, USB & PD (power delivery) for laptop power for a single cable user experience. Use a single CAT cable to extend up to 100 meters from the TX to the RX. No programming required. Simple and time saving solutions—SCT.

Learn More

Sharp

Sharp Wins Top Award for New 13" and 25" user-friendly ePaper Digital Displays

Sharp's award winning ePaper displays are perfect for digital signage users. With as low as 0W power consumption, they create remarkably brilliant images even in brightly lit environments. With a paper-like view, wide viewing angle and no backlight its easy on your eyes. Updating content is easy using either the PC, USB-C thumbdrive, Wireless or Bluetooth connections. The thin lightweight design allows for easy and flexible installation. It also enables installation in locations that could not be achieved with existing displays.

Learn More

Solutions360: Empowering Integrators with Purpose-Built ERP Solutions

Solutions360 continues to lead in the ERP software domain, enhancing our software and support teams to better serve technology integrators.

This quarter, Q360 saw significant improvements in sales, project management, accounting, and business analytics, streamlining operations and enhancing decision-making for our clients. For example, the quoting capabilities now allow for technology integrators to quote by floor, room, and system type to quickly quote multi-floor project.

You deserve a software partner with great customer service to help you get the most out of your investment. That's why we've expanded our customer support and training services, ensuring comprehensive assistance for our worldwide clientele.

As we forge into the future, our commitment to pioneering AI integration sets us apart. Our innovative drive propels the evolution of Q360, embedding sophisticated machine learning to unlock cutting-edge predictive analytics, streamline support systems, and automate key workflows. This technological leap not only elevates operational efficiency but also equips our clients with the strategic insights essential for market leadership. Internally, AI is the backbone of our relentless quest for excellence—refining our development, enriching communications, and elevating our educational resources. At Solutions360, we don't just adapt to change; we anticipate and shape it, ensuring that our dedication to breakthrough innovation and unrivaled customer care cements our status as the indispensable partner of choice in the ERP landscape for technology integrators.

If you're looking to elevate your business, reach out to Tim Archambault at **tarchambault@solutions360.com** or call **888.444.5047**.

Learn More.

Top **10** NSCA Resources that Helped Integrators in 2023

Are you taking full advantage of your NSCA membership? Check out our 10 most popular services, resources, and initiatives in 2023. By Chuck Wilson

NSCA has one goal: to help integrators and manufacturers run their businesses better.

Everyone in our industry should have a voice. **NSCA is your industry advocate.**

From data and research to tools and training, our resources help you lead a better business. **NSCA is your business resource.**

Our team is here to answer your questions and find ways to conquer your toughest challenges. **NSCA is your trusted advisor.**

We understand exactly what you face when trying to establish, maintain, and grow a thriving, profitable integration business.

Here are 10 of last year's most popular and most utilized NSCA services, resources, and initiatives.

1. Financial Analysis of the Industry
Updated in late 2023, **this document** is used by hundreds of integrators annually to benchmark financial metrics, success measures, and best practices for financial oversight and organizational structure. In this most recent version, modifications were made to the report, including the addition of questions about remote workforces and project review, to ensure that the content continues to reflect evolving industry conditions.

2. Guide to State Licensing
Every time we update this resource, it's a yearlong project that involves hundreds of staff and volunteer hours to identify the most up-to-date license and credential requirements for integrators. The revised **Guide to State Licensing** puts licensing requirements at integrators' fingertips. It presents a comprehensive overview of the licensing requirements and state code for each U.S. state. This report reflects all changes in state and administrative statutes through October 2023.

3. Legislative Updates
NSCA's Codes and Compliance Committee meets weekly to tackle federal, state, and municipal regulations that have a major impact on how systems integrators perform their work. Together, we monitor licenses and educate integrators on how to build the cost of licensure, registrations, and permits into their projects. Currently, we're **monitoring activity** about mandated apprenticeship programs, potential opportunities and challenges with **artificial intelligence**, and turf wars involving Power over Ethernet.

4. Technical Assessment Tool
As you search for qualified job candidates, NSCA's **Technical Assessment Tool** can help you determine who has the skills and capabilities to fill a specific role. In 2023, this tool received an overhaul to make sure candidates are tested on the most updated technologies. Evaluate knowledge and proficiency at basic, intermediate, and advanced levels when it comes to:

- Acoustics, audio, and AV systems

- Phone, data, and networking systems

- Life safety, fire, and security systems

- Lighting systems

5. Live Events

Last year, we spearheaded two very successful industry events for integrators: the **Business & Leadership Conference** (we also celebrated its 25th anniversary!) and Pivot to Profit. While different in terms of purpose, both events focus on preparing integrators for greatness—and, as a result, they achieved high evaluation scores for value and content from attendees.

6. Scholarships and Education Programs

Thanks to the generosity of donors and the efforts of the NSCA Education Foundation staff and volunteers, we were once again able to fully fund our next-gen initiatives. For example, at the 2023 Pivot to Profit golf outing, we raised more than $27,000 for NSCA Education Foundation workforce programs, such as Ignite and Randy Vaughan scholarships. Our Taste of Havana fundraiser, held during InfoComm 2023, surpassed its initial fundraising goal by 60% through gifts, donations, and sponsorships.

7. *Integrate*

NSCA's trade association journal, **_Integrate_**, has been going strong since 2020. When the publication launched, our goal was to spotlight challenges, solutions, and success stories within the NSCA community—and to make sure members are aware of the NSCA resources available to help their companies. Each year, Integrate amplifies NSCA's business resources and shares insights about running successful businesses in the integration industry.

8. Valuable Business Resources

NSCA members have access to a hand-selected group of **Business Accelerators** and **Member Advisory Councilmembers** that help improve cash flow, shrink expenses, and execute work faster. Many of these industry experts offer significant discounts on products and services so you can manage difficult business issues without breaking the bank—whether you need insurance, office supplies, HR support, or marketing help. At the 2024 Business & Leadership Conference, **Revenueify** was recognized as the Member Advisory Councilmember of the year, while **alliantgroup** was recognized as the Business Accelerator of the year.

9. Partner Alliance for Safer Schools (PASS K-12)

PASS K-12 (the Partner Alliance for Safer Schools) provides the most comprehensive information available on nationwide best practices for securing school facilities. It brings together expertise from the education, public safety, and technology industry communities to develop and support an appropriate and coordinated approach to making effective use of proven and vetted security practices specific to K-12 environments. The initiative relies on hundreds of hours from NSCA staff and volunteers.

10. One-on-One Conversations

We're so honored that NSCA continues to be the organization you trust for insight and guidance on running your business. We fielded hundreds of calls over the past year, answering questions and offering advice and guidance. We value each and every conversation we have with our members.

As 2024 moves forward, NSCA will continue to bring you these valuable resources—and many more—to help you lead your business confidently and successfully. And remember: We're always here whenever you have questions or need advice! We're your voice, your resource, and your advisor.

Chuck Wilson is CEO at NSCA.

Streamline Your Daily Operations

Your NSCA membership puts hours back into your day with free access to time-saving tools and resources that help you run your business better.

Labor Installation Standard

- ☑ Accurately estimate labor units for better project profitability
- ☑ Get trusted installation estimations based on difficulty, installer experience, and site conditions
- ☑ Find the middle ground between over-estimating and under-estimating

Technical Assessment Tool

- ☑ Streamline hiring and find the best new job candidates
- ☑ Gauge proficiency of technicians and installers before you hire them
- ☑ Evaluate internal candidates who express interest in roles requiring technical knowledge

Essentials Online Library

- ☑ Access industry-standard reports, agreements, contracts, and more
- ☑ Find templates for everything from scheduling matrices and system checklists to change orders and close-out forms
- ☑ Download and customize your own business documents

Project Contribution Simulator

- ☑ Determine accurate pricing to identify a project's breakeven point
- ☑ Follow a four-step process to determine whether your project will be profitable
- ☑ Discover how labor units impact project profitability

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