

- CASIA Contact Information - 4
- Region Contact Information - 6, 8
- Associates News - 18, 20
- Calendars and events - 1, 22 & throughout The Sentinel



CASIA MEETINGS 2022

Changed to 3rd Thursdays of the month. Three "REGULAR" MEETINGS (Jan/Apr/Oct); Four "EVENT" MEETINGS (Mar/Jun/Jul/Dec). Location - Eli's on Whitney unless otherwise noted. Schedule is 6 p.m. Open Forum Networking, followed by 7 p.m. dinner, presentation and discussion.

Thursday, January 20

Annual Meeting and Election of Officers / keynote speaker Andy Markowski, Statehouse Associates / "State of the State"

Thursday, March 31

LAST Thursday of the month MEMBERSHIP EXPO & AUCTION

Thursday, April 21

General Membership Meeting

Thursday, June 16

Lobsterbake & Barbeque / Location TBD

Thursday, July 21

GOLF CLASSIC @ Lyman Orchards

Thursday, October 20

General Membership Meeting

Thursday, December 15

HOLIDAY PARTY



TMA 2022 Virtual Mid-Year Meeting - April 26-28, 2022

MORE INFO: Online at <https://tma.us/events/virtual-mid-year-meeting>

*TMA Contact: Julie Webber,
Vice President of Education & Training
Email: jwebber@tma.us
Direct Dial: (703) 660-4915*

**To register, contact Leigh A. McGuire, TMA
Director of Marketing & Communications -
Email: lmcguire@tma.us Direct**

CASIA PROPOSED SLATE OF OFFICERS 2022-2023

Thursday, January 20

Annual Meeting and Election of Officers / keynote speaker Andy Markowski, Statehouse Associates / "State of the State"

President:

Dana Klesh, United Alarm Service, Inc.

1st VP:

Rick Weiss, ADT

Secretary:

Zig Sokolowski, USA Central Station

Treasurer:

Dominick Prete, ProTek Security, LLC

Regional Vice Presidents:

Erik Turnquist, Standard Security

Paul Welte, Welte Electronic Systems, LLC

David Wilson, Berkshire Alarm

Note: There are vacancies for Regional Vice President positions. Please let us know if you are interested. New people bring new voices and new ideas to the table.

Associate Member Rep:

John Alberino, Nortek Control

Past Presidents:

Faraz Rehman, Johnson Controls

Aaron Czapiga, Johnson Controls

Andy Wilson, Fireworks, LLC

NEACC Representative:

Julie Robillard, NMC Central

Faraz Rehman, Johnson Controls

Education

Joel Kent, FBN Security

Legislative

David Wilson, Berkshire Alarm



False Alarm Prevention Simplified.

97%

of alarms are FALSE.

68%

of police dispatches are
due to customers not
answering when the
monitoring center calls.

rapidSMS

Help your customers prevent false alarms instantly via a text message containing important information needed to make critical decisions in real time, *with* the ability to take action quickly.

Learn more about this app-free solution: rrms.com/rapidSMS



800.558.7767
rrms.com

National Training Center (NTC) has launched a 90-day online training bundle

National Training Center (NTC) has launched a 90-day online training bundle where experienced professionals and beginning students can learn more about security, NICET and life-safety while studying for one of several NICET examinations if so desired. "We've gotten a lot of great feedback from our field technicians who have used the online training in the past year and they've all successfully taken their NICET exams." says Stephanie Wlosinski with Davis-Ulmer of Amherst, NY. Included in NTC's 90-Day Bundle are the following study regiments: Level 1-4 NICET Fire Alarm Certification Online Training, All Security Systems Online Trainings, Fire Alarm Systems Online Training, NICET Water-Based Systems.

To connect with an NTC professional, call 702-648-8899, email cs@nationaltrainingcenter.net, or visit www.nationaltrainingcenter.com.

Partnership for Priority Verified Alarm Response (PPVAR)

The Partnership for Priority Verified Alarm Response (PPVAR), an organization established to promote the value of verification and validation of alarm events during the emergency response process, recently announced the appointment of the new 2022 board members. The 2022 term will be led by President David Holl, Director of Public Safety for Lower Allen Township, PA. Two Vice President positions have



been added. One from the alarm industry: Mark McCall of Stanley Security and the other from public safety: Frank Fernandez, Chief of Police (Ret.) Director of Public Safety/Assistant City Manager (Frm.).

The complete board is listed at www.PPVAR.org. The

new board members will each help support the organization's mission and work of promoting the value of verification and validation of alarm events during the emergency response process using video, audio, and other emerging technologies along with proven best practices. This collaboration maximizes the effectiveness of all resources required to protect life and property. For more information, contact PPVAR at Communications@ppvar.org or visit the website at www.PPVAR.org.

CASIA TRAINING REGISTRATION

Training Class Registration forms available online at www.casiact.org. Please contact Pat Shea Remes at premes@casiact.org for information.

Protect What You Value

f @ in

NATIONWIDE MONITORING

SECURITY CENTRAL

ESTABLISHED 1968

QUALITY MONITORING - QUALITY SERVICE - MAXIMUM VALUE

The premier dealer's choice for quality professional monitoring

SECURITY CENTRAL
The Monitoring Company

1-800-560-6568
www.security-central.com

CASIA 2020 Officers

President

Faraz Rehman
 Inspection Manager
 Johnson Controls
 27 Inwood Road
 Rocky Hill, CT 06067
 Cell: 860-712-9062
Faraz.s.rehman@jci.com

First Vice President

Vacant

Secretary

Erik Turnquist
 Standard Security
 800-341-4416
eturnquist@standardsecurity.com

Treasurer

Andy Wilson
 Fireworks, LLC
 203-271-7079
andywilson@fireworkslc.com

Vice Presidents

Zig Sokolowski – USA Central Station
 203-882-0767
zig.sokolowski@usacs.net

Dana Klesh
 United Alarm Service, Inc.
 203-775-8788
dana@unitedalarm.com

Paul Welte
 Welte Electronic Systems LLC
 203-325-4554
paul@welteelectronicsystems.com

Rick Weiss – ADT
 (203) 231-3883
rweiss@adt.com

Dominic Prete
 Pro-Tek Security, LLC
 203-494-1964
domprete@gmail.com

Mark Resko
 203-377-5555
Mci221@optonline.net

Associate Member Representatives

Paul Hoey – NAPCO – 631-495-9485
phoey@napcosecurity.com

NEACC Representative

Faraz Rehman
 860-291-8111 x 22

Education

Joel Kent
 (860) 298-9769

Legislative

Bob McVeigh
 203- 663-6850

Legal Advice

Buchanan Ingersoll
 203-762-2444

Past Presidents:

Faraz Rehman (2019-2021)
 Aaron Czapiga (2016-2018)
 Andy Wilson (2014-2015)
 Dana Klesh (2012-2013)
 Jason E. Sokol (2010-2011)
 James Orvis (1996-1997)
 Bob McVeigh (2008-2009)
 Mark Resko (1994-1995)
 Walter "Harvey" Clark (2006-2007)
 Robert Rossman (1992-1993)
 Susan R. LaFond (January 2006)
 Carl Spiegel (1990-1991)
 Richard G. Weiss, CPP (2004-2005)
 Russ Fraser (1988-1989)
 David W. Wilson (2002-2003)
 Horton Spitzer (1986-1987)
 Howard Friedman (2000-2001)
 Irv Shiffrin (1984-1985)
 Daniel Budinoff (1998-1999)
 P.W. Orvis, Jr. (1980-1984)

Executive Director

Pat Shea Remes 203-762-2444
premes@casiact.org



Specialized Security Funding
 Unrivaled Financial Tools for Dealers
0% Down - 0% APR Financing
 Call Tony Smith at (855) 723-2229
tsmith@securityfundingsolutions.com
MERGERS & ACQUISITIONS
www.securityfundingassociates.com

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.

For information and demos, visit www.nationaltrainingprogram.com. Also see page 10 in this issue of THE SENTINEL for more details.



WE NEED YOUR SUPPORT

TO FIGHT ADVERSE ALARM ORDINANCES

We bring together law enforcement and alarm associations to fight against alarm ordinances that if passed, could seriously jeopardize your business!

If you neglect the problem until it reaches your door, it might be too late ...

SIAC
 Security Industry Alarm Coalition

Make a difference in your future. Donate to SIAC today at siacinc.org



national
monitoring
center

For 20 years, more dealers have trusted their business to us.

As we celebrate our 20th anniversary, we're proud to be able to say that more independent dealers across the country have trusted their business to NMC than any other monitoring center. And for good reason...



2 Ring Commitment



24/7 Dealer Support Staff



Caller-ID Branding



Dedicated Conversions Team



Geo-Diverse, Fully Redundant

Put your trust in us. Become part of the NMC family.

Reach sales at 1-877-353-3031 or email sales@NMCcentral.com

2021 National Monitoring Center®, a Netwatch® Group Company. All rights reserved.

AL 1456 | AR CMPY.000222 | CA AC07829 | FL EF20000505 | IL 124.002015 | OK AC1035 | TN 1785 | TX B13486 | TX Fire ACR-2919 | VA 11-7288



NORTHEAST STATE ASSOCIATIONS



CONNECTICUT

Connecticut Alarm & Systems Integrators Association, Inc.
 PO Box 7230 Wilton, CT 06897
 Phone 203-762-2444 | Fax 203-762-9211
www.casiact.org

DELAWARE

MAINE

Maine Burglar & Fire Alarm Association
 Rich Brobst, Jr., President, Guardian Systems of Maine
 O 207-536-4800 C 207-699-6800
rich@guardiansystemsmaine.com

MARYLAND

MASSACHUSETTS

Massachusetts Systems Contractors Association, Inc.
 1 Merchant Street Suite 112, Sharon, MA 02067
 781-784-2102 | office@msca-systems.org | www.msca-systems.org

NEW HAMPSHIRE

New Hampshire Alarm Association
 P.O. Box 187, Pelham, NH 03076
 866-809-2043 | www.nhalarm.org

NEW JERSEY

New Jersey Electronic Life Safety Association NJELSA
 96A Vanderburg Road, Marlboro, NJ 07746

NEW YORK

New York Electronic & Life Safety Association (NYELSA)
 1971 Western Avenue - PMB #1105, Albany, NY 12203
 800-556-9232 or 814-838-0301
info@nybfa.org | www.nybfa.org

PENNSYLVANIA

Pennsylvania Burglar & Fire Alarm Association
 2501 West 12th Street, Suite 280
 Erie, PA 16505
 800-458-8512 or 814-838-3093 (Outside PA)
info@pbfaa.com | www.pbfaa.com

RHODE ISLAND

Rhode Island Alarm and Systems Contractors Association
 PO Box 19347, Johnston, RI 02919
www.riasca.org | jsidok@hcsecurity.com - Treasurer

ESA of VERMONT

Vermont Electronic Security Association
 2172 Bartlett Hill Rd., Jeffersonville VT 05464

J.C. Gury
 Signs & Decals
 Since 1940

YOUR ONE STOP SHOP FOR SIGNS, STAKES & DECALS

VIDEO SURVEILLANCE BY
EYE ON YOU
 800-556-4321

PROTECTED BY
SECURITY TEAM
 714 595-1254

6789

Our Custom Printed Products Are Made For Long Term Durability.

Contact us today at
 800-903-3385 or sales@jcgury.com

Come see more of our products at
jcgury.com

530 East Jamie Ave, La Habra, California

JULIE ROBILLARD
 DIRECTOR OF SALES, EAST
jrobillard@nmccentral.com
 Office: 877-353-3031
 Cell: 508-223-6628

www.NMCCentral.com

NMC

MERGERS & ACQUISITIONS LLC

John H. Colehower
 Managing Director

Providing Acquisition Services to the Security Industry
 for 30 Years

MergersAcquisitionsUS.com Direct:
jcolehower@MergersAcquisitionsUS.com 609.466.7244

Your Wholesale Monitoring Company

is WORTH MORE THAN YOU THINK!

We have **QUALIFIED BUYERS** ready to purchase **YOUR Wholesale Monitoring Central Station company and/or accounts.**

- FIRE ALARM/SECURITY
- INTEGRATION/CCTV
- WHOLESALE MONITORING
- PERS/MEDICAL ALERT
- BUSINESS OR ACCOUNTS

**CALL RORY'S CELL
AT 1-800-354-3863**

Talk to Rory Russell to get the most recent and complete Business Valuation for your company and see for yourself how much your business is currently worth.

Don't Wait! We Are Closing Deals Now! (over \$100 million):

| | |
|------------------|---------------|
| Ponoma, NY | \$575,000 |
| Detroit, MI | \$600,000 |
| Los Angeles, CA | \$810,000 |
| Mt. Vernon, NY | \$1 Million |
| Boston, MA | \$1 Million |
| Northern GA | \$1.3 Million |
| Jackson Hole, WY | \$1.8 Million |
| Clifton, NJ | \$1.8 Million |
| Fort Pierce, FL | \$2.8 Million |
| Orlando, FL | \$11 Million |

| | |
|-----------------------------------|----------------|
| MOST RECENT CLOSINGS 2021: | |
| Lafayette, LA | \$8 Million |
| Houston, TX | \$1.5 Million |
| Edison, NJ | \$10 Million |
| Providence, RI | \$2.5 Million |
| Memphis, TN | \$4.2 Million |
| Tampa, FL | \$6.8 Million |
| Los Angeles, CA | \$10.4 Million |
| Philadelphia, PA | \$12 Million |
| Fort Myers, FL | \$21.5 Million |

A F S
ACQUISITION &
FUNDING SERVICES

**CALL
RORY RUSSELL
FOR A COMPLETE
BUSINESS VALUATION
1-800-354-3863**

MIDWEST STATE ASSOCIATIONS



ARKANSAS

Arkansas Security Alarm Association
 P.O. Box 773, Fort Smith, AR 72902
 Phone: 479-785-2323 | Fax: 479-783-3285
 Email: jordon@aralarm.org
 www.arkansasalarm.org

ILLINOIS

Illinois Electronic Security Association
 1200 N. Arlington Heights Rd., Suite 240, Itasca, IL 60143
 Phone: 224-347-9061
 E-mail: excedirector@iesa.net | www.iesa.net

The IESA Charter Chapter of the Electronic Security Association was formed in 1980 to promote the private alarm industry in the state by providing direction through communication, education and socialization. With 600+ licensed alarm contractors and 200+ licensed alarm agencies throughout Illinois, the private alarm industry is comprised of thousands of highly skilled security professionals.

ESA of INDIANA

2602 East 55th Street, Indianapolis, IN 46220
 www.ibfaa.org

IOWA

Iowa Alarm Association
 P.O. Box 2431, Waterloo, IA 50703

KANSAS

Kansas Burglar & Fire Alarm Association
 P.O. Box 126, Hoisington, KS 67544
 620-653-2775

MICHIGAN

MINNESOTA

161 St. Anthony Ave. Suite 820
 St. Paul, MN 55103
 651-291-1900 | www.MNESTA.com

MISSOURI

NEBRASKA

NORTH DAKOTA

OHIO

Ohio Security & Fire Alarm Association (OSFAA)
 8984 Darrow Road, Suite 2-281, Twinsburg, OH 44087
 P: (855) 315-6746 OH or (814) 315-6746
 F: (814) 838-5127
 E: Info@SecureOhio.org
 Dale R. Eller, Executive Director

OKLAHOMA

Oklahoma Burglar and Fire Alarm Association (OKBFAA)
 PO Box 1585, Norman, OK 73070
 Phone: 405-664-0270 | www.okbfaa.org

SOUTH DAKOTA

WISCONSIN

Wisconsin Security Association (WISA)
 P.O. Box 28882
 Greenfield, WI 53228
 414-459-3260
 www.wiesa.org

President - Bill Flesch - william.flesch@jci.com
 Vice President - Tom Kenderish - tkenderish@adt.com
 Secretary - Ken Nerison - KNerison@permarsecurity.com
 Treasurer - Leroy Lasky - leroy.lasky@jci.com
 Associate Member at Large - Brandon Dobratz - brandond@apdmn.com
 Member at Large - Steve Garritson - sgarritson@hsprotection.net
 Executive Director - Nicole Szopinski
 executive.director@wiesa.org

MARK MATLOCK
 Vice President of Sales
 National Monitoring Center
 mmatlock@nmccentral.com
 (210) 376-0876

NMCcentral.com

StarLink Fire LTE

Proven Cellular Fire Solutions for All Fire Accounts

connected by
verizon
 or
AT&T

from **\$49.95^{net}**

Radios replace 2 POTs lines on any 12V or 24V FACP
 No extra power supply, No extra conduit

NFPA 72 Editions 2019 & UL 864 10th Ed. Code Compliant

Paul Hoey, RSM
 MA, CT, VT, NH, ME, RI
 Cell: 631-495-9485
 phoey@napcosecurity.com

Glenn Koczek, RSM
 IL, MN, ND, SD, NE, KS, IA, WI, MO
 Cell: 631-495-4569
 gkoczek@napcosecurity.com

David Donovan, RSM
 NJ, E. PA, MD, DC, WV, DE, Central & E. NY
 Cell: 631-379-7464
 ddonovan@napcosecurity.com

Dave Sheffey, Sr. Regional VP
 1-800-645-9330 ext 383 (VM)
 Cell: 734-516-1587
 dsheffey@napcosecurity.com

333 Bayview Ave., Amityville, NY 11701
 1.800.645.9445

CHICAGO • WASHINGTON, D.C. • LOS ANGELES • MILWAUKEE

EMERgency24

ALARM MONITORING

WHY OUR DEALERS REMAIN FOR DECADES

- + **Exceptional service as a result of rigorous training**
- + **No specialists or transferred calls after pick up**
Fire, security, video, PERS and more
- + **Dedicated data entry and onboarding teams**
- + **Innovation leader of central station technologies**
UL-approved, proprietary software
In-house team can develop custom solutions
- + **Industry-leading AHJ and PSAP reporting capabilities**
Jurisdiction fire-signal management
- + **Simple account transfers from other central stations**
Six months of free service
We support all technologies and receiver formats
- + **We will never compete with you for customers**
That is one of our founding principles

DEDE SWIHART

Director of Operations
with EM24 since 1984

Founded in 1967, Emergency24 is a family-owned, UL-listed central station company with monitoring centers in Illinois, Wisconsin, Maryland and California.

**To learn more about Emergency24 and how we can help
your company gain a market advantage for decades to come,
call 1-800-800-3624 or email sales@emergency24.com.**

EMERgency24
999 East Touhy Avenue, Suite 500
Des Plaines, Illinois 60018

1.800.800.3624 | EMERgency24.com



For Alarm Company Owners and Managers Looking for Technician TRAINING

Ideal for:

- New Techs and New Hires • Supporting New and Upgraded Technologies • Expanded and Evolving Markets

FIELD SERVICE TECHNICIAN
ELECTRONIC SYSTEM TECHNICIAN – ACCESS CONTROL – CCTV
www.NationalTrainingProgram.com

Field Service
Technician 1 (FST 1)
TEXTBOOK \$95
(includes shipping)

Field Service Technician 1 (FST1) Intermediate Alarm Installation

24-Hour Online Course

| | | |
|-------------|----------|---|
| Chapter 1: | 00107-09 | Basic Communication Skills |
| Chapter 2: | 00108-09 | Basic Employability Skills |
| Chapter 3: | 00101-09 | Basic Safety |
| Chapter 4: | 00103-09 | Introduction to Hand Tools |
| Chapter 5: | 00104-09 | Introduction to Power Tools |
| Chapter 6: | 00102-09 | Introduction to Construction Math |
| Chapter 7: | 33206-10 | Introduction to Electrical Drawings |
| Chapter 8: | 33201-10 | DC Circuits |
| Chapter 9: | 33107-10 | Introduction to the National Electrical Code® |
| Chapter 10: | 33108-10 | Low-Voltage Cabling |
| Chapter 11: | 33407-12 | Intrusion Detection Systems |

\$250 Per Student – Member Price
(Member of your state association)

\$350 Per Student –
Non-Member Price

NTP Continuing Education 100 Hours – Annual License

A one-year license provides one student access to CEU courses in the following areas:

- IP Video Series
- IP Networking Series
- Access Control Systems Series
- NICET Fire Alarm System Level I Prep Courses
- NICET Fire Alarm System Level II Prep Courses
- Customer Service in the Security Industry
- Sales in the Security Industry
- Wireless Technologies
- Codes and Standards Series
- Writing Effective Incident Reports
- Structured Wiring & Termination
- Troubleshooting Series

\$250
Per Student –
One Year License - Member Price
(Member of your state association)

\$350
Per Student –
One Year License - Non-Member Price



www.NationalTrainingProgram.com
In partnership with the CAA California Alarm Association
800-901-2390 info@nationaltrainingprogram.com

Most Security Websites Do Not Generate RMR. We Know Why, & We Can Fix It For You.

We **create** websites and media for the alarm industry that **communicate** your story, **resonate** with your audience, and **generate** revenue.

- ✓ No long term contracts
- ✓ Market exclusivity
- ✓ Industry expertise



The Official Webmaster of the CAA, AZAA & WBFAA



(877) 655-3779

www.igniteleads.com



Solve your business challenges with one simple tool!



Protect yourself from:

- ▶ Missing & Inaccurate Inventory
- ▶ Costly, Error-Prone Manual Entry
- ▶ Project Delays & Overages
- ▶ Slow Invoicing & Collection
- ▶ Underutilized Technicians
- ▶ Losing Money on Contracts



Make Tigerpaw your **most productive** employee.

www.tigerpaw.com

FREE!
COMMUNICATORS

USA CENTRAL STATION

WE HAVE THE BEST SUNSETTING SOLUTIONS IN THE INDUSTRY.

IS YOUR CENTRAL STATION FOCUSED ON YOU?



M2M MQ03-LTE-M-FIRE-AV
ONLY \$180

**after initial year, billing will be
base monitoring + \$8/mo*



M2M MN02-LTE-M
ONLY \$120

AT&T ONLY

**after initial year, billing will be
base monitoring + \$3/mo*

M2M MN02-LTE-M-AV
ONLY \$132

AT&T AND VERIZON DUAL SIM

**after initial year, billing will be
base monitoring + \$4/mo*

includes ONE YEAR OF MONITORING & CELL SERVICE!!

MAIN FEATURES

- MULTI-BAND CAT-M1 LTE 700/850/1700/1900/2100 MHZ CELLULAR COMMUNICATORS
- FAST AND EASY INSTALLATION
- DUAL-SIM ON AT&T/VERIZON LTE-M NETWORKS (MN02-LTE-M AT&T ONLY)
- WORKS WITH ANY PANEL USING CONTACT ID, SIA, AND PULSE 4+2

CONTACT: JOYCE ROSITO
sales@usacs.net (877) 301-5129

CA: #ACO 7941



**SIMPLICITY.
APPLIED.**



ag | **avantguard**
agmonitoring.com

Monitoring Solutions for a Connected World

MATT BRANDON
National Accounts - East
770.298.3074
mbrandon@agmonitoring.com

Barkin, Perren, Schwager & Dolan, LLP Announce New Partner

The partners of Barkin, Perren, Schwager & Dolan, LLP announced that effective January 1, 2022, Alyson Pattie will become



a Partner. Alyson started her career with BPSD in September 2013 after relocating from Ohio. She was certified as a CPA in January 2012. Alyson is involved with all aspects of the practice and the clients we work with. Her involvement with the California Alarm Association continues thru her work with the Board of Directors, participation in industry seminars and workshops as well as working directly with many of the firm's industry clients. Alyson plays a prominent role in developing firm internal policies and procedures and

working with our entire organization. We congratulate Alyson once again and look forward to many years of continued growth and success. Our BPSD family also wants to take this opportunity to wish you and yours the best for the holidays and a happy, safe, healthy, and prosperous 2022. We value and appreciate your relationship with us very much and look forward to continuing that for many years to come.



FLAIR
ELECTRONICS

Standard and Custom Magnetic Contacts
Wired and Wireless Annunciators
Perimeter Fence Sensors

Call today for free samples

800-532-3492
sales@flairsecurity.com
www.flairsecurity.com

*At Flair
We Care!*



STANLEY
Security

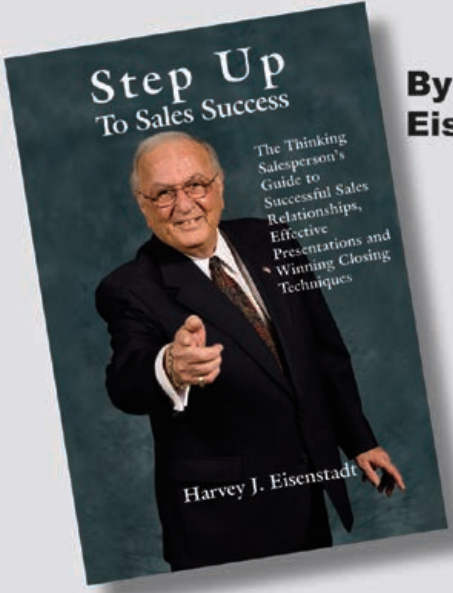
I am STANLEY Security Wholesale Monitoring

I am Susan Harris, Dealer Relations Specialist.
I am the voice of our independent alarm dealers.

800-932-3304 / www.stanleymonitor.com
Licensing information at <https://www.stanleysecuritysolutions.com/licenses>

Step Up To Sales Success

The Thinking Salesperson's Guide to Successful Sales Relationships, Effective Presentations and Winning Closing Techniques



By Harvey J. Eisenstadt

Contact SYNCOMM MANAGEMENT GROUP
TO ORDER BY PHONE 800-490-9680
or email to: info@snnonline.com



**ALL AMERICAN
MONITORING**

\$2.50 Nationwide
Monitoring

Reliability Counts

**Over 45 Years Monitoring Experience
The Partner you have been looking for!**



844 489 3030 • [www★AllAmericanMonitoring★com](http://www.AllAmericanMonitoring.com)

AUTOMATIC FIRE ALARM ASSOCIATION

AFAA Illinois

The Illinois Automatic Fire Alarm Association

If Fire Safety is your career, become part of our active, professional community. We are Illinois' Fire Alarm & Early Warning Detection Industry Association. We provide education and code advocacy for the advancement of fire and life safety in Illinois, and Nationwide.

www.il-afaa.org
Daniel.finnegan@siemens.com



The AFAA Fire Expo will be held May 2 - May 5, 2022 in Palm Coast, FL at the Hammock Beach Golf Resort & Spa.

Sure. Most accountants know...



But not...



Reitman Consulting knows both.

Does your tax professional really understand your business?
Do you have information that helps you to run your company and compete?
Has your tax pro even called you to do year end planning?

Our **only** clients are Security and Systems Integration firms just like yours. We know the ins and outs of the profession and what it takes to succeed, not just survive. We prepared hundreds of tax returns for firms just like yours last year -- large and small. We stay involved and communicate with you year round, not just at tax time. We are at your association meetings and conventions. We know who you are and what you do.

This year, why not get real value from your tax professional. Call 817-698-9999. Let's get started!

Our firm was originally founded as S.I.C. Consulting in 2001. We are a brick and mortar consulting group with associates who know your business and have the experience and resources to assist you. **Reitman Consulting Group** began with a pencil and knowledge of the security and systems integration industry. Although founder



Mitch Reitman has much more than a pencil now, he still has the desire and ability to serve the industry.

We're ready to go. Are you?



Reitman Consulting Group, Inc.

Tax Consulting • Brokerage • Valuation

5408 Woodway Drive
Fort Worth, TX 76133

817-698-9999 www.reitman.us



2022 AFAA Annual Fire Expo

May 2-5, 2022

The AFAA Fire Expo will be held May 2 - May 5, 2022 in Palm Coast, FL at the Hammock Beach Golf Resort & Spa. Registration is now OPEN for our 2022 Annual Fire Expo and we have secured a room rate of \$195 per night at the Hammock Beach Golf Resort & Spa. A link to book your room will be provided after you complete your registration. For information visit www.aaaa.org.

We're here to help with Federal, State and Local Tax Preparation. Call us today.



**AMS Puts the Services You Need
in the Palm of Your Hand.**

877.740.0283 | www.monitor1.com

Setting the standard for quality monitoring and dealer service since 1980.

ALARM LOCK, a Division of NAPCO Security Technologies, announced that its popular DL-WINDOWS Management software is now conveniently available for download on the Alarm Lock website, on all lock pages. DL-Windows is the free Alarm Lock Trilogy Microsoft Windows®-based software application that allows for easier and faster programming and access control management with Alarm Lock Trilogy® locks. Quickly create Accounts and Lock Profiles, add multiple Users, add prox cards &/or keyfob proximity credentials, retrieve event logs, and create Schedules. The software provides easy management of Alarm Lock’s class-leading, Trilogy line of keyless electronic access control locks-- enabling security professionals and facility managers to control access to buildings of all kinds, more cost-effectively, dependably and quickly than ever, adding and removing users, and their PIN- or Prox-ID card-based wireless access control a door at a time. To download DL-Windows or for more on Alarm Lock, visit www.alarmlock.com or call 1-800-ALA-LOCK.

POTTER ELECTRIC SIGNAL COMPANY announced that Valcom has become a new division within Potter. Potter’s strategic investment in Valcom will allow the business to expand its engineering, marketing, and sales initiatives to drive growth in new applications. With this acquisition, Potter now offers a portfolio that covers the broadest range of emergency communication systems used in commercial projects. Valcom’s range of mass notification systems complement Potter’s fire and life safety offering, including their voice evacuation and emergency responder communication systems. Potter’s CEO, Gerry Connolly, commented, “We have had a longstanding respect for Valcom’s products and culture. With more building owners and facility managers looking to manufacturers to provide better platform and system integration across their mission-critical life safety and communication systems, we see the potential for additional strategic growth given our complementary products and channels.”

POTTER ELECTRIC SIGNAL COMPANY announced the release of the Integrated Voice System along with the IPA-4000V and AFC-1000V fire alarm control panels. These updated panels have all the functionality of the original IPA-4000 and AFC-1000 panels, and now include the ability to create and send out voice evacuation messages. The Integrated Voice System can be used to address multiple site requirements for the Potter AFC-1000V and IPA-4000V, with industry leading capacity including up to 104 programmable push buttons, 31 total system amplifiers, 248 speaker circuits, and remote system control using the new LOC-1000 Local Operator Console. The Integrated Voice System utilizes a text-to-speech feature that allows users to create custom spoken audio messages themselves without needing third party software or voice artists. Amy Liedman, Potter’s Director of

Product Management for Fire and Security, said, “The Integrated Voice System is going to revolutionize the capabilities of Potter’s large-scale fire and life safety systems. Giving our customers the ability to provide voice evacuation systems into the market ensuring their installations will provide clear evacuation needs in an emergency situation, and it’s been designed with an easy-to-use interface for much easier initial set-ups and modifications. Visit www.pottersignal.com for more information on Potter’s Integrated Voice System and all products and services that Potter offers.


The **STANLEY SECURITY WHOLESALE MONITORING** team donates time and auction item to the Heroes@Home Tournament. The United States Army Special Forces, known as the Green Berets, produce some of our nation’s finest and most elite military personnel, who fight across a broad spectrum of missions, in the pursuit of freedom for those oppressed and to protect our nation from those who seek to do us harm. The Heroes at Home Golf tournament is played to help raise funds to assist the mission of The Green Beret Foundation. This year was the fourth year of the event and to date the Tournament has given over 1 million dollars to the foundation. This money is used to help connect U. S. Army Special Forces and their families with the resources needed for healing from injury, family support, and transition to life after service. At the year’s event in Houston, Texas, Peggy Page of STANLEY Security Wholesale Monitoring was proud to volunteer her time and an auction item for the event to add to the monies raised this year. If you would like more information please check out www.stanleymonitor.com, 800-932-3304 or wholesale-sales@sbdinc.com.

TELGUARD announced its Customer Service and Technical Support teams have won a 2021 Security Sales & Integration Supplier Stellar Service Award for Training Programs. With average hold times of less than a minute, these Atlanta based teams work hard every day to provide expert service and tech support to its customers so their customers’ professionally monitored assets,

property and lives are secure. The award comes from a SS&I subscriber poll of professional security dealers and integrators, where they specify who they recognize as having the best service in areas like training programs and customer service. “We operate from a dealer-first mentality and care enough about our customers’ time and reputation to implement a dealer support system that allows our customers to reach our experts in under a minute, provides customized in-person and virtual training opportunities, and encourages product education as a tool that empowers integrators to become the experts in the eyes of their customers,” said Daniel Rosales, Senior Director, Telguard Technical Services.


ALULA introduced BAT-Fire, an innovative universal 5G-ready fire communicator for system integrators requiring an all-purpose, full-featured device. BAT-Fire builds on Alula’s long history of developing award-winning products and services. BAT-Fire offers easy configuration and support of all fire alarm control panels using dial-capture to report Contact ID signals, or flexible inputs for interfacing with dialer-less FACP’s. The new communicator provides sole path cellular (LTE-M) and IP or dual path communications. “Previously, you may have needed one





Michael Hutcher
Vice President, Eastern Region

 9469 Route 422 Hwy E, PO Box 179, Shelocta, PA 15774

 Call/Text: (301) 992-5291

 mhutcher@dynamarkmonitoring.com

www.dynamarkmonitoring.com

Associates News, continued on page 20



Life Safety is What They Want After All

- When your customers' lives are resting in your hands, why settle for anything less? The 1100T is the industry's only wireless translator listed and NFPA approved for life safety.
- One translator makes it easy to take over DSC, Interlogix, Honeywell 5800 and 2 GIG Series systems up to 128 zones, all without replacing existing smoke and CO detectors.
- Enjoy the freedom of placing the wireless translator anywhere you want regardless of where the control panel is located.



While other manufacturers either can't or won't... we do.

When you're ready to meet your customers' needs with true life safety, check out [DMP.com/LifeSafetyAfterAll-CAA](https://www.dmp.com/LifeSafetyAfterAll-CAA).



communicator for cellular communications and another for ethernet," said Dave Mayne, Alula's senior vice president, product and marketing. "Both are always available on BAT-Fire, and you can turn the cellular radio on or off if desired, something other communicators can't do." The BAT-Fire is now available through security and electrical distributors that carry Alula products.

RSPNDR announced partnering with **MAS MONITORING** for a native integration with MASTerMind central monitoring station software. "The opportunity to integrate with MAS will accelerate adoption so more monitoring stations, dealers, guard companies and end-users can start to see the benefits of having a faster, more transparent response to unverified alarms in less steps", said Mark Zimmerman, CEO of RSPNDR. RSPNDR connects monitoring stations that have active unverified alarms to a network of licensed on-demand mobile guards that respond based on proximity. Without employing guards, RSPNDR partners with local licensed guard companies to deliver alarm response demand, as needed in just one-click.

HAKIMO announced the release of its smart monitoring software powered by artificial intelligence (AI) to holistically manage enterprise physical security operations. Hakimo's software significantly streamlines the workflow of a global security operations center (GSOC) by freeing up time for operators and by surfacing security threats which would have gone unnoticed previously. "Hakimo leverages state-of-the-art deep learning technology developed over the last few years," said Sam Joseph, cofounder and chief executive officer of Hakimo. Hakimo's software detects tailgating using existing cameras without needing any additional

hardware to be deployed. Not only that, Hakimo has an industry leading performance rate that even beats out other tailgating solutions that rely on specialized hardware, such as sensors. Hakimo uses video analytics to auto-resolve false alarms and consistently reduces nuisance alarms by 75 to 85 percent.

Chris Lanier, President of **LRG INC**, a manufacturer rep firm based in Jasper, TX, is celebrating 20 years in business. To celebrate this momentous occasion, LRG Inc and select vendor partners decided to give back to their customers by giving away \$20,000 in prize money to 36 lucky winners from across the Central US via a monthly drawing of entries by dealers and distributors utilizing products from leading manufacturers. Jasper County Judge Mark Allen selected the final Grand Prize winners. Judge Allen has assisted LRG with their anniversary drawings for more than 15 years. "Jasper is proud of the LRG, inc Team of professionals. It has been an honor to participate in their 20th Anniversary Celebration" said Judge Allen. Visit www.lanrepgroup.com for more information.



TELGUARD
THE ALARM COMMUNICATION EXPERTS

DON'T JUST UPGRADE YOUR COMMUNICATOR.
UPGRADE YOUR COMMUNICATOR PROVIDER.

Learn how our Dealer-First approach can help your business protect your customers and your RMR.

Sunset & POTS Replacements, Takeovers, and New Installs
telguard.com | 800.229.2326

©2021 Telguard. Telguard and the Telguard Logo are registered trademarks of Telular Corporation | Telular is a business unit of AMETEK, Inc. All Rights Reserved. **AMETEK**



LRG celebrates 20 years as a manufacturers rep firm.



LRG keeps up to date with the industry reading *THE SENTINEL*, *THE SENTRY* and *THE MIRROR*.

Fastest Cellular Sunset Solution, Every Panel & FACP, Everywhere The New Dealers' Choice:

- Installs in Minutes - For Every Application & Account
- Easiest Panel-Powered Technology; No Panel Reprogramming
- Lowest Cost - From FREE to \$100 Off All w/ Tradeup, New & Retrofits

StarLink^{*} Cellular
Protect All Accounts Now.
2 Antennas Work Better Than 1



StarLink^{*} Connect
Upgrading Vista[®] & DSC[®]
Doesn't Get Easier Than This



StarLink^{*} Fire
Panel-Powered Radio
or POTS Replacement

No FACP Reprogramming
or Extra Power Required!



StarLink^{*}
1.800.645.9445 www.StarLinkLTE.com



Here's How To Get
All StarLink LTE Radios FREE or \$100 Off

*See full details online at
www.napcosecurity.com/starlink/starlink4upgrade/
or scan QR Code.



Free Sales Intro Classes Online Every Thursday at 10am EST/PST

StarLink, Signal Boost[™] are trademarks of Napco. Other marks trademarks of their respective cos. *Sugg. Net equipment pricing quoted in USD with StarLink Tradeup Incentive Program[™] - \$100 Incentive credit on your StarLink Account, applicable to all models. See full details www.napcosecurity.com/starlink/starlink4upgrade. Promotions subject to change without prior notice.

2022 CASIA MEETINGS

Thursday, January 20

Annual Meeting and Election of Officers /
keynote speaker Andy Markowski

Thursday, March 31

LAST Thursday of the month MEMBERSHIP
EXPO & AUCTION

Thursday, April 21

General Membership Meeting

Thursday, June 16

Lobsterbake & Barbeque

Thursday, July 21

GOLF CLASSIC @ Lyman Orchards

Thursday, October 20

General Membership Meeting

Thursday, December 15

HOLIDAY PARTY

INDUSTRY EVENTS 2022

SIA/ISC Loves Security

March 22, 2022, THE ROCKHOUSE, Las Vegas, NV

ISC West

March 23-25, 2022, Sands Expo Center, Las Vegas, NV

TMA Virtual Mid-Year Meeting

April 26-28, 2022

<https://tma.us/events/virtual-mid-year-meeting/>

AFAA Annual Conference

May 3 - 5, 2022, Palm Coast, FL

ESX

June 14-17, 2022, Ft. Worth, TX

ISC East

November 16-17, 2022, New York, NY

ADVERTISE IN

NORTHEAST MIDWEST
THE SENTINEL

Covers
readership
in 25 states.

Great Rates!
Responsive,
Qualified Readership

CASIA Apprenticeship Training

Are you doing work in Connecticut? If so, we've got you covered. ESA National Training School's L-6 Limited Electrical Connecticut Apprenticeship training program was designed specifically to satisfy the state requirements for the limited electrical journey person license in CT.

L-6 Limited Electrical Connecticut Apprenticeship Training

ESA MEMBER PRICE: \$824.00 - \$1,500.00

Pay conveniently by semester or by year.

This coursework will start students on their journey to complete the 295.5 required training hours for the L-6 Limited Electrical Connecticut Apprenticeship program. As an apprentice, they will learn on the job under the supervision of a journey person while working for an approved sponsor and attending the related instruction through an approved provider.

Students will complete 295.5 hours of related instructions as well as 4,000 hours of on-the-job training while they are enrolled. For more information visit www.esaweb.org.

PerkPlans Deliver Results to CASIA Members

CASIA has enrolled in PerkPlans to give all members a chance to SAVE Big Time! It costs you nothing as a member but gives you access to savings with hundreds of businesses and services. Verizon? Dell Computer? Disney World? Home Depot? Sam's Club? These are just a sampling of what PerkPlans offers. Go on to CASIA's website, www.casiact.org/MemberPerks to review the entire world of discounts available. The password is "protected" — just email (preme@casiact.org) or call (203-762-2444) for the key word to savings.

NORTHEAST MIDWEST
THE SENTINEL

THE SENTINEL 2022

Published by
Syncomm Management Group, Inc.
333 Washington Boulevard, #431
Marina del Rey, CA 90292
www.snnonline.com
info@snnonline.com
800-490-9680
Jerry Lenander, Publisher

No articles herein may be reproduced without written permission from Syncomm. Syncomm is not responsible for any errors or omissions in advertising.

Ad Rates:

Full Page\$500
Half Page\$300
Quarter Page\$150
Business Card\$50

All ads are full color.

Mailed Circulation: 2,000

Rates and Specs:
www.snnonline.com

Contact Jerry Lenander
info@snnonline.com
800-490-9680



www.twitter.com/snnonline



www.facebook.com/snnonline



BUILD MOMENTUM WITH UCC



MONITORING

Quality, caring, highly trained operators that provide exceptional monitoring services.



DEALER DEVELOPMENT

Expert training and proven techniques to help you make informed business decisions.



RESOURCES

In demand services and technologies to help you grow your business portfolio.



SUCCESS

Let us show you how UCC can help you build the momentum you need to advance your company to the next level.

JOIN UCC TODAY

www.teamucc.com | 888.832.6822



ISC WEST

PREMIER SPONSOR:



COMPREHENSIVE SECURITY

FOR A SAFER, CONNECTED WORLD

SAVE THE DATE FOR 2022!

SIA EDUCATION@ISC: **MARCH 22-24**

EXHIBIT HALL: **MARCH 23-25**

SANDS EXPO, **LAS VEGAS, NV**

