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WATCHMAN

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

WELCOME TO
THE WATCHMAN!

THE WATCHMAN launches our JANUARY 2024 inaugural issue reaching electronic security industry leaders in 14 western states. **THE WATCHMAN** joins **THE SENTRY** and **THE SENTINEL** to provide nationwide coverage with nearly 7,000 printed and mailed magazines on a monthly basis.

The magazines also have a robust digital footprint with www.snnonline.com and posting at several state association websites, as well as social media including Facebook, Instagram and other outlets.

Special features include **TOP RIGHT DRAWER**, a monthly commentary from industry thought leaders who provide their unique perspective on the future of the industry.

LITTLE NOTES will be the receptacle for sneak peaks, kudos for advancements, and other news of the moment.

FIRST THING MONDAY is a weekly e-newsletter that will provide an overview of the week before and a preview of the week ahead. It is specifically designed for owners and seasoned managers to keep on top of industry movers and shakers and trends impacting the market.

LITTLE NOTES

FIRST THING
MONDAYTOP RIGHT
DRAWER

TOP RIGHT DRAWER

AI-Powered Mojo Transforming Safety and Security

By Cory Linton

In today's rapidly evolving world, we are just at the beginning of artificial intelligence (AI) transforming every aspect of our lives. My company, Mojo AI (<http://getmojo.ai>), is focused on leveraging AI in safety and security and helping frontline workers more easily gather data and generate insights that can be used to reduce risk. At Mojo AI, we believe in gathering data and insights at the point of risk, to leverage that data to reduce risk. We do not believe that AI will replace workers—whether those workers are construction craft personnel, or security personnel. Rather, AI will help those workers more easily gather data, find fast answers to questions, and generate actionable insights to reduce risks.

Safety Mojo has been reducing workplace injuries for nearly 10 years and has a strong track record of helping companies identify leading indicators of risk and then take action to reduce that risk. Our customers often see a 10x return on investment by the second year due to reduced workers compensation insurance premiums. Having proven to reduce insurance costs, Safety Mojo is now the only safety technology mandated in two of the world's largest construction programs, each of which have dozens of large construction sites around the world employing tens of thousands of workers.

AI is being infused into every aspect of Safety Mojo. It is easier to gather data through Conversational Forms, quickly find answers to questions from large sets of documents and other information with our Ask Mojo tool, and more naturally find insights and relevant dashboards through Conversational Dashboards. Mojo AI's Conversational Forms allows workers to just speak into their phone naturally instead of filling out tedious forms when reporting an incident. Instead of going from field to field, the user simply explains what happens in their own natural language—and in any language! Mojo AI listens, pulls out the relevant information, fills out the form (translating from another language if necessary), and asks for what information is still needed. It is remarkable how well it works, and frontline workers absolutely love it.

Imagine security personnel being able to simply speak into their phones and explain a situation instead of having to fill out dozens of tedious fields. Mojo AI makes the whole experience much more natural. Instead of focusing on filling out the form, the user can focus on expressing what happened—resulting in much more accurate information.

Ask Mojo puts a natural language interface in front of libraries of policy and procedure documents. Companies have hundreds of pages of policy and procedure

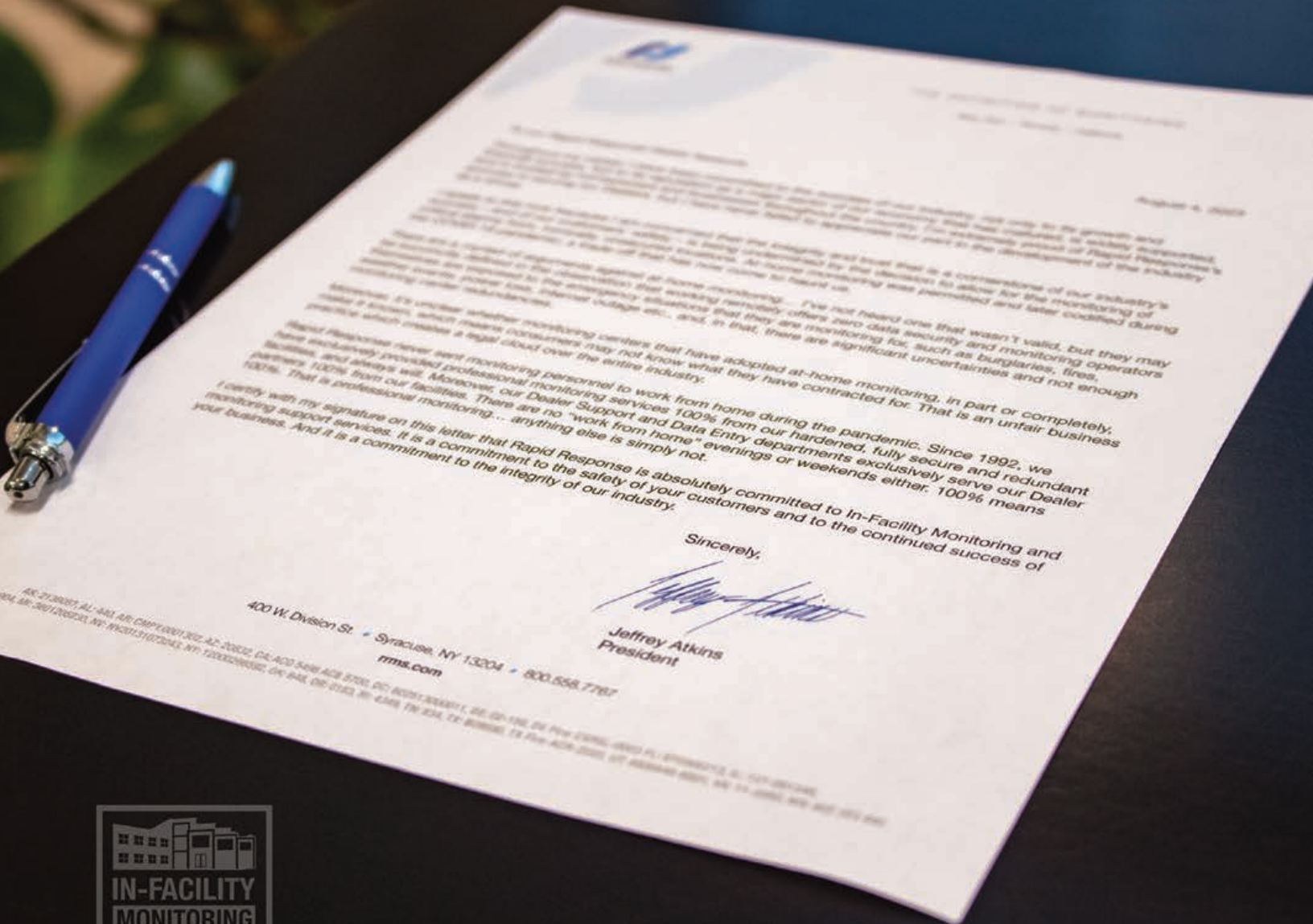


We have specialized in publishing association and dedicated trade publications for the electronic security and fire safety industries since 1992. Our focus includes international, national and state reach in manufacturing, sales, installation, dealership, monitoring, technical, training and financial support of these industries.

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EDITORIAL CONTRIBUTIONS

Be on the lookout for great future info from Corel Linton, Tony Smith, Jay Bartlett, and many more contributors sharing their perspectives on the industry.

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AI-Powered Mojo Transforming Safety and Security, continued from page 1

documents. Those documents are often put together in one large PDF—the Company Safety Manual, or the Company Security Procedures Manual. Have you ever opened a multi-hundred page PDF on a phone and tried to find information? It doesn't work very well.

Imagine a frontline security worker being able to just speak or type in a question to Ask Mojo, "what do I do if I see something suspicious?", and Mojo AI will instantly comb through hundreds or thousands of pages and provide a straightforward answer—in any language. A user could ask that question in Spanish or any other language, and Mojo AI will scan the information and give an answer back in the same language. Mojo AI's Conversational Dashboards make it easier to find insights. A frontline leader, supervisor, executive, or anyone wanting to get insights can just speak what they want, and Mojo AI will present the relevant dashboards with filters already applied. For example, a regional security manager could say "show me all the theft incidents in the western region for the commercial division." Instead of having to click on a lot of filters to drill down to what the user wants, Mojo AI looks through the dashboards, finds filters that match what the user wanted, and presents the data. Leaders and executives love Mojo AI's conversational dashboards—because now they can spend time analyzing data and less time trying to find that data.

We are at the very beginning of the AI revolution. I believe it will impact every aspect of our lives. At Mojo AI, we are focused on using AI to help frontline workers in safety and security be more effective at their jobs and reduce the risk of incidents. It is very exciting to see our technology being implemented in real world situations and see how excited frontline workers are to leverage technology in a much natural way. But it is even more exciting to anticipate where this technology will go and how it will get even better!

Cory Linton is currently the CEO at edify.ai, and was previously the Chief Operating Officer at School Improvement Network from January 2005 to December 2017. Prior to that, Cory was the Executive Communications Manager (Windows Server Division) at Microsoft from January 1997 to December 2005. Cory has extensive experience in marketing, business development, sales, product management, and software development, which has enabled him to have direct, operational experience across all of these critical functions. Cory has an MBA in Finance and Marketing from Columbia Business School and a Bachelor of Arts in Latin and Roman History from Brigham Young University.



No Service Member Left Behind

By: Marcus Haney, AllegiantVETS

Editor's Note: Syncomm Management Group is proud to introduce AllegiantVETS to the Electronic Security Industry. AllegiantVETS started in 2010 to honor the men and woman who have served and sacrificed for our freedoms, and to support them in their ongoing transition back to civilian life. AllegiantVETS' mission is to provide opportunities for the community to honor, invest, and connect.



No man left behind, right?

I remember the overwhelming sense of being on my own, away from the structured life and the brotherhood of the Marines. This personal experience has fueled me and my passion for ensuring that no other service member has to navigate the transition to the 1st Civ Div alone. It's a stark realization that led me to one conclusion: every service member

not only deserves but needs a Skillbridge opportunity. It's essential!

Our Skillbridge program and our future AllegiantVETS Success Centers represent our commitment to changing the status quo. They are beacons of hope and pillars of support, offering a structured, comprehensive transition that EVERY service member should have access to. These initiatives aren't just about resources; they're about fundamentally changing the transition narrative from one of uncertainty, to one of empowerment and preparedness.

Having experienced the loneliness and uncertainty of transition, I can't stress enough the importance of a program like Skillbridge. It provides the structure, support, and opportunities necessary for a successful transition to civilian life. It's about giving service members a leg up in their next chapter, equipping them with the tools, skills, and network they need to thrive.

As we enter the holiday season, let's reflect on our own wins and the successes we've witnessed within our community. Consider the challenges you've faced and the growth experienced. I invite you to share your stories with us. How has your transition been? And more importantly, how has Skillbridge or a similar opportunity changed your trajectory? Your experiences help share the critical need for structured transition programs.

Looking ahead, let's band together to ensure that every service member has access to the opportunities they need to be successful as a civilian. A structured, supportive transition isn't just beneficial; it's necessary for the well-being, success, and future of our service members.

Cheers to a new year that sees every service member transition with the confidence, support, and opportunities they need for success.

Always by Your Side.



Marcus Haney is the CEO of AllegiantVETS and a battle-tested Marine turned visionary leader behind its' cause, championing the transition of service members into trailblazing careers. His dynamic approach is shaped by resilience and a deep commitment to his fellow veterans and fuels their mission to empower and transform lives through unparalleled support and opportunities.

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Unlocking the Power of LTO Tape Technology in Video Surveillance

By: Jay Bartlett

As someone that has been in the data storage industry for over two decades, I would like to share my experience and thoughts on how LTO (Linear Tape-Open) tape technology can transform video surveillance storage into a powerful, affordable, and long-term active archive solution. While there is a desperate need for more storage to support the proliferation of video surveillance applications, many in the video surveillance industry view the concept of “archive” as a burdensome process. But when done right with easy-to-use LTO tape systems, it becomes a strategic advantage in the form of an active archive.

The Archive Challenge in Video Surveillance

In the world of video surveillance, the term “archive” often triggers a collective groan. For many, it conjures up images of cumbersome, expensive, and slow retention and challenging video playback processes. The belief is that archived video is relegated to an offline, offsite black hole. However, this couldn't be further from the truth in today's innovative and technologically advanced times. Archiving should not be about losing sight of data, but rather about preserving and accessing it when needed. And this is where today's highly advanced LTO tape technology comes to the rescue. LTO in a 2-tier active archive infrastructure can be user friendly, more affordable, and provide for long-term retention of video surveillance content.

The Unparalleled Advantages of LTO Tape Technology

First things first, let's clear up a common misconception: LTO tape technology is not the same old VHS tapes previously used to record video surveillance footage in the analog days. LTO is light-years ahead in terms of capacity, reliability, and longevity. LTO is a robust and efficient data/video content storage technology designed for the demands of modern data driven organizations.

LTO-9: A Giant Leap for Video Surveillance

One of the most exciting developments in the LTO domain is the recent introduction of LTO-9, the latest generation of LTO tape technology. It's a game-changer for video intensive industries like Hollywood, as it provides significant video retention capacity at a low cost with minimal power consumption. With an incredible 18-terabytes of native storage per cartridge, LTO-9 can retain massive amounts of high-resolution video footage for the video surveillance industry as well, ensuring long term video retention without breaking the bank or sacrificing resolution.

The Power of a 2-Tier Active Archive Infrastructure

How does the active archive process in video surveillance become more efficient and affordable? The answer lies in a 2-tier storage infrastructure. This setup combines high-speed HDD storage with efficient LTO tape storage to create a dynamic 2 tier environment that balances the best of cost, speed, and long-term retention needs.

Active Tier: This is the high-speed, primary hard disk-based storage tier. It's where the most recent and frequently accessed video content resides. High-speed disk storage is ideal for quick access, ensuring that critical video can be rapidly retrieved when needed.

Active Archive Tier: This is where LTO tape technology can be leveraged. It's designed for the long-term retention of video content, providing a cost-effective and reliable solution. In a 2 tier scheme, video surveillance video is continuously and seamlessly replicated to LTO tape in the active archive tier. This ensures access to older video footage that has aged off of expensive high-speed storage in the active tier. Solutions are already available in the market. For example, with a video management software (VMS) centered solution, such as Cozaint's askALICE, the VMS timeline understands where the video is stored and easily provides the VMS operator with the ability to playback any and all recorded video from either the primary or secondary tier of storage.

The Cost-Effective and Long-Term Benefits

Here's where LTO tape technology truly shines in a video surveillance active archive strategy:

Cost-Effective: LTO tape is incredibly affordable when compared to high-speed disk storage and can reduce the overall video surveillance costs by as much as 50% when implemented in a 2 tier storage strategy. Its low total cost of ownership (TCO) makes it a key enabler for any longer-term retention needs. With LTO tape, storing a year or two, or more, of video surveillance content is now feasible from a budgetary perspective.

Reliable and Durable: LTO tapes are designed for long term data protection and retention. Today's modern LTO tape has a long shelf life of 50 years, and you won't have to worry about data corruption thanks to tape's best in class bit error rate.

Energy Efficiency: LTO tape technology is recognized for its energy efficiency, consuming 87% less energy than HDDs while producing 97% less CO2e over the product lifecycle. This means lower operating costs and a smaller environmental footprint – a win-win for both the budget and the planet. Tape technology is widely recognized as the 'greenest' form of storage as no energy is consumed unless tape drives are engaged in the reading or writing of content

Scalability: LTO tape technology is highly scalable. As video surveillance data grows, users can easily expand their active archive infrastructure by simply adding more tape cartridges. This ensures that the active archive can adapt to changing capacity needs or longer retention periods.

Ease of Use: LTO tape technology is user-friendly and offers robust data management capabilities. It simplifies the process of archiving, retrieving, and managing video data, reducing the burden on the security staff.

The Bottom Line

In the world of video surveillance, we often view “archive” as a burdensome and less than useful process. But it doesn't have to be. Implementing LTO tape technology in a 2-tier active archive

Unlocking the Power of LTO Tape Technology in Video Surveillance, continued to page 8



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Unlocking the Power of LTO Tape Technology in Video Surveillance, continued from page 6

infrastructure can transform a video surveillance storage strategy. It's affordable, reliable, and built for the long term. Let's change the narrative and embrace the power of LTO tape. It's time to recognize the strategic advantage of active archive for the retention of video surveillance content. With LTO-9 leading the charge, the industry has the cost-effective capacity and reliability needed to ensure video surveillance data remains readily accessible and secure for the long term. Let's keep innovating, and when it comes to video surveillance archives, think multi-tiered video storage with LTO tape technology as a dependable ally in the demanding world of storage.



Jay has been in the computer industry for over four decades and in the storage management since 2000. A serial entrepreneur, Jay has founded software and hardware companies over the years and has managed many technical teams to deliver innovative solutions to the market. As the CEO of Cozaint, Jay is driving intelligent surveillance solutions to the physical security market.



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FROM THE PUBLISHER:

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 proven 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. My hope is that we will serve as a tool to assist in guiding you through an ever-changing industry. I look forward to sharing the information you need to continue to expand your business.

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



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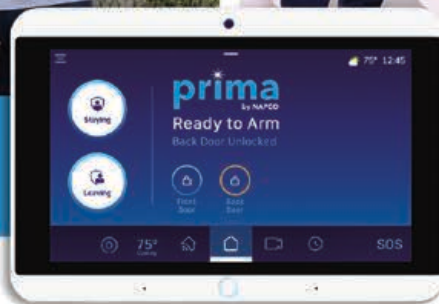


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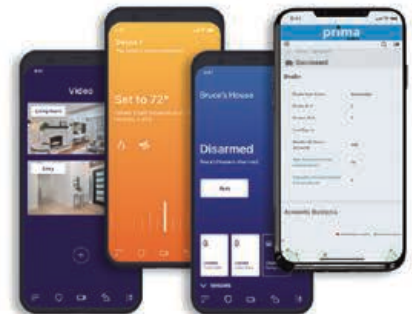
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PRODUCT SERVICE NEWS

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."



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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!

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SIA Announces 2024 SIA RISE Scholarship Awardees

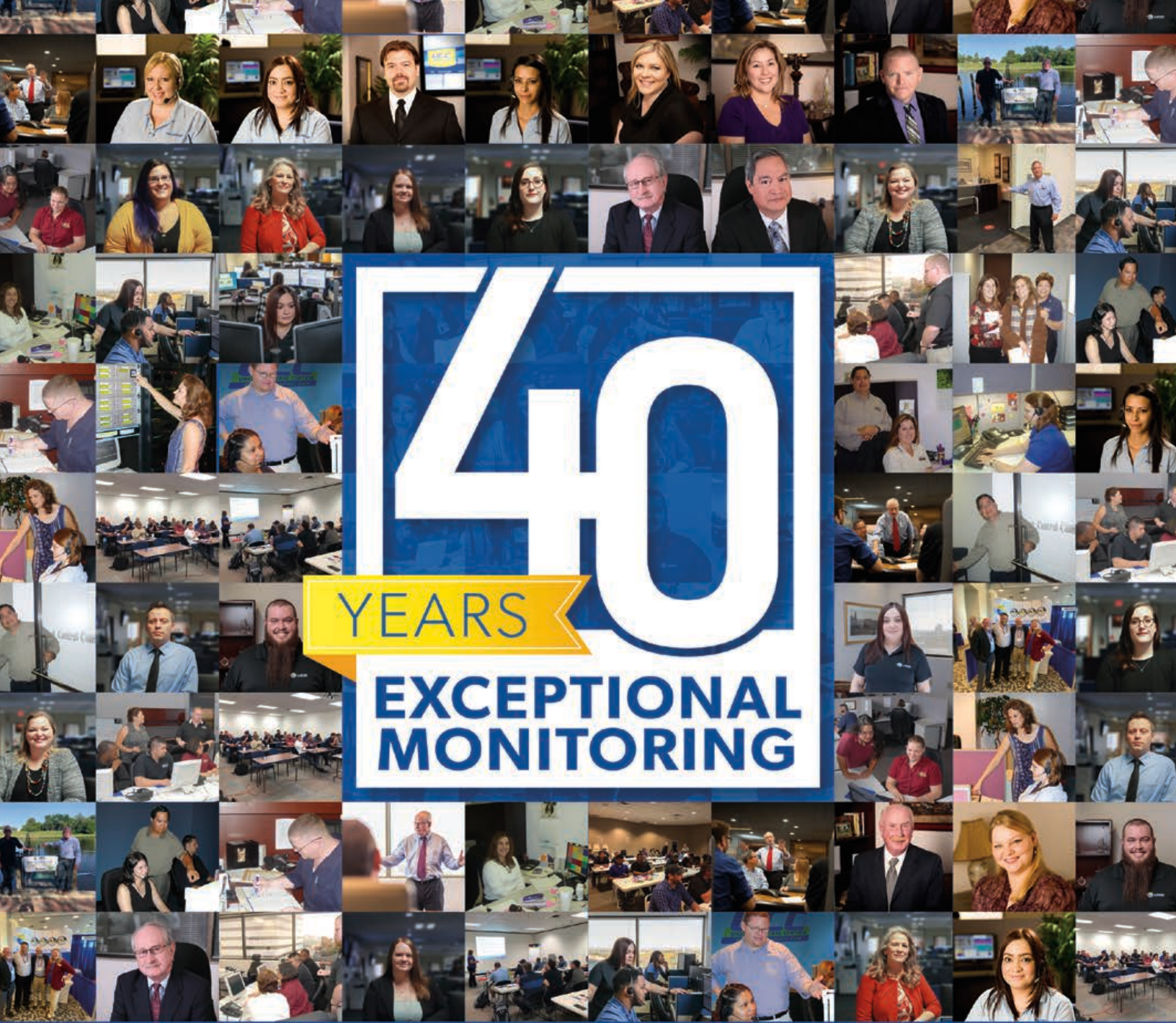
The Security Industry Association (SIA) has named 18 recipients for the 2024 SIA RISE Scholarship, a program offered through SIA's RISE community, which supports the education and career development goals of young industry talent and emerging leaders. Through this scholarship program – open to SIA student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





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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.snnonline.com/news from December 11 posting date.

Interface Systems Appoints Executives

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."

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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 distributed in 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



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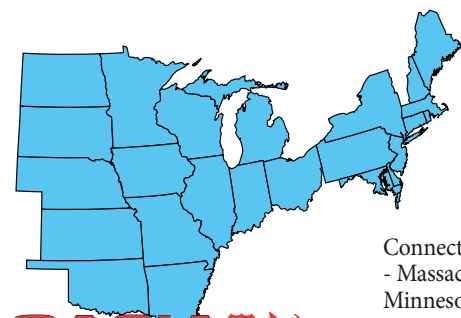
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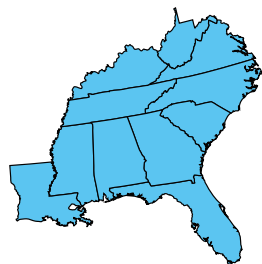
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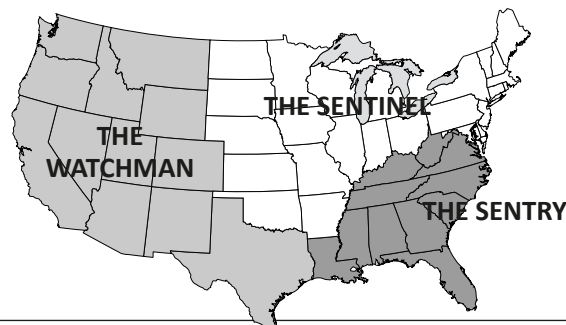
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The Security Industry Must Prioritize Training

By: Audrey Pierson

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

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 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 cor-

rectly, 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, 831-277-7447, or audrey@audreypierson.com.

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SIA 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. "To-

gether, 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 secu-

urity 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.



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