

- Region Contact Information - 4, 6
- Associates News - 10
- Calendars and events - 30 and throughout The Sentinel



TOP RIGHT DRAWER

Sustaining A Successful Security Business, 50 Years of Insight

By: Ben Cornett

Looking back to 1974, I first entered the Security Business as a sales representative. The security industry was mostly controlled by a small group of national companies with UL Central Stations in most major cities, namely ADT, Wells Fargo, Holmes Electric Protection, Honeywell and Rollins Protective. I can't remember the last time I've heard anyone mention most of these companies.

The ones who survived are certainly not close to being the same. The local Alarm Companies (usually family owned and operated) throughout the United States offered local monitoring through their own UL Listed Central Stations. I believed then, as I do today, that these companies are the backbone of the Security Industry. I have had the pleasure of visiting most of these companies and meeting multiple members of their families. These local companies all seem to have one thing in common, their customers are valued as their most important asset. They always do what they say they will do, when they said they would do it. All employees are well trained and able to provide services that sets these companies apart.

Equipment suppliers like Ademco, Radionics, FBI, Silent Knight, Solfan, Pelco or Napco provided American made products. Most of these companies no longer exist. Made in America is rare today. In 1975 DMP began manufacturing security products in Springfield, Missouri. To the best of my knowledge this family-owned business still provides products made in America.

Over the years since, I have been fortunate to experience the growth and constant changes to our industry. The growth has been an interesting experience which has created opportunities for successful futures for people who are willing to work smart. I've identified what I believe are the biggest changes which have created the most growth opportunities.



- The acceptance of remote Central Stations eliminating the major cost of operating your own Central Station.

- Dealer Programs such as Protection One, ADT Authorized Dealer and Monitronics. These programs have helped to solve the cash flow problem.

- The Summer Programs of mostly Utah-based companies with truly outstanding sales organizations.

- Internet based companies offering both do it yourself or professional installation.

Looking to the future I strongly believe the opportunities for growth are as good or better today than ever. While it is certain the Internet based companies will continue to enjoy excellent growth and be the cause of great concern and worry on the part of local companies, I see them as simply expanding the market for all.

The winners will be the companies with the best trained people who are not intimidated by competition and honestly believe they have the best option for their prospects.

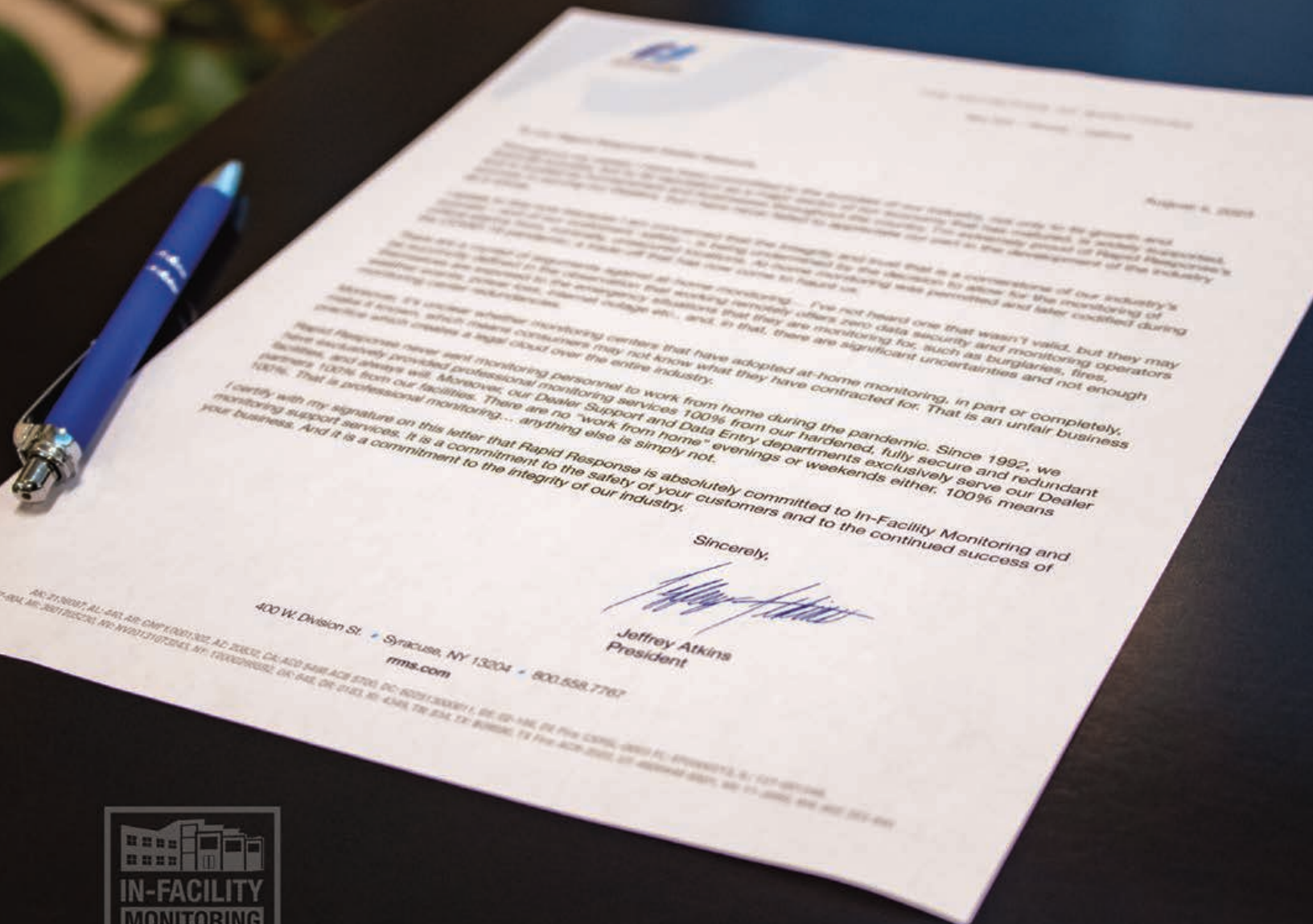
Ben Cornett started his journey in the security industry in 1974 with Rollins Protective Service and rose to prominence where he founded Intellisense in 1990, later becoming Ademco where he served as President until 2000. After Ademco was acquired by Honeywell Global Security Group, he continued his role as President until 2011. After, Ben started Gentlemen 3, a private equity group acquiring several businesses including EZWatch and Logicmark. A member of the Security Sales & Integration Hall of Fame and recipient of Stanley C. Lott Award, Ben has made a significant footprint during his long-tenured service to the industry.



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FROM THE PUBLISHER

As the industry turns their sights to ISC West in Las Vegas, I note that this is the 35th year I have attended this event. In 1989, I joined the Security Industry Association as their fourth staff member, and our primary goal was to schedule four ISC Expo's annually, one every thirteen weeks, in Los Angeles, Dallas, Orlando and New York City. At that time, the show was exploding, more than 1,500 attendees! Now we join more than 30,000 people at the Venetian Expo April 9-12, 2024.

The definition of security has expanded over the years to include burglar and fire alarms, access control, CCTV, drones, and every imaginable segment of the safety and security industry. We turned to cyber security years ago, and I expect AI will continue to push into the industry this year.

The ISC Expos present a national footprint, both Las Vegas and New York, which creates a forum for networking and getting insight into emerging trends.

I look forward to SIA/ISC's Got Talent, our annual gathering at the ROCKHOUSE at the Venetian. Nearly 400 industry leaders attend this pre-show reception hosted by the leading vendors in the industry. The focus for talent is karaoke, and it is true that this industry does have talent. Please RSVP at www.snnonline.com if you want to join this special group.

Our magazines will be there, and this year joined by SecurityWorld, an online media channel that includes 19,000 digital contacts and more than 50,000 page views. We expect to announce our new training program and the development of a national apprentice program to serve the growth of the industry.

We will be distributing Knowledge Card with more than 20 key organizations that support the growth of the industry.

It's all happening at ISC West in April and I look forward to seeing you.

Jerry Lenander
Publisher



Why Airport Security Needs Long-Term Video Surveillance

By Jay Jason Bartlett, Cozaint

Video surveillance stands out as a crucial instrument in the complex web of airport security, helping to ensure the protection of travelers, employees, and airport property. As important as instant monitoring is, keeping video footage for a longer period of time is also essential for resolving a variety of security issues. We will explore the significance of keeping video surveillance footage for extended periods of time by looking at actual situations where delayed recognition might be helpful, such as individuals residing in terminals and items left behind for extended periods of time.

Immediate vs. Delayed Events:

Airports are busy centers where a lot of things happen every minute. Many incidents may go unreported for some time, even if prompt monitoring makes it simpler to identify problems and take appropriate action. For example, unauthorized access, suspicious activity, or potential security breaches might not be immediately noticed, but they could later pose a major concern.

Situations of Delayed Recognition:

People Living in Terminals: Security professionals can recognize patterns of behavior through long-term video retention, which can assist prevent unlawful occupancy and address potential security risks.

Toddlers Wandering Away: Security staff can track a child's activities thanks to extended video retention, which helps to avoid potential safety risks and ensures a prompt and efficient reaction to reunite the youngster with their relatives.

Unauthorized Access and Loitering: People who linger in restricted areas or try to enter them without authorization might not sound the alert right away. Retrospective analysis is made possible by the capacity to watch previously recorded video, which helps to uncover security flaws and improves procedures to discourage illegal activity.

Misplaced Items and Personal Effects: Travelers or employees could misplace personal effects, and these occurrences might not be reported right away. Unattended packages or luggage, even if they are initially ignored, could become problematic if they are later examined. Extended video retention allows security staff to follow individuals who have left items unsecured, preventing potential attacks.

Unattended Vehicles: Long-term camera footage retention enables security officers to thoroughly investigate, track down the owners, and make sure abandoned cars don't endanger airport security.

Employee Misconduct: Employee misconduct can take many forms, from minor policy violations to more major offenses. Long-term video footage preservation guarantees that any dubious activity is carefully investigated and facilitates employee behavior inquiries.

Perimeter Breach: Long-term video surveillance helps identify weak points or areas where more protection is needed, enabling a full inspection of the entire perimeter.

Enhancing General Security

The long-term preservation of video surveillance footage is essential in the intricate realm of airport security as it helps handle a variety of issues. Airports that adopt this strategy can enhance their capacity for quick responses while also making the environment safer and more secure for all parties involved. Long-term video retention has other advantages beyond immediately identifying threats, such as more efficient investigations and improved surveillance procedures. For these reasons, it is an essential component of the complex field of airport security.

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

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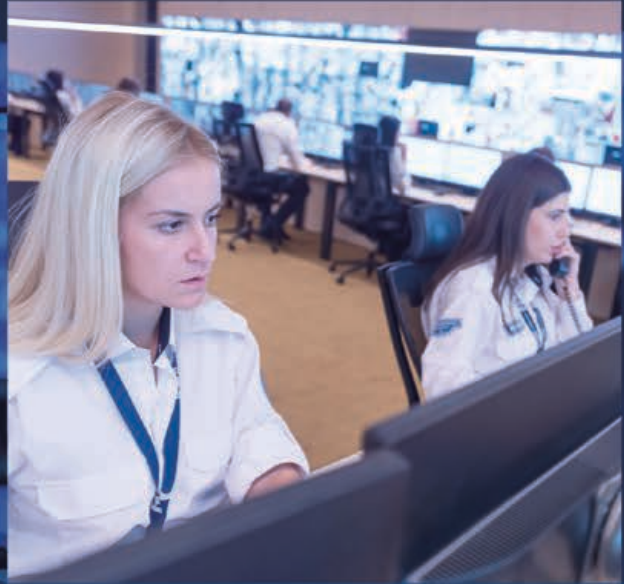
Philadelphia, PA.....\$12 Million

Sarasota, FL.....\$21.5 Million

Woodland, PA.....\$1.8 Million



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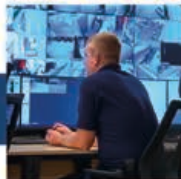
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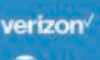
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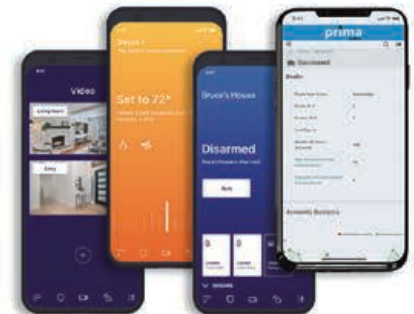


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DMP recently announced Warren Hill as the executive director of product management, with primary responsibility to oversee the product management team through all aspects of development. Hill brings over fifteen years of experience, most recently with Alula as the Vice President of Marketing. "DMP is a highly respected and innovative leader in the professional security solutions industry. I am excited to add my experience and skills to such

an incredible team," said Hill. "I appreciate the comprehensive product and services portfolio that DMP has developed and am excited to be part of a team focused on keeping people, businesses, properties and assets secure and protected."

UNITED CENTRAL CONTROL (UCC) announced their FM (Factory Mutual) Certification, underscoring the company's commitment to excellence and adherence to high industry standards. FM Certification is awarded only to companies that consistently demonstrate exceptional operational resilience, reliability, and adherence to industry-leading practices. This certification places UCC in an elite group of monitoring providers recognized for their commitment to providing dependable services to its dealers and their customers. "Achieving our FM certification is a significant milestone for UCC that further reflects our goal of providing top-tier professional monitoring services," said UCC's President Teresa Gonzalez. "It also reinforces our position as an industry leader and trusted business partner for businesses seeking robust and consistent monitoring services. Our team's hard work, attention to detail, and commitment to exceeding industry standards have made this achievement possible."

SNAP ONE announced a new flagship security product, the NDAA-certified ClareVision Smart Video Doorbell, which gives Partners and their customers a self-contained, subscription-free solution to monitor and record activity at the front door twenty-four hours a day. According to Clint Choate, Senior Director

of the Security Market at Snap One, the new ClareVision Smart Video Doorbell is an ideal solution for standalone surveillance or as part of a ClareOne smart home system. It also provides an easy-to-install option for production builders that ensures all buyers are satisfied. "Home surveillance is now a top priority for many homeowners and buyers, and with the new ClareVision Smart Video Doorbell we are giving our Partners a high-quality branded option that integrates seamlessly with other Clare solutions and requires no monthly subscriptions for storage or viewing," Choate said. "The doorbell is designed to be powered by existing low-voltage doorbell wiring for added Partner convenience while including powerful features such as dual Wi-Fi band connectivity, full HD resolution and support for two-way voice."

The New **DICE** has been awarded U.S. Patent No. 1,863,534 for its Cybersecure Automated Network Management Tool. The Cybersecure Automated Network Management Tool transforms network management and eliminates the complex, manual setup processes that plagued traditional systems. It automatically maps networks, registers devices (including cameras and alarms), and configures them for secure VPN connections – all without the need for opening ports, punching firewall holes, or managing multiple tools. In the company's commitment to AVS-01 compliance and industry advancement, CEO Cliff Dice explains, "This patent, along with our AVS-integrated products, will revolutionize the security industry and empower first responders with advanced standards not found elsewhere."

TELGUARD announced the appointment of Nathan Wilkinson as new representative to serve the Canadian market. This strategic move marks an important step in Telguard's commitment to delivering cutting-edge security solutions to clients across Canada. Wilkinson brings six years of experience in the security industry, with a proven track record of fostering strong client relationships and delivering exceptional results. His expertise and insights will be invaluable as we expand our footprint in Canada and address the evolving needs of our clients. "We are excited to welcome Nathan Wilkinson as part of our team," said Melody Parham, Director of Sales at Telguard. "His deep understanding of the Telguard product line, coupled with a passion for delivering top-notch security solutions, makes Nathan the perfect fit to represent Telguard in Canada."

SNAP ONE announced a strategic partnership with Portal.io that provides Partners with free access to Portal.io's award winning proposal tool. Portal.io's web-based product catalog and simple proposal tool enables professional integrators to build proposals quickly, present more professionally, and improve their closing ratio. Kirk Chisholm, CEO and founder of Portal.io, expressed enthusiasm about the partnership, stating, "Snap One is a company we've always admired, so to have them embrace our vision for lightweight, simple business tools is very validating for us, but it's an even bigger win for dealers. Our partnership represents a shared mission to provide dealers with the tools and support they need to build thriving, successful businesses." Through the partnership, Snap One will offer Partners a customized Portal subscription plan, a \$600 annual value, at no cost to Partners. The plan mirrors Portal's 'Lite' Plan functionality, with added benefits, including unlimited proposals with no end date, pre-loaded with Snap One product pricing.

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Editor's Note: The following article by Thomas Crowley is a postscript from February's Top Right Drawer Feature Article by Tom Few, which introduced leveraging blockchain technology to a company's key performance index tracking system.

Blockchain Technology Increasing Organizational Performance

By Thomas Crowley, (Smart)

"Bow pair, give me a tap!" called our rowing boat's steersman, or coxswain as it's labeled in the world of rowing, as we sat quietly fidgeting in our eight-person rowing shell. Jacob, my fellow oarsman and I gently pulled at the water with our blades to realign our bow with the center of the River Thames. Any second now and the racing officials' cannon would fire and the fourth and final race of Torpids 2022 would be underway.

We had drilled technique, racing starts, and built a rapport rowing together as a crew for months leading up to this prominent race at Oxford University. Rowing is as much a pursuit of team unification as much as it is personal perfection. For the boat to move forward efficiently each person needs to perfectly complete their stroke and perform it in perfect unison with the seven other rowers in the boat. During practice, our coach would ride along the banks of the river and call out drills and feedback to help us sharpen our performance.

Like a racing shell, for sales organizations and businesses to perform at their best, every person in the organization needs to pull their weight, be cognizant of their team members, and row together towards a common goal. As an industry, our current approach to sales operations is cumbersome and dependent on a wide variety of tools and platforms, often strung together with spreadsheets and tribal knowledge. This creates various

challenges for dealers and their reps, not the least of which include significant administrative overhead, business continuity risk, and exposure to human error in stitching together disparate systems. The average sales company has yet to be able to take the time to solve these problems themselves but is heavily constrained by time, resources, and the tools they have access to.

A tidal shift is hitting the markets. The development of blockchain technology is introducing new tools to the market to improve the efficiency, transparency, and resilience of systems. According to Merriam-Webster's dictionary, a blockchain is "a digital database containing information (such as records of financial transactions) that can be simultaneously used and shared within a large decentralized, publicly accessible network." By nature, blockchain and associated technologies (e.g., smart contracts; distributed ledger technology; tokenized, digital assets; etc.) create opportunities to streamline our sales operations, reduce costs, facilitate data ownership, and create more value for all parties involved.

Compass, a scorecard platform built by (Smart), is among the industry leaders leveraging blockchain-based technology to enable sales organizations to elevate their businesses. Currently, in closed alpha, Compass integrates with sales organizations' platforms to automatically aggregate and sync sales operation data, giving the users holistic and granular views of the status of a business without having to fuss with cobbled spreadsheets. Additionally, Compass facilitates a customizable digital rewards program to incentivize the sales activities and performance you deem important and introduce the reps to cryptocurrencies and blockchain. As a result, the users of Compass are empowered to make the adjustments they need to ensure that they are dialed in and pulling for themselves and their team.

Suddenly, the racing cannon echoes through my memory, snapping me out of my racing thoughts. We leaned into our blades, snapped off the starting line, and surged up the Thames! The clear goal and incentivization in the months leading to this moment prepared our team of oarsmen to perform to our fullest potential. Suddenly, before we knew it the race was over! Wadham's Men's III boat panicked, fell out of sync with each other, and we plowed past them securing the win!

An experienced leader, Thomas has a proven track record in product, strategy, team leadership, and complex systems innovation. He has extensive experience across diverse industries, including traditional finance (TradFi) and blockchain/web3. Currently, he leads product and strategy at (Smart), driving product-market fit through discovery, design, and operations. Thomas also serves as an advisor and leader in web3 projects, guiding organizations in developing tokenized solutions and transitioning to decentralized systems. He

is passionate about empowering users through technology and user-centered design. Thomas brings a strong academic background (MBA - Oxford, Business Management - BYU) and proven track record from Wells Fargo Advisors to (Smart). He has worked in companies of all sizes from start-ups to some of the world's largest firms. He is an active community member and Node Operator of multiple blockchain projects.





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Syncomm Partners with Security.World, Significantly Boosting Digital Reach

Security.World, a leading provider of physical security news and information recently announced a partnership with Syncomm Management Group. Through this partnership, Security.World's audience of security professionals will have access to additional content through Syncomm's print and digital publications.

"We are excited to partner with Syncomm Management Group to reach a broader audience of security professionals with our valuable content," said Jay Jason Bartlett, Managing Editor of

Security.World. "Syncomm's publications are highly respected in the industry, and we believe that our partnership will provide even greater value to our combined readers."

Security.World is trusted globally as an information source, offering a variety of content including news articles, product reviews, case studies, and white papers. The website is visited by nearly 20,000 security professionals each month.

Syncomm Management Group publishes a portfolio of industry-leading publications THE WATCHMAN, THE SENTRY, THE SENTINEL. Syncomm's monthly publications are delivered to a combined printed circulation of over 7,000 and are known for their by-lined articles authored by experts in the electronic security industry.

Advertisers will now have the ability to cross-promote their products and services across Security.World's website and Syncomm's print and digital publications, providing access to a wider audience of potential customers. Advertisers will also be able to benefit from the combined editorial expertise provided by Security.World and Syncomm.

"We are pleased to partner with Security.World to provide our readers with access to their valuable content," said Jerry Lenander, Founder and Director at Syncomm Management Group. "This partnership will help us to continue to offer our readers the most up-to-date information on the latest security products and trends."

Jerry
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Is Your Company a Diamond in the Security Industry Landscape?

By: Kelly Bond, Davis Mergers & Acquisitions Group

In the security industry, as in most industries, companies strive to stand out, make an impact, and be highly valuable. We generally measure security business value through the total amount of recurring monthly revenue (RMR) or overall revenue. However, size does not necessarily mean greater value.

Much like diamonds, some companies possess qualities that make them truly exceptional.

We've all heard about transactions in which a business owner was paid top dollar for their security business and the business wasn't even for sale. You may wonder why buyers are so attracted to a particular business. While there is no definitive checklist or "universally accepted" criteria for labeling a company as a diamond, there are distinguishing characteristics these companies possess. I reviewed the attributes of our recent transactions and it's clear that they embody several of the diamond-like traits addressed in this article.

Clarity: Like rare gems, it's extremely important for a successful security business to have clarity. Whether the business is a systems integrator, an alarm company, an A/V focused business or a manufacturer, business owners should stay focused on what products and services are offered. Growing businesses may revise their business model as technology provides new opportunities, but these businesses maintain a well-defined mission and purpose. Doing so will not only guide the organization but also serve as a beacon for employees and customers. Companies that clearly articulate goals and values exhibit a commitment to best practices and long-term success.

Commitment to Quality: Diamonds are valued for their exceptional quality. Businesses that prioritize excellence in products, services and customer experience earn a similar reputation. Establishing key performance indicators around quality in sales, installations, service, and customer experience play crucial roles in securing a company's enduring success. Unwavering commitment to deliver excellence

enhances customer satisfaction, ensures customer retention, creates opportunities for repeat business and referrals, and builds trust and loyalty.

Recognition: Even an untrained eye can recognize a brilliant diamond. A highly valued company routinely occupies a prominent position within its market, exhibits brand recognition and benefits from consistent new business. The business works diligently to ensure current customers and new prospects are aware of all new products and services offered. The business takes measures to understand how the company is regarded in their market(s). The marketing mediums used focus on creating and securing brand awareness. Business owners are consistently assessing market recognition, and fully understand their competitive advantage and industry standing.

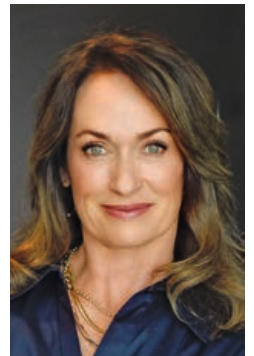
Resilience and Endurance: Diamonds are formed under intense pressure over time. Similarly, successful companies often face challenges that test their resilience. Adapting to changes in the market, overcoming setbacks, and maintaining stability during turbulent times are indicators of a company's strength. In very recent years, all businesses were impacted by extreme unexpected events. The most adaptable businesses took the opportunity to navigate the landscape and pivot where needed. The ability to endure and emerge stronger is a vital characteristic shared by successful businesses.

Exceptional Leadership: Diamonds are shaped by skilled craftsmen. Successful companies are molded by exceptional leaders. Effective leadership is essential for guiding an organization, inspiring teams, identifying talent, and navigating challenges. Leaders who prioritize communication, collaboration, and strategic decision-making in their business contribute to the overall success and brilliance of the company.

In those vast and competitive business landscape, companies can be more than just entities that offer products or services. By embodying the qualities of a diamond, your company can distinguish itself as a true gem in our industry. As businesses strive for growth, longevity and success, the question remains: Is your company a diamond?

If you are in growth mode and considering an acquisition or selling your business, it's essential to conduct thorough research, analyze multiple aspects of the company, and seek professional advice from Davis Mergers and Acquisitions Group.

Kelly Bond brings over twenty-five years of industry experience, currently serving as Partner with Davis Mergers and Acquisitions Group, representing sellers of Alarm and Integration companies. Previously, she was VP of Dealer Development with Brivo, a software-as-a-service company providing cloud-based access control and also spent over a decade as Senior Vice President of Business Development at Alarm Capital Alliance (ACA). At ACA she was responsible for increasing company growth through acquisition and driving the overall business-to-business development strategy. Kelly also serves or has served in the Steering and Nominations committees of SIA's Women In Security Forum (WISF), National Scholarship Task Force Chair for the Electronic Security Association (ESA) and ESA's Leadership Identification and Nominating Committee (LINC).



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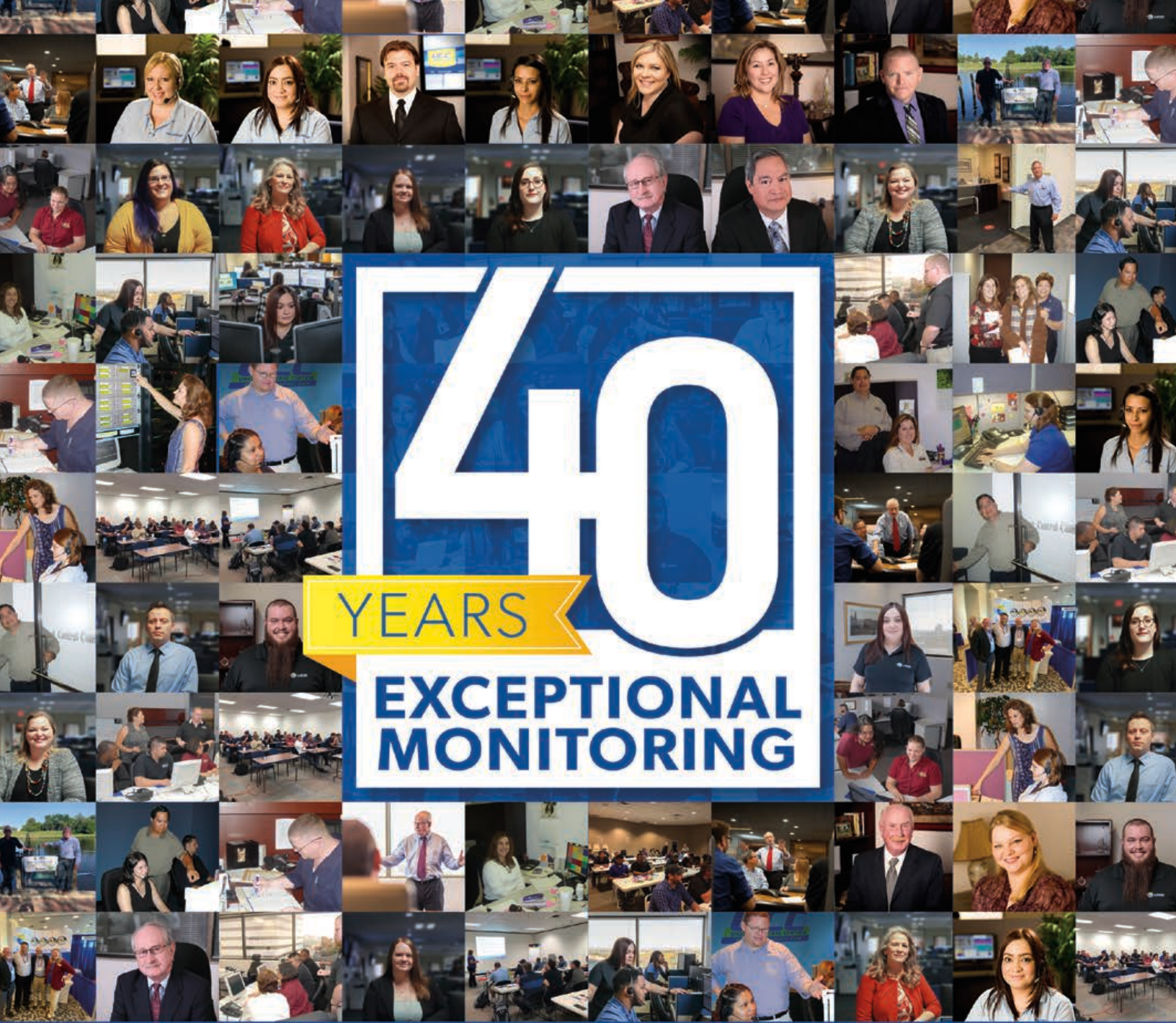
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Why Attend ISC West 2024?

By Audrey Pierson, Audrey Pierson Consulting

Are you planning to attend the International Security Conference West 2024 (ISC West) in Las Vegas in April? Perhaps you're considering having some of your team members attend.

The logo for ISC WEST, with "ISC" in a bold, black, sans-serif font and "WEST" in a lighter, black, sans-serif font, both in all caps.

I've attended ISC West almost every year since the mid-1980s. In my various roles, consultant, alarm dealer, vendor's rep working the booth, integrator's employee, and speaker, I never

miss a show. Let me highlight some of the primary reasons I believe its valuable.

Meet with your existing vendors and discover new ones. Vendors attend and present at shows around the country all year. As one of the largest events, the biggest budget is typically spent at ISC West, providing the best value for a dealer/integrator who attends a limited number of shows a year. Specifically, vendors will ...

See page 26:

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§ Present their latest products and technology.
§ Often have personnel in the booth other than sales reps, providing an opportunity to ask lots of questions.

§ Have hands-on demo equipment available.

§ Provide marketing ideas through their booth displays.

§ Offer educational sessions through ISC training, in booth presentations, or pre-set meetings.

§ Network with professionals from various sectors of the security industry. The show floor, after hours events, and educational sessions provide excellent opportunities to meet potential clients, partners, suppliers, and industry peers.

§ Share the experience with others. As you consider who should attend from your organization, remember some of your most important customers may also be interested. If you've been working with an existing customer or prospect, offer to show them the latest technologies all in one place. Take advantage of vendors' displays and onsite staff to help make your case for new systems or upgrades. Your investment in your customer, even if it's just your time, demonstrates your commitment and dedication to their security.

§ Take advantage of show specials. Some vendors offer special deals during the show. They're worth watching for – and having a P.O. ready to take advantage of any deals.

§ Educational sessions abound. There are educational sessions, workshops, and seminars led by industry experts. Sessions cover various topics, including emerging technologies, best practices, regulatory updates, and business strategies. Some are free to attend. Review what's available as you decide who to send to the show so each attendee can gain the most from the trip.

§ Get market insights. The event provides information about market trends, consumer demands, and industry challenges. Understanding these aspects can help you make informed business decisions and strategize for future growth.

§ Gain a competitive advantage in your market. Meeting others in the industry, but not in your specific market, gives you an opportunity to learn what is selling in other areas. While everyone believes their market is unique, it's not. What sells in other areas can sell in yours.

I'll be attending and look forward to catching up with you there!

Watch next month's column for tips on ways to get the most from attending ISC West.

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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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 women 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.



Adapting Military Strategy for Corporate Security: The Veteran's Approach

By Marcus Haney, AllegiantVETS

Transitioning from military to civilian life is a journey of transformation. For many veterans, this journey leads to the corporate world, particularly in the realm of corporate security. The skills and experiences they bring from their military service are not just applicable but often revolutionary in this field. In this exploration, we delve into how veterans are adapting their military strategy for the betterment of corporate security.

The Veteran's Mindset in Security

Veterans come into the corporate security arena with a mindset shaped by years of disciplined training and real-world experiences. Their approach is strategic, foreseeing potential risks and preparing contingency plans. This proactive stance is derived from military doctrines that emphasize foresight and readiness, making veterans invaluable in anticipating and mitigating security threats in a corporate setting.

Leadership and Team Dynamics

Military service hones leadership skills that are critical in the corporate security environment. Veterans are adept at leading diverse teams, often in high-pressure situations. This experience translates into their ability to manage corporate security teams with efficiency and decisiveness. Moreover, their team-oriented mindset fosters a collaborative atmosphere, essential for cohesive security operations.

Risk Assessment and Management

Risk assessment and management are at the core of military training, skills that veterans bring to their corporate roles. Their ability to evaluate threats, assess vulnerabilities, and implement strategic responses is a significant asset. Veterans' experience in diverse and often hazardous environments equips them with a unique perspective in identifying and addressing corporate security risks.

Technological Adaptability

Modern military operations rely heavily on technology, an aspect that veterans are intimately familiar with. This familiarity positions them well in corporate security roles that increasingly depend on advanced technology. Veterans are often quick to adapt to new security technologies, understanding their applications and limitations, and can provide insightful feedback on improving these systems.

Crisis Response and Emergency Management

Veterans are trained to respond effectively to crises, a skill that is highly relevant in corporate security. Their ability to remain calm under pressure and make critical decisions is an asset during emergency situations. Veterans are often at the forefront of developing and implementing emergency response protocols in corporate settings, ensuring preparedness and swift action when needed.

Ethical and Legal Compliance

The military instills a strong sense of ethics and adherence to rules and regulations. Veterans carry this respect for legal and ethical standards into the corporate security field. Their commitment to upholding these standards not only enhances the integrity of security operations but also aligns with corporate governance and compliance requirements.

Mentorship and Training

Veterans often take on mentorship roles, passing on their knowledge and experience to others in the security team. This mentorship is crucial in building a knowledgeable and skilled security workforce. Their training methods, often influenced by military training programs, are thorough and effective, ensuring that corporate security teams are well-prepared for various challenges.

Building a Resilient Security Culture

One of the most significant contributions of veterans in corporate security is the cultivation of a resilient security culture. Their approach goes beyond physical security measures, encompassing cybersecurity, information security, and employee safety. Veterans advocate for a security-conscious mindset throughout the organization, fostering an environment where security is everyone's responsibility.

Integration Challenges and Opportunities

While veterans bring a plethora of skills to corporate security, their transition is not without challenges. The corporate environment can be vastly different from the military, requiring veterans to adapt their communication styles and operational approaches. However, these challenges also present opportunities for growth and innovation. Veterans' unique perspectives can lead to new strategies and improvements in corporate security practices.

Conclusion

Veterans are redefining corporate security with their military-informed strategies, leadership skills, and ethical standards. Their approach not only enhances the security posture of corporations but also contributes to a culture of resilience and preparedness. As the corporate world continues to evolve, the role of veterans in shaping and strengthening corporate security will undoubtedly become more pivotal.



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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Walking A Fortunate Path Through the Industry's Evolution

By Peter Giacalone, Giacalone Associates

I was recently back in Florida sitting around the kitchen table with my close friends of thirty-eight years, Laurie and John. We were reflecting on our many years of friendship and our paths in life and the security industry. Our journeys started in the late 1970's, with John's rooted in New Jersey and mine in New York City. When we started, we were lucky to have family and friends that would teach and mentor our path to installing burglar alarms.. We, like many other successful people getting their start in this industry, also had the aptitude and drive to overcome any obstacles along the way. For John and I, our start was similar and we are fortunate to have enjoyed forty plus years of success in the industry, and to this day we never stop learning.

Shortly after graduation I started my first alarm company with my good friend, Andrew. Drew and I started Bergen Security Systems by selling systems to our family & friends. We had a great relationship with our friends at Christy Industries who manufactured customized panels for our custom installations. We slowly became known as the "custom security experts" in Brooklyn. When we evolved from tape dialers to UL central station monitoring, we engaged the services of Nationwide Monitoring in Bay Ridge (located above a shoe store) and then later engaged the services of Affiliated Monitoring with Stanley Oppenheim.

After I sold my business, I took a leap and moved to Florida where I didn't know anyone. At 21, I started at a local alarm company as a salesman and eventually was promoted to general manager. Soon after, John and I each started our own businesses but continued to work in tandem, growing to be the experts

for the Tamarac area. Over the next several years, we had each expanded our operations to service all of South Florida.

I went on to start my own company with another childhood friend and throughout that period, John and I continued to collaborate. After I sold my company, I entered the product side of the industry working for alarm panel manufacturers, FBI and NAPCO. Pivoting from manufacturing, I was offered an opportunity I could not refuse with King Central as their Chief Operating Officer. Although it mandated a move away from the success I had built in Florida, mandating a move closer to my roots in New Jersey, it was an opportunity I couldn't turn down. Our collective efforts during my time at King Central helped us grow into the the largest third-party central station in the industry, at which time we had become Criticom International. Although I missed John and my friends, it was a great career move.

When I reflect back to my time over the past four decades, I attribute the growth of an industry I have found so much personal success to so many leaders who have provided great foresight. have paved the way. Notably, Ron Davis, Founder of Davis Mergers & Acquisitions paved the way during his days travelling the country and relentlessly educating the industry with his educational cassette tapes and programs. I also think of Barry, Ted, Bob and Jay with Feel Safe and companies like First Alert, Rampart and Dynamark which have traditionally taken an organizational approach for the betterment of the industry.

Years later the grand entrance of a household name, AT&T, entered the dealer program world. This Telecom giant taught the industry that alarm systems were really security systems; systems which could be sold instead of bought and you can sell many more systems and get a lot more money for them if you really sell hard. After AT&T's emergence in the security space, the next great revolution was the introduction of the basic, high-value, low-priced system introduced by Brinks. It took a little time for others to catch on and realize how this was done, but over time, many jumped on the bandwagon.

Although the free system still exists in certain markets, with the great adoption of SMARThome and DIY platforms, free is not enough anymore. Residential systems have become and need to remain more comprehensive with lifestyle features and a no-nonsense approach to easier operation.

After all the significant change the industry has seen over the years, it still in a place where it has much more to come in the pipeline that will likely continue to disrupt the industry. With presence detection and the need to comply with AVS-01 along with false alarm reduction, some technology players are stepping up to meet this challenge. We know that this is real as we are seeing technology providers with big names collaborating at a level we have not in the past.

Peter P. Giacalone a security professional for 40 years is President of Giacalone Associates, LLC, an independent security consulting firm serving central stations, manufacturers and dealers throughout the world. Mr. Giacalone can be contacted at 201-394-5536 or peter@giacaloneassociates.com www.giacaloneassociates.com




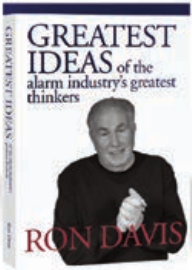
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INDUSTRY NEWS

ONVIF announced an agreement with the Open Security & Safety Alliance (OSSA) to take over development of data ontology and metadata specifications. The initiative will continue under a new ONVIF metadata working group. The new ONVIF metadata working group is focused on developing standardized ways of richly describing the context in which objects of interest appear in captured video. This work enables the physical security industry to easily share and make use of data generated by analytics applications running on IoT devices, like cameras, for security and analytical purposes. "ONVIF is excited to build on this platform to ensure descriptive and detailed data that is generated by ONVIF conformant products can be used across surveillance systems and elsewhere," said Leo Levit, Chairman, ONVIF Steering Committee. "We encourage ONVIF Full and Contributing members and their registered affiliates to join the new metadata working group and contribute to this initiative."



SIAC announced the following changes and additions to their board of directors and advisory council.

-Tim Creenan took over as SIAC

board chairman at the beginning of the year.

-Doug Bassett will serve as ESA Representative to our board, moving from his advisory council position.

-Grady Medcalf is the new representative for Comcast on our advisory council.

-Mark Hillenburg is the new representative for DMP. DMP generously increased their donation to \$25,000 so they now qualify for an Advisory Security Council position.

The Advisory Council was established by SIAC to introduce a significant enhancement to their organizational structure through amended by-laws. This amendment introduces an "Advisory Committee," which includes all "for-profit" entities making a minimum contribution, currently set at \$25,000 as determined by the board. Members of the Advisory Committee play a pivotal role in selecting two of their own as voting representatives to the SIAC Board of Directors, serving a term of one year. This strategic initiative ensures that our most substantial contributors have a direct voice and representation at the board level, fostering a collaborative and inclusive decision-making process. SIAC also credits Johnson Controls, Resideo, NetOne, ADT & Comcast for their past and continued commitment to funding that qualifies them for 2024 participation on our Advisory Council.

CASIA MEETINGS 2024

CASIA'S meetings are held on the 3rd Thursday of the month (unless otherwise noted) at Eli's on Whitney, Hamden, CT - Social hour and networking begins at 6:15 p.m.; meeting over dinner to follow.

March 21

April 18

May 16

June 12 - Wednesday

/ Lobsterbake @ the beach at Fairfield's Jackie Durrell Pavilion

July 18 - GOLF CLASSIC

@ Lyman Orchard, Middlefield, CT

August - NO meeting

September 19

October 17

November @ ISC NY

December 19 Holiday Party

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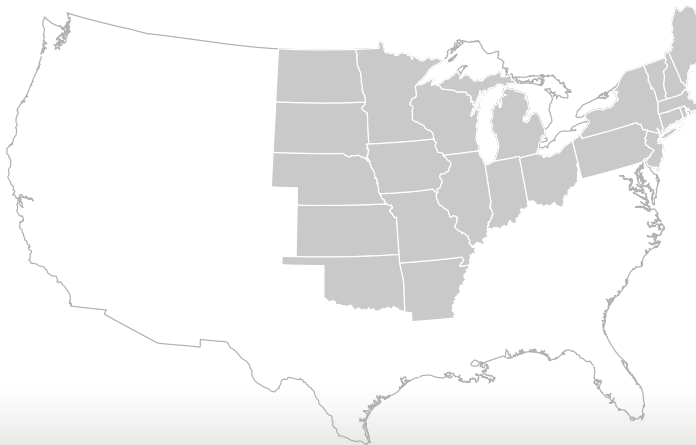
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