

THE SOUTHEASTERN SENTRY

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Events are also highlighted throughout The Sentry

Tennessee Hosts Another FABULOUS Convention!!

The Tennessee Network of Security Integrators Annual Convention and Trade Show held in Historic Franklin, Tennessee was another huge success with an incredible turnout. TNSI SOLD OUT the host hotel rooms, SOLD OUT the Tabletop Exhibits and SOLD OUT the Leiper's Fork Distillery Dinner Outing!



On Wednesday, September 27th, a gorgeous Fall Day in Tennessee, TNSI kicked off its annual convention with THREE well attended sporting events. The Sporting Clay Tournament was held at the Nashville Gun Club, the Golf Tournament was held at Hermitage Golf Course, which is two miles from the Hermitage, the home of President Andrew Jackson. A new favorite, the Axe Throwing Competition held at Sticks and Stones Axe Company had 19 axe throwers, some had obviously been practicing since last year!! After all of the sporting events, everyone checked into the hotel and

gathered for our Opening Reception and Dinner in the Grand Lobby of the Embassy Suites in Franklin.

Tennessee is thankful and grateful for the following 2023 TNSI Convention Sponsors:

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Day 2 of the TNSI Convention kicked off with 2 hours of TN Approved CEUs offered by one of six 2023 Convention Sponsors. Over 250 Integrators, Manufacturers, Manufacturer Reps and Monitoring Companies attended the TNSI Annual Meeting and Luncheon. President Jay Estes gave updates on the association, membership



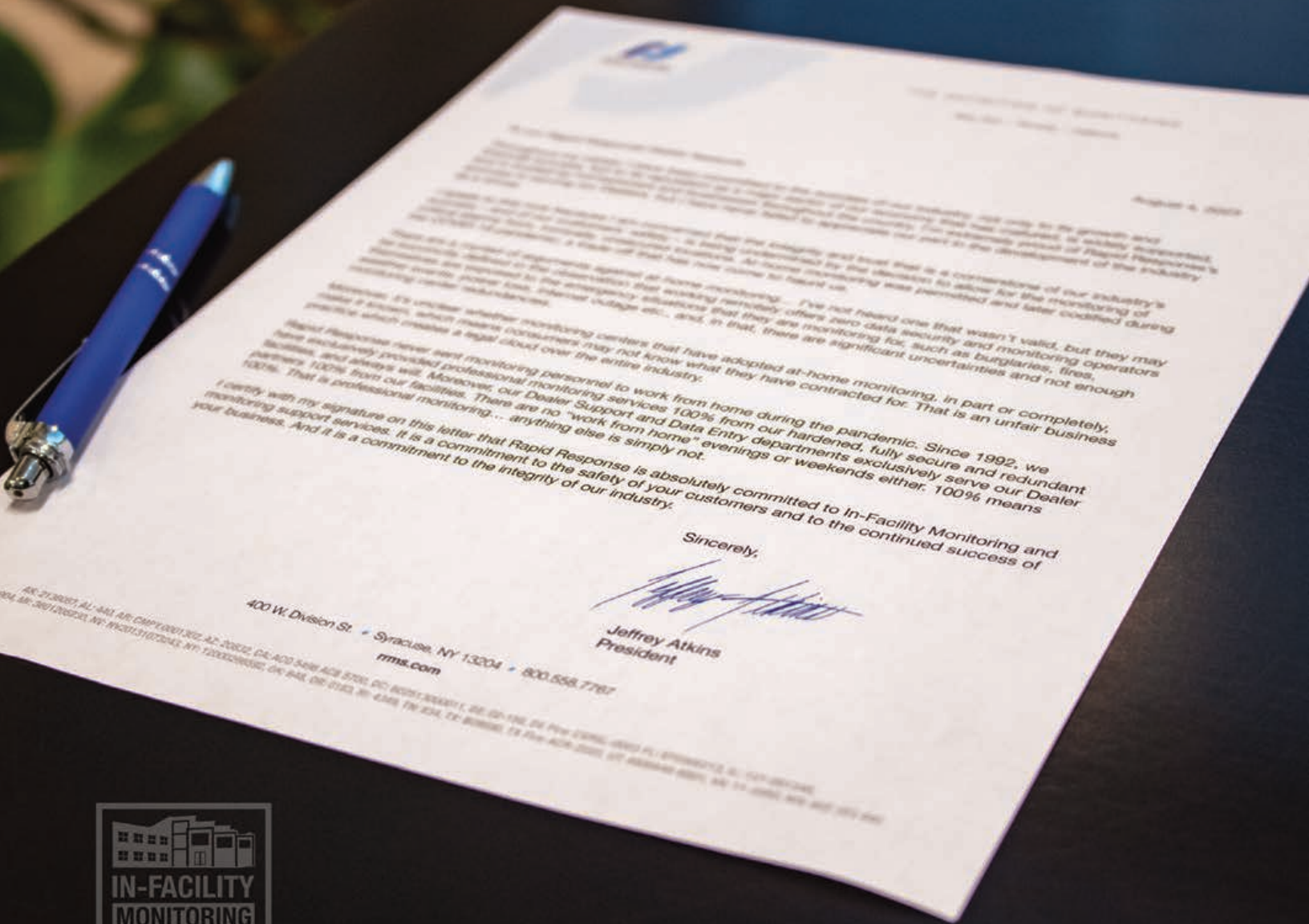
Convention, continued on page 3



An aerial view of many who attended the TNSI Annual Meeting's venue, at the Embassy Suite – Franklin.

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TNSI Convention, continued from page 1

and our the industry. LJ Lynes reported on Legislation that the association has been faced with this year and probably for years to come. Mr. Lynes introduced TNSI Lobbyist Megan Lane. Ms. Lane addressed the audience on the security industry and issues the State of Tennessee is facing legislatively. Special guests included Police Chiefs and Fire Chiefs from Franklin and surrounding areas. Tennessee maintains an ongoing relationship with the Tennessee Association of Chiefs of Police (TACP) and the Tennessee Fire Chiefs Association.

Michael Holt with Alarm Alert Center was presented the prestigious Life Membership Award at the TNSI Annual Meeting. Alarm Alert Center has been a loyal TNSI Member for 31 years. Mr. Holt has served on the TNSI board for the last 12 years and served as Treasurer for the last 7 years. Previous Life Member recipients LJ Lynes, Larry Brooks and John Knox presented the Award to Mr. Holt.

Prizes were awarded to all TNSI Convention Sporting Event winners at the end of our Annual Meeting. There is nothing like a little friendly competition between members, Axe Throwing has become a favorite Convention activity with nineteen members competing for the title at Sticks & Stones Axe Company. Axe Throwing Winners: 1st Place: Eli Noury (Affiliated Monitoring), 2nd Place: Will Fleenor (Fleenor Security). 3rd Place: Jules Richard (New Age Alarms. Our Sporting Clay Tournament was held at Nashville Gun Club. Winners were 1st Place: Darryl Bray (Security Central) with a score of 49/50, 2nd Place LJ Lynes (Miller Protective Service) with a score of 46/50 and 3rd Place: Jay Estes (Security Fire Protection) with a score of 43/50.

Our Annual Golf Tournament was held at the beautiful Hermitage Golf Course. Golf Winners were 1st Place Charles Irvine (Total Tech Solutions), Tony Reed, Kevin Hardy and Jeff Brewer; 2nd Place Chase Whitby (AXIS), Johs Guinn (ADI), Blake Simoneaux (AXIS) and Court Fowler (Security Distributors Inc-SDI), 3rd Place Jeff Clendenen (SES), Brad Clendenen (SES), Scott Bowen (SES), and Kevin Kremposky (COPS Monitoring). Thanks to all our golfers for participating and donating \$520 to our Butch Work Benevolence Fund with the sale of mulligans. See pictures of all of our events inside this issue of the Southeastern Sentry Newsletter.

Security Integrators from not only Tennessee but Georgia, Kentucky, Maryland, Texas, Alabama, Mississippi, Florida, and Louisiana attended TNSI's SOLD OUT the Exhibit Tabletops in the Grand Ballroom of the Embassy Suites this year! TNSI Is ALWAYS thankful for their loyal EXHIBITORS every year. The 2023 Exhibitors were 2GIG (NICE), 21st Century Distributing, ADI, Affiliated Monitoring, Alarm.com, Alarm Monitoring Services, AMG/Univiewtec/Minuteman, Avantugard Monitoring Centers, AXIS Communications, Cen-Signal a UL Automated Central Station, Chamberlain Group-LiftMaster, CMS - Criticom Monitoring Services, COPS Monitoring, Design Communications, DMP, Dynamark Monitoring, Edwards/Kidde, Hikvision USA, Honeywell Fire, ICRealtime LLC, Inovonics, JCI/DSC/Qolsys, Napco Security Technologies, Rapid Response Monitoring, Resideo Technology, Salient Systems, Security Central, Security Integrations, Seco-Larm, Securitas Technology Wholesale Monitoring, Security Data Supply of Mobile, Security Equipment Supply, Speco Technologies, Shields Electronics Supply, Systems Distributors Inc, TEKsystems, and Turing Video.

TNSI Members raised over \$3,000 for the TNSI Butch Work Benevolence Fund from the sale of golf mulligans and tickets for a chance to win a Henry 45 Long Colt or a Crossbow. Keith Aveni with Edwards/Kidde selected the Rifle and Boone Cavanaugh by way of LJ Lynes won the crossbow.

Special Thanks to our 2023 Board of Directors for their volunteerism and

giving of their time and talents to TNSI. The 2023 Board Members are Jay Estes, Larry Brooks, Brian McGuire, Christina Cavanaugh, Roy Gallaher, Chip Wolf, Corey Cochran, James Ward, Jonathan Nichols, Will Fleenor, LJ Lynes, Van Nash, Jeff Clendenen, Robyn Cunningham, and Executive Director Penny Brooks. The 2024 Board of Directors were elected at the Annual Meeting.

After a full day of CEU's, the Annual Meeting and Exhibits, attendees boarded Gray Line buses for a relaxing evening enjoying cocktails and a fabulous BBQ Dinner Buffet at Leiper's Fork Distillery. It was a GORGEOUS evening with hints of cool fall air, the grand lawn was donned with café lights, bistro tables, picnic tables and fire pits. Guests were invited to tour the Still House and enjoy tastings of

Convention, continued on page 28, followed by photos





Tennessee Network of Security Integrators (TNSI)

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executivedirector@theTNSI.org

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**SEE PAGE 26 FOR
GOLF & CONVENTION
DETAILS
Nov. 15 - 16**

See pg. 6 for
information on
BASA/FASA
training

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MOST RECENT CLOSINGS 2022:	
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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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SIAC Awards SIAC, in conjunction with the Alarm Association of Florida, honored with recognition the following individuals on the Florida Police Chiefs Association Wall of Honor. SIAC is a longtime co-sponsor and supporter of this program.



L to R – Grady Medcalf, President of the Alarm Association of Florida. Joseph Estey, SIAC Retired Chief Philip Thorne, Wall of Honor Recipient Chief Keith Touchberry, 2022/2023 FPCA President Jennifer “Cookie” Pritt, FPCA Executive Director



L to R – Grady Medcalf, Joseph Estey, Amy Mercer, Former FPCA Executive Director, Wall of Honor Recipient, Chief Keith Touchberry, Jennifer “Cookie” Pritt

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SNAP ONE announced that it has opened six new Partner Store locations in Secaucus, New Jersey; Lenexa, Kansas; Boise, Idaho; Fort Myers, Florida; and Cincinnati and Cleveland, Ohio; with an additional grand opening to come in Raleigh, North Carolina. In

addition to offering product support to regions plagued by delivery complications and product procurement issues, Snap One is using their local footprint to bring unparalleled in-person training to regions across North America. This year alone, Snap One will host over 400 events across 40+ locations – one hundred more training sessions than last year. “Snap One offers multi-level training programs that tackle everything from custom integration basics to product-specific design and installation,” said Bill Zidek, Snap One Vice President, Snap One Partner Stores. “Our events feature a special emphasis on both manufactured and 3P Snap One products including Access Networks®, Araknis™, Luma Surveillance®, Control4®, Lutron, AVPro Edge, Digital Watchdog and beyond. Our goal is to meet Partners where they are – bringing top-line education to them –and we're able to do so with our expanding local footprint.” In addition to the seven openings slated this year, Snap One has also moved and expanded existing locations in Eden Prairie, Minnesota; Portland, Oregon; and San Jose, California to better serve partners. In 2023 and beyond, Snap One will continue to identify new markets ideal for Partner Store locations. “Our continued investment in our local footprint emphasizes our commitment to supporting Partner business, whether that's through training and installation and advice, or streamlined product availability,” Zidek concluded. “And we're not done. We look forward to expanding to more regions in 2024, and adding more brands to our robust product portfolio.”

RAPIDSOS and EMERGENCY24 announced a partnership that aims to deliver alarm signals for commercial fires faster and with more accurate data into the hands of first responders. With the launch of digital alerts, Emergency Communication Centers (ECCs) nationwide will receive dispatch information from monitoring centers in real-time, eliminating the need for a phone call. According to the U.S. Fire Administration, non-residential fires increased 20% with fatalities up 70% in the study period (2011 – 2021). With RapidSOS, alarm signal data can be shared from the fire panel communicator, assessed by a central station, and received by ECCs and field responders all digitally, eliminating manual handoffs, transcription errors, and reducing transmission time. “Information is power. With this solution our telecommunicators immediately receive location and critical incident data directly on their screens, delivered digitally while they engage with the central dispatch station and go through the verification process,” said Jessie Wiederhold, Clermont County Communication Center Director. “The result is a faster and smarter response that will help save property and lives.”

SECURITY FUNDING ASSOCIATES, Audrey Pierson, and Aabo Home Security announced they have created a new version of the dealer program focused on the small, medium-sized “Smart Home” market. “We will be investing in each partner company, who will have approximately 5-50 employees, and are selling into the residential and small commercial space”, said SFA's Tony Smith, adding “ we will create significant volume by focusing on training sales associates via Audrey Pierson, one of the leading sales trainers in our industry. Through **AABO HOME**, we will provide full management of created accounts, including nationwide monitoring, through the life of the monitoring contract.” Unlike other Dealer Programs, the program will not acquire 100% ownership of the contract, but share ownership and financial equity with our partner dealer on an approximate 50-50 basis. Financing of installations will be through several banks who have committed to this program and its low attrition operating plan. This process will create cash flow for the Partner Dealers that is substantially more than they might receive through traditional Dealer Programs. There will be no dealer hold-backs, and there is a guarantee only for the first year of the contract. Dealers in this space have difficulty creating the working capital they

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ALTRONIX announced its new NetWay3024P compact PoE adapter, providing simultaneous 24VDC and PoE/PoE+ over a single structured cable to a wide range of devices including PoE cameras, external microphones, sensors, control boards, switching equipment, and more. "Security professionals and systems integrators are frequently asked to do more with less space, less time, and less resources," said Ronnie Pennington, Director of Sales for the Americas, Altronix. "The NetWay3024P offers a compact, highly cost-efficient solution, delivering PoE+ and DC power to a wide range of security devices." Key features and benefits of the NetWay3024P include flexible power capability and seamless data and power transmission. The NetWay3024P is TAA and NDAA compliant and backed by a lifetime warranty.

ALULA announced the merger with M2M Services, a provider of universal alarm panel communicators, connectivity, and interactive services. The merger marks a significant achievement in the industry, creating a company with unrivaled products and services that cater to the ever-evolving demands of the smart security market and the professionals who serve it. The combined companies will be led by Peter Tzvetkov, CEO of M2M Services. Dave Mayne, President of Alula, will lead North America operations and oversee global sales and marketing. Gregg Waldon, CFO of Alula, will manage financial operations for the combined business. The company will have US headquarters in St. Paul, Minnesota and global headquarters in Sofia, Bulgaria. "This merger represents a strategic move to position ourselves as the premier market leader in the smart security industry," said Peter Tzvetkov. "We are excited about the future and the offerings we'll provide to both our current and prospective customers, making available unmatched security solutions that provide peace of mind and seamless control over the connected environments they create and monitor. Dave Mayne stated, "As a combined business over 1.25 million rooftops will be actively using our service platform to protect their properties and add convenience to the lives of those residing and working there. We are committed to continued innovation around the connected security market."

ASSA ABLOY has acquired **SECURITECH GROUP INC.**, a manufacturer of high-security mechanical and electronic door hardware products in the U.S. "I am very pleased to welcome Securitech into the ASSA ABLOY Group. This acquisition delivers on our strategy to strengthen our position in mature markets through adding complementary products and solutions to our core business," said Nico Delvaux, President and CEO of ASSA ABLOY. Lucas Boselli, Executive Vice President of ASSA ABLOY and Head of the Americas Division also added "Securitech's focus on innovative, high-security locking solutions fills several gaps in our existing door hardware portfolio and I'm excited for them to be part of ASSA ABLOY". "This acquisition provides a great opportunity for us to further enhance our core offering to education, critical infrastructure, government, behavioral health, and other high-security markets." Securitech was established in 1983 and has some 50 employees. The main office and factory are located in Maspeth, Queens, New York.

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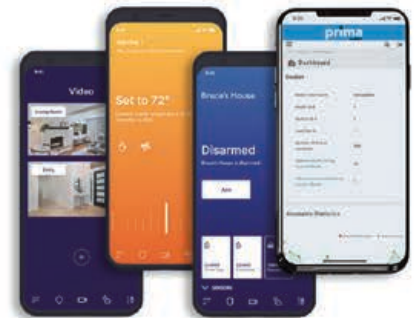


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IRS Suspends Processing of Employee Retention Credits

By: *Mitch Reitman*

Like many business owners, you have been getting cards, letters, emails, phone calls, etc... about the Employee Retention Credit (ERC). I personally have received notices portending to be from the IRS, the Small Business Administration, even from my bank, letting me know that I "may qualify for a "grant of up to \$26,000 per employee." They all advise me that "funds are limited" and that I need to "move quickly."



History

The ERC came about in March of 2020 as part of the CARES Act, and then was expanded greatly in December 2020 by the Consolidated Appropriations Act of 2021. For the most part, the ERC is a 50% credit against Qualified Wages (up to \$10,000 per employee per quarter) in 2020. For 2021: the Credit was increased to 70% of Qualified Wages per Quarter. It is limited to a single quarter of 2020 and the first three quarters of 2021. In summary, a Qualified Employee, with maximum Qualified Wages, would count as \$5,000 in 2020, and \$21,000 (\$7,000 per quarter for three quarters) in 2021, thus the "up to \$26,000" language in the calls and letters..

The Credit was intended to compensate employers who kept employees on their payrolls through the Pandemic. Congress didn't really think it through, and the modifications didn't really help. As a result it has been called the single greatest tax fraud target in U.S. history.

The IRS has been choked with claims, some legitimate, most not and appears to be disrupting a pop-up industry that encourages small businesses and nonprofits to claim the once-obscure credit and receive up to \$26,000 per employee. The Wall Street Journal has reported that aggressive marketing by such firms is driving a flow of ERC refund claims that has overwhelmed the tax agency.

Faced with overwhelming fraud and abuse, the IRS is fighting back. They have announced that new claims for the employee retention credit, or ERC, won't be processed until at least 2024. There will also be tougher scrutiny to an existing queue of more than 600,000 requests. The IRS will allow employers with pending claims to withdraw them and will let many repay their refunds if they no longer think they qualify. NOTE: if you fell for a marketing pitch from a "Credit Mill" - this is an excellent opportunity to consult with a firm that really understands your qualifications and consider withdrawing your claim while there is still time.

I recently attended a Webinar with IRS Commissioner Danny Werfel who said, "We are taking these dramatic steps because the IRS is increasingly alarmed about honest small-business owners being scammed by unscrupulous actors, we could no longer tolerate growing evidence of questionable claims pouring in following the onslaught of misleading marketing from promoters."

We have reviewed claims prepared by the "Credit Mills" that have been full of errors and filed by employers that aren't eligible. To receive the tax credit, you must show a significant decline in revenue or that a government order fully or partially suspended their operations. If your business didn't have the required revenue drop, you must show that a government order, directly suspended your operations. Since most companies in the Electronic Security industry were considered critical infrastructure, they weren't directly closed by shutdowns. We have been working on getting clarification on eligibility for our clients whose operations were significantly impacted by closures of their customers (i.e. a fire alarm company whose service and inspection revenues fell because their restaurant customers were closed). Until we get definitive word, we are not moving forward with claims for our clients. We are not worried, there is still plenty of time to file.

Even though the IRS has added the ERC to its "Dirty Dozen" list of common tax scams, claims keep pouring in. Over the life of the Credit, the IRS has received 3.6 million claims for it, about 15% of them in the past 90 days.

As of March 2023, the IRS had paid more than \$150 billion in ERC claims. Treasury data suggest that the figure is now \$230 billion, or roughly triple the original congressional estimates. The ERC will cost the government more this fiscal year than the mortgage interest deduction and charitable deduction combined. Thousands of cases have been referred for audits. Officials warn that employers face potential penalties, interest, and even criminal charges, if they claimed the credit but weren't eligible. The tougher scrutiny it plans to give currently pending will materially increase standard wait times for refunds. Many employers should expect to receive requests for documentation, which could prompt some to withdraw their claims. The IRS has strongly indicated that they will work with Taxpayers who have received payments and want to return them. In my experience it is best to have your tax pro work with them instead of waiting for the IRS to reach out to you.

"ERC assistance companies", including payroll companies and many firms that didn't exist before the pandemic, typically charge their clients a portion of the refund. The IRS says taxpayers should avoid firms using that business model. The promoters typically do calculations of the credit but often don't prepare or sign the tax returns. This should be a warning sign. If they are so sure about your eligibility, why won't they sign the return? And they often rely on business owners to determine whether a government order fully or partially suspended their operations—usually the key factor for ERC eligibility. Officials said they want to give business owners a chance to re-evaluate their decisions to file ERC claims. The IRS published a new eligibility checklist to help employers determine whether they qualify.

My advice is to sit tight for a while and let things unwind a bit. Not only do you have plenty of time to file a legitimate claim, the IRS will also pay you interest on the refund if you are truly eligible.

Mitch Reitman is the Managing Principal of Reitman Consulting Group, Inc. and is a member of the Security Sales & Integration Hall of Fame. He has served on the board of the Texas Burglar & Fire Alarm Association and is active in several other local and national Associations in the Security and Fire Alarm industries. He can be reached at MReitman@Reitman.us

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- **Faster, More Accurate Fire Response:** In collaboration with Honeywell, RapidSOS, Emergency Communication Centers, and fire stations where available, we ensure faster and more precise responses.

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In addition, Honeywell is providing Platinum Honeywell dealers with a \$6 credit for each account they activate on CLSS through Emergency24's Enhanced Monitoring. The activation Enhanced Monitoring activation fee for each account is \$1 per month.

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L-R: Dwight & Barbara Sears of Silent Guard (KY) with Spencer & Cat Fleurjet of Alarm Protection Services (LA) at the Alarm.com Partner Summit Event, October 3-6, in Washington, D.C.



L-R Dwight & Barbara Sears of Silent Guard (KY) with Tommy & Michelle Smith of KMT Systems (GA) at the Alarm.com Partner Summit Event, October 3-6, in Washington, D.C.



TNSI is excited to be offering its own TN Security Certification Course.

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

On this page is the Schedule of CLASSROOM Training that TNSI will offer through December 2023. To register, go to the TNSI website at:

http://thetnsi.org/documents/TNSI_Training_Schedule_2023.pdf

Then 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 the 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 Training Schedule 2023

November 3-5
TN Security Certification (24 Hours)
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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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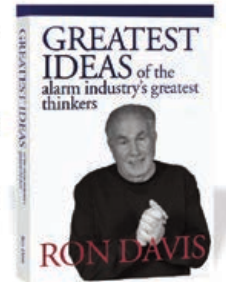


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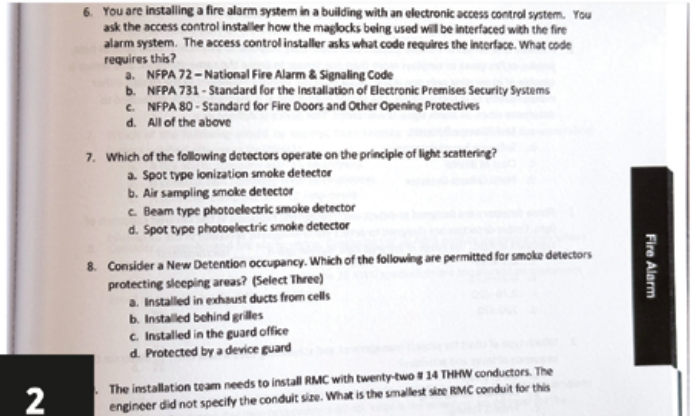
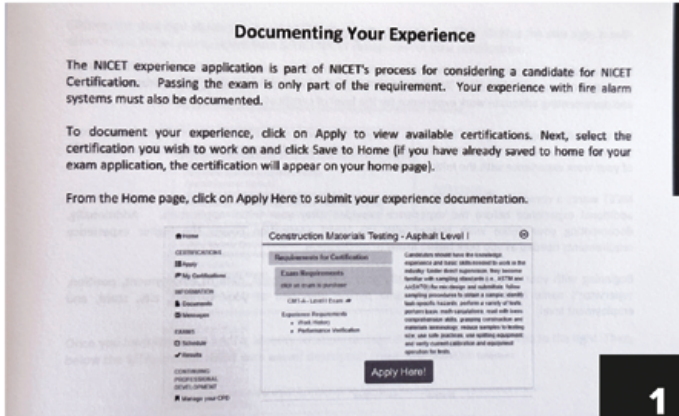
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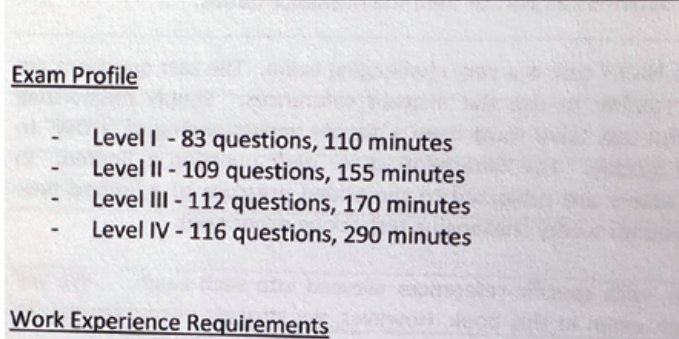


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1 The NTC Red Book covers the NICET Certification process

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3 The NTC Red Book covers all levels of certification in Fire Alarm Systems

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2 The NTC Red Book includes a LOT of sample questions

The Red Book has 12 quizzes for each level of certification, with 10 questions for each quiz. The quizzes are also excellent for individual or group study and exam practice. Get your codes ready, set 15 minutes on a timer, and then go. The answer key identifies the correct answer and the code used to answer the question.

4 The NTC Red Book compliments NTC's Online Training

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Leiper's Fork Whiskey and Bourbon in the Tasting Room and shop in the Distillery gift shop. The entire evening could not have been more perfect...the dinner, the tastings, the weather, the fire pits and café lighting, the ambiance was simply incredible.

The 2023 TNSI Convention ended on Friday at noon after Integrators completed another 4 hours of CEU credit. We appreciate our TNSI Convention Sponsors for getting their CEU courses approved with the State of Tennessee and offering them at our convention.

Sadly, Tennessee lost two loyal members in 2022 and 2023. We are still heartbroken over the loss of Jim Raymer and Gene Miller. Please continue to pray for their families as they were not only leaders in the security industry, but leaders of the families they left behind.

The Tennessee Network of Security is a security industry family. We love and care about our members, individually and professionally. Membership and Training are our primary sources of income. It is imperative that we maintain our current membership while continually inviting and welcoming new industry professionals to join our non-profit association. If you are looking for a security industry family, a place to call home to network and learn from experienced security professionals, call or email Penny Brooks, TNSI Executive Director at 615.791.9590 or ExecutiveDirector@theTNSI.org Please visit our website at www.theTNSI.org for more information about our association.

Looking forward to TNSI's 2024 Convention at the Park Vista Hotel in Gatlinburg, Tennessee on September 25-27. TNSI will be CELEBRATING its 44th year as an Association.

*Penny Brooks, TNSI Executive Director
615.791.9590 - ExecutiveDirector@theTNSI.org*



Attendees of TNSI's Annual Meeting could participate in its offsite Axe Throwing event



TNSI Convention, continued on page 30

News from ISC East



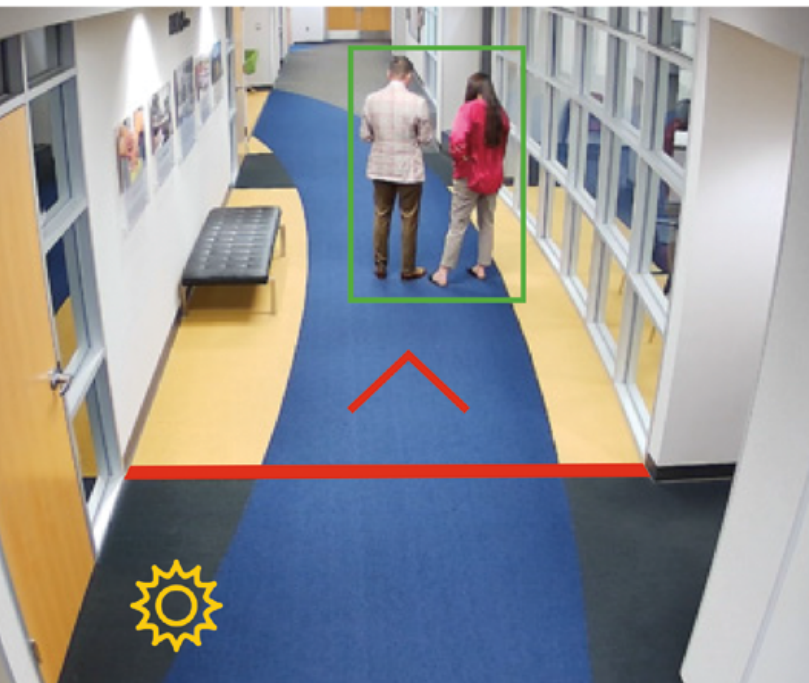
ISC East announced that Greg Ehrie, Chief Security Officer for the Port Authority of New York and New Jersey, will kick off the Keynote Series on Wednesday, November 15 in New York City. Ehrie's presentation, "The Evolving Threat Landscape: Protecting New York and New Jersey's Critical Transportation Assets," is open to all badge holders at ISC East, which takes place November 14-16 at the Jacob K. Javits Convention Center. "With his expertise in implementing security strategies into transportation systems, we are excited to welcome Greg Ehrie as our first keynote speaker at ISC East this year," said Mary Beth Shaughnessy, ISC Event Vice President. "Through his insights, security novices and professionals alike will learn how an expansive and multifaceted organization like the Port Authority prioritizes security to protect all its stakeholders. The audience will walk away from his presentation with a better understanding of the local infrastructure they use every day and the steps taken to ensure their security at all levels." The Port Authority of New York and New Jersey oversees regional transportation infrastructure across the two states. Every day, the Port Authority must leverage the latest innovations in security technologies to operate its systems with the utmost safety and efficiency. Ehrie's presentation will shed light on the evolving threat landscape and how the Port Authority implements a risk-based, multi-layer security approach to protect its employees, customers, and critical transportation assets – including airports, bridges, tunnels, bus terminals, ports, and the iconic 16-acre World Trade Center complex.

The ASIS NYC Chapter Person of the Year Luncheon will also be held at ISC East again. This prestigious gala luncheon will lead off with featured speaker, Thomas H. Kean, the former Governor of New Jersey and former Chairman of the 9/11 Commission, on Nov. 15 at 12pm. The ASIS NYC Chapter will present the Person of the Year Award to Mary Fetchet for her impactful work in the New York City community through her continuous support of the victims and families affected by 9/11. Fetchet co-founded the nonprofit organization Voices of September 11th (VOICES) in 2002 to address the ongoing needs of 9/11 victims and their families. For over 20 years, she has helped foster resilience and healing through VOICES by offering community support services, mental health resources, educational programs, and more. "I am honored to be part of ISC East 2023 and the ASIS NYC Person of the Year Luncheon. As the Chairman of the New York City ASIS Chapter, I am privileged to be involved in an event that brings together security professionals from various industries to share knowledge and expertise. This event serves as a platform for networking, learning, and recognizing outstanding individuals in our field. I look forward to the opportunity to engage with industry leaders and contribute to the advancement of security practices in New York City," said Brian H. Reich, CPP, New York City ASIS Chapter Chairman.

November 14 - 16, 2023

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TNSI Golf Tournament Results:

1st Place:

Charles Irvine, Total Tech Solutions

Tony Reed

Kevin Hardy

Jeff Brewer



2nd Place:

Josh Guinn, ADI

Chase Whitby, AXIS

Blake Simoneaux, AXIS

Court Fowler, Systems Distributors Inc



3rd Place:

Jeff Clendenen, SES

Brad Clendenen, SES

Kevin Kremposky, COPS Monitoring

Scott Bowen, SES





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MARKETING INSIGHTS

By: Brian Plant



NextDoor has exploded as the hot new social media app for communities around the country. Home services providers like landscapers, plumbers and electricians – as well as your national competitors like ADT, Brinks, Vivint and more – are constantly running ads in the NextDoor newsfeed. NextDoor is like the new Facebook, featuring updates from your neighbor across the street (as opposed to people scattered all over the globe). If you live in a community

with an active presence on NextDoor, then you've seen what an amazing advertising opportunity the platform may present for your alarm company.

If you're new to the NextDoor ad game, you may not know how to get started – or, you may not have the time to manage an ad campaign effectively. Fortunately, the digital ads team at AlarmBrand can help. Here are few reasons to consider advertising on NextDoor, and some next steps to help you get started today.

People Want to Connect with Neighbors AND Services.

There's a reason why online platforms for neighbors have grown exponentially in recent years: Now more than ever, people seek connection to their neighbors. While connecting to the global community remains important for some, making local connections has become a larger priority since the pandemic. People want to know "real life" people who live and work in their own communities. Many consumers want to support and do business with local companies rather than large corporations.

NextDoor is High-Intent Browsing.

Unlike Facebook, where people are not really looking to connect with brands or services, over 90% of users open the NextDoor app to get recommendations from neighbors for home services. Local Facebook groups and other forums can vary by reputation and what they have to offer. What sets NextDoor apart from them? It's powered by trusted local information, with new updates being posted by neighbors every day. Whether someone is searching for a vendor to cater their party, or a licensed alarm dealer to protect their home or business,

neighbors in communities from coast to coast are turning to NextDoor for the services they need in the immediate future.

Unlike Facebook, where people are not really looking to connect with brands or services, over 90% of users open the NextDoor app to get recommendations from neighbors for home services.

NextDoor Ads Provide Relevant Options.

NextDoor offers a variety of ways for businesses to reach neighbors, each of them delivered in a relevant context that makes sense to the user. Your alarm company can take advantage of everything from native ads, to display ads, to scrolling video ads, to NextDoor's proprietary Digest email. There's also a

NextDoor marketplace, where you can advertise in a "for sale" platform where local users are looking for a specific service. It's even possible to showcase multiple services in a carousel

format, or place a click-to-call ad directly in NextDoor's in-app newsfeed. Another highly popular option for NextDoor ads is their Local Deals option. There's no one-size-fits-all model for advertising on NextDoor, which makes it appealing to alarm dealers and integrators looking to reach new audiences in their local communities.

What Do Ads on NextDoor Cost for Alarm Companies?

NextDoor advertising is scalable, and there are a variety of ways to structure an ad campaign. A modest budget similar to what you might expect for Facebook Ads is sufficient to generate traffic, brand awareness, and conversions. The platform offers tailored analytics that measure the effectiveness of your campaign, and working with the digital ad experts at AlarmBrand means you have a dedicated team who can adjust your campaign as needed. If you decide to try something new, NextDoor makes it easy – and with AlarmBrand as your digital advertising partner, it can be even easier.

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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LLSSA Convention, Nov 15-16, Kenner, LA

FULL DETAILS ON PAGE 26

November 15: LLSSA Golf Tournament - Cypress Lakes at Ormond, Destrehan, LA

November 16: LLSSA Convention - CEU Day, State Meeting, Trade Show - Kenner, La

SPECIAL INDUSTRY EVENTS

TMA The Monitoring Association

Annual Meeting

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

AAF meetings:

https://fla-alarms.org/Regional_Meetings

OTHER INDUSTRY & STATE EVENTS 2023

November 15-16, 2023

ISC East, Javits Center, New York, NY

TRAINING & EDUCATION

TNSI TENNESSEE TRAINING SCHEDULE

See inside this issue of The Sentry for dates and locations. For more information, contact TNSI Executive Director Penny Brooks at 615-791-9590 or email executivedirector@theTNSI.org

Louisiana Life Safety & Security Association Training School

The Louisiana Life Safety & Security Association offers Instructor-Led certification courses for technicians and sales reps in the cities of Jefferson, Lafayette, Monroe and Baton Rouge. Students can attend class in person or via Zoom. Online/Self-Paced courses are available online 24/7. Register at <https://training.llssa.org/>.

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E-mail msalert@bellsouth.net

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

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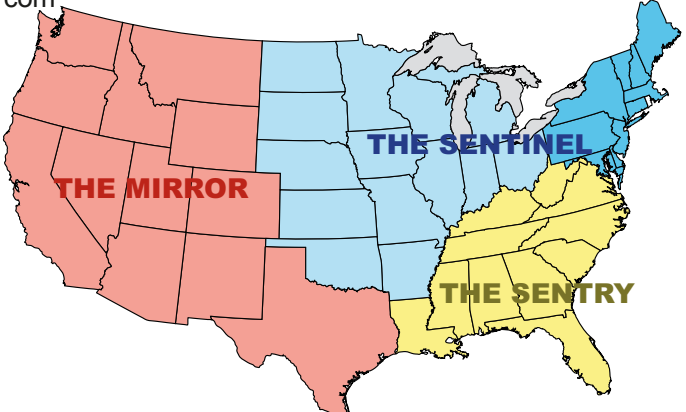
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