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## In Memoriam James A. Raymer

James A. Raymer, age 76 of Jonesboro passed away June 15, 2022. Mr. Raymer was a member of St. Philip Benizi Catholic Church where he served as a Eucharistic Minister and sang in the choir. He served in the US Army during the Vietnam War, where he received a Purple Heart and a Bronze Star. He was a loving



husband, father, grandfather. He loved his cat and Elvis and was an incredibly selfless person. He was preceded in death by his parents: Arthur J. & Ella M. Raymer; siblings: Thomas Raymer, Jean Jackson and Vicki Vincent. He is survived by his wife of 50 years: Ann Raymer; Children: Jessica (Daniele) Sbordi of Scotch Plains, NJ and James (Kenya) Raymer of Nashville, TN; grandchildren: Nicolas and Francesca Sbordi and Selah Raymer; many nieces, nephews and extended family. A Funeral Mass was held at 4:30 PM, Friday, June 17th, 2022 at St. Philip Benizi Catholic Church with Ft. John Koziol, OFM Conv. officiating.

After returning from Vietnam, Jim entered the security and alarm industry in 1969. He worked through the years in the industry as an outside sales representative and president of a local alarm, telephone and low voltage installations company. He served as President of ESP from 1996 until time of passing, managing the sale of millions of dollars of equipment for the manufacturers ESP represented.



James Raymer and colleagues.

## New Study: Communities Find Success with Model Alarm Ordinance

### Most Alarms Protect Life and Property But Generate No Calls for Service

A new study by a professor at the UNC-Charlotte, Criminal Justice & Criminology Department shows that most electronic security systems in the communities studied protect life and property without generating calls for police services.

The study examined four communities that had adopted the Model Alarm Ordinance, developed by the industry and leaders in law enforcement to reduce unnecessary calls for service while maintaining police response to alarms.



The four communities included Charlotte-Mecklenburg, North Carolina; Atlanta and Marietta, Georgia; and Montgomery County, Maryland. These communities represented two large agencies, one smaller suburban agency and one county agency managing more than 570,000 permitted alarm systems.

“A key finding of the study,” said Dr. Joe Kuhns, “is that the vast majority of alarm systems in these four locations were effective at protecting lives and property while generating zero calls for service in a given year, and only a tiny percentage are problematic systems that generated multiple calls for service.”

The annual average percentage of registered alarms that generated zero dispatches was as high as 92% in Charlotte-Mecklenburg, 82.6% in Atlanta, 87.5% in Montgomery County and 66.4% in Marietta. These statistics represented an 8 or 10-year average, depending on how long the ordinance had been in effect.



Dr. Joe Kuhns

The logo features the letters 'RMS' in a bold, blue, sans-serif font. The '30' is significantly larger, with the '3' in blue and the '0' in white with a blue outline. Below the '30' is the word 'YEARS' in a smaller, blue, sans-serif font. The background is a blurred image of a calendar with dates visible.

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 Executive Director: Shelley Pettit

The Mississippi Security Association offers are certification courses required to be licensed in the State of Mississippi by the Mississippi State Fire Marshal Electronic Protection Division. Certification courses are offered in person, virtual and online. Visit [www.mississippisecurityassociation.com](http://www.mississippisecurityassociation.com) for additional information.

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### Georgia Electronic Life Safety & Systems Association

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Visit our website for more info on upcoming events or for membership at [www.gelssa.com](http://www.gelssa.com).



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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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## INDUSTRY NEWS

### Rockwall, TX ECC Goes Live with TMA's ASAP

The Monitoring Association (TMA) welcomed its 110<sup>th</sup> ECC in the United States on June 22. The City of Rockwall ECC in Texas, servicing the Cities of Rockwall, Fate, and Heath, became the 12<sup>th</sup> ECC in the state of Texas to implement the **Automated Secure Alarm Protocol (ASAP)**. The Rockwall ECC went live with Rapid Response Monitoring, Vector Security, Tyco (Johnson Controls), Security Central, Alert360, Stanley Security, Guardian Protection, United Central Control, National Monitoring Center, Brinks Home Security, Vivint, Affiliated Monitoring, Protection One & ADT. Launched in 2011 as a public-private partnership, TMA's ASAP service is designed to increase the accuracy and efficiency of calls for service from alarm companies to Emergency Communication Centers (ECCs).

"TMA's ASAP-to-PSAP continues its rapid growth across the U.S.," stated TMA President Morgan Hertel. "The Irving, TX ECC, which serves a population of approximately 1 million, is anticipated to go live soon."


Learn more about TMA's ASAP service online at [www.tma.us/asap/](http://www.tma.us/asap/).

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## DEALER PERSPECTIVE...#36



### It's Time for the Security Industry to Seriously Examine its Privacy and Data Protection Practices (Revisited)

By Tony Smith

Are you ready? Going back to a 2019 article in Security Sales and Integration magazine, alarm dealers of all sizes were facing a crossroads and beginning to pay significant attention to Cyber Security issues and how they affect their companies.

At the time, I posed one very good reason why: a \$700M reason. When the Equifax Breach settlement was announced, they took their sweet time to patch a hole in their computer systems. They chose not to notify their regulatory authorities or tell anyone, thus resulting in the compromise of personal information for more than 140 million people. Two hundred and seventy-five million dollars of the settlement was to be distributed to all the states plus Puerto Rico and the District of Columbia. In addition, Equifax was to pay out \$425M to compensate customers and provide credit monitoring.

In the words of FTC chairman, Joe Simons, "Companies that profit from personal information have an extra responsibility to protect and secure that data. Equifax failed to take basic steps that may have prevented the breach." They made almost every mistake in the book. They ignored the breach for

## Not just a compliance issue, but a matter of trust and customer retention

almost 90 days, when they actually knew there was a serious problem, before notifying the government. They then waited another 30 days to notify their customers.

Alarm dealers, Integrators, Fire companies and Central Monitoring stations likely fall under these same regulations, plus a multitude of privacy laws that have been passed by many states. Equifax has insurance and some very good lawyers, but the settlement still puts a big hole in their cash flow. Our alarm customers are monitored and serviced every day by us, but they would leave en masse, if we treated a breach of their personal information similarly.

Alarm dealers and central stations are busy folks doing what we do so well. However, we are still smart enough to use passwords and change them when an employee leaves the company. We are smart enough and aware that it is a dangerous cyber world out there. But, how much of our time is actually focused on our cyber risk? Clearly, not enough. Physical security is our business.

We are not trained in cyber security or risk management. In the same way that we off-loaded the responsibilities of alarm monitoring to third-party central stations, we should consider doing the same with cyber security and its myriad of new issues. We trust our alarm central stations to deploy the technology and resources to the monitoring function in a professional fashion. Isn't it time we do that with our cyber security responsibilities? Info Safe is one of the leading companies that has addressed the cyber security challenge and is providing the software, resources and trained personnel to professionally manage the issue for their clients.

Info Safe, however, is the only entity that realized one important factor in dealing with cyber security in all its forms. That is the need to certify that their clients have completed all of the requirements necessary to comply with Federal and State regulations and will not fall into the "I've been Equifaxed trap". This certification will assure customers, suppliers, lenders, and their insurance agent that they have done the "right thing" to comply with the law.

*Tony Smith is the founder and President of Security Funding Associates, a 20+ year Brokerage and Advisory Services firm, located in Los Angeles, California. He is a licensed alarm dealer, former President of the CAA, and former Board member of ESA. Tony may be contacted at tsmith@securityfundingsolutions.com or (626) 795-9199.*



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## Model Ordinance, continued from page 1

“It is also noteworthy that the percentage of zero dispatches tends to increase over time,” said Kuhns. “As jurisdictions get better at administration, and the public becomes more familiar with the ordinance, results consistently improved over time in these four settings.”

The proportion of problematic systems, which generate three or more dispatches in a year, was only .09% in Charlotte-Mecklenburg, 3.5% in Atlanta, 1.08% in Montgomery County and 8.7% in Marietta.

The Model Alarm Ordinance was created in collaboration with leaders in public safety through organizations such as the International Association of Chiefs of Police and the National Sheriffs’ Association,” said Stan Martin, executive director of the Security Industry Alarm Coalition (SIAC) which funded the study. “Public safety leaders recognize the important role electronic security plays in their communities and the importance of police response as a deterrent to crime.

“The Model Alarm Ordinance directly addresses the issue that the vast majority of false alarms are caused by user error,” said Martin. “The study demonstrates that the strategy of focusing on the chronic abusers and fining owners who are careless in operating their electronic security systems is the most effective way of minimizing calls for service.

“The Model Alarm Ordinance is a framework that communities can modify to best fit their local needs,” said Martin. “SIAC provides consultation at no cost to law enforcement agencies considering or modifying alarm ordinances.”

“The model alarm ordinance calls for increasing fines or even curtailing response to the very small percentage of systems that place inordinate demands on public safety agencies,” said Kuhns. “In addition, it mandates multiple contacts with the alarm site prior to contacting public safety agencies.”

“False alarms did not consume a lot of law enforcement resources in the four agencies we studied,” said Kuhns. “If we can replicate what they are doing across the nation’s 18,000+ law enforcement agencies, we are going to wind up saving a whole lot of money and time which can be devoted to other public safety priorities.”

Dr. Joe Kuhns teaches courses in policing, community policing, drugs and crime, and research methods at the undergraduate and graduate levels. Prior to arriving at UNCC in 2003, Dr. Kuhns served as a Senior Policy Analyst at the U.S. Department of Justice (Office of Community Oriented Policing Services).

*SIAC represents one voice for the electronic security industry on alarm management issues – communicating solutions and enhancing relationships with law enforcement. SIAC is comprised of four major North American security associations -- Canadian Security Association (CANASA), Security Industry Association (SIA), The Monitoring Association (TMA), and the Electronic Security Association (ESA). For more information, go to [www.SIACinc.org](http://www.SIACinc.org), [www.siacinc.wordpress.com](http://www.siacinc.wordpress.com), or follow us on [www.twitter.com/siacinc](http://www.twitter.com/siacinc).*



*Karen Sperber, Paul Verruto, Ralph and Stacey Sevinor, Don Sperber, Kristina, Todd and Emma Gaito, and Ellen and Charlie Darsch welcomed THE MIRROR to dinner at Seasons 52 in Burlington, MA.*

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## AICC Welcomes New Leadership

The Alarm Industry Communications Committee (AICC), a committee of The Monitoring Association (TMA) comprised of representatives of TMA, the Electronic Security Association (ESA), the Security Industry Association (SIA) and major security industry alarm companies and manufacturers, has



T. Galarza

appointed Tiffany Galarza, Director of Telecommunications, ADT, and Sascha Kylau, Vice President, OneTel Security, to co-chair the Committee. Galarza and Kylau assumed leadership of the Committee earlier in June following the resignation of its longtime Chair Lou Fiore.

“I am excited to build on the legacy that Lou earned through his time as chair of AICC,” Galarza stated. “The accomplishments of AICC through the years are impressive, and I know that was possible because of its committee members’ active involvement and engagement.”

Kylau concurred with Galarza, adding, “I’ve been a member of AICC for nearly 20 years. I am both excited and humbled to have the opportunity to be in a position to impact the future growth of the Committee in partnership with Tiffany. Our mutual goal is to take the Committee forward in a direction that will advance the entire industry.”



S. Kylau

Learn more about AICC online at <https://tma.us/about/our-committees/aicc-committee/>

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**SNAP ONE** announced the release of a powerful new OvrC Connect app that replaces OvrC Home to strengthen control of OvrC systems for both commercial and residential clients, along with a newly redesigned OvrC Location Dashboard that simplifies Partners' customer service workflow. According to Evan Marty, Snap



One Director of Remote Monitoring & Management, this launch reinforces the company's commitment to empower Partners and their customers with an expanding, industry-leading, free remote system management solution that can serve as a business operating platform that creates successful long-term customer relationships. Featuring an all-new interface with simple, intuitive navigation, the new OvrC Connect app allows clients to resolve common issues and manage the network, day or night, providing insight, independence and peace of mind.

**VICON INDUSTRIES** appointed Diego Morales as VP, Software Engineering where he will lead the design, development, and management of Vicon's next-gen products.

Morales holds a master's degree in Technology Administration with an emphasis in Project Management, and a Bachelor's Degree in Systems Engineering. He has more than 21 years of experience in the technology industry, holding several key strategic roles such as CTO, CIO, VP of Technology, and Head of IT for both multinational corporations and regional companies. "Diego's strategic technical leadership, and over 21 years of experience in the technology industry, will be a huge asset to Vicon's product and engineering teams," said Bret McGowan, Senior VP of Sales & Marketing. "His background makes him well-suited to be that influential leader who will drive the adoption of new technologies and inspire the team to deliver world-class, enterprise-grade software solutions."



**AIPHONE** announced the opening of the first Aiphone Experience Center on July 1, 2022. The Aiphone Experience Center is an innovative approach to product demonstration within the physical security market. With education at the forefront of its premise, the center will promote full product understanding through each step of the sales process. The center is located at the Aiphone office in Cherry Hill, NJ and three of the most popular product series' will be on display including the IX peer-to-peer IP video Intercom series, the IXG IP series, and the GT series. The IX, IXG and GT series intercoms are suited for use in a variety of facility types including, educational, commercial, multi-tenant, residential, and healthcare.

"The Aiphone Experience Center is an efficient solution for demonstrating our most prominent sellers," said Marty Schutt, Aiphone Director of Sales, Northeast. "When we travel for customer trainings, we may not have ample space or be able to bring all of the necessary equipment due to set-up restrictions. This new facility ensures that we are able to provide customers and integrators with all of the information in one place."

The Strike 10 Boca Raton has modernized bowling with High-Tech Interiors & Control4 Automation featuring a giant DVLED display, tunable color LED lighting, a professional DJ booth, a 37-camera surveillance system, 17 video zones, eight audio zones and a Control4 automation system that can activate everything at the push of a button. According to Albert Mizrahi, owner of Miami Smart Homes, the owners of Strike 10 initially contacted him to design a club-worthy audio system to match their trendy, energetic interiors, but ended up investing in a full slate of audio, video and control technologies from **SNAP ONE**. "The most visible special feature besides the lighting is the wall-to-wall DVLED display that's mounted above the end of the bowling lanes, where there might traditionally be static images or neon signs," Mizrahi added. "This display can be whatever the owners want it to be."



**MAGOS SYSTEMS** has introduced the SR-150 radar, a new radar that is ideal for smaller sites looking to implement enhanced radar detection and larger locations that need to fill a gap to address a dead zone in their perimeter protection. "We developed the SR-150 radar to provide our customers with a comprehensive portfolio of radar detection technologies," said Yaron Zussman, general manager, Magos Americas. "With the addition of the SR-150, we now offer a variety of radar detection solutions that cover short range and long-range radar detection needs, at several different price points for customers." Ideal for a variety of industries, including substations, car lots, data centers, critical infrastructure, and more, the SR-150 is small in size and weight, and also offers low power consumption, making it simpler to install when compared with other radar detection technology systems. Like other radar detection solutions from Magos System, the SR-150 integrates with major VMS platforms, physical access control systems (PACS) and PTZ brands.

**EASTERN BANK** announced Greg Spurr has joined the organization as a Senior Vice President, Commercial Relationship Manager in the Commercial Banking Division specializing in Security Alarm Lending. Based in Boston, his experience includes a focus in specialized lending, including security alarm services and acquisition finance. "We are thrilled to welcome him to Eastern's growing Security Alarm Lending team," said Greg Buscone, Executive Vice President, Senior Commercial Banking Officer at Eastern Bank. "Our national footprint in the security alarm industry will benefit greatly from his experience, and we look forward to deepening our commitment to the industry." Prior to joining Eastern, Spurr worked at Rockland Trust as Senior Vice President, Specialized Lending where he managed a portfolio of companies in the security alarm, IT services and personal emergency response services sectors, including new business development. "I look forward to joining Eastern's Security Alarm Lending Division and supporting its work to expand client relationships," said Spurr. For information, visit [www.easternbank.com](http://www.easternbank.com).



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## It's Convention Time in TENNESSEE!! September 14-16, 2022

Mark your calendars and plan now to attend TNSI's 42nd Annual Trade Show and Convention in beautiful downtown Chattanooga on September 14-16, 2022! We promise to keep you thoroughly entertained for three days!

This year TNSI is hosting our first Axe Throwing Competition as well as our annual golf tournament and a three-course dinner aboard the Tennessee Valley Railroad Dinner Train while traveling through the beautiful mountains of Chattanooga to Summerville, Georgia and returning to Grand Junction Depot in Chattanooga. For more details on CEUs, Exhibits, Golf, etc., please see below.

**Integrator and Exhibitor Registration Forms are available on our website at: [www.theTNSI.org](http://www.theTNSI.org).**

**CEU'S:** TNSI We will be offering 8 CEU credit hours that are approved by the TN Alarm Systems Contractors office.

**EXHIBITS:** TNSI Exhibitors are the best of the best in our industry. Dress comfortably and prepare to walk around and meet face to face with the actual manufacturers, distributors, and monitoring companies that you do business with daily. Exhibits are FREE to attend, so bring your employees! EVERYONE MUST HAVE A NAME BADGE to enter.

### ANNUAL MEETING/LUNCHEON:

Important updates on TNSI and the Security Industry are presented at our Annual Meeting. New Board Members are also elected at our Annual Meeting.

**AXE THROWING:** TNSI is hosting its first Axe Throwing Competition! Axe throwing is easy to learn, and every aspect is designed with your fun and safety in mind. Professional instructors will assist and facilitate our axe throwing experience. Join us for a little FUN competition!! Cost is \$45.

**GOLF TOURNAMENT:** TNSI's Golf Tournament will be held at The Bear Trace at Harrison Bay. The course was designed by Jack

Nicklaus and is surrounded by the beautiful Chickamauga Lake. The course features Champion Bermuda greens and Bermuda fairways lined with soaring pines and hardwood trees. Most greens are open in front and water touches 12 fairways. Cost is \$85.

**OUTING:** TNSI is excited to host a private three-course dinner aboard the Tennessee Valley Railroad Dinner Train on Thursday night with a 2-hour train ride! Buses will pick us up at the Doubletree and take us to the Tennessee Valley Railroad Museum. The Dinner cost \$75 per person but we are only charging \$50 so hopefully everyone can attend. The entrée selections are chicken, beef, salmon, and vegetarian. Water, tea, lemonade, and coffee are included with the dinner. You are welcome to bring your own wine or beer. Can't wait for this exciting outing on the Tennessee Valley Railroad Dinner Train!! Cost is \$50.

**HOTEL RESERVATIONS:** TNSI has blocked rooms at the Doubletree by Hilton Downtown Chattanooga. Please make your reservations TODAY by calling 423-756-5150 or use the link on our website. Room rates are \$129 per night, please mention you are with the Tennessee Network of Security Integrators (TNSI). This rate is good through August 20, 2022. After that date, reservations will be accepted on a room and rate availability basis.

**QUESTIONS?** Contact: TNSI Executive Director Penny Brooks 615-791-9590 [ExecutiveDirector@theTNSI.org](mailto:ExecutiveDirector@theTNSI.org)  
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## 7 Success Strategies For Security Companies



By Brian Plant, Ignite Marketing Group

As an electronic security company, you probably think a lot about business strategies. You realize you exist in a competitive atmosphere and you want to win. Wanting to win is a great motivational force, but not necessarily the best winning strategy. Most people equate winning to sports, where there can only be one winner. The security industry is a bit more complex. The good news is there can be several winners (even in the same area!). It does not have to be an “I lose if you win”, game.

### Most Important: Be Original

Whether you are local, regional, or national, there will be others in your industry. Your instinct might be to choose the largest company and copy their approach to branding, marketing, and success. That is the most common strategy for small to medium businesses. It is also a mistake. Why? You can't be them. But you can be the very best You, and that does work.

### Realize the Value of the Real Deal

Trying to win by being just like the other (or bigger) guy (or gal) is a failing proposition. What brought them success was an ability to communicate their uniqueness. And that is a strategy worth copying.

Two separate entities, in the same area, doing the same thing can both be massively successful without being a direct threat to one another by competing to be unique, not competing to be on top. Make your goal being distinctive, and you will end up being ahead of the national average. And likely ahead of your direct competitors, too.

Growth is a result of a great strategy, but not part of it. It is like saying being a baseball all star is your strategy. You can say that, but to DO that you have to put in a lot of work and put things in place to make that possible.

### Know Your Market, As Well As The Industry

Our business is part of a huge and changing ecosystem. The electronic & physical security industry is evolving at atomic rates. How well you stay on top of the industry will determine your position in your market and profitability. Know the industry well and follow every advance with precision.

### Know Who You Are

A business cannot be all things to all people. Determine who you are, what sets you apart, and what defines you. Market who you are with a clear, professionally executed message across all your mediums, your website, marketing, and collateral.

### Choose Whom You'll Serve

No business will be attractive to every segment of society. It is just not possible. When you figure out what your passion is, and who you are, you can find your tribe. Once you identify your tribe, serve them with all your might.

### Don't Get Sucked into Peripherals

As technology evolves, you will be tempted to go outside of your wheelhouse. Don't. If you know the industry and follow it intimately, you'll know what is coming down the pike. Evaluate it and plan for it before it explodes on the scene. If you do, you will not be pressured to go outside of what is smart and profitable but only add what actually adds to your success.

### Have Some Fixed Parameters, But Be Flexible

Have a structure for what is true, but remember what is true now may not be later. Work with what works best right now, and when you see things changing, reevaluate your set structures and see how they measure up against any real and lasting variables. In that process though, always stay true to the mission of being distinctive and communicating that to your target audience.

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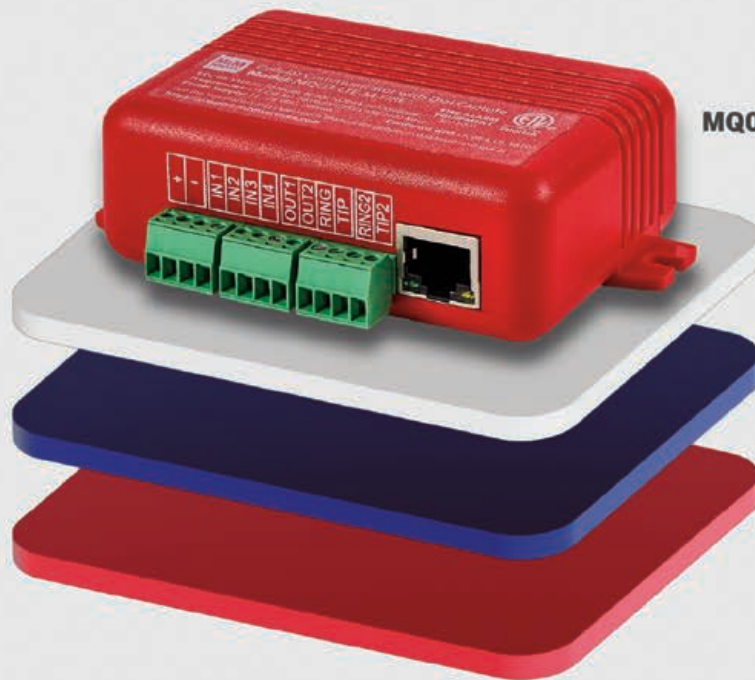
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TMA OPSTech - Charlotte, NC

**October 29 – November 2, 2022**

TMA Annual Meeting , Marco Island, FL

**November 16-17, 2022**

ISC East, New York, NY

**2023 - November 4-8, 2023**

TMA Annual Meeting, Kapalua, Maui, Hawaii

**CAA WINTER CONVENTIONS**

**Western States Security Conference - Fairmont San Francisco**

November 30 - December 3, 2022

December 6 - December 9, 2023

December 4 - December 7, 2024

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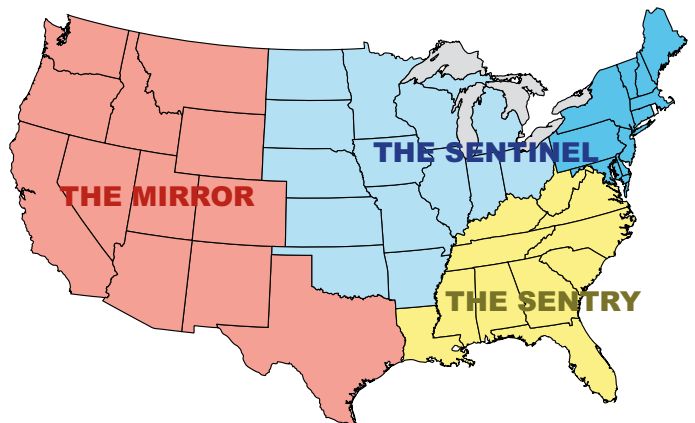
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