

# THE SOUTHEASTERN SENTRY

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*Events are also highlighted throughout The Sentry*

## Mission 500 and Bates Security Help Flooded Kentuckians

Mission 500, the non-profit charitable organization dedicated to serving children and communities in need across the U.S., teamed up with Bates Security to acquire and ship over \$200K worth of vital supplies to support the families impacted and recovering from the severe flooding in Eastern, KY. Basic items such as water, food, hand sanitizer, baby wipes, socks and more were palletized and shipped via truck to the devastated area.

Mission 500 worked with local relief organizations, including the Christian Appalachian Project to ensure proper distribution of the supplies. Employees from Bates Security mobilized to assist and were instrumental in coordinating the efforts locally. Special thanks to Chris Isaac, Jessica Sutton and Jeremy Bates, of Bates Security for their dedication and hard work.

“Mission 500 stepped up and answered our call to help the victims of Eastern, KY,” said Mr. Bates, President of Bates Security. “We are happy to be connected to such a caring and impactful charity as Mission 500.”

In total over 52 pallets of supplies were shipped to help victims of the flooding. “We are so grateful to the security industry for their support during these difficult times,” said Tracy Larson, Co-Chair of the Mission



*A volunteer unloads a truck as Mission500 stepped up support efforts during severe flooding in Eastern Kentucky*

500 Board. “On behalf of the entire Mission 500 organization, we thank everyone who offered their time and resources to help the families impacted by this natural disaster. Your support allows us to continue this critical work.”

*For more information on how you or your organization can help, contact Marivel Vervoordt at [marivel@mission500.org](mailto:marivel@mission500.org).*



## ADI Global Distribution awarded the 2022 Distributor of the Year - full story page 3

**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](http://www.theTNSI.org) or call TNSI Executive Director Penny Brooks at 615.791.9590.



*Larry Newman, Sr. Director Sales, Axis; Russell Hough, National Distribution Account Manager, Axis; Nick Terry, Area Sales Manager, ADI; John Sullivan, SVP, Strategic Accounts, ADI; Rob Aarnes, President, ADI; Greg Carter, National Account Manager, ADI; Garrett Savage, Director Category Management U.S., ADI; Fredrik Nilsson, VP, Americas, Axis*





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## ADI Global Distribution Awarded the 2022 Distributor of the Year for the U.S. by Axis Communications

ADI was recognized for its strong customer support, operational excellence and commitment to the network security market. "We're proud to present ADI with our 2022 U.S. Distributor of the Year award — recognizing their achievements and contributions to the network security market," said Fredrik Nilsson, Vice President, Americas, Axis Communications, Inc. "ADI is a valued partner and an essential distributor for Axis. Their commitment to excellence and strong distribution channels have expanded our reach and contributed to building a smarter, safer world." Axis Communications presents the Distributor of the Year award annually to recognize a distributor's success, loyalty and collaboration. The award was presented to ADI at the 17th annual Axis Connect & Converge Conference (ACCC) held in Phoenix last month.



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 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](http://www.mississippisecurityassociation.com) for additional information and also the Calendar page in this issue of The Sentry.

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

See pg. 6 for information on Florida licensing



### Louisiana Life Safety & Security Association (LLSSA)

5000 W Esplanade Ave, #286  
 Metairie, LA 70006  
 (337) 886-7282  
 director@llssa.org Website: [www.llssa.org](http://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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### North Carolina Security & Low Voltage Association

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For full list of scheduled events, please visit [www.ncslva.org](http://www.ncslva.org).

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### Tennessee Network of Security Integrators (TNSI)

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quickly adopted the FireLink FACP systems, because they are already familiar with leading StarLink Fire cellular communications, or recognized savings using the original FireLink FACP 32, preprogrammed for up to 32 zones of conventional waterflow. Now the XL255 adds more capability, addressable device support, plus the Cloud Programming everyone wants – especially key in today's more acute labor shortage. Lastly, as an added incentive, FireLink Cellular FACPs are powered by StarLink Cellular, and so the StarLink Pro Incentive credit is also applicable, for even more equipment savings (see details on the easy online form available on NAPCO's website).

**SDI, INC.** has announced the launch of their Testfire Efficiency Calculator. The calculator was developed to provide a tailored calculation on the expected payback delivered by a switch to Testi-

fire. It is also designed to show the benefit in terms of saving time, 'smoke' cost saving and ultimately, investment payback. Solo users are invited to try the calculator by entering a few details about their current testing to receive a tailored calculation. Visit [sdifire.com/testfireswitch](http://sdifire.com/testfireswitch).

**SNAP ONE**, a provider of smart living products, services, and software to professional integrators, announced the acquisition of Parasol ("Parasol"), a powerful 24/7 remote support service based on OvrC, creating new opportunities for Snap One Partners to focus on running their business while increasing profitability, productivity and service levels to their customers. The acquisition builds on Snap One's strategic investment in Parasol last year and affirms its commitment to supporting Partners across the entire project lifecycle. Snap One CEO John Heyman commented "Parasol has succeeded in popularizing a powerful remote service solution that helps professional integrators reduce response times, increase monthly service revenues, and improve client experiences with support," Heyman said. "Adding to our initial investment, a full acquisition demonstrates our confidence in the service offering and the growth opportunities it offers to Snap One Partners." Parasol will continue to support all existing customers and projects, and the company's knowledge and experience will integrate into the larger Snap One team to aid development of future software, services and support products.



**SNAP ONE** announced a U.S. distribution partnership with Digital Watchdog, a leader in surveillance and video analytics, to provide Snap One Partners easy access to the manufacturer's security products and offer even greater choice and flexibility for a wide variety of projects. There have been 51 Digital Watchdog SKUs added to Local Partner Stores nationwide, and Snap One will be releasing this curated product mix on its ecommerce platform in Q1. Current Digital Watchdog dealers will be able to port their existing Authorized Dealer status into Snap One's system, while uninitiated dealers can quickly become authorized dealers through a simple form available at all Local Partner Stores and the ecommerce platform once the product is launched. "Snap One is excited to offer these premium products when and where they are needed, with same-day local availability for the most popular SKUs and access to the full catalog

*Associates news, continued  
on page 10*



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for orders," Andras Balassy, Senior Business Development Manager at Snap One concluded. "We strive to be the single source for everything our Partners need to bid on bigger, more sophisticated jobs."

**EMERGENCY24**, a leader in the alarm monitoring in the security industry since 1967, today announced it has hired Tom McNeil as the new Vice President of Sales and Marketing. Tom brings more than 20 years of experience and knowledge of the monitoring sector to Emergency24. He will be based in Chicago over-

seeing the national sales team launch new integrated marketing initiatives. "I am truly excited to join this great team. I have known Emergency24 as the best kept secret in the industry for some time," said McNeill. "They not only have incredible depth of knowledge and capability, their proprietary solutions enable unique RMR opportunities for alarm companies. Plus, they are family owned so they provide that personal level of service not seen with large corporations. Emergency24's powerful solutions and continuous innovation will empower my team to demonstrate to dealers, what's possible by partnering with us." He will report directly to Steve Mayer, Emergency24's Vice President of Administration and Operations. "The Emergency24 team is very happy to welcome Tom with his high level of energy and depth of knowledge of our industry," Steve Mayer said. "His competitive approach and friendly professionalism is a great fit for who we are and where we are headed."



**SKYKIT**, a leading digital signage and workplace experience provider, announces a new distribution agreement with ADI Global Distribution. "We are excited to expand our reach with ADI and offer our digital signage and workplace experience solutions to their customers across the United States and Canada," said Irfan Khan, Skykit CEO. "Partnering with ADI will allow us to utilize their strong distribution network to help elevate Skykit into a global digital signage solutions provider." Skykit solution offerings available through ADI include Beam, Skykit's award-winning content management system; Turf, Skykit's check-in and space management solutions; and Control, a leading Android remote device management tool. These products are now available at ADI.

**LENELS2** announced a global reseller agreement with Hakimo. The agreement allows LenelS2 to offer the Hakimo solution, which integrates with LenelS2's market-leading OnGuard® and NetBox™ access control systems, to its value-added reseller community. "We are excited to announce our deepened relationship with Hakimo, which aligns with our AI product strategy and roadmap," said Jeff Stanek, President, LenelS2. "Hakimo's award-winning solution addresses two of the top challenges that enterprise security teams face – false alarms and tailgating." Sam Joseph, Co-Founder and CEO of Hakimo added "Hakimo's AI solution is revolutionizing enterprise physical security monitoring, we look forward to bringing the technology to many more security operations teams through our collaboration with LenelS2, the leading access control provider." Earlier this year, the Hakimo solution won the Security Industry Association (SIA) New Products and Solutions Judges' Choice award at ISC West.





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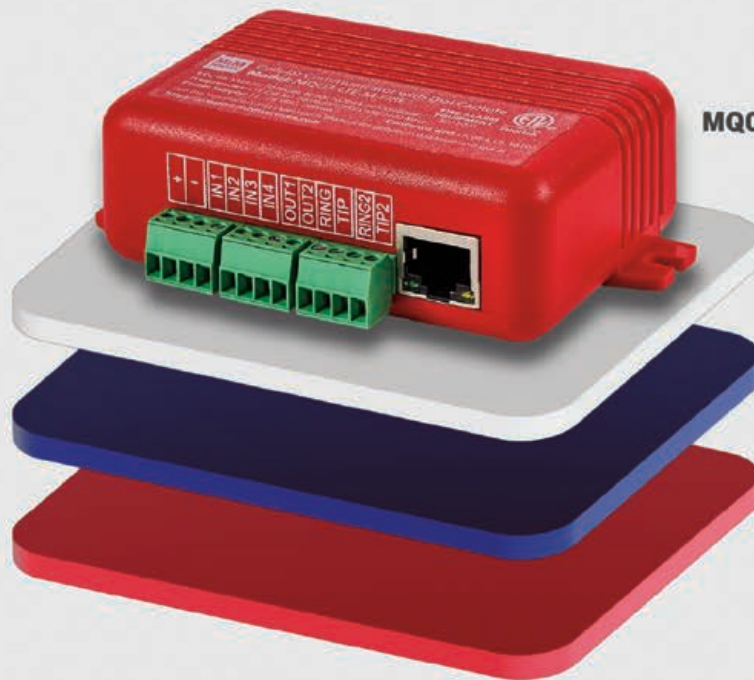
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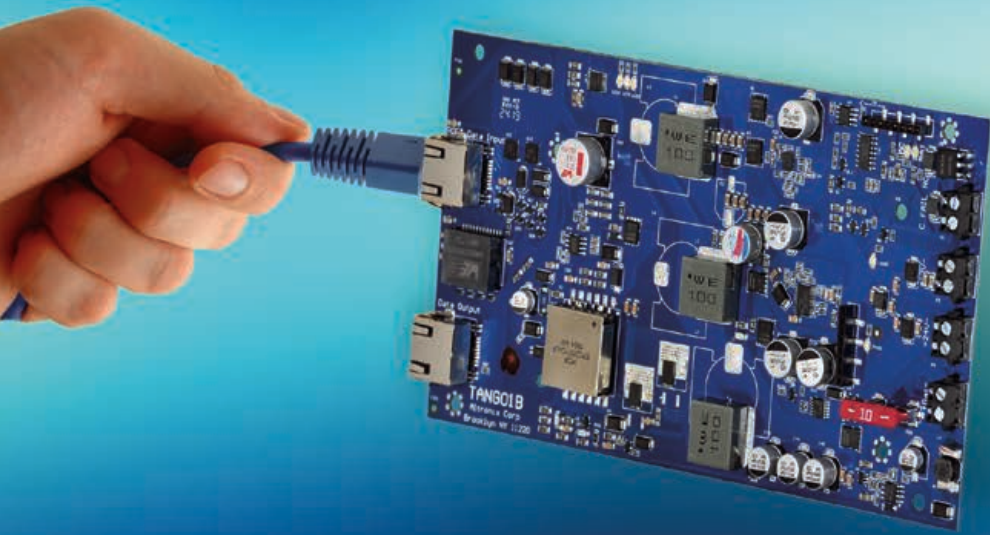
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By Tony Smith

## HAVE YOU EVER HAD YOUR ID STOLEN AND YOU HAD TO FIX IT?

A recent multi-page article in the Los Angeles Times described how a journalist found her identity stolen and the agony she went through to try and solve the problem. Of particular interest is that the three credit bureaus recently co-sponsored a research project by Javelin Strategy and Research and they found that approximately 42 million Americans were affected by some version of identity theft in 2021. That is 13% of our population and they suffered over \$52 billion in losses.

Her outrageous experience relates how a few institutional contacts -- banks, credit bureaus, and, police departments -- were rude, and inadequate. They were not the least bit interested in helping her solve her identity theft problem. The banks were too busy making money. The credit bureaus were too entrenched in their own incompetence to assist her. And, the police departments and other law enforcement units are not trained to deal with this new criminal phenomenon.

As members of the Security Alarm Industry, our primary responsibility is to detect, deter, and report, criminal activity. Our relationship with our customers suggests that we offer education and, where available, protection from this heinous crime. The key is to limit the occurrence of identity theft and then mitigate the damage when it does strike.

Here are a few suggestions to offer your customers that will reduce the likelihood of their being attacked by these vicious predators:

- Maintain awareness of where your credit cards, medical cards and social security cards are located.
- Carry your credit cards and driver's license separately from your other identification.
- Freeze your credit cards with the credit bureaus. This is normally a free service.
- Pull your credit report once per year and review it carefully for any errors.
- Consider adding two-factor authentication to your phone and other devices.
- Evaluate your passwords to ensure they are both strong and unique. Using the same password for various software or devices is an invitation for identity theft.
- DON'T CARRY YOUR SOCIAL SECURITY CARD IN YOUR WALLET.
- Don't respond to prescreened credit offerings.
- Sign up for bank alerts that will warn you if anyone tries to open an account in your name.
- Never share your bank password or other verification code, including with your bank.
- Review and balance your bank account at the end of every month.
- Retrieve and carefully review your mail promptly. Shred any mail that has personal information, including pre-screened credit offers.
- Do not respond to any email that asks for personal information unless you know who it is and they have a legitimate reason to have the information.
- Limit your digital presence and you will be less likely to show up on the screen to potential bad guys.

Sending the above list to your customers, under your letterhead, is a good first step in being proactive to protect your customers. However, there is much more you can do and even create a revenue stream while doing it.

The **I DEFEND RESTORATION PLAN** is a very aggressive, yet inexpensive, program that brings in a crew of good guys to help solve the problem. The problem may be simple or complicated, but you have a dedicated crew of experts to assist your customer. Thanks to you, the Cavalry will ride to your customer's rescue.

Add: The ID Theft Fraud Support Hotline.

Add: Full ID Theft Restoration Services.

Add: A \$1 Million Service Guarantee.

Add: Privacy Protection Resource Center.

Add: Annual Home Cyber Defense Checkup.

Add: Cyberhood Watch Membership.

The **I Defend Restoration Plan** is designed to add RMR to your company and reduce attrition. This is a very proactive, yet inexpensive, way to build your customer relationships and be a hero if any of them becomes one of the 13%.

*Tony Smith is a Past President of the CAA and a former member of the Board of ESA. He is the Founder, President and CEO of Security Funding Associates, a leading industry financial services firm focused on Non-recourse financing for small to medium sized alarm companies. He may be reached at TSmith@SecurityFundingSolutions.com or (855) 723-2299.*

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## INDUSTRY EVENTS 2023

**September 27-29, 2023**

Annual TNSI Convention, Franklin, TN

**November 4-8, 2023**

TMA Annual Meeting, Kapalua, Maui, Hawaii

### CAA WINTER CONVENTIONS - 2023-2026

#### Western States Security Conference

*Fairmont San Francisco*

December 6 - December 9, 2023

December 4 - December 7, 2024

December 3 - December 6, 2025

December 2 - December 5, 2026

### CAA PALM SPRINGS CONVENTIONS - 2023-2025

*Hilton Palm Springs*

May 17 – May 20, 2023

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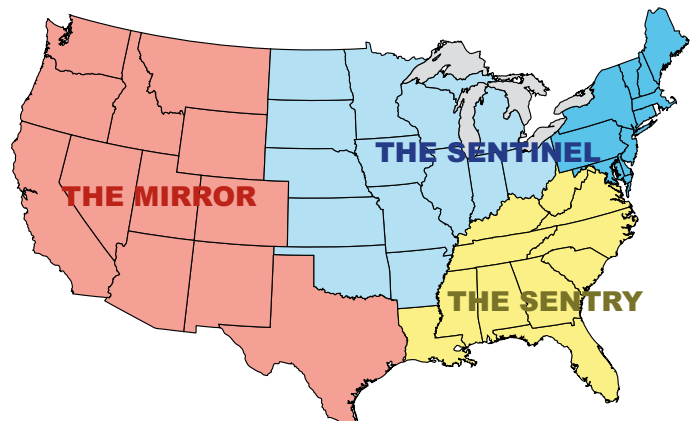
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