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CASIA 
Connecticut Alarm & Systems Integrators Association

Join us for our Holiday Party at Eli's, taking place Thursday, December 15. All are invited to also bring spouses, staff, etc. Participants are encouraged to bring an up wrapped toy for Milford Boys & Girls Village and a gift in the \$15-\$20 range for the grab bag exchange with other guests. Contact Pat Remes, Executive Director premes@casiact.org or 203-762-2444 to RSVP today!

CASIA 
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"Take us out to the ballgame, but only after we've armed our security system!" The ESA Board of Directors met recently in Telguard's home town, Atlanta, Georgia. After a day of great forward-looking planning for their Association, the group took in a defending World Series Champion Atlanta Braves game.

Photo of the ESA Board of Directors appears on page 20.

MacGuard's Insight to the State Farm & ADT Deal



By Kirk MacDowell

The recent announcement that ADT has secured an equity investment totaling \$1.2 billion from State Farm, has the industry buzzing about bigger things ahead, including the impact on the smart home. According to a recent article in SDM, the collaboration between the two companies reflects the increasing momentum of insurance organizations as a channel for purchase or distribution of smart products. The benefits of the partnership are numerous, including discounts offered by insurance providers to users that have smart home products installed.

The partnership between ADT and State Farm is a smart move by both companies. State Farm has already been at the forefront of offering discounts to policy holders with a functional, monitored security system. With added smart home offerings such as water-detection sensors, ADT can alert homeowners and other agencies quickly to this type of catastrophe, reducing the amount of damage to a home. According to Traveler's Insurance,

State Farm/ADT, continued on page 12





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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.

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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.

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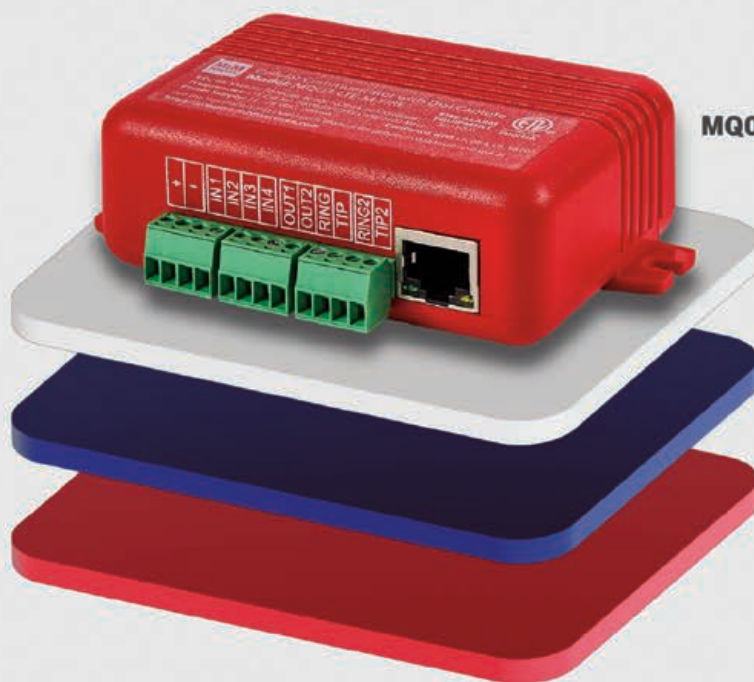
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Mitch Reitman has much more than a pencil now, he still has the desire and ability to serve the industry.

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2022 CASIA MEETINGS

We're shaking things up: Every CASIA dinner meeting will be a VENDOR Display Event and Tabletops will be complimentary with dinner. Space will be on a first come first serve basis and we request you reserve your spot (at least a week) prior. Each meeting will give one vendor an opportunity to speak for 20 minutes about their products and/or services plus new technologies. If a vendor feels he can accomplish his/her sales presentation in 10 minutes, will have two speakers per event. Please just give Pat Remes a call and you will be put on the schedule.

ELI'S
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As to meetings, we are going back to a monthly event upstairs

at Eli's on Whitney, Hamden, except for the noted exceptions. The calendar dates are below. We hope this new direction will excite our valued associate members in that you will be able to have on-on-one time with multiple CT's dealers on a monthly basis. As a salesperson we trust this opportunity will be a win/win for everyone.

- **Thursday, December 15 - HOLIDAY PARTY** at Eli's

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State Farm/ADT, continued from page 1

77% of homeowners' claims come from five causes: wind, non-weather water damage, hail, weather-related water damage, and theft. The impact on the smart home sector will be additional awareness and some market expansion. You can expect to see similar announcements from competitors to ADT. It's a natural progression. Share of wallet by offering more protection and detection capabilities to the residential and small business market is not only a good move, but one that clients desire. It takes upselling to a new level, reduces churn and ties the parties closer together.



Here's some advice to independent dealers and integrators: "Ride the wave". Get in front of

it by aligning with local independent insurance, real estate brokers, and other home service trades, and develop your own combined go-to-market strategy

Kirk MacDowell is the founder and CEO of MacGuard Security Advisors offering guidance on how to innovate, transform, and compete in today's ever-changing electronic security landscape, in addition to being Chairman of the Security Industry Alarm Coalition (SIAC).

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CIBC provides Valley Alarm with \$9 million financing

CIBC Bank USA announced it provided \$9 million in financing to Valley Alarm, a family-owned commercial and residential security provider, to support future growth opportunities.

Valley Alarm, founded in 1981, turned to CIBC for financing given the bank's long history of specialized expertise in the security and life safety industry.

In fact, it was CIBC's deep expertise that attracted Valley Alarm co-president Ed Michel to the bank. "Once we made the decision to move our banking relationship to CIBC, I was impressed at the speed and professionalism of the entire process. We closed the loan in less than 60 days!"

Jennifer Holloway, CIBC security market lead said, "As a bank, we know the complexities of the security industry and tailor financial solutions around those unique needs. We are pleased to provide financing to Valley Alarm to support their growth goals in Southern California."

"We're delighted to partner with a bank that understands our business so well," said Dave Michel, Valley Alarm co-president. "With the CIBC financing, we are well positioned to move quickly when the right acquisitions are identified."

To learn more about CIBC's Security Industry Banking capabilities, please contact Jennifer Holloway at 312-564-3827, jennifer.holloway@cibc.com or visit our website at cibc.com/US.

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SNAP ONE announced the immediate availability of multiple new WiFi 6 wireless access points from Arakis and Access Networks that further enable Partners and customers to enjoy all the benefits of the latest WiFi technology and advanced remote system management. The introduction of Access Networks Unleashed Wireless Access Points, which took place in early August, follows the acquisition of the company by Snap One



in 2021. "Wireless networks are the backbone of every modern integration and automation project, and this new expansion gives Snap One Partners all the tools they need to deliver clients faster data speeds, improved connectivity and the surety of 24/7 system monitoring," said Brian Holden, Snap One Senior Director of Product Management, Networking & RMM.



HAKIMO announced that Brian Harrell has joined its board of advisors with a background and expertise in critical infrastructure protection will support Hakimo's growth in these markets. In 2018, Harrell was appointed by the President of the United States to serve as the sixth Assistant Secretary for Infrastructure Protection at the U.S. Department of Homeland Security (DHS). "Highly regulated industries such as electricity, water, and pipelines have particularly demanding security monitoring requirements," said Brian Harrell. "The Hakimo AI solution relieves the burden on security teams by automatically monitoring access control events so operators can focus on what's most important."

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EASTERN BANK announced Crime Prevention Security Systems, LLC (CPSS) as a new commercial customer. Headquartered in Gainesville, FL, servicing North and Central Florida, CPSS designs, installs and services security and fire alarm systems, as well as home automation systems, audio and video. Eastern Bank is providing a revolving line of credit and cash management services. "Crime Prevention Security Systems is thrilled to begin a new banking relationship with Eastern Bank," said John Pastore, Founder and President of Crime Prevention Security Systems, LLC.

SDI announced Sarah Redondo as their new Operations Manager. Redondo has been with SDI for more than ten years serving roles as Tradeshow Logistics Coordinator, Inside Sales Specialist as well as Distribution and National Accounts Manager. Currently, Sarah also supervises SDI's Latin American Sales Team.



AZENA has announced upgrades to its open platform for smart cameras that offer new integration capabilities into existing video surveillance systems. The new upgrade also contains tools for more efficient device management for systems integrators. The new integration capabilities make it simpler for the integrator to configure and deploy smart cameras using specialized analytics - which produce unique events - into a customer's existing video surveillance system. deployment and management of these solutions for integrators, saving time, labor costs and costly truck rolls."

SNAP ONE announced the new Luma x20 family of surveillance products deliver the latest AI-powered security features and



provide customers greater peace of mind while simplifying installation and long-term maintenance through full OvrC integration. All SKUs of the x20 family are estimated to be available by early January 2023 to

Partners online and at Snap One Partner Stores. "Camera and AI detection technologies evolve quickly, and Snap One is excited to offer our Partners and their customers a new expanded line of home and business surveillance tools with the launch of the Luma x20 family," said Forest Liu, Senior Director of Product Management for Surveillance at Snap One.

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AvantGuard Acquires National Alarm Monitoring, Receives the TMA Award

AvantGuard, a Becklar Company, is excited to announce the acquisition of Armstrong's National Alarm Monitoring and their monitoring centers and offices in Dartmouth, Montreal, Edmonton and Moncton, Canada. Founder, Gary Armstrong, commented, "AvantGuard is the perfect match for Armstrong's Monitoring. Both organizations share an intense commitment to service with core values built around genuinely caring for the safety and wellbeing of others." Armstrong will remain as an active Strategic Advisor to the company. Regarding the recent acquisition, President of AvantGuard (AG), Justin Bailey, said, "The Armstrong's brand is the model of commitment and caring to their dealers. Bailey noted that Armstrong's National Monitoring Centers will continue to operate in the same locations under the Armstrong's brand and will retain their existing dedicated employees. The advisor to AvantGuard was Vertex Capital.

Reitman Consulting Group Is Seeking a Sales Manager to Serve the Hartford/Springfield/Worcester Region

One of the nation's most highly regarded providers of security solutions is seeking a member of the leadership team. The Sales Manager will grow/recruit, train, motivate and lead an experienced regional sales team—defining and implementing new business development and sales initiatives to achieve overall business profitability. The Region Manager will serve as the ambassador on all major account pursuits, maintaining strong customer relationships while evaluating market opportunities to ensure profitability and new market share capture goals are met. Coordinates budgets, forecasts and reports on product and pricing trends and a strong understanding of both Commercial and Residential markets in New England. Contact Kevin Spagone, Reitman Security Search, 203-643-6898 or email kevin@reitmanpersonnel.com.

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ESA Board, left to right: Kirk MacDowell, President - MACGUARD Security Advisors; Scott Hightower, President - Verified Security; Tim Creenan, President - Amherst Alarm; John Loud, President - LOUD Security Systems, Inc., Chairman, ESA; Jamie Vos, President - Security Solutions; Jeremy Bates, President - Bates Security, LLC; Chris Mosley, President/CEO - Complete Security Systems, Inc.; Melissa Brinkman, CEO - Custom AlarmMerlin Guilbeau, Executive Director & CEO - ESA; Mike Barnes, Founding Partner-Barnes Associates, Inc.; Kevin Stone, COO - Doyle Security Systems, Inc.; Rick Seymour, CEO - CSI: Palm Springs; Bryan Lawrence, Attorney-Buchanan, Ingersoll & Rooney; Doug Bassett, Executive Director of Licensing & Compliance - Comcast Xfinity Home

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November 16-17, 2022

ISC East, New York, NY

2023

September 27-29, 2023

Annual TNSI Convention, Franklin, TN

November 4-8, 2023

TMA Annual Meeting, Kapalua, Maui, Hawaii

CAA WINTER CONVENTIONS - 2022-2026

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 - 2022-2025

Hilton Palm Springs

May 17 – May 20, 2023

May 15 – May 18, 2024

May 14 – May 17, 2025

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