

THE SOUTHEASTERN SENTRY

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Events are also highlighted throughout The Sentry

Sheriff/Private Security Partnership Award

SIAC, along with The Monitoring Association (TMA), is sponsoring the National Sheriff's Association (NSA) "Sheriff/Private Security Partnership Award." The partnership between security companies and the sheriff's offices nationwide is one that SIAC has highly encouraged over the years.

CALL TO ACTION

If you are partnering with a Sheriff's Agency in any way that supports them or the community, we request you to seize this opportunity to nominate the agency for this award by submitting the application and providing a brief explanation of the collaborative effort. If selected, your Sheriff AND your company will receive recognition by NSA and press releases that accompany this award. Given the importance of adopting standards that make sense and are enforceable when it comes to managing alarm systems locally, we strongly encourage security companies to consider applying for this award. The award recognizes the partnership between a private security company and a sheriff's office. Nominations are now being accepted, and must be postmarked to NSA by December 16, 2022. Award Packets may be downloaded at NSA's website <https://sheriffs.org/about-nsa/awards>



Convention Time in Tennessee!!

Sept. 14-16, 2022
Chatanooga



Complete details on page 6



GELSSA Atlanta Braves Outing: "Take me out to the ball game. Wait, let me arm my system first." Participants in the event include: Darrene Hayes, Don Hayes, Scott Gobbi (Telguard), Marshall Lorden (Telguard), Dan Griffin, Eric Widner, Johnny Hudson, Sandra Hurst, David Hurst, Lolita Martin, Michelle Sellner-Marsh, Gaines Butler, Ron Rothman, Kelley Price, Chuck Price, Diane Freeland, Karen Sullivan, Celeste Tanguay, Doug Shockley and Shaunte Sivas.

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info@snnonline.com
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Jerry Lenander
Ryan Makovsky, Sales
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Mitch Reitman has much more than a pencil now, he still has the desire and ability to serve the industry.

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 Phone: (601) 668-0528
 Email: msalert@bellsouth.net
 Website:
www.mississippisecurityassociation.com
 Facebook:
<https://www.facebook.com/MississippiSA>
 Executive Director: Shelley Pettit

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.

ANNUAL TRADE SHOW/CONVENTION - SEPT. 21-22

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TRADE SHOW- OCT. 26-27- Embassy Suites Hoover- Birmingham, AL - register at the website



Louisiana Life Safety & Security Association (LLSSA)

5000 W Esplanade Ave, #286
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 (337) 886-7282
director@llssa.org Website: www.llssa.org
 Facebook: <https://www.facebook.com/LLSSA>
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The LLSSA 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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Duncan Hubbard
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 ADI
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dsperber@napcosecurity.com



Alarm Association of Florida

(800) 899-2099
www.fl-alarms.org
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sguthrie@fla-alarms.org

See pg. 6 for information on Florida licensing



Tennessee Network of Security Integrators (TNSI)

PO Box 150062, Nashville TN 37215
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 Website: www.theTNSI.org
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It's Convention Time in TENNESSEE!! September 14-16, 2022

Plan now to attend TNSI's 42nd Annual Trade Show and Convention in beautiful downtown Chattanooga on September 14-16, 2022! 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
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NAPCO SECURITY TECHNOLOGIES announced that long-time employee, Duane Warehime has been promoted to VP, National Accounts. In his new role, he will be responsible for the development, management, service and support of new and existing national accounts, reporting to the Senior Vice President of Sales, Stephen Spinelli. Stephen Spinelli, SVP of Sales for all divisions of Napco Security Technologies said, "We look forward to growing this segment of our business, as the natural next-step in the Company's successful expansion; and Duane has proven the ideal choice for this new role, working to attain key goals, metrics and strategic partnerships established together with senior leadership."



Additionally, following this move, Napco Regional Sales Managers, for all security territories in North America, will now be led by Dave Sheffey, SVP, Napco Sales, an equally accomplished manager, industry icon and driver of Napco security sales and distribution channels.

ALTRONIX has expanded its popular line of Trove™ Access and Power Integration Solutions to support more brands of access control including Inner Range, Kisi, and Suprema – as well as DIN rail mount solutions ICT and TDSi. "Our collaboration with today's top access control suppliers provides users with more flexibility when designing and installing access control systems," said Ronnie Pennington, Director of Sales for the Americas, Altronix. "For added convenience, our free Trove System Design Tool further simplifies the design process, to configure the specific access and power solution they need." Altronix Trove Access and Power and Integration series easily combines Altronix power and accessories with access controllers available from the industry's leading manufacturers. Altronix products are NDAA and TAA compliant and backed by a lifetime warranty. For more information on Altronix Trove series visit www.altronix.com.

SNAPONE announced the acquisition of **CLARE CONTROLS**, maker of the ClareOne smart home and security system, as part of its ongoing mission to provide Partners with value-added solutions for every need and budget. "ClareOne has become a favorite among our Partners because it provides professionally monitored security alongside easy-to-implement smart home integrations," stated Mike Jordan, SnapOne SVP of Control and Entertainment. "The combined capabilities allow safety-focused homeowners to dip their toes into smart living solutions and provide a clear upgrade pathway to build out a fully connected home through seamless integration with hundreds of devices, including the powerful Control4 system." Clare Controls CEO and Founder Brett Price noted that the acquisition by Snap One cements ClareOne as a vital part of an integrator's toolkit and reaffirms the value and power the solution provides for users. "Clare Controls built ClareOne to bridge the gap between security and smart living, providing users and integrators with an adaptable, integrated solution, and we are thrilled to join the Snap One family of leading smart living and security solutions," Price said. "Whether a job calls for an affordable security and smart home solution, an upgradable system that can be added to later with Control4, or if

there is an existing integrated home that needs enhanced security, ClareOne gives Snap One Partners the power and capabilities they need." Snap One Partners enjoy convenient access to Clare Controls products, which are available through Snap One's e-commerce portal and 30+ local branches.



DMP extended a warm welcome to Pheng Vang as he joins the West Sales team as Dealer Development Manager for Northern California.



Dealers across this region can look to Pheng for continued service and support. "We believe Pheng will be a great representative of DMP," said Jeff Spatz, Director of Sales, West. "His background experience gives him a unique perspective both our dealers and sales team will appreciate. In the short time in his new position, Pheng is already fitting in well with the company." Pheng brings more than a decade of consulting experience to his new position as a Dealer Development Manager. "What first drew me into DMP was the overall company culture and level of support they offered their dealers," said

Pheng. "I'm personally looking forward to develop a relationship with our dealers and for the opportunity to help their businesses thrive."

AVANTGUARD released a new version of the AG Mobile Technicians App on the Google Play Store. The new release includes valuable upgrades such as the ability to modify account information (addresses, time zone, code words, duress codes, contacts, phone information) along with being able to add contacts and change the order of contacts. We have also made it easier to get to a contact's phone number without having to drill down multiple levels in the app - it's now on the contacts screen with easy click access to call functionality.



HAKIMO announced that Punta Gorda Airport (PGD) has deployed the Hakimo solution to enhance security and support Transportation Security Administration (TSA) compliance efforts. U.S. airports are required to implement access control measures to prevent unauthorized access as part of their airport security program which is approved and checked by the TSA. The Hakimo software helps address these requirements by applying artificial intelligence to the airport's existing access control and video surveillance systems. "You can have countless policies and procedures in place, but you don't really know what's happening unless you have a guard at every access point," said Raymond Laroche, Director of Operations and Maintenance, PGD. "The Hakimo AI software is that guard."



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INDUSTRY NEWS

THE MONITORING ASSOCIATION (TMA) welcomed its 111th ECC in the United States on Monday, July 25, 2022. The New Hanover County ECC in North Carolina became the 12th ECC in the state of North Carolina to implement the Automated Secure Alarm Protocol (ASAP). The New Hanover County ECC went live with Rapid Response Monitoring, Vector Security, Tyco (Johnson Controls), Stanley Security, Guardian Protection, Securitas, ADS, United Central Control, Brinks Home Security, Affiliated Monitoring, Vivint, National Monitoring Center, Holmes Security, Protection One and CPI Security. ADT and Security Central will be on boarded in the near future. 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). Learn more about TMA's ASAP service online at www.tma.us/asap/.

More from TMA- The Monitoring Association (TMA) announced acclaimed global futurist, speaker, and best-selling author Jack Uldrich will deliver the keynote address at its 2022 Annual Meeting on Monday, October 31, 2022 at 11 a.m. ET. The meeting will take place in-person at the JW Marriott Marco Island Beach Resort, October 29-November 2, 2022. "As business leaders, what could be more valuable than to have access to the insights of someone who can see into the future? How much more effective and productive could our organizations be? What could we achieve?" asked TMA President Morgan Hertel. "While Jack will share with his insights on leading innovation trends, he will more importantly convey the significant role that both our mind and our heart play in transforming our businesses in preparation for greater success. I am confident that Jack will inspire, energize, and enlighten our meeting attendees like no other. Go to <https://tma.us/events/2022-annual-meeting/> for detailed meeting information, including program agenda, hotel accommodations, and registration.



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DEALER PERSPECTIVE



By Tony Smith

Two sources have confirmed that one of our major industry alarm companies is in final negotiations with one of the largest consumer finance companies that serves security alarm dealers (and other verticals) around the country. The price tag for this transaction will purportedly be in the \$1 billion range. Should we be surprised? I do not think so.

The Buyer, in this case, has an account purchase program from contracted alarm dealers where the Buyer purchases accounts for 30x to 40x RMR, depending on various criteria. The Seller is a multifaceted consumer finance company that has a strong financing platform although a checkered history of losses in our industry. The Seller and the several other financial services companies, such as Synchrony, which service our industry have been doing some significant business, but they treat alarms just like any other vertical. If the Buyer in this reported transaction allows the dealer's financing of the customer installation to provide a more profitable payment to the dealer, then the Buyer will likely pay a lesser amount than they are paying now to acquire the monitoring contract from the dealer. That's a good deal for the dealer, especially if the Buyer removes the holdback clause. It's a good deal for the Buyer because they have reduced their acquisition cost. The Buyer now has a projected 15 yr. life (per their financial reports) for the monitoring contract less any portion paid to the dealer.



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Let us look a little deeper at the elements that can make Consumer Finance good for all parties.

History has already taught us (2006-2008 recession) that consumer finance in our industry will likely implode if there is not some involvement by alarm dealers in the long-term success of their designated consumer finance company. Consumer Finance companies do not, as a rule, allow the dealer to combine the monthly monitoring fees with the installation charges because they do not finance service contracts. Security Funding Assoc.(SFA) has thrown both rules out the window.

SFA works with its dealers to be sure that there are signals at the central station to confirm the installation. They ask their dealers to identify any customer issues that may cause a customer to be late with their payments. ACH and 680+ credit are required for funding. SFA will periodically check customer activity. Finally, by combining the monitoring and installation, the customer only has one check to write each month. Split billing was a major cause of attrition in 2008 because dealers did not understand that once the customer drops monitoring, their equipment is perceived as almost worthless. Also, because of their limited terms, SFA does not generally work with consumer finance companies. Its primary relationship is with a bank that has a strong Platform and a Federal Charter. The bank is encouraged with its proactive work on their behalf to reduce attrition. All of the above is why there has been minimal attrition for the bank and there is no need for dealer chargebacks or holdbacks after the deal is funded.

Finance companies are now allowing their security customers to go beyond 5 years to 10 or 12 years, although the monitoring contract is normally 5 years or less. SFA decided early on that there would only be a 36 month and a 60 month program to avoid confusing the customer and creating a loan term that might exceed the useful life of the installation. Many states want alarm companies to renew monitoring on a monthly basis, so anything beyond 5 years becomes problematic. Again, remember that in 2006-08, split billing caused a severe attrition problem.

As a final thought we do not know if the above referenced transaction will actually close, but it is clear that there is a strong rationale and demand for responsible consumer finance to help replace the void caused by the withdrawal of traditional banking from our industry over the last few years.

Tony Smith is a licensed CA alarm dealer, Past President of the CAA and Co- Founder, Co-Managing Director of SFA. He has been actively involved in funding for alarm dealers and mergers and acquisitions for over 30 years. He may be reached at (626) 795-9199 or TSmith@SecurityFundingSolutions.com



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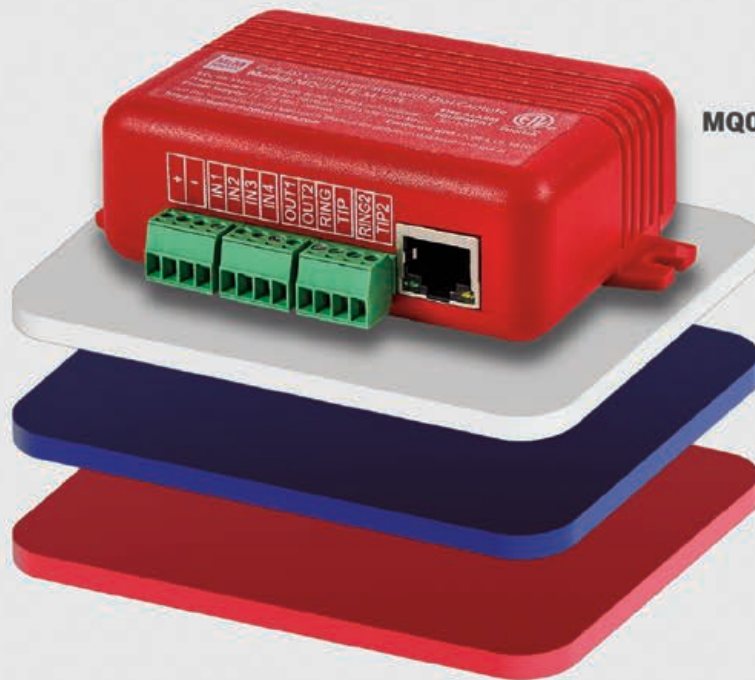
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CAA WINTER CONVENTIONS

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December 6 - December 9, 2023

December 4 - December 7, 2024

December 3 - December 6, 2025

December 2 - December 5, 2026

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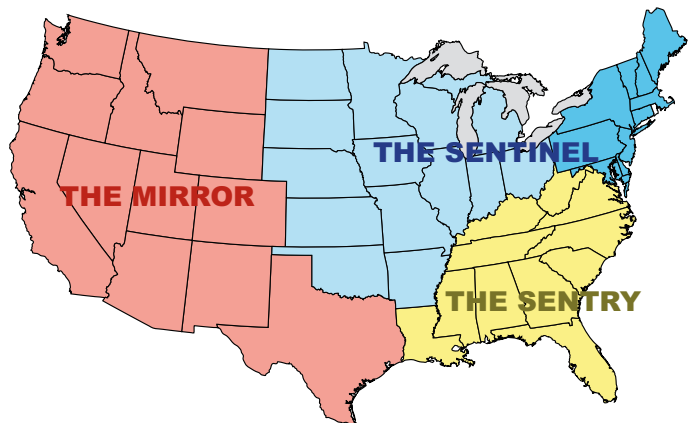
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