THE SOUTHEASTERN SENTRY

Vol. XI, Number 7 | PUBLISHED FOR THE SOUTHEASTERN ELECTRONIC SECURITY INDUSTRY | JULY 2022

CONTENTS

Associates News 14

Contact Information 4

Event Calendars 18

Events are also highlighted throughout The Sentry

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.

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

Looking forward to WELCOMING YOU with a BIG Tennessee HUG in Chattanooga in September!!

Emergency 24 Discusses PSAP

By Kevin Lehan, Emergency24

At a recent CAA Convention, Emergency24 presented its unique municipal-monitoring capabilities whereby the UL-listed central station receives all fire-alarm signals from a jurisdiction, handles the troubles and supervisories based on Authority Having Jurisdiction (AHJ) preferences and sends a digital dispatch with critical information to the local Public Safety Answering Point (PSAP).

PSAP Services has been deployed for seven years in the Chicago area in several communities that passed ordinances requiring a single source for commercial fire alarm signal management.

PSAP Services relies on key partnerships with local fire officials, alarm contractors and the PSAP. A central component of the U.L.-approved program is a Keltron mesh network and Keltron's LS7000 Alarm Management System.

"PSAP Services enables efficiencies for the PSAP and the central station, which improves life safety in the community. We've been able to reduce PSAP calls, which enables PSAP call takers to focus on critical life-safety signals," explained Steve Mayer, Emergency24's Vice President of Operations and Administration. "We are also able to provide real-time reporting to the AHJ regarding systems on test or

PSAP, continued on page 3

PEOPLE
TRAINING
TECHNOLOGY

5,946,545,875 signals received over three decades — twenty-four hours a day, seven days a week. That's 262,800 hours over 1,560 weeks where our Monitoring Specialists have protected lives and property exclusively from within our hardened facilities. We're proud of this, but it's not in our nature to look back and rest on our laurels. 2022 is the beginning of a new era of reaffirming our commitment to you. We commit to prioritize investing in people, training, & technology as cornerstones of our partnership. **It's time to redefine what's possible in the future and go #ForwardTogether.**

RAPID RESPONSE
MONITORING

800.558.7767

rrms.com

AL: 440, AK : 2136087, AR: CMPY.0001302, AZ: 20832, CA: ACO5498; ACB5700, CT: ELC.0106120-L5, DC: 602513000011, DE: 02-168, DE Fire: CSRSL-0003,
FL: EF0000213, IL: 127.001246, NV: NV20131073243, NY: 12000266592, OK: 648, OR: 0183, RI: 5875, TN: 834, TX: B09590, TX Fire: ACR-2020, VA: 11-2850, WA: 602 323 440

THE SOUTHEASTERN SENTRY

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.

Editorial: Copy is due the 15th of the month preceding publication.
Advertising: Space reservations and copy are due the 15th of the month preceding publication.

For Editorial and Advertising information, contact:
Jerry Lenander
Ryan Makovsky, Sales
Syncomm Management Group
www.snnonline.com
info@snnonline.com

© Copyright 2022

Find us on Twitter and Facebook

www.twitter.com/snnonline www.facebook.com/snnonline

SEND US YOUR NEWS

Editorial submittals:
Send your news releases to info@snnonline.com

Training Dates:
Send your Training dates (Title, Location, City, State, Telephone and Website) to info@snnonline.com.

Special Events:
Send your special events including conferences (Title, Location, City, State, Telephone and Website) to info@snnonline.com.

PSAP, continued from page 1

systems that are generating high volumes of signals. At any time, the AHJ can know the pulse of their community."

Other elements of PSAP services that have created efficiencies include Trouble Suppression and Emergency24's Storm Mode protocol.

Traditionally, AHJs wanted notification of all trouble, supervisory and fire signals from every alarm system under their domain. As fire-alarm systems have become more advanced and produce increased levels of trouble and supervisory signals, PSAPs can be overwhelmed with such notification calls, especially during inclement weather.

That inefficiency was addressed in the 2019 Version of NFPA 72. Instead of the PSAP being notified of every trouble alarm, it allows for the Central Station to hold for 15 minutes to see if the trouble alarm is restored. With no restore signal, the Central Station notifies the PSAP and parties.

"But this is life-safety, so EM24 created a safety net we call High Frequency Trouble protocol. Should a system repeatedly and frequently generate a trouble signal and then it restores within 15 minutes, we felt it was necessary to make the notifications," Mayer said. "By default, when ten or more trouble signals and their restores occur within an hour without notification, we make the call. This protocol can be customized based on the AHJ's preferences."

Implemented at the behest of the AHJ, Storm Mode is another tool Emergency24 developed to help prevent PSAPs from being overwhelmed. While in Storm Mode, Emergency24's proprietary software simply logs certain signals instead of queuing those signals for Operators to notify the PSAP call takers. Once Storm Mode is disabled – by the AHJ – all the complaints are re-checked. If a complaint still has not been restored, a notification call will be generated.

"PSAP Services is all about creating efficiencies while sharing more information with the AHJ in real-time," explained Steve Mayer. "Not only do we eliminate thousands of hours of PSAP labor, but we also reduce truck rolls, which minimizes risk to first responders, as well as the community members who are on the same streets."

Kevin Lehan is the Director of National Sales & Marketing for Emergency24, a nationwide provider of third-party monitoring services based out of, Des Plaines, IL. Kevin also serves on the board of directors for the Illinois Electronic Security Association and is an active participant in several other trade associations around the country. He can be reached at 847-894-5423 or k.lehan@emergency24.com

2022 Education and Training Opportunities

The Mississippi Security Association offers 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 for additional information.

Continuing Education
Convention/Trade Show (Jackson) - September 21, 2022. 8 CEUs available. Registration coming soon! Contact MSA-
Phone (601) 668-0528
E-mail msalert@bellsouth.net
Mississippi Security Association P.O. Box 720252, Jackson, MS 39272

MSA Training School - 2022 Training Classes

(In Person, Zoom & Online)
Meets MS requirements for:
- Class C System Installer
- Class B System Technician (1 of 3)

24 CEUs - Cost $300

Level 1 - System Installer
Instructor Led Classes:
- October 5-7, 2022 - Jackson

Zoom Classes:
- July 29-31, 2022
- August 26-28, 2022
- September 23-25, 2022
- October 28-30, 2022
- December 9-11, 2022

Online/Self-Paced 24/7

Advanced Systems Technician
Zoom Classes:
- August 13-14, 2022
- November 5-6, 2022

Online/Self-Paced 24/7
Meets MS requirements for:
- Class B System Technician (2 of 3)

16 CEUs - Cost $300

Life Safety Fire Technician
Zoom Classes:
- July 23-24, 2022
- August 20-21, 2022
- September 17-18, 2022
- October 22-23, 2022
- December 3-4, 2022

Meets MS requirements for:
- Class B System Technician (3 of 3)

16 CEUs - Cost $300

System Salesperson
Zoom Classes:
- July 16, 2022
- August 6, 2022
- October 8, 2022
- November 12, 2022

Online/Self-Paced 24/7
Meets MS requirements for:
- Class D System Salesperson

8 CEUs - Cost $215

ALABAMA
Level 1 System Installer and Advanced System Technician - Visit www.alabamaalarm.org for complete information.

TENNESSEE
Questions: Please call or Email the TNSI office at 615-791-9590 or executive-director@theTNSI.org.

LOUISIANA Certification courses in Baton Rouge, Jefferson, Lafayette and Monroe. In person or Zoom. Registration at http://training.llssa.org/.

Mississippi Security Association
P.O. Box 720252, Jackson, MS 39272
Phone: (601) 668-0528
Email: msalert@bellsouth.net
Website:
www.mississippisecurityassociation.com
Facebook:
https://www.facebook.com/MississippiSA
Executive Director: Shelley Pettit

Board of Directors

President: Cliff King
Access Control Group
Past President: Jack Torrence
Global Sector Services

Alabama Alarm Association
7031 Halcyon Park Drive
Montgomery, AL 36117
Phone: (334) 868-3139
Email: director@alabamaalarm.org
www.AlabamaAlarm.org
Executive Director, Heather Coleman Davis

Associate Members and Sponsors are a very important part of our organization. We want to make it easy to become an Associate Member and to become a Sponsor. We offer a variety of Associate Membership and sponsorship levels. Please see our website for descriptions, benefits and payment. Send your contact information to director@alabamaalarm.org

Georgia Electronic Life Safety & Systems Association

gelssainfo@gelssa.com - www.gelssa.com.

Visit our website for more info on upcoming events or for membership at www.gelssa.com.

Louisiana Life Safety & Security Association (LLSSA)
5000 W Esplanade Ave, #286
Metairie, LA 70006
(337) 886-7282
director@llssa.org Website: www.llssa.org
Facebook: https://www.facebook.com/LLSSA
Assistant Executive Director: Shelley Petti

Board of Directors

Chairman of the Board: Donald Wilkins, Jr., Facility Automation
President: Dera DeRoche-Jolet, Alarm Monitoring Services
Secretary: Mandy Quartz, Certified Alarm Systems
Treasurer: Bill Hattier, Sonitrol of New Orleans
Vice-President Region I: Jody Waltz, United Security Alarm
Vice President Region II: Monica Wolf, LaTech, LLC
Vice President Region III: Floyd Dupre, LAE Security
Vice-President Region IV: Frank Gardner, Fire Tech Systems
Vice-President Region V: Nathan Tucker, Automated Alarm Co.
Associate Member: Kathy Brown, Anixter
Related Industry: Paul Sewall, PAL of New Orleans

Alarm Association of Florida
(800) 899-2099
www.fla-alarms.org
Executive Director: Sean Guthrie
sguthrie@fla-alarms.org

Kentucky Alarm & Security Professionals (KASP)

PO Box 33061
Louisville, KY 40232
info@thekasp.org
www.thekasp.org

North Carolina Security & Low Voltage Association
PO Box 1038, Wake Forest, NC 27588
919-823-4171
info@ncslva.org www.ncslva.org

For full list of scheduled events, please visit www.ncslva.org.

President
Charlie Atkinson
Heritage Technologies, Inc.
charlie@heritageavs.com
Vice President
Alan Yancey
Lake Hickory Security, Inc.
alan@lakehickorysecurity.com
Immediate Past President
Jay Stone
Advanced Consumer Electronics, Inc.
jays@ace1983.com
Secretary
Sheila Yates
Protection Systems, Inc.
sheila@protectionsystemsinc.com
Treasurer
Ken Henke
Secur-Tek, Inc.
khenke@secur-tek.com
Director Area 1
Natt Laws
Alarm South
mlaws@alarmsouth.com
Director Area 2 - Open
Directors Area 3
Tommy Whisnant
CPI Security Systems, Inc.
twhisnant@cpisecurity.com
Director Area 4
Darwin Smith
Asheboro Fire & Security, Inc.
darwin@asheborofireandsecurity.com
Director Area 5
Chris Nobling
Security Force, Inc.
cnobling@securityforceinc.com
Director Area 6
Duncan Hubbard
Holmes Electric Security Systems, Inc.
dhubbard@holmeselectricsecurity.com
Associate Director
Jonathan Stallings
ADI
jonathan.stallings@adiglobal.com
Associate Director
David Sperber
Napco Security Technologies, Inc.
dsperber@napcosecurity.com

South Carolina Electronic Security & Technology Association
PO Box 1763 - Columbia, SC 29202
(803) 252-0580
info@sc-esta.org
www.esta.org

Tennessee Network of Security Integrators (TNSI)
PO Box 150062, Nashville TN 37215
615-791-9590
Website: www.theTNSI.org
executivedirector@theTNSI.org

Board Of Directors

President
Larry Brooks
ADS Security, Nashville TN
President Elect:
Jay Estes
Security Fire Protection, Memphis TN
Past President
Doug Fraker
HIS Security, Knoxville TN
Secretary:
Chip Wolf
Safe T Systems Inc, Knoxville TN
Treasurer:
Mike Holt
Alarm Alert Center, Bartlett TN
VP – Northeast:
Jim Zink
Trimble Security Integration, Knoxville TN
VP – Southeast:
Corey Cochran
Dependable Security Systems, Ringgold GA
VP –MidState:
Brian McGuire
ADS Security, Nashville TN
VP – West:
Jonathan Nichols
Nichols Fire & Security, Memphis TN
VP – Upper East:
Brian Robertson
Comcast/Xfinity Home, Greeneville TN
Directors At Large:
Jules Richard
New Age Alarms, Greeneville, TN
L.J. Lynes
Stanley Security Solutions, Memphis TN
Associate Directors:
Randy Hendricks
ADI, Nashville TN
Jeff Clendenen
Security Equipment Supply, Nashville TN
Executive Director:
Penny Brooks

Your Fire/Integration/ Alarm Company is WORTH MORE THAN YOU THINK!

Sell Your Company or Accounts Now

We have qualified buyers ready to purchase your Security, Fire, Integration business and/or accounts.

- FIRE ALARM
- INTEGRATION
- BURGLAR
- CCTV

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.

AFS
ACQUISITION & FUNDING SERVICES

Don't Wait! We Are Closing Deals Now! *(over $35 million)*:

Metairie, LA	$450,000	Clifton, NJ	$1.8 Million
Oxford, GA	$525,000	Ft Meyers, FL	$5.5 Million
Ponoma, NY	$575,000	Los Angeles, CA	$10.4 Million
Detroit, MI	$600,000	Orlando, FL	$11 Million
Mt. Vernon, NY	$1 Million		
Boston, MA	$1 Million	*Pending:*	
Northern GA	$1.3 Million	Fort Pierce, FL	$2.8 Million
Jackson Hole, WY	$1.8 Million	Edison, NJ	$10 Million

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

Information, Testimonials, Videos and an Informative eBook available at www.afsSMARTfunding.com

Akash Sah of Brink's Home Security has been appointed to SIAC's Board of Directors by SIA. The SIAC Board has two representatives from ESA, TMA, SIA and CANASA appointed by their respective association. "We believe his strong background in developing strategies, leading teams and maximizing the use of resources will help in the direction of our activities in the coming years," said SIAC Executive Director Stan Martin. "Akash has an innovative approach to problem solving that should also serve our team well."

Cen Signal

NATIONWIDE MONITORING...
with SOUTHERN HOSPITALITY

GENE MILLER
SALES
800-554-1104
WWW.CEN-SIGNAL.COM
SALES@CENSIGNAL.COM

UUFX S2629
EF0000005
AL 14-138

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

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

J.C. Gury Signs & Decals
Since 1949
YOUR ONE STOP SHOP FOR SIGNS, STAKES & DECALS

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

THE SOUTHEASTERN SENTRY

SEND US YOUR NEWS ABOUT THE SOUTHEASTERN STATES to: info@SNNonline.com

Editorial submittals:
News releases, personnel promotions, informational articles

Training Dates:
Course title, location, city, state, telephone and website

Special Events:
Conferences, meetings, conventions (title, location, city, state, telephone and website)

Don't Wait Until It's Too Late

Replace POTS on All Fire Accounts Today: Tradeup to Top-Rated Fire Cell Communicator for all FACPs

from $49.95 net*

- **Safeguard All Fire Alarms/Accounts now in jeopardy of failing to communicate as sunsets, weather, events or Telephone Companies continue to retire/obsolete leased landlines –** ***Tradeup to StarLink Cellular Communicators under 15-mins. & $50****
- **Supports Any FACP brand, 12V or 24V, new or old – StarLink Panel-Powered Cell Technology installs in minutes; No panel reprogramming.** Low current draw, NO additional power supply & NO extra conduit. Dual Path Cell/IPs now with EZ-Connect Telco jacks & self-supervised w/o modules.
- **Improve alarm response times when seconds matter most, with StarLink Fire† cellular reporting to any Monitoring Station you choose**
- **Generate new Fire RMR providing cell reporting, while saving accounts $1000's of budget dollars per year vs. POTS –** Each Starlink Fire Cellular Communicator replaces 2 leased landlines per FACP. ***All-New Savings Calculator App "Shows & Tells" Your Prospective Customers Actual Cost Savings with StarLink vs. POTS***
- **Proven to work, even where others won't. AT&T or Verizon StarLink Cellular models** all feature Signal Boost™ & 2 Antennas Are Better Than 1: Eliminating Signal Clash/Drop-Outs, *not possible with single stick antenna radios*

AT&T or verizon

StarLink Incentive Program Saves $100, every account & every time, old & new installations

Now All Models with CLSS Support Option
Free! Test | Inspect | Audit Software + App for Dealers & Accounts

NAPCO StarLink Fire

1.800.645.9445 • www.StarLinkFire.com

StarLink, StarLink Fire™, StarLink Max™ & Signal Boost™, are trademarks of Napco. Other marks trademarks of their respective cos. †For model compliance listings always consult tech docs & AHJ. *Sugg. pricing quoted in USD with StarLink Tradeup Incentive Program™ - see full details www.napcosecurity.com/starlink/starlink4gupgrade. **Compliances (Radio): NFPA 72 Eds: 2019, 2016, 2013, 2010, 2007; UL864, 10th Ed., UL1610, UL985, UL1023, NYCFD; CSFM; LAFD.** Pricing & Promotions subject to change w/o prior notice.

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!

Dynamark
Monitoring
Better technology, better service, and better prices,
all from people who care about you and your business.
Scott Gould
DIRECTOR OF SALES, SOUTH
321.615.1116 | sgould@dynamarkmonitoring.com
Dynamark Monitoring, Inc. ALWAYS INNOVATING. dynamarkmonitoring.com

Cen Signal
NATIONWIDE MONITORING...
with SOUTHERN HOSPITALITY
JEFF BENNETT
SALES
800-554-1104
WWW.CEN-SIGNAL.COM
SALES@CENSIGNAL.COM
UL UUFX S2629
EF0000005
AL 14-138

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

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

StarLink
connect
Cell/IP Communications/Smart Hub
Virtual Keypads & Downloads
For Top Panel Brands

NAPCO
David Sperber
Regional Sales & Channel Manager
NC, SC, GA, VA
1-800-645-9330 ext 368 (VM)
Cell: 631-553-8177
dsperber@napcosecurity.com
Kevin McCaffrey
Regional Sales & Channel Manager
Florida
1-800-645-9330 ext 144 (VM)
Cell: 407-484-5167
kmccaffrey@napcosecurity.com
333 Bayview Ave., Amityville, NY 11701
1-800-645-9445

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

EMERgency24
ALARM MONITORING

DEDE SWIHART
Director of Operations
with EM24 since 1984

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

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

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
CAA
AZAA
ARIZONA ALARM ASSOCIATION
ESA
ELECTRONIC SECURITY ASSOCIATION
The Official Webmaster of the CAA, AZAA & WBFAA
ignite
SECURITY MARKETING
(877) 655-3779
www.igniteleads.com

Upgrade to a Diamond-Level Experience!

Like a Diamond, every business is unique. That's why Security Central offers custom monitoring solutions for *every* customer.

Join our family today and discover a Diamond-Level monitoring experience!

SECURITY CENTRAL
The Monitoring Company

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

NAC POWER THAT'S OFF THE WALL

VERTICAL FIRE POWER – by ALTRONIX

Altronix fire power – the driving force in emergency signaling.

- **R1002ULADA – 10 Amp Rack Mount NAC Power Extender:**
  Two (2) Class A or Four (4) Class B Outputs
- **R1042ULADA – 10 Amp Rack Mount NAC Power Extender:**
  Four (4) Class A or Four (4) Class B Outputs

- Increases signal capacity utilizing less space
- Unique rack design streamlines deployment
- Synchronizes Potter/Amseco, Gentex®, System Sensor® and CooperWheelock® Notification Appliances

Altronix®

YOUR LEADER IN **FIRE POWER** SOLUTIONS

The waiting time when your client calls for immediate assistance.

10 seconds

Our specialists answer the phone in 2 rings or less

minutes

Other monitoring centers

Our **always-on customer service** will give you the competitive edge.

- Two-Ring Commitment
- Elite Recruitment & Training Standards
- After-Hours Technical Support
- 24/7 Dealer Support Staff

To learn more about our premier service, visit **www.nmccentral.com**

1-877-353-3031

national monitoring center

NAPCO SECURITY TECHNOLOGIES announced that its AirAccess® Access Control System, featuring automatic networking via popular Napco StarLink® Cellular, has been chosen as the winner of the ESX Innovation Award 2022 for "Access Control/ID Systems in Access Control/ID System for Hosted / Managed Access." AirAccess speeds creating new hosted access accounts faster, providing RMR from managed access and 24/7 Central Station monitoring option. Cell-/Cloud-Based it automatically makes the network connections, without IT Dept /firewall issues and delays, and features easy 5-Step System Configuration Wizard in its simple cloud-based software. For more on AirAccess Access Control RMR made easy by Napco, ask for the AirAccess Starter Kit (#AA-KIT1A) at your security distributor or contact your local Napco Sales Rep, or phone NAPCO HQ at 800-645-9445.

COPS MONITORING announced that it has reinvested more than $4 million in permanent annual wage increases and another $1 million in additional employee benefits. "For the past two years, the entire country has been faced with an unprecedented crisis related to hiring and retaining qualified employees," said COPS' founder and president Jim McMullen. "While the 'Great Resignation' and other factors have certainly affected nearly all employers, these challenges impact our industry more acutely because hiring and training a dispatcher is a rigorous and time-intensive endeavor that can take up to 18 months before a dispatcher is thoroughly trained and completely vested in our industry. This fact places extraordinary importance on not only attracting the right talent, but also retaining our dedicated employees." Together, the hourly wage increases and additional benefits total roughly $5 million, just in the first year.

SDI introduces Scorpion, an innovative solution for functionally testing any hard-to-access smoke detector. By introducing smoke right where it is needed, Scorpion can easily activate point detectors or ASD systems while reducing testing time. Scorpion is a micro smoke generator permanently installed adjacent to a point detector or a sampling hole on an ASD pipe, typically at the furthest sampling hole. The smoke generator is connected to a Scorpion Control Panel, or Access Point mounted at a convenient, easy to access location at ground level. Functional testing of the smoke detector is then easily and safely achieved from the Scorpion Control Panel, or Access Point (with a portable, battery powered controller) when required. Find more information visit www.sdifire.com/scorpion.

Z-TECH CENTRAL
(877) 840-5491
3550 Covington Pike #103
Memphis, TN 38128
www.ztechcentral.com

Fast Response
Fair Price

NAPCO SECURITY TECHNOLOGIES introduced a new Professional NAPCO HD Video WiFi Cameras and Doorbell. Put video accounts online in less than 10 minutes with affordable pro video and gain incremental RMR from residential and SMB accounts. The NAPCO HD video WiFi cameras and doorbell offer top features, including Night Vision or New Ultra StarLight Night Vision, 2-Way Talk and HD Resolution Video, up 30fps@2.0MP (1920x 1080). Easily scan and enroll in seconds, just scan the QR code and connect to any 2.4GHZ wireless router. Plus, 12-months of cloud-based video storage and access is included, thereafter it's only $1.25/mo.

The acquisition of Cassidy Technologies' branches, in St. Paul, MN and Des Moines, IA, will continue to expand the **ALARMAX** national footprint. Roger Graf, President at AlarMax stated, "We are very happy to welcome Chris Johnson and the Cassidy Team into the AlarMax Family and are excited about our future together." Cassidy Technologies customers will now enjoy an expanded product assortment, greater branch inventory levels and AlarMax's considerable buying power, providing better dealer pricing. The St. Paul branch is located at 2135 Energy Park Drive, St. Paul, MN and can be reached at 612-333-0646. Chris Johnson is the Branch Manager. The Des Moines branch is located at 1335 NE 50th Ave., Des Moines, IA and can be reached at 515-280-4804. Wade Cox serves as Branch Manager. Our sales office in New Berlin, WI, can be reached at 262-754-0100. For more information about AlarMax contact us at 888-432-3232.

VICON INDUSTRIES announced it is extending its three-year warranty to five years at no extra cost. Having anticipated global supply chain disruptions, Vicon Industries actively sought to support its customers by investing in stock ahead of disruption impact, and is one of the few to currently provide a superior line of NDAA-compliant cameras, all in-stock, compatible with most platforms, and now backed by the new five-year warranty at no extra cost. Key features of the new Vicon warranty include option for advance replacement for the first year (silver, gold, and platinum partners), no need to issue a PO before receiving the replacement, and out-of-box failures are always covered. "These extended warranties reflect the confidence we place in our IP camera line," said Bret McGowan, Senior Vice President, Sales and Marketing. "We know that longer warranty terms and short lead-times provide peace-of-mind for our integrators and end users."

UHAVE CONTROL has introduced the uSwitch CS, a web-controlled, multi-channel expandable relay/IO with built-in web server, voltage monitoring, ethernet port plus WiFi access point all in one unit. The uSwitch CS is all that is needed to control, monitor, reboot and control any device, anywhere, anytime over LAN/WAN from any iPhone, Android, PC, or MAC. Network devices include modems, lights, sirens, doors, gates, and cameras. "The uSwitch CS is a giant leap in technology and feature set for uHave Control," stated company president Mario Costa. "In one unit, the uSwitch CS can achieve what our competitors need multiple units to accomplish." For further information about uHave Control, call 617-933-9983 or visit www.uhavecontrol.com.

Alarm MONITORING SERVICES INC.

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.

AL: 427 AR: E-M20090035 FL: EF20000578 MI: 8002000022 TN: 901 TX Burg: B12591 TX Fire: ACR-1750744 VA: 11-6349

Smart Home Security
Made Easy

Play Nice with DIY

Hundreds of third-party devices self-discover and auto-install, delivering ease and convenience for homeowners while saving you a costly truck roll.

Fast Setup

From account creation to linking to the central station, the FusionPro management platform guides you through the entire process with step-by-step instructions.

OvrC® Remote Management

OvrC helps you monitor all of your installs via a single dashboard and fix any issues that arise before your customers even notice there's a problem.

clare ONE™

Exclusively at snap one™

Learn More at snapav.com/clare

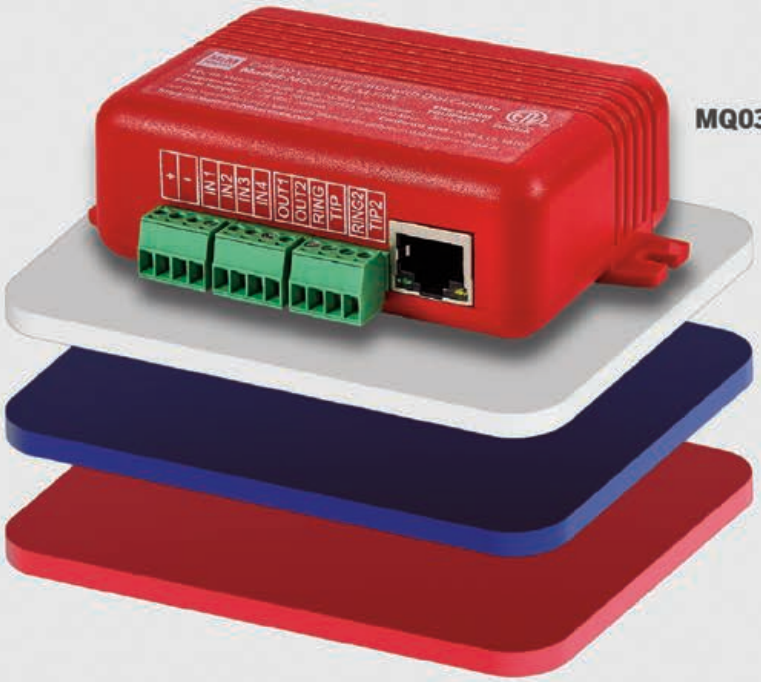
Copyright ©2021, Snap One, LLC. All rights reserved. Designated trademarks are registered trademarks or trademarks of Snap One, LLC or their respective owners.

USA CENTRAL STATION

NY, CT, MN, WA

3G IS LEAVING

ARE YOU READY?



MQ03-LTE-M-FIRE-AV

BETTER THAN FREE!*

$180 GETS YOU THE COMMUNICATOR AND ONE YEAR OF MONITORING AND CELL SERVICE

ORDER ONLINE AT WWW.USACENTRALSTATION.COM OR CONTACT:

MQ03-LTE-M-FIRE-AV

- Multi-band CAT M1 LTE 700/850/1700/1900/2100 MHz
- UL 864 - for Control Units and Accessories for Fire Alarm Systems listed as sole path cellular
- Dual-SIM for AT&T/Verizon
- Works with any panel using contact ID, SIA and Pulse
- Fast and Easy Installation

Joyce Rosito	**Cliff Thompson**	**Tom Camarda**	**Email**
877 301 5129	855 686 2926	914 672 6047	sales@usacs.net

M2M SERVICES

CA: #ACO 7941

*after initial free year of monitoring and cell service, the price will be a base price plus $8 per month

SEPTEMBER

14-16 .... Tennessee Convention and Trade Show ..... Chattanooga

21-22 .... Mississippi Annual Convention/Trade Show .. Jackson

INDUSTRY EVENTS 2022-2023

September 11-15, 2022
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
December 3 - December 6, 2025
December 2 - December 5, 2026

CAA PALM SPRINGS CONVENTIONS - *Hilton Palm Springs*
May 17 – May 20, 2023
May 15 – May 18, 2024
May 14 – May 17, 2025

TRAINING & EDUCATION

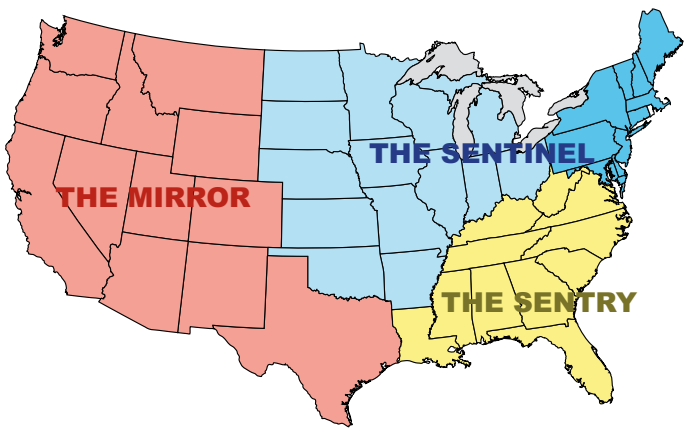
Visit www.nationaltrainingprogram.com.

THE SOUTHEASTERN SENTRY

Want Your Advertising to Reach the Entire USA?

Along with your ad in THE SENTRY, you can run your ad in THE MIRROR and THE SENTINEL. Run your ad in all three publications and get a special rate.

Call Jerry Lenander at 800-490-9680 to reserve your spot today! Specs and information at www.snnonline.com



BUILD MOMENTUM WITH UCC

24/7

MONITORING

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

GYB
GROW YOUR BUSINESS

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

UCC™
EXCEPTIONAL MONITORING
BY LYDIA SECURITY

UL LISTED

© United Central Control. Texas: B20576, ACR-2215 | Florida EF20001361 | California: ACO7969, ACQ5175

THE SOUTHEASTERN SENTRY
PUBLISHED FOR THE SOUTHEASTERN ELECTRONIC SECURITY INDUSTRY
333 Washington Boulevard, #431
Marina del Rey, CA 90292

PRSRT STD
U.S. POSTAGE
PAID
Pasadena, CA
PERMIT # 740