

# SENTRY

SECURITY & SAFETY TECHNOLOGY - NEWS - INDUSTRY LEADERS - EVENTS - LEGAL ISSUES

## CONTENTS

Associates News.....	12
Contact Information.....	4
Event Calendars .....	30
Events are also highlighted throughout The Sentry	

## The Security Industry Must Prioritize Training



By: Audrey Pierson

The security industry is currently facing challenges from several directions. The influx of DIY systems

Dealers who started their businesses as the industry expanded were in their prime and not worried about the future. There was too much to do keeping pace with growth. When we didn't see the interest in joining our industry, we didn't worry overly much. Surely the tides would turn before it was time to retire.

Where we've failed to keep up is in ensuring there are qualified, trained, and interested young people who want to join this industry and continue growing it.

Combine this with the multi-decade push for college education in place of vocational schools and we, along with many other trades, are finding it extremely difficult to hire qualified employees. I don't subscribe to the opinion that all millennials are unwilling to work or work hard.

It is now our job to demonstrate to the next generations why this industry is important, valuable, rewarding, and can provide them with a lifestyle they can enjoy and depend upon to support their families.

If you're fortunate, you have team members who are actively learning the business, whether on the technical side, sales, administration, and/or monitoring. This industry must make sure to support those

*Training, continued on page 3*

comes to mind first, but it's by no means the only one. Potentially more damaging to our industry is the attrition we've allowed to grow through our own inattention to or inaction about replacing ourselves.

The security industry has been around for well over 100 years, although it expanded exponentially with the advent of the digital dialer and the advances that came after. Some alarm companies and integrators are lucky enough to be operating with second and third generation family members running the show, but there are many who are finding it a challenge to keep going as they approach (or pass) retirement age.

## Security Industry Association Opens Call for Nominations for 2024 Women in Security Forum Power 100

The Security Industry Association (SIA) has opened the call for nominations for the 2024 SIA Women in Security Forum (WISF) Power 100. Now in its third year, this annual initiative, presented by the SIA Women in Security Forum, honors 100 women in the security industry whose outstanding accomplishments and success stories are breaking barriers, redefining the faces of leadership and showcasing the innovative contributions women bring to the industry. "SIA is thrilled to launch the third year of the Women in Security Forum Power 100 program – a hallmark WISF initiative that honors the inspiring women leading, innovating and transforming our industry," said SIA CEO Don Erickson. "We encourage all SIA members and the global security community to submit nominations and help us identify and recognize the exceptional women leaders in their organizations."



The Power 100 recognition program recognizes women in security who model leadership, inspire others and shape and transform the industry. The 2024 SIA WISF Power 100 honorees will be announced on International Women's Day on March 8, 2024. Honorees will be invited to and recognized at a special SIA Women in Security Forum event at ISC West 2024. "The Power 100 has been working tirelessly through collaboration as opposed to competition. These women have pushed boundaries and represent champions of change," said SIA WISF Chair Alice DiSanto. "Together, the collective shines brighter to

illuminate the possibilities and inspire other women to pursue leadership within the security industry."

SIA's Women in Security Forum works to engage all security professionals to promote, recruit and cultivate women's leadership for a bolder presence within the industry. In addition to the Power 100, the SIA Women in Security Forum offers several programs and activities, including the SIA Progress Award, which celebrates individuals who advance opportunities for women in the security industry; the SIA Women

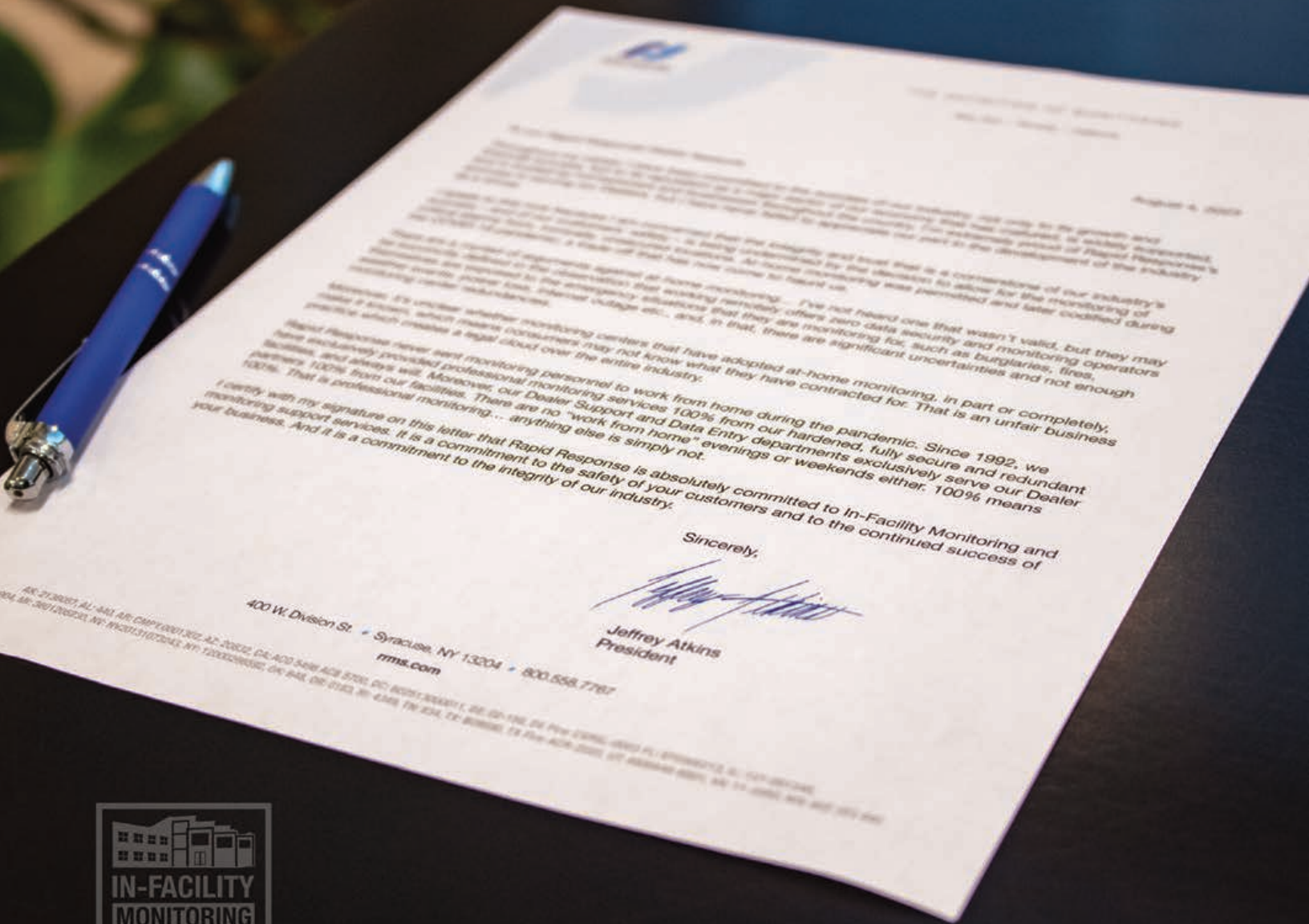


in Security Forum Scholarship, which furthers educational opportunities and advancement for a diverse security workforce; special keynote breakfast events at ISC West and East; volunteer efforts that give back to the community; a virtual education series; collaborative projects with other organizations seeking to empower women in security and technology; sponsorship of the Women in Biometrics Awards; thought leadership and speaking opportunities; and engaging networking and professional growth events. Participation in the SIA Women in Security Forum is open to all employees of SIA member companies and SIA student members.

**2024 SIA RISE Scholarship Awardees on page 22**

# 100% MEANS 100%

We provide professional monitoring services 100% from our hardened, fully secure and redundant facilities.



... I've not heard one that wasn't valid, but they may have exclusively provided professional monitoring services 100% from our hardened, fully secure and redundant facilities, and always will. Moreover, our Dealer Support and Data Entry departments exclusively serve our Dealer partners 100% from our facilities. There are no "work from home" evenings or weekends either. 100% means 100%. That is professional monitoring... anything else is simply not.

Sincerely,  
*Jeffrey Atkins*  
Jeffrey Atkins  
President

400 W. Division St. • Syracuse, NY 13204 • 800.558.7767  
rms.com



Commitment Letter

That is professional monitoring.  
Anything else is simply not.

New York | Nevada | California



RAPID RESPONSE MONITORING

800.558.7767  
rirms.com

SOUTHEAST GLOBAL ELECTRONIC SECURITY FORUM

# SENTRY

Published by  
Syncomm Management Group, Inc.  
P.O. Box 203  
Custer, SD 57730  
Tel. 800-490-9680  
www.snnonline.com  
info@snnonline.com  
800-490-9680  
Jerry Lenander, Publisher

No articles herein may be reproduced without written permission from Syncomm. Syncomm is not responsible for any errors or omissions in advertising.

**Editorial:** Copy is due the 15th of the month preceding publication.

**Advertising:** Space reservations and copy are due the 15th of the month preceding publication.

For Editorial and Advertising information, contact:

Jerry Lenander  
Ryan Makovsky, Sales  
Syncomm Management Group  
www.snnonline.com  
info@snnonline.com

© Copyright 2024

Find us on X and Facebook



www.twitter.com/snnonline

www.facebook.com/snnonline

## SEND US YOUR NEWS

### Editorial submittals:

Send your news releases to info@snnonline.com

### Training Dates:

Send your Training dates (Title, Location, City, State, Telephone and Website) to info@snnonline.com.

### Special Events:

Send your special events including conferences (Title, Location, City, State, Telephone and Website) to info@snnonline.com.



## Training, continued from page 1

employees, so we don't lose them to other careers. We're in a race to make sure the 'new kids' are fully trained before the remaining 'OG' retire.

As you review the recommendations for training, remember that they do not apply solely to technicians. The entire company succeeds when everyone excels at and enjoys their job.

The security industry, like many other sectors, must prioritize training for all employees for several important reasons:

1. **Installing Security:** Security protects what matters most to people. Properly trained employees equipped to install, maintain, and monitor systems effectively, ensure they function as intended. This enhances the safety of customers and their assets and keeps us in business.

2. **Minimizing False Alarms:** Without emergency responders, security is compromised. False alarms are costly and lead to complacency or non-response by first responders. Well-trained employees help reduce false alarms by ensuring that systems are designed and installed correctly, users understand how to use them properly, and questions are answered by trained customer service operators.

3. **Customer Satisfaction:** Superior customer service is possible, but it takes training. When employees understand the technology, support your customers, and troubleshoot issues quickly and effectively, customers are more likely to be satisfied with the service they receive and continue their contracts.

4. **Compliance with Regulations:** Our industry is subject to many regulations and standards. Training employees to understand and adhere to these regulations is essential to avoid legal issues, reduce losses, and maintain industry credibility.

5. **Security Threat Mitigation:** With continually growing security threats, employees must be educated about potential vulnerabilities and the latest security measures, both on behalf of customers and your company.

6. **Efficient, Effective Operations:** Training lets employees work more efficiently, effectively, and accurately, reducing operational costs and downtime. This leads to increased profitability for alarm companies.

7. **Adapting to Technological Advances:** Our industry is constantly evolving with advancements in technology. To stay competitive, companies must have employees who are well-versed in the latest technologies and can integrate them into their system designs and solutions. Training is a necessary ongoing requirement.

8. **Reducing Liability:** Poorly trained employees make mistakes that can result in costly lawsuits, even when you win. Proper and regular training helps reduce the risk of legal liability by ensuring employees understand their responsibilities and perform their duties correctly.

9. **Employee Retention and Morale:** Offering training and development opportunities boosts employee morale and job satisfaction. Employees who feel valued and empowered through training are more likely to stay with the company and contribute positively to its success. They are also likely to aid in the recruitment of additional team members.

10. **Maintaining Reputation:** Reputation is crucial in any industry and especially in life safety. Companies known for having well-trained and competent employees are more likely to be trusted by customers resulting in more referrals and loyal, profitable customers.

Prioritizing training for all employees in the alarm industry is essential for enhancing safety, reducing costs, ensuring compliance, and maintaining a positive reputation. Well-trained employees are better equipped to provide high-quality service, protect customers, and adapt to the evolving landscape of security technology and threats.

*Audrey is a 35-year veteran of the electronic security industry who advises, trains, and coaches security sales teams and alarm dealers to achieve success. Her Security Sales Academy delivers online training and live coaching to participants to expand their skills, gain self-confidence, and increase sales. She operates the Virtual Security Sales Manager program, assisting companies with sales supervision for one-to-many sales reps without incurring the expense of a full-time manager. Audrey also presents the Security Industry QuickStart program, providing new hires with the A-Zs of our industry. Audrey can be reached at [www.audreypierson.com](http://www.audreypierson.com), 831-277-7447, or [audrey@audreypierson.com](mailto:audrey@audreypierson.com).*



**Tennessee Network of Security Integrators (TNSI)**

615-791-9590  
www.TheTNSI.org  
Executive Director: Penny Brooks  
ExecutiveDirector@theTNSI.org



**Alarm Association of Florida**

(800) 899-2099 / (954) 748-7779  
www.fl-alarms.org  
Executive Director: Shannon Few  
Shannon.few@fla-alarms.org  
Direct (508) 725-9068

Check Out the All NEW Alarm Academy at  
www.AlarmAcademy.org for All of Your BASA/  
FASA Training Needs!



**Mississippi Security Association**

Phone: (601) 668-0528  
Email: [msalert@bellsouth.net](mailto:msalert@bellsouth.net)  
Website: [www.mississippisecurityassociation.com](http://www.mississippisecurityassociation.com)  
Facebook: <https://www.facebook.com/MississippiSA>  
Executive Director: Shelley Pettit  
Phone (601) 668-0528



**Alabama Alarm Association**

(334) 868-3139  
[director@alabamaalarm.org](mailto:director@alabamaalarm.org)  
[www.AlabamaAlarm.org](http://www.AlabamaAlarm.org)  
Executive Director, Heather Coleman Davis



**Kentucky Alarm & Security Professionals (KASP)**

[info@thekasp.org](mailto:info@thekasp.org)  
[www.thekasp.org](http://www.thekasp.org)



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

337-886-7282  
[director@llssa.org](mailto:director@llssa.org)  
[www.llssa.org](http://www.llssa.org)  
Facebook: <https://www.facebook.com/LLSSA>  
Assistant Executive Director: Shelley Pettit  
Training: <https://training.llssa.org/>



**North Carolina Security & Low Voltage Association**

561-313-7708  
[info@ncslva.org](mailto:info@ncslva.org)  
[www.ncslva.org](http://www.ncslva.org)



**Georgia Electronic Life Safety & Systems Association**

[gelsainfo@gelssa.com](mailto:gelsainfo@gelssa.com) - [www.gelssa.com](http://www.gelssa.com)  
[www.gelssa.com](http://www.gelssa.com)



**South Carolina Electronic Security & Technology Association**

PO Box 1763 - Columbia, SC 29202  
(803) 252-0580  
[info@sc-esta.org](mailto:info@sc-esta.org)  
[www.esta.org](http://www.esta.org)

**Think Signs. Think Maxwell.**

Helping security professionals build their business since 1977 with personalized service and high quality products ...all at competitive prices.

800-472-7336  
[maxwellmfg.com](http://maxwellmfg.com)  
[signs@maxwellmfg.com](mailto:signs@maxwellmfg.com)

Signs • Decals • Stakes

©2022 Maxwell Alarm Screen Mfg., Inc. All rights reserved.

**SIAC Cautions Industry of Misinformation On Social Media as Convicted Burglar Offers Outdated and Inaccurate Advice about Alarm Protocol**

A woman who spent nine years in prison on burglary charges has offered inaccurate information about how alarm systems work that may help send others to jail in the future. Her comments appeared on her TikTok account. She incorrectly describes the two-call notification process SIAC developed with law enforcement by saying that police do not respond if they cannot speak with someone at the alarm site. Just the opposite is true. She tells her viewers that pets indicate interior sensors are disarmed, even though they can be adjusted to account for pets in the home. The publications that printed her comments do not appear to have checked with anyone in the alarm industry to determine whether her comments were accurate.

**View this video at [www.snonline.com/news](http://www.snonline.com/news) from December 11 posting date.**

It's a great time to sell your  
fire & security integration  
company and...

relax.



Information, Video Testimonials and an Informative eBook available at [www.afsSMARTfunding.com](http://www.afsSMARTfunding.com)



**Rory Russell's**

Now is the time to call **Rory Russell**, the industry leader in acquisition and sales with **over 30 years of industry experience** and a former security business owner.

With Rory, you will get **the most money** for your business and you can keep your team on after selling and even work in an advisory roll - or sell it outright and walk away.

**Your terms, your way!** Rory is ready to discuss your preferences, options an terms for your sale and he will sell your business for the best price ... so you can RELAX!

**CALL RORY RUSSELL'S CELL PHONE NOW: 518-608-2348  
TO GET TOP DOLLAR WITH THE BEST TERMS / NO HOLDBACK**

**HERE ARE SOME RECENT CLOSINGS FROM RORY RUSSELL'S AFS:**

Memphis, TN.....	\$4.2 Million	Philadelphia, PA.....	\$12 Million
Tampa, FL.....	\$6.8 Million	Sarasota, FL.....	\$21.5 Million
Los Angeles, CA.....	\$10.4 Million	Woodland, PA.....	\$1.8 Million



ACQUISITION &  
FUNDING SERVICES

# ALARM ACADEMY



**THE Premier, TRUSTED** Source for  
Florida BASA/FASA Training



**Choose Alarm Academy =  
An Investment in Your Business**

As the longest established, and **ONLY** non-profit training provider solely focused on the needs of Florida security, fire, and low voltage companies, we put your training dollars to work for you through AAF's Workforce Development Initiatives, Legislative Efforts, Education, and More!

- ✓ New Low Prices starting at \$99
- ✓ Online Courses
- ✓ Virtual & Private Instructor-Led Courses
- ✓ FREE Digital Badges All in One Place
- ✓ Physical Badges Available
- ✓ New Courses including Spanish Coming Soon



**[www.AlarmAcademy.org](http://www.AlarmAcademy.org)**

Courses provided by the Alarm Association of Florida, Inc. DBPR Course Provider #1140





# Don't Wait Until It's Too Late

**Protect You & Your Customers to the Max with the True End-to-End UL-Listed Fire Solution: Replace At-Risk POTs Lines On All FACP's & Accounts with StarLink Fire MAX<sup>®</sup> 5G Now Available**



- Safeguard All Fire Alarms/Accounts now in jeopardy of failing to communicate as weather events & Telephone Companies continue to retire/obsolete leased landlines
- UL Listed Communicators & UL Listed US Network Operations Center with Failover Redundancy - Better Liability Protection for Your Business & Better Reliability for Your Customers
- Supports Any FACP brand, 12V or 24V, new or old – StarLink Panel-Powered Cell Technology installs in minutes; No panel reprogramming. Low current draw, NO additional power supply & NO extra conduit. Dual Path Cell/IPs now with EZ-Connect Telco jacks & self-supervised w/o modules.
- **New 5G MAX Models Available: Proven to work, even where others won't.** StarLink Cellular models all feature Signal Boost™ & 2 Antennas Are Better Than 1: Eliminating Signal Clash/Drop-Outs
- All Models Offer Sole or Dual Path Reporting- Just Choose Cell or Cell/IP Plan when activating
- Improve alarm response times when seconds matter most, with StarLink MAX Fire<sup>®</sup> cellular reporting to any Monitoring Station you choose
- Generate new Fire RMR providing cell reporting, while saving accounts \$1000's of budget dollars per year vs. POTs – Each StarLink Fire Cellular Communicator replaces 2 leased landlines per FACP. **All-New Savings Calculator App "Shows & Tells" Your Prospective Customers Actual Cost Savings with StarLink vs. POTs**

NFPA 72 Eds: 2019, 2016, 2013, 2010, 2007; UL864 10th Ed., UL1610, UL985, UL1023, UL1076, UL365, NYCFD; CSFM



**Now All StarLink Fire Models with Honeywell<sup>®</sup> CLSS Support**



# StarLink **MAX** FIRE

**1.800.645.9445 • www.StarLinkFire.com**

StarLink, StarLink Fire™, StarLink Max™ & Signal Boost™, are trademarks of Napco. Other marks trademarks of their respective cos. (For model compliance listings always consult tech docs & AHJ. Pricing & Promotions subject to change w/o prior notice.



Rapid Response Monitoring  
www.rrms.com



**Neil Riveron**  
SENIOR ACCOUNT MANAGER

877.673.4375  
Neil.riveron@rrms.com

## From The Editor: Jerry Lenander

In 1989 I attended my first ISC Expo as a member of the SIA staff, and in those days, there were four total expos each year.

Alan Forman of Altronix was my running around buddy, and when my parents visited me in Anaheim, I took them by the booth to meet Alan and his father Hyman at their booth.

It was a 10x10 on the corner, and they were both gracious to my parents, and Alan made quite an impression. Nearly 30 years later my Mom asks how Alan is doing.

Not sure what Altronix does, but some years later at ISC West I visited Alan in the two-story booth on the floor in Las Vegas. Bravo for the good guys.

I was in a meeting with a state association Board recently and the discussion turned to "why is there an association, and why do people join." It is a discussion that has occurred for centuries, if not millennia.

My instinct is to say associations exist to protect the interests of a defined group, to safeguard the market, to fight off threats to the livelihood of the people in the business, to serve as a platform for new products and services. And the cost for most is less than the revenue from one monthly monitored account.

After 40 years, I know that associations are a critical part of the networking scenario. You don't know what you don't know, so it's worth a few hours a year to join your peers and colleagues to determine if there are threats, and more important, opportunities.

I know Altronix is a leader in associations at the state, national and international level. Did it help them grow from a 10x10 booth to a two-story booth at ISC West? I don't know, but I'm sure it didn't hurt.

Our magazines provide a forum for the electronic security industry providing an opportunity to share insights from industry leaders. We also distribute FIRST THING MONDAY, and executive briefing for those with leadership responsibility in the industry.

*Jerry Lenander has served the Electronic Security Industry for over 30 Years including roles as Executive Director for various state associations and non-profit organizations, most notably his time at CAA, in which he was inducted to the Security Sales & Integration Hall of Fame in 2020. He can be reached by e-mail at jerry@snnonline.com*

Sure. Most accountants know...



But not...



**Reitman Consulting knows both.**


Does your tax professional really understand your business?  
Do you have information that helps you to run your company and compete?  
Has your tax pro even called you to do year end planning?

Our **only** clients are Security and Systems Integration firms just like yours. We know the ins and outs of the profession and what it takes to succeed, not just survive. We prepared hundreds of tax returns for firms just like yours last year -- large and small. We stay involved and communicate with you year round, not just at tax time. We are at your association meetings and conventions. We know who you are and what you do.

**This year, why not get real value from your tax professional. Call 817-698-9999. Let's get started!**


Our firm was originally founded as S.I.C. Consulting in 2001. We are a brick and mortar consulting group with associates who know your business and have the experience and resources to assist you.

**Reitman Consulting Group** began with a pencil and knowledge of the security and systems integration industry. Although founder



Mitch Reitman has much more than a pencil now, he still has the desire and ability to serve the industry.

**We're ready to go. Are you?**



**Reitman Consulting Group, Inc.**  
Tax Consulting • Brokerage • Valuation  
5408 Woodway Drive  
Fort Worth, TX 76133  
817-698-9999 www.reitman.us

**We're here to help with Federal, State and Local Tax Preparation. Call us today.**





**AMS Puts the Services You Need  
in the Palm of Your Hand.**

**877.740.0283 | [www.monitor1.com](http://www.monitor1.com)**

*Setting the standard for quality monitoring and dealer service since 1980.*

# Everything You Thought About Florida Licensing Just CHANGED



You no longer have to get locked into stale, inflexible training at exorbitant prices to get BASA, FASA and Alarm Contractor training.

- *The latest content*
- *Customize the topics YOU want to take*
- *ECLB approved*
- *Free electronic badges within 1 business day*

Renewals **\$99**

False Alarm **\$49**

14-Hour Initial **\$179**

Alarm Contractor **\$79**

*Bulk Pricing Available*

*Use code **FL22** for 10% off*



[www.floridabasafasa.com](http://www.floridabasafasa.com)

FREE Mobile  
Badge Included!



## Interface Systems Appoints Sean Foley as Chief Revenue Officer and Sunita Mani as Chief Marketing Officer

**INTERFACE SYSTEMS** announced that Sean Foley has been appointed to the role of Chief Revenue Officer and Sunita Mani to the role of Chief Marketing Officer. “Building the Customer Success organization while serving some of the most recognizable brands in the U.S. has been a rewarding journey. I am thrilled to take on this new challenge,” said Foley. “Interface has a proven track record of delivering cutting-edge solutions to our clients, and I am committed to driving revenue growth and fostering exceptional customer relationships. Together with our talented teams, I am confident that we will continue to achieve new heights and reinforce Interface’s position as a technology leader in the retail and restaurant industries.”

Sunita Mani joined Interface in 2019. During this time, she was instrumental in elevating Interface’s brand visibility, driving revenue growth, and enriching customer experiences. In her new position, Mani will be responsible for leading Interface’s Marketing, Sales Enablement, Strategic Alliance and Business Development, and Governance teams. “Over the past few years, I’ve witnessed the incredible passion and dedication of our team in driving innovation and building a brand that truly resonates with our customers,” said Mani. “We will continue to increase our market share, foster strategic alliances, and elevate the overall customer experience. I look forward to working alongside a talented team to further enhance Interface’s presence in the market and contribute to Interface’s continued success and growth.”

Interface’s CEO, Brent Duncan, added: “Sean and Sunita have made impactful contributions to Interface’s ongoing success. They are amazing team leaders and trusted stewards of our business. Together, they bring a wealth of expertise to our executive team. I have full confidence that their strategic vision and integrity will further propel Interface Systems to new heights, reinforcing our position as a leading managed service provider in the industry.”

**J.C. Gury**  
Signs & Decals

YOUR ONE STOP SHOP FOR  
SIGNS, STAKES & DECALS

Our Custom Printed Products Are Made For Long Term Durability.

Contact us today at  
800-903-3385 or [sales@jcgury.com](mailto:sales@jcgury.com)

Come see more of our products at  
[jcgury.com](http://jcgury.com)

530 East Jamie Ave. La Habra, California

# Closing Hundreds Of Successful Transactions For **Alarm & Integration** Companies Since 1973



**Ron Davis**

rdavis@davismergers.com



**Bev Davis**

bdavis@davismergers.com



**Steve Rubin**

srubin@davismergers.com



**Kelly Bond**

kbond@davismergers.com

Cheers to new beginnings and successful transactions! As we embrace the New Year, Davis Mergers and Acquisitions Group extends heartfelt wishes for a journey marked by growth and prosperity. May your business endeavors flourish, and may success align with your every vision.

**Happy New Year!**

Do you own a security business and are considering a sale? It takes foresight, strategy and the right representation. Now is the time to get prepared! We can help you, as we have for many others, develop a game plan so when the time is right, you're worth maximum dollars. We call it 'seller ready.'

For over 40 years, DMAG has successfully represented hundreds of clients in the sale of their:

- Commercial/Residential Alarm Companies
- Integration Companies
- Fire and Fire Suppression Companies
- Central Stations
- Guard Companies

DMAG works with a large group of buyers and will help you find the best deal at the right price!

**UNITED CENTRAL CONTROL (UCC)** announced that the company has hired Felipe Presas as a National Account Executive. Felipe is a 31 year veteran in the alarm industry and has a vast knowledge of dealer support of electronic alarm systems and video solutions. UCC's President Teresa Gonzalez is pleased to have him join the UCC team. "Felipe specializes in video monitoring and installation design support. His knowledge and expertise will be utilized to increase RMR for our AlarmWatch Video Monitoring brand of services." Teresa also stated "We are eager to see Felipe utilize his experience to educate dealers on the benefits and value of implementing video monitoring, understanding the right video solutions for specific types of organizations, and how to gain additional RMR value from the upsell of video monitoring to existing and new customers." Felipe commented, "I am thrilled to join UCC and provide support to dealers looking to expand into the video monitoring space. I love UCC's culture and value system and this is a great opportunity for me. I am looking forward to working closely with dealers as they take advantage and implement new AlarmWatch video products and services." Ron Bowden, Director of Sales and Dealer Development is also thrilled to have Felipe on the team. "The addition of Felipe to Team UCC adds a new dimension and resource to UCC and the UCC Dealers as we expand and grow the AlarmWatch Video Monitoring Platforms opening unlimited opportunities for all."



**SNAP ONE** announced that the ClareOne Wireless Security and Smart Home system now features support for Google Nest integration, enabling Partners and their customers to combine some of the most popular smart home devices with the simplicity and power of

ClareOne. According to Clint Choate, Senior Director of the Security Market at Snap One, the ability to integrate Google Nest products with ClareOne empowers Partners to deliver comprehensive home automation and security through an intuitive unified touchscreen with the ability to add automations that users will love. "Many modern homeowners want to utilize popular off-the-shelf products in their home technology systems," Choate said. "To capitalize on this, we are enabling ClareOne integrators to give their customers the exact smart home and security experience they desire by integrating Google Nest's smart climate control, doorbell and surveillance camera products with the easy-to-use ClareOne system, delivering a premium user experience with superior convenience and connectivity."

**ALTRONIX** announced John King as their new Central Regional Director of Sales. King has more than 16 years of industry experience in the security, fire and access control sectors. "John's expertise and reputation in the security industry make him a perfect addition to the Altronix team," said Alan Forman, President, Altronix.



"We look forward to delivering even greater value to our clients with John on board." Following his service in the United States Air Force, King's journey in the security industry began in 2007 as a technician and fire inspector. Over the years, he transitioned through various roles, most recently serving as the U.S. Director of Sales at Integrated Control Technology (ICT). "My time at ICT taught me a lot about the security market and how to grow as an industry leader," said King. "I look forward to taking that experience and applying it to further build Altronix's excellent reputation for innovation and excellence." In his role as Central Regional Director of Sales, King will oversee Altronix's sales initiatives and operations in North Dakota, South Dakota, Minnesota, Wisconsin, Nebraska, Iowa, Kansas, Missouri, Illinois, Michigan, Indiana, Ohio, Kentucky, West Virginia, and Western Pennsylvania.

**SNAP ONE** recently introduced Luma Insights, a powerful new AI-based surveillance solution for Control4 customers that leverages the power of artificial intelligence to enhance Luma Cameras as well as the Control4 Chime inside a customer's Control4 System. "Artificial intelligence software is creating new opportunities and capabilities across a broad range of devices, including security and surveillance where it can enhance detection of security events and provide greater peace of mind for users and Partners alike," said Snap One Surveillance Product Manager, Derek Webb. Requirements for the Luma Insights service include the Luma Bridge hardware and the Luma Insights AI platform are currently only available to Control4 Partners. The AI platform functionality requires a Luma Insights Subscription License (initial purchase includes a 3-Year subscription), and cloud-based "This new solution will provide long-term benefits for users including future firmware updates to offer additional tiers of functionality including the potential for expanded cloud storage, additional AI features, such as perimeter protection, access control, support for third-party cameras and more," Webb concluded. "This is the most powerful and most automated surveillance platform ever for Control4 users, and every Snap One security Partner now has an excellent reason to reach out to existing customers and begin delivering enhanced peace of mind to every business and homeowner."

**StarLink connect**  
Cell/IP Communications/Smart Hub  
Virtual Keypads & Downloads  
For Top Panel Brands

DSC®  
Honeywell® & ADT®  
Napco®

**David Sperber**  
Regional Sales & Channel Manager  
NC, SC, GA, VA  
1-800-645-9330 ext 368 (VM)  
Cell: 631-553-8177  
dsperber@napcosecurity.com

**Kevin McCaffrey**  
Regional Sales & Channel Manager  
Florida  
1-800-645-9330 ext 144 (VM)  
Cell: 407-484-5167  
kmccaffrey@napcosecurity.com

333 Bayview Ave., Amityville, NY 11701  
1-800-645-9445



ANDERSON, SC

STATESVILLE, NC

KNOXVILLE, TN



**MONITORING,  
FOCUSED ON QUALITY**



**PROTECT WHAT YOU VALUE**



**SECURITY  
CENTRAL  
MONITORING**

**1-800-560-6568**

[sales@security-central.com](mailto:sales@security-central.com)

STATESVILLE, NC ♦ KNOXVILLE, TN ♦ ANDERSON, SC



**Specialized Security Funding**  
**Unrivaled Financial Tools for Dealers**  
**0% Down - 0% APR Financing**

Call Tony Smith at (855) 723-2229  
 tsmith@securityfundingsolutions.com



**MERGERS & ACQUISITIONS**

www.securityfundingassociates.com



NATIONWIDE MONITORING...  
 with SOUTHERN HOSPITALITY

SALES  
**800-554-1104**  
 WWW.CEN-SIGNAL.COM  
 SALES@CENSIGNAL.COM



UJFX S2629  
 EF000005  
 AL 14-138



Standard and Custom Magnetic Contacts  
 Wired and Wireless Annunciators  
 Perimeter Fence Sensors

Call today for free samples

800-532-3492  
 sales@flairsecurity.com  
 www.flairsecurity.com

*At Flair  
 We Care!*



## 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](http://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](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.

For more information about TNSI or training for 2024, please visit our website at: [www.theTNSI.org](http://www.theTNSI.org) or call TNSI Executive Director Penny Brooks at 615.791.9590.



**Securitas Technology**

**I am Contract Monitoring**

I am Cory Henry, Dealer Relations Specialist. I am the voice of our dealers at Securitas Technology for contract monitoring.

We are a leader in contract central station monitoring services offering customized solutions to independent alarm installers with a personalized approach.

800-932-3304  
 stanleymonitor.com  
 Licensing Info at [securitastechnology.com/licenses](http://securitastechnology.com/licenses)

# prima

by NAPCO

Save \$200



New Try-Me Offer  
Prima Doorbell Kits



Scan for Details\*

The All-in-One Smart Panel You Asked For  
+ Revolutionary 5-Minute Install



INSTALL



Lower Account Costs



Security/Fire/Video Automation



Voice Control



Self-Healing WiFi



Doorbell & Video



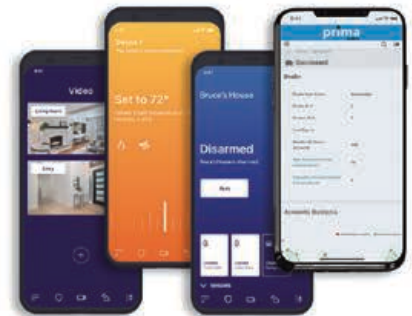
Smart Automation



## Make More Resi RMR Than Ever with Prima

The Smarter 7" All-in-One Security/Fire/Video & Automation System, with revolutionary 5-Minute Install, for adding more residential RMR-Accounts/Day than ever, "Installers-Optional", but welcome. End tech-labor backlogs, "Setup & Ship" to your customer DIY/do it along with them remotely. Or, have your Sales Rep Sell & Install same day, same time, while he's there and avoid 2nd thoughts. Prefer traditional? Go full custom with the line of Prima upsell options. Now available in Verizon or AT&T + WiFi, it features voice-prompts, 1-button sensor enrollment, 5-Step Account Wizard, even On-Screen How-To Videos built in, showing setup & proper placement, etc. Patented Self-Healing WiFi Video & Doorbells with AI, stop costly truck-rolls, and keep actively fixing any network issues for you, behind the scenes. With Prima's own backend, you'll stay in control & up to date, in real-time including mobile dealer dashboard plus nicer, lower monthly costs; 3 simple plans for full interactive services & advanced dual WiFi + cellular communications, & video options. And consumers will love the integrated remote App too >>>

**Now! Try a Prima Kit w/Doorbell and get a \$200 Service Credit (one/dealer) & Ask about special discount offers at your distributor Jan-March on all Prima Kits + free trainings. Ask at Any Distributor Branch or call 1.800.645.9445**



**NAPCO** 1.800.645.9445 \* www.napcosecurity.com

\*Try-Me Offer: Save \$200 with Napco Service Credit Rebate with Easy Email-in Coupon. Limit One/Dealer. Scan QR code above for more and official form. Eff. 12/23, on PKIT1DA (AT&T) or PKIT1DV (Verizon) (blue kits), only. May be combined with Kit distributor discount sale offers Jan-Mar, but excludes other offers. Void where prohibited & may be discontinued without prior notice.

# **Collect Leads, Upsell Customers, & Create Referrals That Grow Your Business!**



Unlock the full potential of your online presence with professional web design and marketing from a trusted industry partner.

- ✓ **Website Design**
- ✓ **Content Marketing**

- ✓ **Lead Generation**
- ✓ **Sales Automation**



**(615) 640-9006**

[www.alarmbrand.com](http://www.alarmbrand.com)



#JustSayNoToPOTS

# New RMR Through **Emergency24** + **Honeywell** Enhanced Monitoring

Emergency24 is the founding partner of Honeywell's Enhanced Monitoring program, offering best-in-class monitoring services aimed at revolutionizing fire dispatch response in your community.

## Enhanced Monitoring services include:

- **Commercial Fire Digital Alerting:** With a remarkable digital dispatch coverage of over 95% of U.S. Emergency Call Centers, we ensure thorough monitoring support.
- **Facility Manager / Remote Monitoring:** Access our phone app, allowing both you and your customers to efficiently manage fire systems with unlimited user access.
- **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.

## Limited Time Offer Exclusive to Emergency24 Dealers:

1. Honeywell Pathways for \$80
2. Data plans for just \$10\* per month (retail price: \$12)
3. Pathways connect to CLSS only through Emergency24

**Emergency24**

999 East Touhy Ave, Suite 500  
Des Plaines, Illinois 60018  
1.800.800.3624 | [emergency24.us](http://emergency24.us)



SCAN THE  
QR CODE TO  
ACCESS THE  
FUTURE OF  
FIRE SAFETY

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!

## About Emergency24

As an Underwriters Laboratories-listed and FM Approved central station with redundancy, Emergency24 remains a leader among central stations since 1967. We are family owned with a rich history of innovation and an impressive list of industry firsts, and we continue to keep our dealers and their subscribers first.

\*Note: Prices are subject to change. 3-year commitment with Emergency24 commercial fire monitoring required.



By Tony Smith

## NEW START-UP CHALLENGES ADT AND BRINKS!

One of the major criticisms of the traditional Dealer Purchase Finance programs is that it removes the equity incentive for small-medium sized companies looking for operating capital. SFA has recently partnered with Aabo Home Security, a company that provides daily operational support to small/medium sized alarm companies. They have Consumer loan facilities with several banks who will provide their clients with a variety of financing options. SFA-Aabo's operations support

function will manage the customer base to minimize attrition and deliver low-cost services to their partner alarm companies. Some of the features are a national central station, customer billing, maintenance management, Alarm.com, and proprietary management software. SFA-Aabo has, after two years of research and testing, launched this new program designed to give the dealer a significant share of the equity and cash flow. Further, it has also brought aboard Brian Plant and Audrey Pierson who will be supplying specialty services for sales and marketing. The hardest part for any dealer during the early years of his company is to profitably manage growth and overhead. They must tussle with the office, service the accounts, manage the billing/collections, HR and much more. At the same time, they must find a way to sell enough new systems to have the cash flow for these expenses. SFA-Aabo has found a solution that enables the dealer to transfer virtually all his overhead

to the SFA-Aabo operation, while retaining about 50% of the overall cash flow and equity. This sharing is also inclusive of the final sale of the monitoring contract. This concept is financed with a Consumer Finance loan to the customer, billed separately from the monitoring fee. Current financing alternatives include 0% Down—0% Interest as one of the customer options. This program has been tested for the past couple of years with excellent results. Competitively, the dealer should receive about twice the cash flow return by the time the account is finally sold without incurring any debt. During that same period, the operating overhead has been absorbed by SFA-Aabo. SFA-Aabo is focused on the growth of the Smart Home concept, which, coupled with the development of AI, has created an exciting new opportunity for residential and small commercial security.

## WHAT IS THE LATEST ON EV TRUCKS?

Some months ago, I opined on the efficacy of using an EV truck in your alarm business. Currently, I am questioning my initial EV recommendation to consider acquiring one or two of these vehicles. Subsequent research suggests that the Ford F-150 Lightning, which was featured, may not be quite ready for prime time. Recently released reports, from Ford, show EV truck sales have decreased significantly and there have been rumors of quality control problems. The just released Tesla Cybertruck is on the hot seat by safety experts because of its stainless-steel body. This very angular vehicle may be more show than go.

## WHY THE NEW TITLE?

There is a difference between opinion and perspective, both in meaning and how those words might be used. I reviewed my prior articles and realized that I often used those words interchangeably, without regard to their actual definition. Hence the new title. In reference to a prior article, I wanted to remind everyone that "thank you" is a phrase we should use more often. I tried to be inclusive of those we should thank, but I largely missed employees. That was a big mistake. Remember, key employees and managers are often the difference between our success and possible failure. Employees should be thanked with regularity. There is the proverbial Christmas party, Employee of the Month, and others. But, simply saying thank you to someone privately, who is doing everything possible to meet a particular goal, is worth its weight in gold. Make it a point to thank at least one employee each day.

## NEW MAGAZINE

You will note that I am now writing for a new magazine; The Watchman. This new venue will have a noticeably larger audience than our previous publication; it will encompass all the Western States and link with The Sentry and The Sentinel to cover all the state associations and their membership throughout the country. Manufacturers, ISC and service providers are very excited about these new developments which will be in three formats Print, Digital, and Social Media.

*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](mailto:TSmith@securityfundingsolutions.com).*

### MERGERS & ACQUISITIONS LLC



**John H. Colehower**  
Managing Director

**Providing Acquisition Services  
to the Security Industry  
for 30 Years**

[MergersAcquisitionsUS.com](http://MergersAcquisitionsUS.com)  
[jcolehower@MergersAcquisitionsUS.com](mailto:jcolehower@MergersAcquisitionsUS.com)  
Direct: 609.466.7244

### GROW YOUR BUSINESS WITH BOUTIQUE MONITORING



**DARRYL BRAY**  
Sales Representative

**800-438-4171**  
[dbray@security-central.com](mailto:dbray@security-central.com)



# IN-PERSON CLASSES

COMING NEXT YEAR.



JOIN US  
FOR NICET  
READINESS  
TRAINING.

## **ATLANTA**

Levels I & II  
February 27th & 28th

## **HOUSTON**

Levels I & II  
February 27th & 28th

## **SACRAMENTO**

Level I  
March 1st



Visit [NationalTrainingCenter.com](http://NationalTrainingCenter.com) or call  
702.648.8899 for the full schedule.



## Why are you still using POTS for Intrusion and Fire Systems?

USA Central Station has the best promotion for M2M radios in the industry!

### Why M2M?

- Dual-Sim for AT&T/Verizon
- Works with any panel using Contact ID, SIA, or Pulse
- Fast and easy installation
- M2M support is now 7 days a week.

**The M2M Fire Radio is \$180 including one year cell service and one year monitoring.**

<https://usacentralstation.com/m2m-commercial-fire-lte-promo/>

**The Mini Radio is \$84 including one year cell service and one year monitoring**

<https://usacentralstation.com/m2m-mini-lte-m-av-promo/>

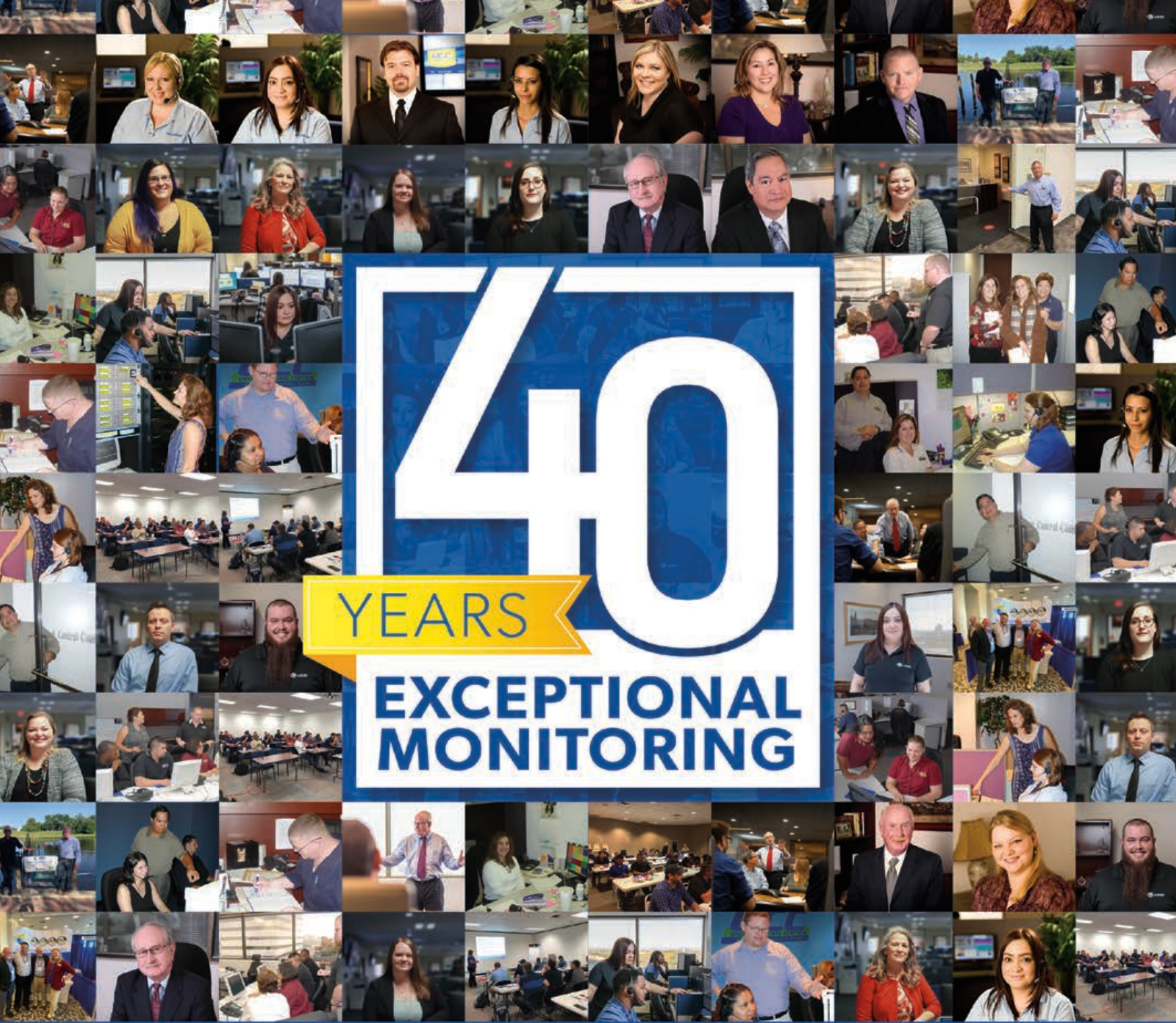
**ORDER ONLINE AT [WWW.USACENTRALSTATION.COM](http://WWW.USACENTRALSTATION.COM) OR CONTACT:**

**Joyce Rosito**  
877 301 5129

**Cliff Thompson**  
855 686 2926

**Tom Camarda**  
914 672 6047

**Email**  
[sales@usacs.net](mailto:sales@usacs.net)



With 40 years of experience providing our customers with exceptional monitoring services, UCC employees know what it takes to help our dealers succeed. In addition to quality, caring monitoring services to our dealers and their customers, we invest our time and resources into providing industry leading dealer support and training and implementing new technologies and value add services.

- ✓ Over 260 years of combined leadership experience
- ✓ Over 112 years of operation management experience
- ✓ 63,000 Dealer Training Workshops, Webinars, one on one sessions, support outreach calls, and in person office visits
- ✓ 3 year average tenure of alarm dispatcher
- ✓ 2.5 million+ dollars invested in upgrades & expansions

For more information on UCC and our 40 years in the industry, go to [www.teamucc.com/UCC40](http://www.teamucc.com/UCC40)



**JOIN UCC TODAY**  
[www.teamucc.com](http://www.teamucc.com) | 888.832.6822



**UCC**™  
 EXCEPTIONAL MONITORING  
 BY LYDIA SECURITY



NATIONWIDE MONITORING...  
with SOUTHERN HOSPITALITY

**JEFF BENNETT**  
SALES

**800-554-1104**  
WWW.CEN-SIGNAL.COM  
SALES@CENSIGNAL.COM



UL UUFX S2629  
EF0000005  
AL 14-138

**CALENDARS  
2024**

- ISC West**  
April 10-12, 2024  
Las Vegas, NV
- ESX**  
June 3-6, 2024  
Louisville, KY
- TMA Annual Meeting**  
October 5-9, 2024,  
St. Thomas, U.S. Virgin Islands
- SIA Securing New Ground**  
October 8-9, 2024  
New York City, NY
- ISC East**  
November 19-21, 2024  
New York City, NY

**Security Industry Association  
Announces 2024 SIA RISE  
Scholarship Awardees**

The Security Industry Association (SIA) has named 18 recipients for the 2024 SIA RISE Scholarship, a program offered through SIA's RISE community, which supports the education and career development goals of young industry talent and emerging leaders. Through this scholarship program – open to SIA student members



and RISE members who are employees at SIA member companies – each awardee will receive a \$3,000 scholarship to use toward continuing education and professional development courses, SIA program offerings and/or other academic or education

programs. Scholarship funds can be used to expand knowledge in the areas of business, human resources (HR), information technology (IT), marketing, sales, project management, security engineering and/or risk management. “The 2024 class of SIA RISE Scholarship awardees is an inspiring, accomplished and dedicated group of individuals who are making a difference in the security industry and actively pursuing their educational and career development goals,” said SIA CEO Don Erickson. “We are proud to present these 18 honorees with scholarship funds to support them as they grow their knowledge and expertise and foster their leadership in this industry and in the larger community.”

The winners for the 2024 SIA RISE Scholarship are:

- Brian Abraham, area sales manager, Software House
- Kiara Bell, lead information and security compliance analyst, Arcules
- Callie Buzzeo, technical program manager, Meta
- Chasity Cope, HR admin, Down East Protection Systems
- Olivia Doherty, consulting coordinator, Northland Controls
- Devin Gonzalez, product champion, i-PRO Americas
- Amanda Hahn, director of digital marketing, LRG Marketing
- Alisha Hippert, project manager of customer experience, dormakaba
- Alicia Janowicz, HR business partner, Axis Communications
- Justin Lei, senior engineer, i-PRO Americas
- Jennifer Lemoine, program administrator, Convergent
- Pamela Madey, channel sales specialist, BCD
- Dan Metz, intelligence analyst, TAM-C Solutions
- James Robles, technical trainer, HID
- Rachel Salina, product marketing coordinator, Axis Communications
- Maya Sears, mechanical engineer associate, dormakaba
- Mustafa Shahriyar, escalation engineer, i-PRO Americas
- Shaunté Sivas, business development manager, Systems Distributors, Inc.

More information about each of the honorees can be found on SIA's website.



**Want Your Advertising  
to Reach the Entire USA?**

**Along with your ad in THE SENTRY, you  
can run your ad in THE WATCHMAN and  
THE SENTINEL. Run your ad in all three  
publications and get a special rate.**

Call Jerry Lenander at 800-490-9680 to reserve your spot today! Specs and information at [www.snonline.com](http://www.snonline.com)





# Dynamark Delivers Unrivaled Protection!

Wherever you are, we're "local."  
And that makes all the difference!

Gone is the need for a *nearby* monitoring center. Thanks to state-of-the-art technology and outstanding operators, we consistently provide some of the industry's fastest response times—as fast or faster than local providers.

Our monitoring center exceeds TMA Five Diamond standards, providing unrivaled technology, people, and service. So, in any location, at any time of the day or night, you can trust us to be there when you need us.

## Customize your alarm monitoring



**Video Monitoring**  
Don't miss a thing - video monitoring is here



**Wholesale Monitoring**  
Protect what matters most:

- Fire
- PERS/MPERS
- Intrusion
- IoT and much more...



**Instant Connect**  
Stop wasting time and money — reduce false alarms today



**InSite**  
Get ahead with InSite: our all-in-one dealer dashboard



**Business Support Solutions**  
Streamline your billing and collections



**Hybrid Monitoring**  
Make your life easier - Let Dynamark take care of monitoring for you



**Bulk Acquisitions - Looking to sell?**  
Boost your bottom line by selling accounts



and much more...

**Make the Switch today!**  
866.257.2413 | [DynamarkMonitoring.com](http://DynamarkMonitoring.com)

We **PROTECT** America®



SOUTHEAST GLOBAL ELECTRONIC SECURITY FORUM  
**SENTRY**

P.O. Box 203  
Custer, SD 57730

PRSRT STD  
U.S. POSTAGE  
**PAID**  
Pasadena, CA  
PERMIT # 740

SOUTHEAST GLOBAL ELECTRONIC SECURITY FORUM  
**SENTRY**

Covers  
industry  
readership in  
11 southeastern  
states

**Great Rates!**  
[info@snnonline.com](mailto:info@snnonline.com)  
800-490-9680  
**Responsive,  
Qualified  
Audience**

ALABAMA

FLORIDA

GEORGIA

KENTUCKY

LOUISIANA

MISSISSIPPI

NORTH CAROLINA

SOUTH CAROLINA

TENNESSEE

VIRGINIA

WEST VIRGINIA