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Events are also highlighted throughout The Sentry

## Warning: False Alarms from Apple iPhone 14 and Apple Watch

The Security Industry Alarm Coalition (SIAC) has issued a warning concerning false alarms created by the Apple iPhone 14 and Apple Watch. "Technology that is meant to detect car crashes, heart attacks or other life-threatening situations, has generated some real media success stories on how a life was saved, however, there have been numerous reports on these devices contacting 911 call centers

where no emergency condition existed," said Stan Martin, SIAC executive director. "In many instances, the false alarms have been triggered by routine events such as skiing or exercising. "For more than 20 years SIAC has worked directly with leaders in law enforcement to dramatically reduce unnecessary calls for service from electronic alarms," said Martin.



Security Industry Alarm Coalition

"Significant progress through the model alarm ordinance has led to dramatic improvements. "Though we can all see the potential benefits, we are concerned that the new Apple technology could be a real setback to the goal of making sure that 911 resources and first responders are not unnecessarily diverted from their lifesaving mission."

SIAC recommends the owners of the iPhone 14 or Apple Watch take the following steps to avoid generating unnecessary calls to 911 centers:

- Learn how the alert system functions.
- Respond immediately to notifications from your device that the alarm has been triggered to avoid having the phone or watch contact a 911 center.
- Upgrade the device to the latest software version.
- Be aware of what types of events can trigger the device when there is no emergency.
- If you're in a situation that is likely to trigger a false alarm and are not able to respond to a notification, we suggest you consider disabling this feature or function.
- If your device contacts 911 automatically, law enforcement may try to contact you to confirm an actual emergency exists, if possible, please answer the call, do not ignore/disregard. As with typical 911 emergency calls, it leaves law enforcement with no choice but to dispatch an officer or deputy.

"This is an issue that both Apple and its customers need to address," said Martin. "Failure to address false alarm issues can eventually lead to a lower level of response, fines or other measures to try to address the issue." No doubt other manufacturers will replicate or develop similar emergency contact features, please consider the consequence/impact on law enforcement before activating these types of features.

In the meantime, dealers should consider alerting the public to the issue through their social media outlets, newsletters and other communications channels.

*Ron Spiller —  
Industry icon.  
We will miss you.  
Special farewell on  
pages 16-17.*

## TNSI Security and Fire Certification Courses

TNSI is excited to be offering its own TN Security Certification Course and TN Fire Certification Course in 2023. Both courses ARE APPROVED by the TN Alarm Systems Contractors Office for initial application for a Tennessee Qualified Agent license in Burg and Fire. The TN Security Course meets the new employee training requirement set forth in Tennessee Code 62-32-312(g). These TN courses are also available to take online through our training provider Innovative Resources. You can register for our online courses on our website at [www.theTNSII.org](http://www.theTNSII.org)



Our courses are also approved in surrounding states. Please call or email Penny Brooks for those approvals.

The Schedule of CLASSROOM Training that TNSI will offer from January through December 2023 is located on the Calendar page of this

TNSI Courses, continued on page 20



# Where Are Your Accounts Monitored?

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## INDUSTRY NEWS

### THE MONITORING ASSOCIATION

(TMA) is pleased to announce that Anita Ostrowski, Vice President of Central Station Services, Vector Security, and David Holl, Director of Public Safety, Lower Allen Township (PA), will serve as co-chairs of the ANSI-proposed TMA Monitoring Center Notification of Active Threat Standard (TMA-ATN-01) Committee.

“Collectively, Anita and David bring a broad and diverse scope of knowledge and experience to their leadership roles for this critical standard.” stated TMA Standards Committee Chairman Glenn Schroeder. “TMA’s goal in standards development is to provide its members and the industry at large with timely and consensus-based standards that address various operational and technology-driven processes executed by today’s monitoring centers. As our communities are seeing increasing incidents of violence and new, rapidly evolving detection technologies are being introduced, TMA-ATN-01 is vital for monitoring centers and the public safety community.”

Monitoring centers are increasingly monitoring shot detection, weapons detection, manual lockdown notification, as well as other innovative threat detecting technologies. Human interaction initiated as part of the alert may indicate an active shooter situation. These detection technologies and subsequent alerts are typically from facilities with high human presence. When a monitoring center receives electronic notification that one of these systems has been activated, a standardized workflow within monitoring centers is needed to ensure timely and accurate notification to identified

entities, such as first responders, employees, students etc.

This standard will develop an efficient means for the monitoring center to provide responding authorities with information that assists with an efficient and safe response. The standard may also facilitate means to initiate other actions, such as “shelter in place”, “wait for further instructions”, and notifications via multiple methods.

Learn more about the Standard on TMA’s website.

### SIA ANNOUNCES SECURING NEW GROUND EVENT FOR 2023-

Once a year, the security industry’s brightest minds, biggest players and most driven entrepreneurs come together for information sharing, top-level networking and security industry business analysis. At Securing New Ground trends are spotted, connections are formed and minds are opened. SIA carefully curates topics and speakers for this two-day conference with the goal of inspiring our fellow leaders in the security about the potential of the global security industry. At SNG, an emphasis will be to dive deep into major trends like artificial intelligence and home automation; while reviewing major acquisitions and perspectives held by the end users. SNG attendees over the years have expressed interest in coming to SNG desiring to know how the business of security is changing from a unique, insightful perspective. For more information on confirmed speakers and registration, visit <https://sng.securityindustry.org>.

## Early Confirmed Speakers at SIA Securing New Ground



Phil Mackintosh



Bill Geary



Karen Frank



George Oliver



October 17-18, 2023

SIA Securing New Ground

Intercontinental/Times Sq., NYC



### 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

*Training on Calendar page*

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www.fl-alarms.org  
Executive Director: Shannon Few  
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Direct (508) 725-9068

See pg. 6 for  
information on  
BASA/FASA  
training

Our Spring Regional Events are in full swing! Check out the schedule and join us: [www.fl-alarms.org/Regional\\_Meetings](http://www.fl-alarms.org/Regional_Meetings): Check Out the All NEW Alarm Academy at [www.AlarmAcademy.org](http://www.AlarmAcademy.org) for All of Your BASA/FASA Training Needs!

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### Alabama Alarm Association

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Email: director@alabamaalarm.org  
www.AlabamaAlarm.org  
Executive Director, Heather Coleman Davis

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### Kentucky Alarm & Security Professionals (KASP)

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Louisville, KY 40232  
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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](http://www.ncslva.org).

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### Georgia Electronic Life Safety & Systems Association

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Visit our website for more info on  
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at [www.gelssa.com](http://www.gelssa.com).



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info@sc-esta.org  
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### Tennessee Network of Security Integrators (TNSI)

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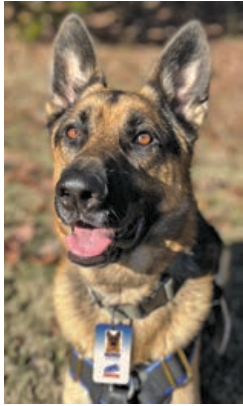
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**COPS**  
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**COPS MONITORING** is proud to welcome its first K9 assistant to its workforce. Throughout history from ancient Rome to Europe and



China, there has been evidence of canines aiding humans. However, service dogs were not legally recognized by the United States until the Americans with Disabilities Act (ADA) was passed in 1990. Today, there are roughly a half a million service dogs in the United States alone. "I can't tell you just how pleased I am that COPS Monitoring is the perfect atmosphere for employees and their service animals," said COPS' founder and president Jim McMullen. "I'll be honest, in our 45 years, it was only recently that we were approached with the idea of accommodating a K9 companion. There are talented people with service

animals that may not know about us, and we are working to change that. We are fortunate that our monitoring centers are the perfect place for people with service animals who are inspired to help others through the work that we do." Though Kovu is considered a service animal, and not a pet, everyone at COPS loves having him around. Studies have also shown that the presence of dogs in the workplace can improve morale and lower stress levels which are both vital to concentrating on critical tasks and an overall healthy workplace environment. "

**THE MONITORING ASSOCIATION (TMA)** is pleased to announce that Dynamark Monitoring, Inc. – Hagerstown, MD has renewed the prestigious "TMA Five Diamond Monitoring Center" designation. TMA's Five Diamond designation means, in particular, that a monitoring company has demonstrated an exceptionally high degree of responsibility to their local community and their customers through the investment of time, money and commitment to quality operator training. This designation is granted annually to monitoring centers that satisfy all of the requirements of the "five points of excellence":

- Commitment to ongoing job-related education and testing by having 100% of its monitoring center operators certified using the TMA online training series on industry best practices.
- Commitment to random inspections and quality criteria standards by a nationally recognized testing laboratory such as FM Approvals, Intertek/ETL and UL.
- Commitment to raising the industry standards through TMA membership and participation in its activities.
- Commitment to reducing false dispatches.
- Commitment to the highest levels of customer service.

**DMP** Announced their Executive Dealer Roundtable to take place October 23-24 at the Embassy Suites Oceanfront Resort in St. Augustine, FL. This is a premier company event hosted by members of the DMP Executive Management Group including Owner & President, Rick Britton. The objective is to provide DMP dealers with an opportunity to discuss best practices with other dealers or security personnel around the country. It consists of one and half days of dealer discussions and presentations. Each topic is presented for approximately 20 minutes followed by another 20 minutes of discussion mostly facilitated by roundtable attendees. Topics cover a broad range of alarm industry issues. These events are targeted to owners, senior management, and sales and marketing management personnel.

**RESIDEO TECHNOLOGIES, INC.** announced it has completed the acquisition of privately held distributor **BTX TECHNOLOGIES,**

**INC.** BTX, based in Hawthorne, N.Y. and founded in 1967, offers a private brand portfolio, including the BookIT® Room Scheduling Solution. BTX also holds several patents for connectivity products and provides manufacturing services for custom broadcast fiber assemblies, panels and more. With warehouse locations in New York and Utah, BTX serves customers across North America and will be part of Resideo's ADI Global Distribution business. "Expansion at **ADI** is a key part of Resideo's long-term strategy, and we continue to make targeted investments to increase our market reach and accelerate growth in our distribution business," said Jay Geldmacher, President and CEO of Resideo. "In line with our growth strategy, BTX broadens our offering across adjacent categories and through private brands while expanding our customer and supplier relationships. BTX marks the sixth acquisition for our distribution business since 2020." Terms of the transaction were not disclosed.

Electronic security factory rep firm **LRG, INC** has announced that effective March 13th that company veterans John Swinford and Kenny Hilton have purchased the organization from Chris Lanier. Founded in



Swinford



Lanier



Hilton

2001, Texas based LRG, inc covers 16 Central US States for many of the industry's top tier manufacturers of intrusion, video, fire, audio and networking solutions. Lanier will be retained for the next year assisting with the transition and leading new Vendor and Business Development initiatives. Lanier stated, "This move is by design and with the right people for the future of the company. LRG has worked hard to service our customers and the supply chain with an ongoing sense of sales urgency. We are very appreciative of our partnerships and friendships in the industry". New CEO Swinford and CFO Hilton combine for over 23 years of LRG experience alone as Regional Sales Managers and are joined by Conrad Hartwig who continues his role as VP of Sales

for the organization.

**SDI** Announces a Sensitivity Tester Trade-In Program. Using detector testers to check the sensitivity of fire alarms is not only required by code but will also give you greater control over the sensitivity of the fire alarms you're inspecting. SDI understands the importance of measuring the sensitivity of smoke detectors quickly, accurately and efficiently and offers one of the best detector sensitivity testers on the market with Trutest. With our Sensitivity Tester Trade-In Program, SDI invites users of competitive sensitivity testers to trade-in their tester in exchange for \$500 off the purchase of a new Trutest 801 OR a free re-calibration at the end of year one (\$799 value). Trutest is both UL listed and NFPA compliant. For more information visit [sdifire.com/sensitivitytesterpromo](http://sdifire.com/sensitivitytesterpromo).

**ELITE INTERACTIVE SOLUTIONS,** the pioneer in remote crime prevention services using proprietary intelligence and 100% verified police calls, has posted a 40% increase in revenues for fiscal 2022. The growth is attributed to demand for the company's innovative Digital Guards™ solution, which has proven to be 96% effective



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in preventing non-violent criminal activity, with the 4% balance resulting in criminal arrest according to company data. Additionally, has also proven to eliminate false alarms to law enforcement resulting in unnecessary dispatch of police or guard personnel. This helps clients further reduce unnecessary operational costs, while increasing response time urgency when real events of importance are occurring – typically with an eyes-on response averaging 7 seconds or less. “There is a new imperative for on-demand security given the unprecedented increase in brazen criminal activity and apparent lack of concern of apprehension,” said Aria Kozak, CEO, Elite Interactive. “As more businesses experience the unrivaled crime prevention in real-time with no false alarms to law enforcement, news of Elite Interactive’s proven solution continues to drive new business from companies that are simply tired of losing profits to criminal activity.”

**MALIBU ACCESS** promotes their ability to unlock new opportunities and increase profits. Their QR code set-up and text message user enrollment led to faster installs and improved margins. With no special readers required to access doors, gates or elevators, upgrades to existing systems are hassle-free. GPS data allows access authorization from any distance and end-users enjoy the convenience of hands-free, contactless operation. Top tier tech support from pre-sale to on-site support minimizes the need for training. Malibu Access Control is also fully



integrated with the MyDoorView telephone entry systems opening the door to even more sales opportunities.

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- Past President: Larry Brooks ADS Security
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- Roy Gallaher, Gallaher & Associates
- VP – Northeast: Chip Wolf, Safe T Systems, Inc
- VP – Southeast: Corey Cochran
- VP –MidState: James Ward, Symspire
- VP – West: Jonathan Nichols: Nichols Fire & Security
- Upper East: Will Fleenor, Fleenor Security Systems

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- L.J. Lynes (2022-2023), Stanley Security Solutions
  - Van Nash, Townsend Systems
- Associate Directors:
- Jeff Clendenen (2022-2023), SES – Security Equipment Supply
  - Robyn Cunningham (2023-2024), Security Integrations, Inc.

Executive Director: Penny Brooks  
Office: 615-791-9590

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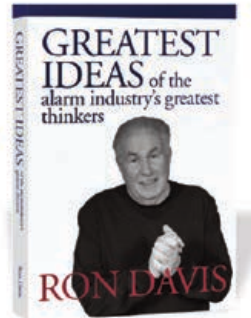
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**THE MONITORING ASSOCIATION (TMA) STANDARDS COMMITTEE** has received confirmation that its TMA-AVS-01 Alarm Validation Standard has received official ANSI accreditation. Initiated in 2020 in a joint effort between PPVAR and TMA, the standard provides a method of creating an alarm scoring or classification metric for unauthorized human activity detected by alarm systems. The alarm scoring will assist law enforcement with resource allocation and Call-for-Service prioritization. "I am extremely proud of the Committee's work to bring this game-changing standard to completion. My sincere thanks to those in the security industry and the public safety community who participated in this collaboration," TMA-AVS-01 Committee Chair Mark McCall commented. "Now begins the equally important work of implementing this standard into both communities, bringing significant benefits to both and to our mutual customers." The TMA-AVS-01 Standard Committee was composed of more than 60 participants, representing diverse stakeholders, such as professionals from the security industry, law enforcement, and public safety. TMA's President Morgan Hertel observed the significant impact of the new standard on the security industry. "It's been almost four years since its inception, which includes two years of actual work on this standard. We have finally reached the point where it's ready to launch. This is the biggest change in the intrusion industry since the release of the digital dialer." PPVAR and TMA are creating AVS-01 training for the alarm industry and public safety to assure a smooth rollout of the standard for all stakeholders.

**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.



*AvantGuard Monitoring wrapped up their annual Dealer Ski Event in early March at Snowbasin, UT. Timing couldn't have been better with two feet of fresh new powder for all to enjoy. Thanks to each of our valued dealer friends who joined us.*

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# How To Keep Leads Engaged During The Sales Process



By Brian Plant

The process of lead generation — attracting a prospect to your website and triggering them to take action — remains critically important in digital marketing. However, lead generation is only the beginning. Once your lead is generated, it has to be nurtured in order to complete the transition from prospect to paying customer. By mastering the art of lead nurturing, you can multiply your sales by 10 in the year to come.

## Lead Generation vs. Lead Nurturing

While lead generation helps you create new leads, lead nurturing helps you get more customers from the database you already have. Companies that are good at lead nurturing generate 50% more sales leads at 33% lower cost per lead (source: Marketo). Lead nurturing is the process of moving marketing leads through the funnel until they become qualified sales leads. That process is made up of steps that maintain and increase the interest a lead has in your product or service. When the prospect is interested enough in your offer to be receptive to a call from your sales team, that's the apex of lead nurturing. Here's what else you need to practice along the way.

## The Musts of Lead Nurturing

Like all good marketing techniques, lead nurturing requires a focused campaign in order to be successful. The three musts of your campaign are:

1. Define your audience(s). Ask yourself: Who are your ideal customers, what are your different buyer personas, and what pain points do you solve for each one? Categorize these into different audiences and consider targeting each one with a different lead nurturing campaign.
2. Personalize your messaging. The more you customize your emails to appeal to each recipient on a personal level, the better results you'll achieve. Tips: Use the recipient's name, address each message from a real person's name on your marketing team, and enable replies so they can get in touch with you right away.
3. Take timing seriously. The timing of your message matters. Is your prospect in the awareness phase (top of funnel), the consideration phase (mid funnel) or the decision phase? That will determine whether your message content is a blog post, a webinar/demo, or a case study/success story.
4. Continue offering gated content. This means requiring your prospect to fill out a short form before they can consume the content in your email. Each time they provide new info in a form, you are moving them further down the funnel until they are a qualified sales lead. By syncing your CRM and other tools, you can automatically add their updated information to your database.
5. Always be tracking. The only way to know how interested your prospect is in your offer is to track the prospect's behavior. If the content they're consuming is associated with the decision phase (i.e. cost info or free trials), then it's probably an indicator they're ready to talk to a sales rep. Time to hand that lead over and let your team members do their magic.

Following these steps as part of a lead nurturing campaign — and repeating these steps with each generated lead in your sales funnel — can help alarm companies like yours multiply sales 10X.

*Brian Plant is Managing Director at AlarmBrand, offering website creation and marketing for the electronic security industry that communicate your story, resonate with your audience, and generate revenue. Since 2009, brands that you know and trust have leveraged AlarmBrand to grow their businesses, including SDM 100, SDI Fast 50, monitoring centers, technology providers, professional corporations, and small / medium businesses across the USA.*



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## TNSI Courses, continued from page 1

issue of The Sentry. To register, go to the TNSI web page and locate the training form, check the box of the course you wish to attend, fill out the bottom of the form and mail with check to: TNSI, PO Box 150062, Nashville TN 37215. TNSI accepts VISA and MASTERCARD. DEADLINE to register is two weeks prior to each course. Payment must be received before your attendance is confirmed. All courses require at least 8 students. Fees listed are for TNSI members, non-members pay an additional \$200/course.

LOCATION of each course (Hotel Training Room) will be determined once each class is confirmed to have enough students. If you register for a course, you will be notified about the location of the course.

**TNSI also offers PRIVATE TN Security Certification and TN Fire Certification Courses.** You will need to provide the training room with either a large screen TV or screen for the PowerPoint Presentation and you will need to provide breaks (coffee, water, soft drinks for the instructor and students). It is not cost effective for you to hold a private course unless you have 8 or more students, however, we are happy to offer a private class for as few students as you like. Please call or email Penny Brooks for more information regarding Private Courses and a quote.

TNSI is currently working on additional courses for its members.

**See complete Training schedule on page 26.**

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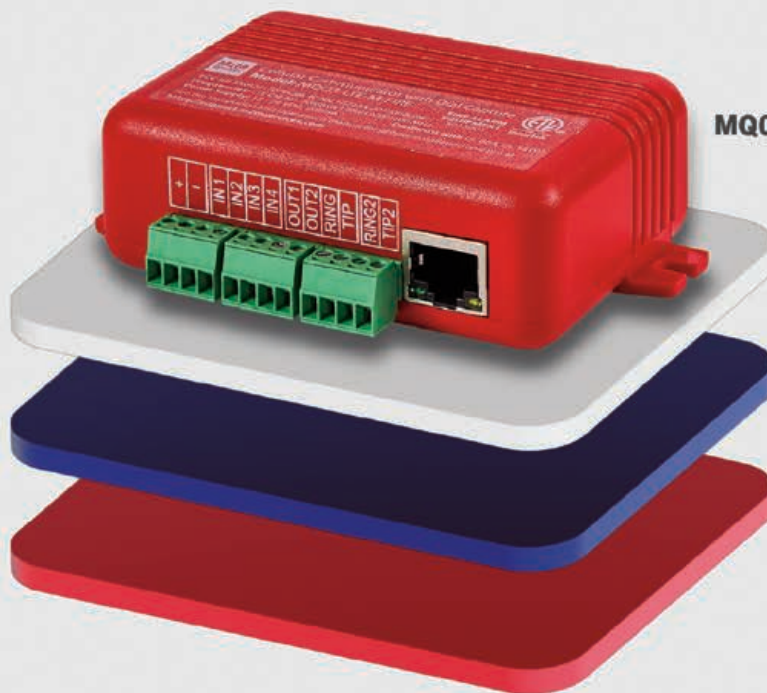


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## Ronald F. Spiller — 1929 - 2023

*Dedicated member of the California Alarm Association for more than 40 years and president from 1982-1984. We will miss you.*



Security industry icon and friend of the California Alarm Association Ron Spiller passed away peacefully on March 7, 2023. He was 93 years old and survived by his loving wife of 73 years, Rainey, and his son and daughter-in-law, Glenn and Patty Spiller of Alpine Meadows, CA. Ron was an Army veteran and served during the Korean war. He graduated from Northwestern University with a B.A. in Business Management in 1955.

Ron and Rainey grew up in Chicago and met onstage in a college production where they discovered their mutual love of music and singing.

During Ron's successful business career, they lived in Barrington Illinois, Massachusetts, Puerto Rico, Long Island New York, Los Angeles, Virginia. They finally retired and built their home in The Cedars in Grass Valley where Ron was active in the HOA and in the community. Ron and Rainey loved living in The Cedars. They were active members in Trinity Episcopal Church where Ron served as a vestryman, and they both sang in the church choir.

He began his career as the general manager of Bourns Security Systems. In 1974, he became vice president and general manager of Morse Products Manufacturing and became president of Optex-Morse USA in 1992. Ron started his consulting business in 1994 and became SIA's executive director from 1995 to 2000. He was a renowned speaker and personality who, in addition to his service to SIA, sat on the boards of the National Burglar and Fire Alarm Association and the Central Station Alarm Association. He founded the Safety Awareness and Independence Through Security (SAINTS) Foundation. He received SIA's George R. Lippert Memorial Award in 1993 and was inducted into the Security Sales & Integration Industry Hall of Fame in Washington DC in 2004.

Ron served as the master of ceremonies for the annual California Alarm Association Tribute Dinner for more than a decade. He was the first recipient of the CAA George A. Weinstock Award for Lifetime Achievement and Service to the Industry in 2000.

After retiring to Grass Valley, Ron served as a board director on The Nevada Theater Commission and as board president for three years, where he was instrumental in renovating the theater. Ron and Rainey were strong supporters of In Concert Sierra. Above all, Ron was a people person who cherished his family and his many friends along with his professional associates. He will be remembered for his unique sense of humor and his sharp mind.

Ron and his wife, Rainey, had a wonderful marriage of over 72 years. He leaves behind a great legacy in our industry and will be dearly missed.

Ron was a fantastic asset to the entire security industry," said CAA Legal Counsel Les Gold of Mitchell Silberberg & Knupp LLP. "His humor was boundless. I can attest to the fact that Ron was a genius – he completed the New York Times crossword puzzle every morning within 10 minutes!"





## MEMORIES FROM GEORGE WEINSTOCK

Linda and I would look forward each year at the CAA meeting in San Francisco to have dinner one night with Ron and Rainey. What an absolutely incredible man Ron was. His knowledge was in volumes but he would only show it with a joke or clever comment. Linda and I visited them once at their home in Grass Valley and stayed the night. Watching them interact was like a fine stage play written by Neil Simon. His jokes, the titter tatter, and the smiles let me know firsthand what I wanted my own marriage to be like in those golden years.

When I was writing one of my letters, I would sometimes call Ron to get some help putting a difficult sentence or paragraph together - trying to make a point. He was like my old college professor who was always there to help.

Dinner with Ron & Rainey was always a joy. No matter what we talked about - he was knowledgeable and sharing. We were close enough to talk about our family and again received his advice gladly.

My love for Ron is happening right now as I tear up writing this. What a very special person he was. I have never known anyone like him. I am truly going to miss him and his smile, his charm and his warmth.

*George A. Weinstock*  
*CAA Past President*



## MEMORIES FROM MICHAEL SALK

Yes, it is very upsetting to lose such a great man.

I remember the first CAA George A. Weinstock Award presentation I attended long ago. I was amazed at Ron's command of the English language. He gracefully crafted his words to dance on the edge of appropriateness while roasting the honoree and never offending them. He always had the audience in stitches the entire time. I thought, what a wonderful way to honor someone!

Twenty years later, I was the one being honored. It was a very entertaining and humbling experience that I will never forget. If my memory serves me correctly, I am the last to be roasted by that Master of Ceremonies.

Rest in peace Ron Spiller and thank you.

*Michael J. Salk*  
*VP/Owner Reed Brothers Security*  
*CAA Past President*



## MEMORIES FROM JERRY LENANDER

In 1989, my final interview for a staff position at the Security Industry Association in Santa Monica, CA was with Ron Spiller. It was an intriguing session where I shared my experience, but also learned a lot about the man asking the questions.

It went well, I got the job, and it set me on a path in the security industry for the next 34 years.

Ron was a constant guide for me and an intellectual giant. I came to expect him and Rainey at the CAA conventions in San Francisco and Palm Springs and many visits to ISC in Las Vegas and New York.

His humor was more than jokes, but the jokes were not bad, and I always give him credit when I repeat them. His service as emcee at our annual fundraising tribute dinner was amazing. He spent hours preparing the perfect monologue, weaving in comments about each of the past recipients. His final presentation involved him behind a screen, with President Bob Michel having a conversation with the "ghost of emcees past." Brilliant.

I believe Ron lived a good life, a great life, and we should all carry his spirit with us as we move through this life.

*Jerry Lenander*  
*CAA Executive Director*



**September 27-29, 2023**

Annual TNSI Convention - Franklin, TN

**October 17-18**

SIA Securing New Ground - NYC, NY

**November 15-16, 2023**

ISC East, New York, NY

**AAF meetings:**

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**SPECIAL INDUSTRY EVENTS**

**NAFED (National Association of Fire Equipment Distributors)**

April 13 -14 - Atlantic City, NJ - Ceasar's

May 25 - 26 - Chicago, IL - Swissotel

**TMA**

*Board of Directors Meeting*

April 13, 2023

*Member Business Meeting*

April 17, 2023

*Excellence and Marvel Technology Awards Presentation -*

April 17, 2023

*Virtual Mid-Year Meeting*

April 18-20, 2023

*OPSTech (Hosted by Acadian Monitoring)*

October 9-12 - Lafayette, LA

*Annual Meeting*

November 4-8, 2023, - Kapalua, Maui, Hawaii

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**TNSI Training Schedule 2023**

QUESTIONS? Please call or e-mail the TNSI OFFICE: 615-791-9590 or [ExecutiveDirector@theTNSI.org](mailto:ExecutiveDirector@theTNSI.org)

April 21-23  
TN Security Certification (24 Hours)  
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May 20-21  
TN Fire Certification (16 Hours)  
Nashville, TN

June 9-11  
TN Security Certification (24 Hours)  
Knoxville, TN

July 15-16  
TN Fire Certification (16 Hours)  
Memphis, TN

August 12-13  
TN Fire Certification (16 Hours)  
Chattanooga, TN

September 8-10  
TN Security Certification (24 Hours)  
Nashville, TN

October 14-15  
TN Fire Certification (16 Hours)  
Knoxville, TN

November 3-5  
TN Security Certification (24 Hours)  
Memphis, TN

**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

May 15 - May 18, 2024

May 14 - May 17, 2025

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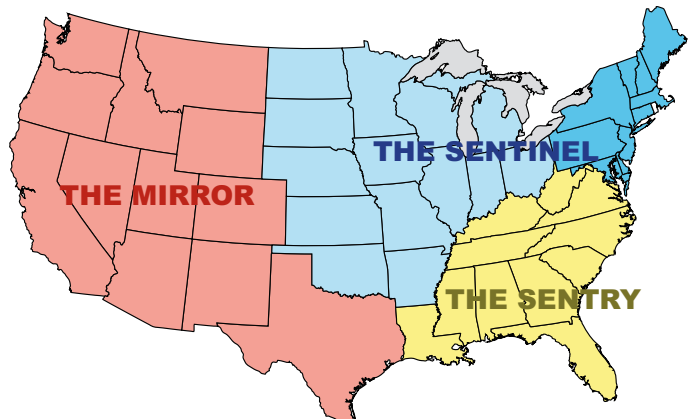
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