

THE SOUTHEASTERN SENTRY

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Events are also highlighted
throughout The Sentry

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

State Farm/ADT continued on page 14

"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 6.

MARK YOUR CALENDERS NOW for our 2023 Annual TNSI Convention in historic Franklin, Tennessee on September 27-29, 2023!

For more information about TNSI, please visit our website at: www.theTNSI.org or call TNSI Executive Director Penny Brooks at 615.791.9590.





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Website:
www.mississippisecurityassociation.com
Facebook:
https://www.facebook.com/MississippiSA
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 for additional information and also the Calendar page in this issue of The Sentry.

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www.fl-alarms.org
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sguthrie@fla-alarms.org

See pg. 6 for
information on
Florida licensing



Louisiana Life Safety & Security Association (LLSSA)

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director@llssa.org Website: www.llssa.org
Facebook: <https://www.facebook.com/LLSSA>
Assistant Executive Director: Shelley Petti

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

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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."

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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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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State Farm/ADT continued from page 1

quickly to this type of catastrophe, reducing the amount of damage to a home. According to Traveler's Insurance, 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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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.



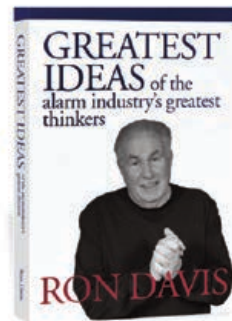
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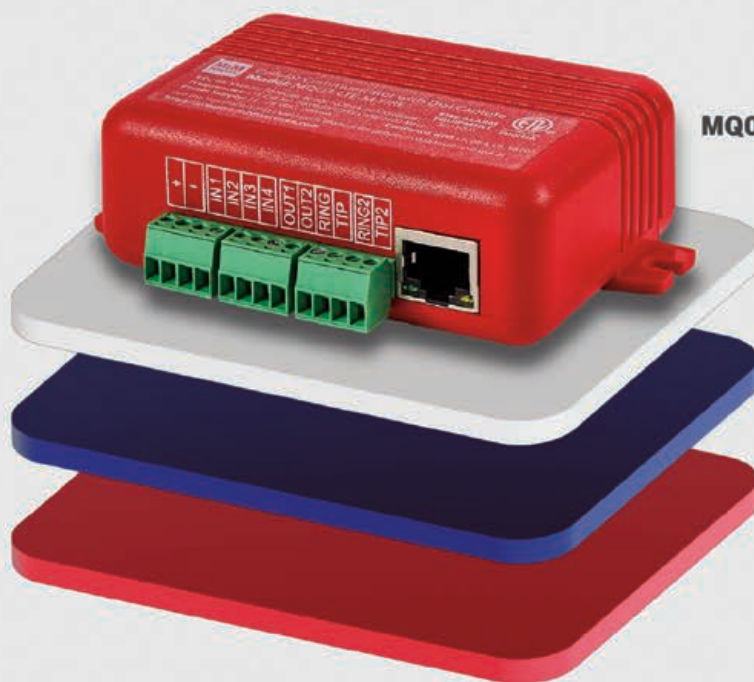
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2022 Education & Training Opportunities



MSA Training School - 2022 Training Classes -

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 for additional information.

(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

Zoom Classes:

•December 9-11, 2022

Online/Self-Paced 24/7

Advanced Systems Technician

Zoom Classes:

•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:

•December 3-4, 2022

Meets MS requirements for:

•Class B System Technician (3 of 3)

16 CEUs - Cost \$300

System Salesperson

Zoom Classes:

•November 12, 2022

Online/Self-Paced 24/7

Meets MS requirements for:

•Class D System Salesperson

8 CEUs - Cost \$215

CONTINUING EDUCATION

Contact MSA

Phone (601) 668-0528

E-mail msalert@bellsouth.net

Mississippi Security Association | P.O. Box 720252, Jackson, MS 39272

ALABAMA and CEU credit

Visit www.alabamaalarm.org for complete information.

NTP PROGRAMS -FST and

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Details on pg. 20

TENNESSEE

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

LOUISIANA

Certification courses for Louisiana technicians and sales reps in Jefferson, Lafayette and Monroe. In person or participate via Zoom webinar. Registration is available at <http://training.llssa.org/>.



SIA EDUCATION

•OSDP Boot Camp
November 15th (ISC East)
8:30 AM - 4:30

•PMSICC Review Course
November 15th (ISC East)
8:30 AM - 4:30 PM
•Basics of Security Project Management
December 5th - 8th
3:30 PM - 5:30 PM



TRAINING & EDUCATION

www.nationaltrainingprogram.com.

2023 Annual TNSI Convention in historic Franklin, Tennessee September 27-29, 2023

For more information about TNSI, please visit our website at: www.theTNSI.org or call TNSI Executive Director Penny Brooks at 615.791.9590.



INDUSTRY EVENTS 2022-2023

2022

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

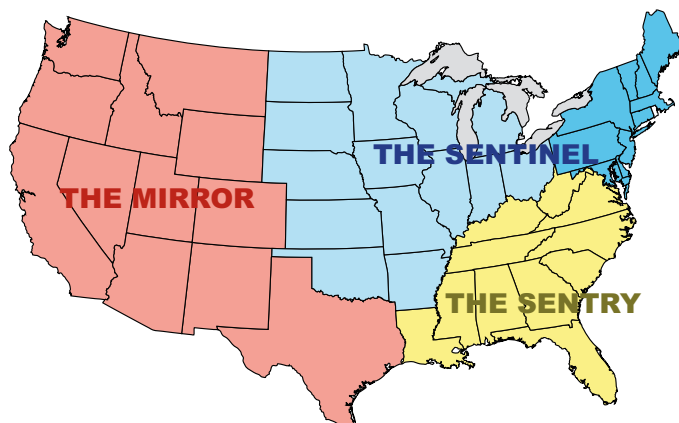
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