

THE SOUTHEASTERN SENTRY

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Events are also highlighted throughout The Sentry

ISC EAST

Center in New York City.

ISC East continues to focus on its mission to keep communities safe and secure. The expo will showcase innovative technologies, new education and training sessions, and host special events for attendees. Throughout ISC East, attendees will discover new solutions to pressing security concerns, cultivate industry relationships, and learn from industry professionals.

"We're excited to showcase this year's top security technologies at ISC East. With new programming and endless opportunities to see the latest offerings, industry professionals will be challenged to redefine the future of security," said Mary Beth Shaughnessy, ISC Event Vice President. "This would not be possible without the participation of our partners and loyalty from all of our customers, which allow us to strengthen the industry and have a safer, more secure New York City and beyond."



Security and emerging technologies are a central topic and ISC East is the place to be this November to hear from the brightest and most innovative minds. Premier speakers and guests will share their experiences, ideas, and solutions for a safer future.

"Each year at ISC East, in addition to discovering a wide array of cutting-edge technologies on the show floor, attendees can access top-quality education and get insights from the industry's leading experts through the SIA Education@ISC East



ISC East, continued on page 3

ISC East 2023 opens registration with its premier sponsor Security Industry Association (SIA), and in partnership with the ASIS NYC Chapter.

ISC East is the Northeast's leading security and public safety event and will commence on November 14 (SIA Education @ ISC: November 14-16 | Exhibit Hall: November 15-16) at the Javits



INDUSTRY NEWS

The Security Industry Association (SIA) has announced General Stanley McChrystal – a retired four-star general, former commander of U.S. and International Security Assistance Forces Afghanistan, former commander of the nation's premier military counterterrorism force, Joint Special Operations Command, and CEO and chairman of the McChrystal Group – as the 2023 dinner keynote speaker for Securing New

Ground (SNG), the security industry's executive conference, taking place Oct. 17-18 at the InterContinental Times Square in New York City.

"SIA is honored to welcome Stan McChrystal as our first-ever Securing New Ground dinner keynote speaker – bringing his wealth of knowledge about the global threat



environment and military and leadership expertise to an insightful presentation for our 2023 SNG attendees," said SIA Board of Directors Chair James Rothstein. "This year's conference will truly shape security and business trends and deliver unique opportunities to engage with the leaders who are driving the future of our industry. We look forward to offering this new dinner experience for the industry executives attending SNG."

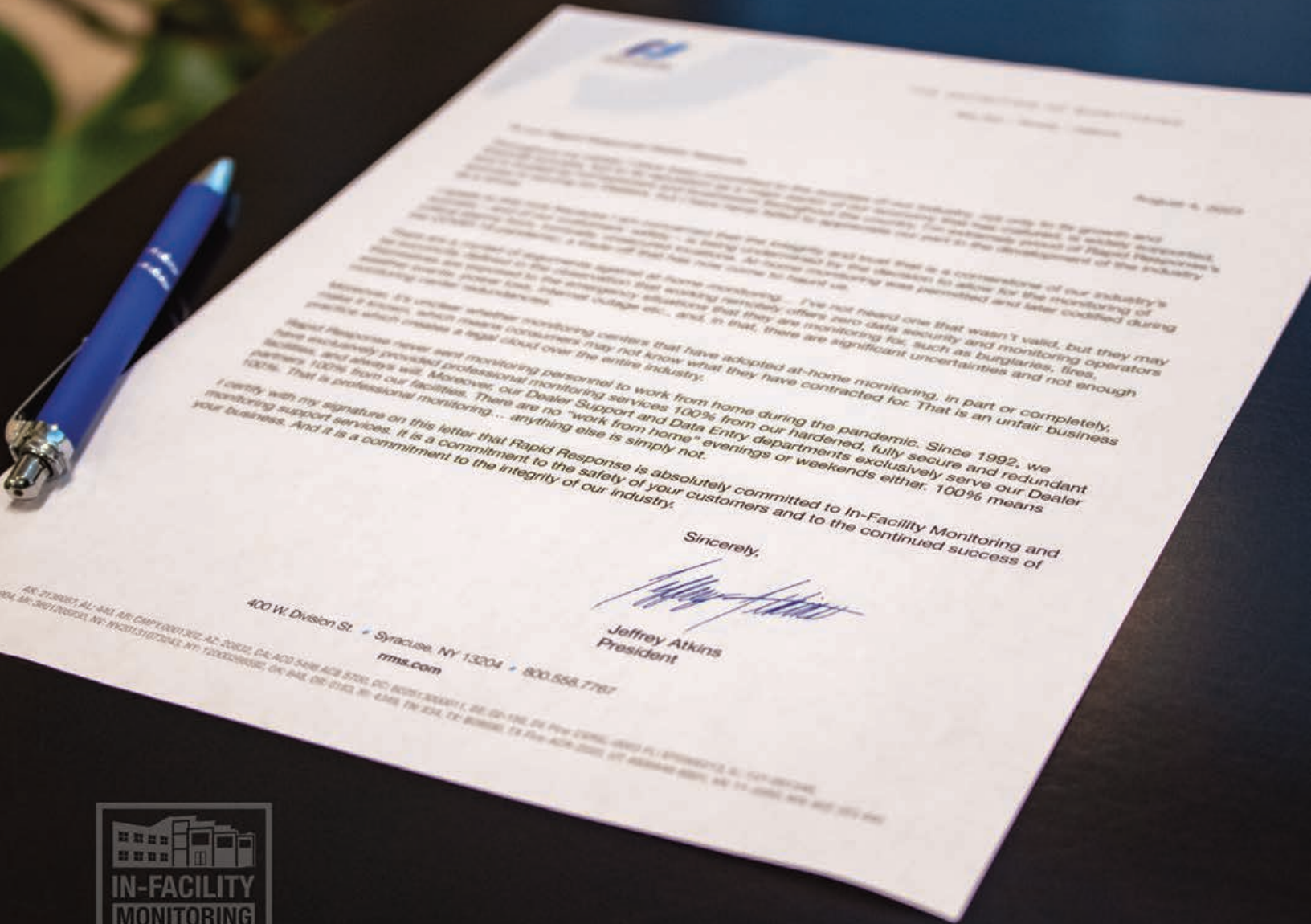
The Security Industry Association's (SIA) July/August Security Market Index found that over 75% of respondents have a positive view of the industry's current condition, indicating optimism has returned to the security industry entering the run-up for fall industry events. In the latest SMI report, more than three-quarters of respondents rated current business conditions for their companies as "excellent" or "good," with one-fourth reporting the highest rating, and 18% saying they were "average." The SMI measures security industry executives' current status and future expectations through a select survey of SIA members. The Index's goal is to provide a macro-view of confidence levels in the security industry every two months while closely examining six specific business measures:

- Number of employees or hours worked
- Marketing spending
- Product production or service output
- Capital equipment spending
- R&D spending
- Product or service sales

Industry News, continued on page 3

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INDUSTRY NEWS, continued from pg. 1

Special focuses of SIA's July/August SMI include:

- Increased investments as companies' confidence and product and service demand rise
- Perspectives on positive economic indicators and overall industry concerns regarding the economy
- Abating recession fears among industry professionals

The **Security Industry Alarm Coalition (SIAC)** and **The Monitoring Association (TMA)**, invite entries for the industry-sponsored "Sheriff/Private Security Partnership" award. "SIAC has a long history of successfully partnering with the National Sheriffs' Association (NSA) as well as local sheriffs around the country," said Stan Martin, SIAC executive director.



"This award allows security industry representatives from around the country to recognize a local sheriff's office for their partnership with our industry and our shared goals of serving and protecting the public. "Part of our mission is to bring security industry companies to the table so that mutually agreeable solutions for communities are achieved," said Martin. "SIAC and TMA want to recognize companies and their local sheriffs for successful programs in their communities." Qualifications include that the entrant must be a partnership between private security and the sheriff's office. The nominee MUST be a member in good standing of the NSA. Nominations are now being accepted and must be postmarked to NSA by December 15, 2023. Download an award packet at the National Sheriff's Association's website www.sheriffs.org

More Industry News on Page 24

ISC East, continued from page 1

conference program," said SIA CEO Don Erickson. "The 2023 conference lineup will offer impactful keynotes, informative workshops and engaging sessions on the most current business trends, technologies and developments in security and public safety."

This year ISC East is offering SIA Education sessions for three full days, an expansion on previous years. With new education sessions and programming focusing on cutting-edge security technologies, ISC East will cultivate an environment for innovation.

The collaborative partnership between ISC East and the ASIS NYC Chapter will also introduce a unique side of security to the show. The ASIS NYC Chapter engages with security professionals, government, and law enforcement, bringing the latest information on current risk and threat trends while addressing today's security needs. "Through our partnership with ISC East, the New York City ASIS Chapter aims to bridge the gap between law enforcement and private businesses, recognizing the crucial role they both play in maintaining a safe and secure environment. By fostering collaboration and knowledge sharing, we strive to enhance the capabilities of security professionals across sectors, strengthening our collective ability to respond to emerging threats and safeguard our city, our region, and the nation," said Brian H. Reich, CPP, ASIS International New York City Chapter Chairman.

More information about education, programming, and premier speakers will be announced soon.

For the most up-to-date information or any additional questions, please visit www.isceast.com.

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See pg. 6 for information on BASA/FASA training



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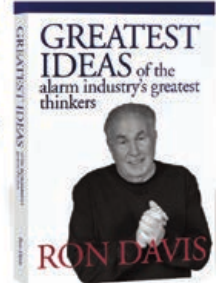
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NAPCO SECURITY TECHNOLOGIES, INC announced the promotion of David Sperber to Director of National Accounts. Formerly, Sperber served the role of Southeast Regional Sales Manager. In David's new role, he will team up with VP, Duane Warehime, developing and supporting Napco's new and existing national accounts. David has over eight years experience with Napco and has quickly become a trusted resource for dealers and distributors in his territory: delivering sales, marketing and technical help with equal acumen and enthusiasm. "His immense experience in the security industry allows him to drive all facets of it."



Said Duane Warehime, VP of NAPCO National Accounts, "It's great to have David back on my team again. We are working hard to partner with new national accounts and continue to make significant inroads, meeting and training their staffs, and introducing them to the significant operations advantages, i.e., labor- and cost-savings, Napco Intrusion, Fire and Access solutions offer their organization."

NAPCO also announced Sperber's replacement as the Southeast Regional Sales Manager, Jim Pless. The Southeast sales territory, includes North & South Carolina, Georgia and Virginia. Jim joins Napco's sales team with vast experience in all aspects of the electronic security industry, working with several top manufacturers, dealers and central stations in executive sales as well as operations management. He will report to Michael Venoit, VP of Sales, Napco Fire & Security, who commented, "With Jim's extensive background, in residential system sales in particular, he's joining Napco at an ideal time to support dealers, with our new introductions of award-winning Prima All-in-One Security/Connected Home/Automation Self-Contained Solution, as well as StarLink Max 5G Cell/IP Communicators, FireLink FACU with built-in StarLink comm. and Napco Access lines." As Napco Southeast Regional Sales Manager, Pless, based in Georgia, will offer area dealers expert sales support,

insights & new product introductions, with the goal of growing their business with Napco's intrusion & commercial fire security solutions. Dealer/Integrators in NC, SC, GA, & VA, feel free to reach out to Jim at jpless@napcosecurity.com or cell 631-942-4017 or Michael Venoit, VP of Sales, Napco Fire Security mvenoit@napcosecurity.com. See all of Napco's labor-saving products at GSX or ISC East Expos, or online at www.napcosecurity.com

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."



SNAP ONE announced that it will host a national Oktoberfest event on October 19th from 11:00 am - 3:00 pm across all 41 Local Partner Stores. The event, sponsored by Control4®, Lutron, Sonos, and Sony, will bring Partners together to experience the latest product innovations while enjoying festive beer, music and food. To register, visit Snap One's invite www.snaponeoktoberfest.eventbrite.com or contact your local representative. At Oktoberfest, Partners will be able to enjoy festive food and beer, and experience live product demos from Snap One. "Oktoberfest is a celebration of Snap One's local expansion across the United States, which has brought superior access to products and insightful in-person training to regions across the country," said Bill Zidek, Vice President, Snap

One Partner Stores. "This event is a fun opportunity for Partners to engage with our team and explore featured products from our sponsors. We look forward to showcasing innovations and connecting with Partners in-person to toast to what's to come!"

SECURITAS TECHNOLOGY CORPORATION (formerly Securitas Electronic Security, Inc.) announced the one-year anniversary of the STANLEY Security and STANLEY Healthcare acquisition, which serves as a significant milestone in its transformation journey toward technology-based solutions. The combined offerings and global footprint of these two powerhouse organizations has solidified its expertise in technology, and unlocked opportunities for innovative solutions that raise the bar on what it means to be a leader in the security industry. "One year ago, we combined the talent and



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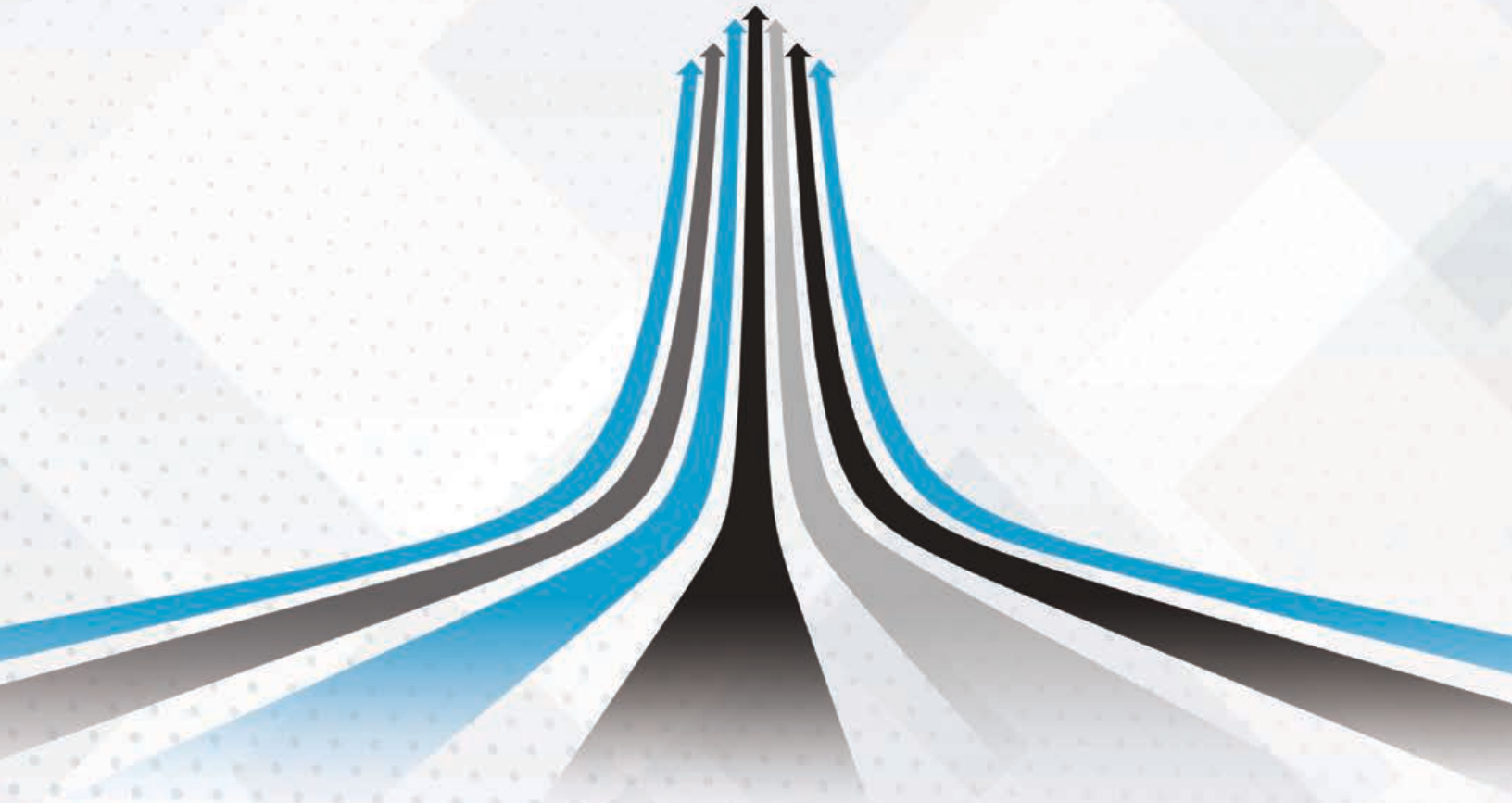
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expertise of two great companies with shared values and high ambitions to form Securitas Technology,” said Tony Byerly, Global President, Securitas Technology. “We have created a company and



a culture centered around our clients. Our expanded capabilities, global reach and leading technologies provide tech-enabled security solutions that create long-term value for our clients, who remain at the heart of everything we do.” With more than 13,000 highly skilled employees,

10 Technology Centers of Excellence and industry-leading digital client platforms, its technology capabilities span across more than 40 countries, providing the full spectrum of security and healthcare safety solutions to clients. “Today, we celebrate where we are and the accomplishments of our employees over the past twelve months as we established Securitas Technology. Tomorrow, we focus on building the future of security - confident in our mission to help make your world a safer place,” Byerly said.

Native Smart Properties of the greater Dallas area recently secured a \$500,000 three-year line of credit with **ALARM FINANCIAL SERVICES**. This credit facility sets up Native to meet their growth objectives and to deliver customized security and smart home automation to the multi-dwelling properties market. As one of the largest providers of Alarm.com’s PointCentral smart home offering, Native has been able to meet an increasing demand in the multi-dwelling market in the Dallas/Fort Worth metro area. “This loan will allow us to accelerate our growth strategy and continue to evolve and innovate our unique business model,” states Mike Harrison, President of

Native. “Jim and his team at AFS have been great to work with and really took the time to understand Native’s vision.” This relationship with Native marks AFS’ first venture into financing integrated smart security in the multi-dwelling property space. “Native Smart Properties is a leader in this market and we are excited to be working with them as AFS expands its reach beyond non-traditional security and fire alarm companies,” says Jim Wooster.

NAPCO SECURITY TECHNOLOGIES, INC. announced the addition of Tim Cahoon, National Training Manager, reporting to VP of Sales, Napco Fire & Security, Michael Venoit. Ideal for extending Napco’s west coast training support, based in Phoenix, AZ, Cahoon will provide new product introductions and technical classes on Napco’s full range of residential and commercial solutions, in person and online, including award-winning Prima All-in-One Security/ Connected Home/Automation Panel, as well as StarLink Max 5G Cell/IP Communicators, FireLink FACU with built-in StarLink comm. and Napco Access lines. Tim comes to Napco with 20+ years of experience in the low voltage security and life safety industry, and proven expertise in sales & relationship management; coaching and developing sales teams for new business growth, in addition to one of distinguished US military service.



POTTER ELECTRIC SIGNAL COMPANY announced the SCA-5070INT 50W Integrated Amplifier that provides four (4) Class B or four (4) Class A speaker outputs and may be installed within the in the IPA-4000V, AFC-1000V, LOC-1000 and PSN-1000E using the provided mounting bracket. The SCA-5070INT can be used within a PSN-1000E and Local Operator Console (LOC). Installers can terminate signaling appliance wiring within a single enclosure, removing the need to split between two separate enclosures. In addition, installers can potentially use 4-conductor cable for NAC devices instead of separate 2-conductor cable. Over time, this results in a net reduction of both labor and wire cost. Potter Electric’s Product Manager, TJ Loughman said, “Current amplifier solutions for *systems have always struggled with the problem of being bulky and cost inefficient. The SCA-5070INT provides an elegant solution in both value and aesthetics for companies seeking to provide greater reach for their sound system.”

AIPHONE has introduced the AC Nio, its access control management software to its new line of access control solutions. With AC Nio, customers get access to an easy-to-use and customizable dashboard that provides the tools needed to manage daily access control credentials, run reports, set schedules, and program the AC Series access control solution. An intuitive software platform, the award-winning AC Nio features widgets, shortcuts, drag and drop functionality, and graphics to make managing the AC Series a breeze. An advanced scripting engine enables users to automate access control applications with unlimited customizations, while flexible permission capabilities support thousands of doors across multiple locations. “With the launch of our AC Series, we recognized it was important to develop a software management tool that would be easy to use but also offered the same high level of functionality that our customers have come to expect from Aiphone,” said Brad Kamcheff, marketing manager for Aiphone Corporation. “The AC Nio achieves just that, putting the power to manage our access control system and other security systems in our customers hands with a modern software platform that is fully customizable and integrates with other solutions.”



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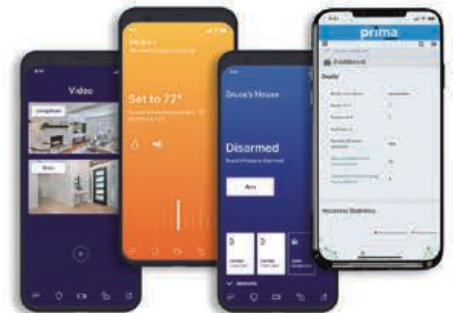


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Yes, it is finally time. Small—Medium sized security companies have earned the right to another option besides selling 100% of their newly created monitoring contracts to those several large companies with big Private Equity investors. A recent announcement, this month, from Security Funding Associates and two partners who have announced their new program for the residential and small commercial space. Unlike other Dealer Programs, they will share revenues equally from the three revenue sources available to each monitoring contract. The first is the installation fee; the second is the monthly monitoring fee; and the third is the equity in the sale of the contract sometime in the future. Audrey Pierson, a leading industry educator for sales personnel, will be a principal in this venture. Aabo



By Tony Smith

Home will also be a principal and the data/operations, and central station manager. We have contracted with several banks to provide various levels of consumer financing, which enables us to pay our dealers significantly more than competitive programs over the life of the monitoring contract.

This program has been designed to provide a low attrition impact performance for the participating financial institutions. SFA and the other two principals recognize that small—medium sized dealers have a difficult time creating the working capital they need to grow and accumulate equity. Too often they must resort to selling their accounts monthly to fund that growth, and then discover they have little, or no equity left. Now they have a new option that allows them to fund that equity growth, have the customer pay back their consumer loan, minimize attrition and eventually retire with their future assured. This program has been tested over the last several years and is now ready to roll out nationally.

Tony Smith is a Past-President of the California Alarm Association, and former Board member of ESA. He is the Founder-President and CEO of Security Funding Associates a leading industry financial services firm. They are focused on financing for small-medium sized alarm companies. He may be reached at (626) 795-9199 or TSmith@securityfundingsolutions.com.



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- **1st Responder Alerting:** During alarms, we promptly send panel information directly to first responders' apps, facilitating swift response.
- **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.

This groundbreaking Enhanced Monitoring solution, in partnership with Honeywell, establishes a new industry benchmark by decreasing dispatch information transmission from 2 1/2 minutes to an impressive 13 seconds. Together, we bring a host of benefits that will transform the way monitoring centers interact with Emergency Call Centers and First Responders.

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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.

Partner with Emergency24 today and experience the unmatched benefits of our collaboration with Honeywell CS Premium. Together, we'll transform the safety landscape for your customers and first responders all while increasing your RMR!

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Many thanks to our Sentry editorial contributors.

Sentry Readers - be on the lookout for great future info from Mitch Reitmen, Tony Smith and Brian Plant, and many more contributors sharing their perspectives on the industry.

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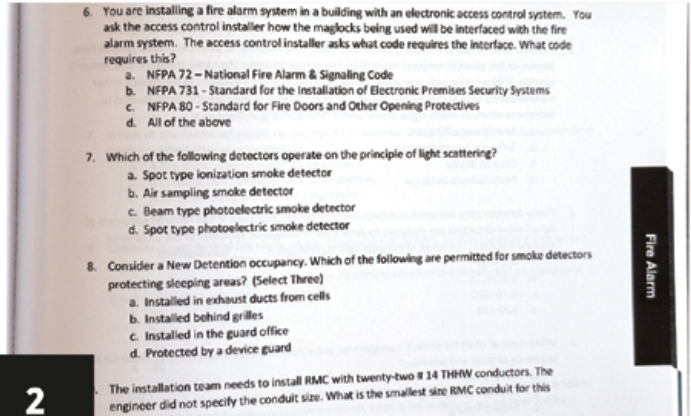
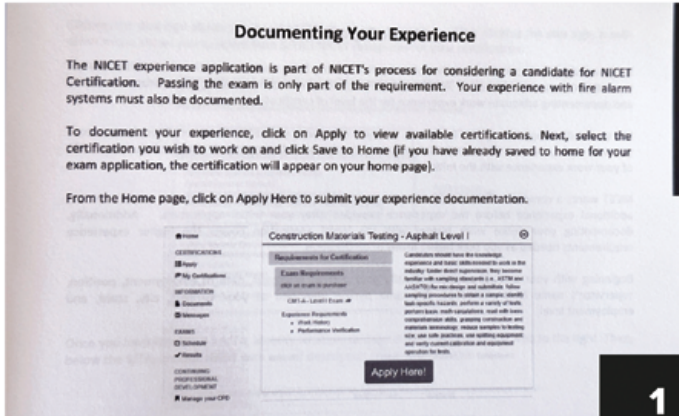
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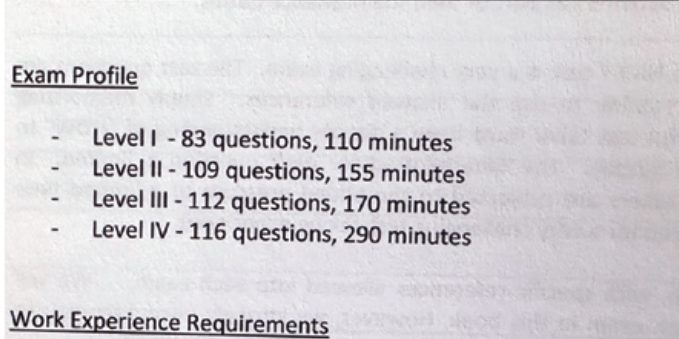
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1 The NTC Red Book covers the NICET Certification process

The Red Book covers getting NICET certified in Fire Alarm Systems (FAS) and Inspection & Testing of Fire Alarm Systems (I&TFAS). In addition, the Red Book explains the certification process, permitted codes and references, documentation requirements, and exam strategies.

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

The NTC Red Book covers Fire Alarm Systems Levels I to IV and Inspection & Testing of Fire Alarm Systems Levels I and II. A single book covers all the certifications available in fire alarm systems, providing a guide for your certification path.

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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INDUSTRY NEWS

CPI Security has earned the prestigious 2022 Police Dispatch Quality (PDQ) award.

The award will be presented at the upcoming Electronic Security Expo (ESX) in Louisville, Kentucky. The PDQ award honors a security firm that best demonstrates a proactive, cooperative, and successful effort in alarm dispatch reduction strategies. Based in Charlotte, North Carolina, the company provides security and fire alarm services throughout the Southeast.

“Our company proudly uses the latest technological advances as well as industry best practices to minimize unnecessary calls for service,” said CEO and Founder of CPI Security Ken Gill. “Those capabilities were significantly enhanced by the adoption of the Alarm.com platform which notifies customers through their mobile devices once an alarm is triggered and allows them to cancel if they do not require assistance.”

In 2020, CPI Security adopted cancel/verify through the Alarm.com platform. Subscribers receive an alarm notification on their mobile device once an alarm is triggered and have the option to cancel, indicating that they do not need assistance, or verify that they do need assistance within two minutes of the triggered alarm.

“CPI Security has demonstrated that false alarm reduction is a proven business model that has led it to be a leader in our industry,” said Stan Martin, SIAC executive director. “They are continuing to lead the industry with the adoption of ASAP-PSAP technology to further enhance the value of alarm systems for their customers.”

With the adoption of cancel/verify, CPI Security changed its procedures for dispatch when a valid electronic user code is received from a monitored location within the first two minutes of an alarm event. These two improvements reduced CPI Security’s false dispatches by about 23%. Re-training on acceptance of user codes was conducted in Q4 of 2022 to make sure the monitoring center was compliant with the updated procedures.

“CPI Security has demonstrated that false alarm reduction is a proven business model that has led it to be a leader in our industry,” said Stan Martin, SIAC executive director. “They are continuing to lead the industry with the adoption of ASAP-PSAP technology to further enhance the value of alarm systems for their customers.”

“There are multiple CPI Security team members that sit on alarm committees, state association boards, city police foundations, national government relations committees, and national fire and life safety committees,” said Gill. “CPI Security is heavily invested and active in various boards to stay in touch with

industry trends, new technologies, and changes that affect the industry. We work with local police agencies to develop programs and initiatives that can improve public safety.”

The PDQ award’s mission is to raise industrywide awareness, promote partnering with responding agencies for public safety, motivate alarm companies to take action and provide workable models.

The PDQ award is sponsored by the Security Industry Alarm Coalition (SIAC), the Partnership for Priority Verified Alarm Response (PPVAR), *Security Sales and Integration Magazine* and the IQ Certification Program.

Past winners include industry leaders such as Schmidt Security Pro, Guardian Protection, Alarm Detection Systems, EPS, Amherst Alarm, Habitec, Monitronics and Vector Security.



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

On this page is a 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 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 Training Schedule 2023

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

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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LLSSA Convention, Nov 15-16, Kenner, LA

FULL DETAILS ON PAGE 10

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

OPSTech (Hosted by Acadian Monitoring)

October 9-12, 2023 - Lafayette, LA

Annual Meeting

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

AAF meetings:

https://fla-alarms.org/Regional_Meetings

OTHER INDUSTRY & STATE EVENTS 2023

October 17 - 18

SIA Securing New Ground, New York City

October 18 - 19, 2023

OSFAA Annual Meeting

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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The map shows the following regional distribution:

- THE MIRROR (Red):** West Coast (California, Oregon, Washington), Nevada, Arizona, Texas, and parts of the South.
- THE SENTINEL (Blue):** Midwest (Illinois, Michigan, Indiana, Ohio, Wisconsin, Minnesota, Missouri, Kansas, Nebraska, Oklahoma, Arkansas, Louisiana) and Northeast (New York, Pennsylvania, New Jersey, Delaware, Maryland, Virginia, North Carolina, South Carolina, Georgia, Florida).
- THE SENTRY (Yellow):** Southeast (Alabama, Mississippi, Louisiana, Texas, Florida, Georgia, South Carolina, North Carolina, Virginia, West Virginia, Kentucky, Tennessee, Mississippi, Alabama).



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