

# THE SOUTHEASTERN SENTRY

Vol. X, Number 7

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Events are also highlighted throughout *The Sentry*

## CAA Offers New Training Program

The California Alarm Association (CAA) announced a new training program available to technicians nationwide. This includes online course work leading to a Field Service Technician 1 designation and more than 100 hours of continuing education. The 24-hour course is delivered in 11 modules with instruction ranging from business communications to intrusion detection. completion of this course work will position an employee to succeed in the security industry.

For information and demos, visit

[www.nationaltrainingprogram.com](http://www.nationaltrainingprogram.com).

Also see pg. 24 inside this issue of *THE SENTRY* for more details.



Getting together outdoors with *THE MIRROR* were ESA Past President Bart Didden, ESA Executive Director Merlin Guilbeau, Mike Matson of Matson Alarm, Keith Baird of Resideo and Larry Matson of Matson Alarm.

## Join Mission 500 Great Las Vegas Hunt at ISC West 2021

This year Mission 500 is hosting a different fundraiser at ISC West to help children and families in need across the U.S. Join Mission 500 at ISC West 2021 for "The Great Las Vegas Scavenger Hunt." The event will be held on Tuesday, July 20 at 6:00 p.m. – 8:00 p.m. at the Sands Expo Center.

"We are all looking forward to an in-person ISC West in July, which has been an important partner and venue for Mission 500 fund raising activities for over ten years. This year, as we continue to emerge from many of the pandemic restrictions that we have all been subjected to over the past year, we need to maintain some degrees of vigilance and do things differently at ISC West," said Ken Gould, Chairman of Mission 500. "This year's Great Las Vegas Scavenger Hunt should be a lot of fun, and we encourage our longstanding and new sponsor partners and individual supporters to participate in this event so we can continue to support children in need across the country." Corporate sponsorships are available for this event, with company and independently sponsored teams participating in the actual scavenger hunt. The cost to participate is \$200 per team of four, while individuals can sign up for \$50.

For more details on this event, please visit <https://www.mission500.org/the-great-las-vegas-hunt-2021/>. Interested sponsors should contact Kathryn Robinson at [krobinson@mission500.org](mailto:krobinson@mission500.org).

# ISC WEST

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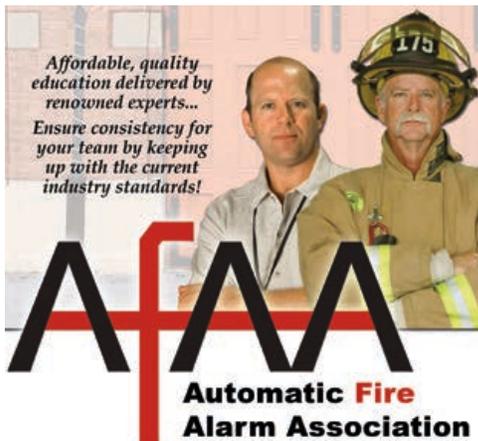
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#### Membership Meeting: CEU CREDIT - Oct. 27-28

Visit [www.alabamaalarm.org](http://www.alabamaalarm.org) for more information.

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#### Membership and Sponsors

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**2021 Alabama Alarm Association Trade Show- October 27-28, 2021** -- 12 CEU's -- Please make sure that you are included in our vendor list by sending your contact information to [director@alabamaalarm.org](mailto:director@alabamaalarm.org)

## WEST VIRGINIA CHAPTER

#### Membership Information

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Board Meetings are generally the first Wednesday of each month at 5:00 p.m.



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#### TNSI Annual Convention- Sept. 8-10

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**DAVIS MERGERS & ACQUISITIONS GROUP** announced that Kelly Bond has joined the company to facilitate mergers and acquisitions transactions. Kelly comes with nearly 25 years



of experience in the security industry, having spent several years with Brivo, a software-as-a-service company providing cloud-based access control. Prior to that, Kelly spent over a decade as Senior Vice President of Business Development at Alarm Capital Alliance (ACA). Kelly comments, "I am very excited to start a new chapter with Davis Group and look forward to working with this tenured team

to contribute to their growth and further develop their extensive relationships with dealers throughout the country." She currently serves on the Steering and Nominations committees of SIA's Women In Security Forum and is the National Scholarship Task Force Chair for the Electronic Security Association (ESA). "Kelly's wealth of experience and industry knowledge has already made her a key addition to the Davis Mergers & Acquisitions Group," said President Ron Davis.

**DYNAMARK MONITORING** welcomed Scott Gould as Southeast Director of Sales. Prior to Dynamark, Scott brings over 20 years of experience in sales and business development. Scott is based in Melbourne, Florida, and will lead our growth in Florida, Georgia, South Carolina, North Carolina, Virginia, Kentucky, Tennessee, Mississippi, and Alabama. Scott's experience along with his dedication to strategic planning and business development will play a key role in providing and implementing high-quality solutions for our customers.



**ELITE INTERACTIVE SOLUTIONS**, a provider of remote guarding services to properties of all types, has incorporated new software using artificial intelligence (AI) to automatically monitor and detect surveillance camera complications beyond simple connection issues. The AI-software from Las Vegas-based Ai-RGUS replaces time-consuming manual camera-view verification, alerting the Elite Interactive team to incorrect camera tilt, blurry or blocked images, inadequate lighting and other device health issues. Dr. Daniel Reichman, CEO and co-founder of Ai-RGUS, comments he's excited to be working with an industry leader like Elite. "The Elite team shows a deep appreciation for new technology capable of better protecting people and property," he says. "Our software will enable Elite to detect camera health issues before they become a problem." Elite Interactive uses

*Associates News, continued on page 8*



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remote guarding to help prevent active shooters, vandalism, theft and loitering with real-time monitoring and priority response to enhance security and reduce costs. The company's agents, located remotely in a centralized command center, use voice-down technology to view and communicate with intruders, thereby helping to prevent crime before it starts.

**SNAPAV's** new Control4 OS 3.2.2 software update adds full support for OvrC Pro remote equipment management to all EA and CA series Control4 controllers, among other enhancements. The update offers Partners the ability to remotely manage and service clients' Control4-connected devices, paving the way for hassle-free service contracts, more immediate troubleshooting, reduced truck rolls and greater system insight. "This update adds powerful remote access capabilities for all existing Control4 systems with an EA controller installed worldwide, giving our Partners a new upsell tool and simplifying system maintenance and problem solving," said Kenny Kim, VP Product Management, Platform & Services. Additional information about SnapAV and its products can be found at [www.snapav.com](http://www.snapav.com).

**JOHNSON CONTROLS** introduced the reimagined web-based client for the Tyco Software House C-CURE 9000 security and event management system. With the addition of enhanced functionality for alarm monitoring to the already streamlined



search and filtering capabilities, users are able to perform personnel administration and alarm monitoring for their C-CURE 9000 system from anywhere, using any

PC with a web browser or tablet. Featuring a modern web design with an adaptive interface, the new web client has redesigned how C-CURE 9000 users are able to view and process events to include a dynamic visual alarm monitoring experience. To learn more, visit [www.swhouse.com](http://www.swhouse.com).

## TNSI Training

**Below is a schedule of training that TNSI will offer through December 2021.**

TNSI accepts VISA and MASTERCARD. DEADLINE to register is two weeks prior to each course. Payment must be received before your attendance is confirmed. All courses require at least 10 students. Fees listed are for TNSI members, non-members pay an additional \$200/course.



**QUESTIONS? Please call or e-mail the TNSI OFFICE: 615-791-9590 or [ExecutiveDirector@theTNSI.org](mailto:ExecutiveDirector@theTNSI.org)**

### TN SECURITY & FIRE CERTIFICATION - Cost \$390

- July 9-11 ..... TN Security Certification (24 hours) ..... Chattanooga
- July 17-18..... TN FIRE Certification (16 hours) ..... Knoxville
- July 23-25..... TN Security Certification (24 hours) ..... Nashville
- August 7-8..... TN FIRE Certification (16 hours) ..... Nashville
- August 27-29..... TN Security Certification (24 hours) ..... Germantown
- Sept 8-10..... TNSI ANNUAL CONVENTION ..... Franklin
- Sept 17-19..... TN Security Certification (24 hours) ..... Johnson City
- Sept 25-26..... TN FIRE Certification (16 hours) ..... Germantown
- October 8-10 ..... TN Security Certification (24 hours) ..... Knoxville
- October 23-24 .... TN FIRE Certification (16 hours) ..... Knoxville
- November 5-7 .... TN Security Certification (24 hours) ..... Germantown
- Nov 12-14..... TN Security Certification (24 hours) ..... Nashville
- Nov 20-21..... TN FIRE Certification (16 hours) ..... Germantown
- December 4-5 .... TN FIRE Certification (16 hours) ..... Nashville

*Questions: Please call or Email the TNSI office at 615-791-9590 or [ExecutiveDirector@theTNSI.org](mailto:ExecutiveDirector@theTNSI.org)*



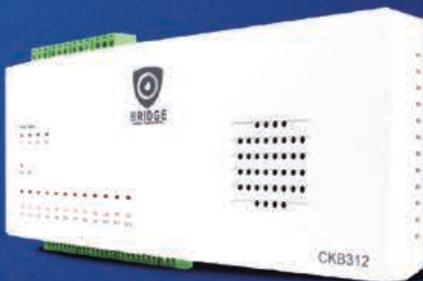
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Dynamark Monitoring is pleased to announce and welcome Scott Gould as our Southeast Director of Sales. Scott will be responsible for developing new business opportunities and creating customized solutions to customers' needs. Prior to Dynamark, Scott brings over 20 years of experience in sales and business development. Most recently the market expansion into Florida and southeast with Site 2020, and Rapak where he was responsible for business development in an 8-state region and Puerto Rico.

Scott is based in Melbourne, Florida, and will lead our growth in Florida, Georgia, South Carolina, North Carolina, Virginia, Kentucky, Tennessee, Mississippi, and Alabama. Scott's experience along with his dedication to strategic planning and business development will play a key role in providing and implementing high-quality solutions for our customers.

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## September 8-10, 2021 - TNSI Trade Show and Convention

By Penny Brooks

Register for our Annual 2021 TNSI Trade Show and Convention on September 8-10, 2021 at the Marriott Cool Springs in Franklin, TN

We will be offering 8 CEU credit hours that are approved by the TN Alarm Systems Contractors Board. We plan to offer courses that discuss the 3G Network transition as well as offer an interactive panel discussion on ASAP to PSAP and Improving Response Times. We will have the top manufacturers, distributors and monitoring companies in the country exhibiting their latest technology and services and we will wine and dine on the best food in Franklin, TN. We will also host our 2021 Annual Meeting and Luncheon and elect our 2022 Board of Directors. Registration forms can be found on our website at [www.theTNSI.org](http://www.theTNSI.org).

Make your hotel reservations TODAY at the Marriott Cool Springs in Franklin. A link to make hotel reservations is on our website or you can call 888.403.6772. See Donations/Fundraiser info below for your chance to win a FREE Hotel Room Night at the Marriott Cool Springs.

**DONATION/FUNDRAISER:** Every year we retain a lobbyist that watches out for our industry in the TN Legislature. We would not be where we are today without our lobbyist. Over the last 30 years, he has shut down legislation that could have greatly impacted our businesses. As you know, he helped us pass a law in 2019 that prevents cities and municipalities in Tennessee from requiring us to be a collection agency for their permit fees, renewal fees and fines. If you can help in any way by sending a donation to help offset our legislative fees, it would be greatly appreciated. As an added incentive, for EVERY \$100 donated, you will be entered into a drawing for a chance to WIN a FREE HOTEL ROOM NIGHT at the Cool Springs Marriott! There will be one drawing for exhibitors and one drawing for integrators. Simply fill in the DONATION/FUNDRAISER line on your registration form.

If you have any questions, please feel free to call or email Penny Brooks, TNSI Executive Director at 615-791-9590 or [ExecutiveDirector@theTNSI.org](mailto:ExecutiveDirector@theTNSI.org)

Looking forward to seeing you in September.

### TNSI Convention Schedule of Events

#### Wednesday, September 8

6:00 pm – 9:00pm ..... Opening Reception –  
Marriott Cool Springs Patio

#### Thursday, September 9

7:30 am – 9:00 am ..... Board of Directors Meeting  
8:00 am – 10:30 am ..... Exhibit Set up  
7:30 am – 9:00 am ..... Buffet Breakfast  
9:00 am – 11:00 am ..... CEU Course (2 hours)  
11:00 am – 12:00 pm ..... Luncheon/Annual Meeting  
12:00 pm – 3:30 pm ..... Exhibits Open  
3:30 pm – 5:30 pm ..... CEU Course (2 hours)  
3:30 pm – 5:30 pm ..... Exhibit Tear Down  
5:30 pm – 9:00 pm ..... Cocktail Hour & Dinner with  
Live Music or Casino Party

#### Friday, September 10th

7:00 am – 8:30 am ..... Buffet Breakfast  
8:00 am – 10:00 am ..... CEU Course (2 hours)  
10:00 am – 12:00 pm ..... CEU Course (2 hours)



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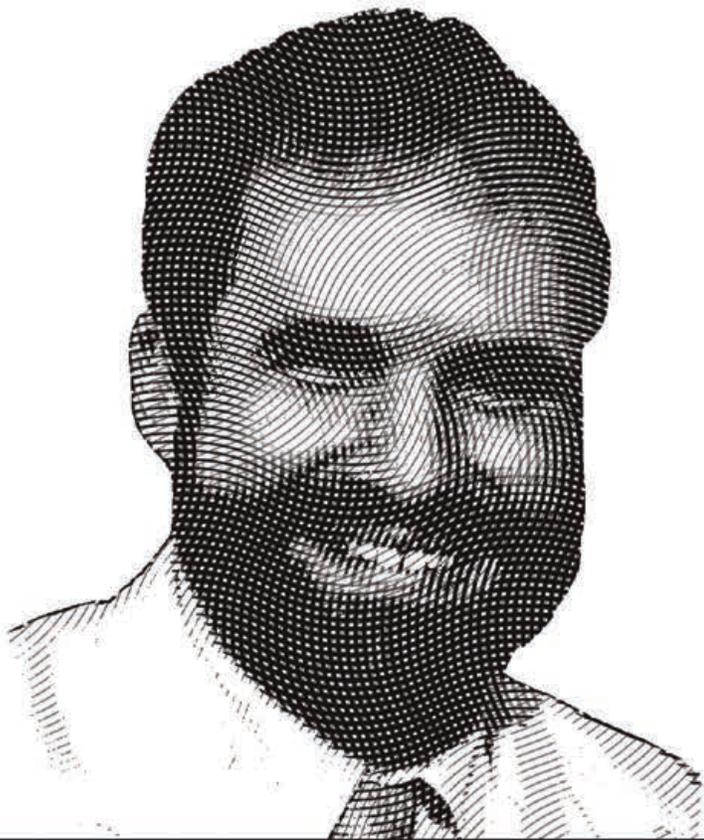
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## DEALER PERSPECTIVE...#34



### If You Don't Have It Yet... Now Is The Time To Get It! Cybersecurity Awareness

By Tony Smith

You are probably aware of the Colonial pipeline ransomware debacle which recently shut down 45% of the East coast supply of jet fuel and gasoline. This led to long lines at gas stations as we approached the Memorial Day holiday. This followed similar attacks on JSB Meats (the world's largest supplier of meat), Solar Winds and Microsoft Exchange. The FBI has confirmed that "Dark Side" was the culprit behind the Colonial Pipeline attack, and probably responsible for a large number of recent attacks generated from behind the electronic curtain of the new Russian Empire. Russia claims no responsibility for the attacks, but it has made no effort to

shut down Dark Side and others of its ilk who are operating from Russia or one of its satellites. Estimates vary as to how many attacks have been inflicted on us. Not everyone owns up to a ransomware attack as they are required by law to do. Estimates, however, for 2020 indicate that ransomware payments exceeded \$350 million in the USA alone.

These ransomware attacks come in various shapes and sizes. Numerous companies in our industry have been attacked, some more than once. If you have not thought much about it, it is time you do. The information we hold in our files is a very valuable commodity in the open market. Colonial Pipeline paid out almost \$5 million to release their records from control by Dark Side. The good news is that the FBI managed to get into the cryptocurrency universe, identify where some of the ransomware proceeds had gone, and recover about half of it before the culprits had control of it.

Quickly, what is ransomware? The culprits who disseminated the malware did not develop it. The malware used in the attack on Colonial Pipeline was initially developed by Dark Side, who then cut a deal with the culprits to share the proceeds from the ransom payment. The culprits then inserted the malware into the Colonial Pipeline system, which allowed them to take control. Upon payment of the ransom, the victims are given a key which allows them to regain control. Colonial Pipeline, and many others have paid the ransom. Dark Side has announced that they are not interested in attacking our infrastructure, only in the money. Maybe so, but Russia just might have different goals.

The Colonial Pipeline attack was so egregious that we have had a response from the White House. President Biden has signed an Executive Order designed to improve the nation's cybersecurity posture.

1. Simplify the sharing of cybersecurity threat information between Government and the Private Sector.
2. Authorize the Federal Government to create stronger cybersecurity standards.
3. Improve security for the Software Supply chain.
4. Review cybersecurity incidents with a newly created Review Board composed of Private Sector and Government experts.

(For a thorough explanation of the cybersecurity issue and the Executive Order, see the June 2021 issue of Security System News)

*Tony Smith is a Past President of the CAA and a former member of the Board of ESA. He is the Founder, President, and CEO of Security Funding Associates, a leading industry financial services firm. He may be reached at TSmith@SecurityFundingSolutions.com or (855) 723-2229.*



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## TMA Welcomes 50th FirstNet® Certified Company

The Monitoring Association (TMA) announced that systems integrator Convergent Technologies, LLC., Renton, WA, became the 50th FirstNet certified company. FirstNet is the nationwide public-safety wireless broadband network platform, built and deployed through a first-of-its-kind public-private partnership between the First Responder Network Authority (FirstNet Authority) and AT&T. The FirstNet Authority is an independent authority of the U.S. Department of Commerce. In April 2019, under an agreement with AT&T, TMA began issuing a Certificate of Verification to qualified alarm companies for the use of FirstNet services for alarm transport communications.

Companies wanting to obtain a TMA FirstNet Certificate of Verification must meet accepted alarm industry standards, transmit public-safety related alarms from systems designed primarily to protect life and/or property (e.g. robbery, burglary, unlawful intrusion, fire, emergency medical) to a FirstNet Certified Central Station Monitoring Facility that confirms and verifies the authenticity of the alarm and notifies a Public Safety Answering Point (PSAP) for relay to a public safety agency for the purpose of initiating an emergency response, and prove that it meets the requirements.

The alarm services company can then seek approval for eligibility to use FirstNet services by presenting the TMA Certificate of Verification to AT&T along with their contract(s) and/or service order(s), or to another alarm services company who will be providing FirstNet services from AT&T.

The TMA Certificate of Verification must be renewed every 12 months from when the initial TMA Certificate is issued. For more information, please contact Tara Compher at (703) 660-4913 or at [tcompher@tma.us](mailto:tcompher@tma.us).

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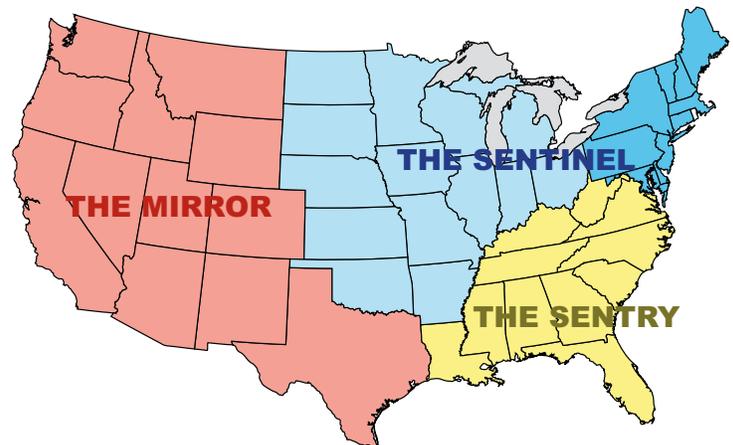
The Louisiana Life Safety & Security Association will offer certification courses for Louisiana technicians and sales reps in the cities of Jefferson, Lafayette and Monroe. Students can attend class in person or participate via Zoom webinar. Registration is available at <http://training.llssa.org/>.

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