

**Syncomm Partners  
with Security.World,  
Significantly  
Boosting  
Digital Reach:  
See page 26**



## 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. In 2011, Ben joined Gentlemen 3, a private equity group acquiring several businesses including EZWatch and Logicmark, both in which Ben served as CEO. 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.*

### INDUSTRY NEWS from FLORIDA

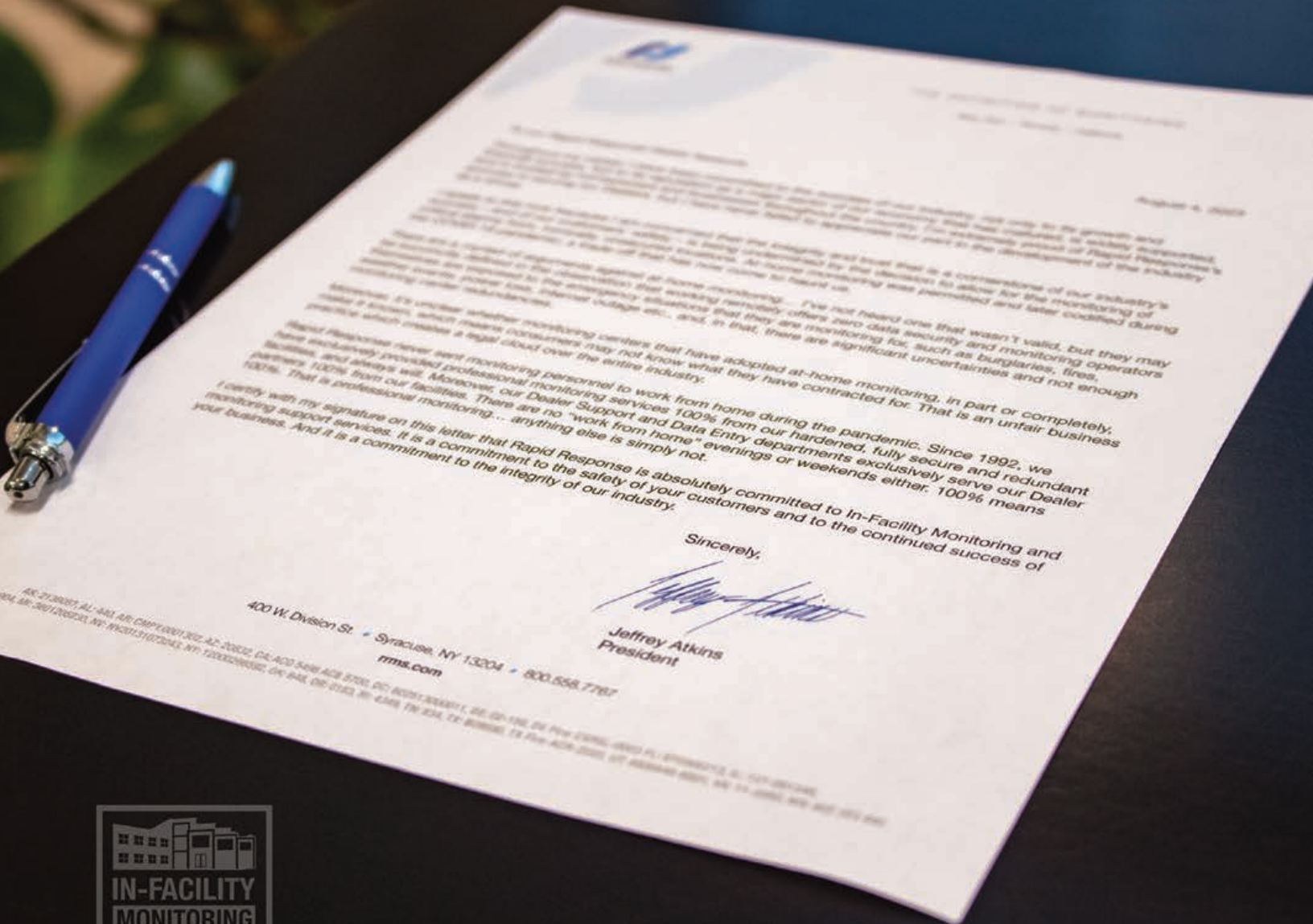
The Alarm Association of Florida, Inc announced the unveiling of its new brand which took place at the association's Annual Convention in January. Formerly known as AAF, the organization has taken on Integration Association of Florida (IAF) to reflect its commitment to innovation, advancement, and a bold step towards a more inclusive future. The rebranding initiative comes as part of IAF's strategic efforts to align its image with the evolving landscape of technology sectors it serves, namely the Security, Automation, Fire and low voltage Electrical industries, and to better resonate with its broad audience. The transition to IAF represents more than just a change in name; it symbolizes a renewed focus on innovation, collaboration, and a forward-thinking approach to meet the dynamic challenges of our time.

"As an association it's vital we stay current with the industry trends and technology to better serve our members. The rebranding of AAF to IAF signifies the evolution of our industry from the traditional security or fire business to one that now includes video, lighting, access control, automation, and other low voltage electrical systems," said Marvin Smith, President of IAF. "Today's end users expect a seamless integration of systems in their home and business. As our members embrace this change, it's critical that our association keeps current on industry trends, technology, and consumer expectations. We believe rebranding to the Integration Association of Florida (IAF) does just that," concluded Smith. Shannon Few, Executive Director of IAF, added "This is an incredibly exciting time for our industry and in particular for IAF. Our membership

*Florida, continued on page page 3*

# 100% MEANS 100%

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



Commitment  
Letter

That is professional monitoring.  
Anything else is simply not.

New York | Nevada | California



RAPID RESPONSE  
MONITORING

800.558.7767  
rrms.com



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

Jerry Lenander, Publisher

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

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

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

For Editorial and Advertising information, contact:

Jerry Lenander

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

© Copyright 2024

Find us on X and Facebook



www.twitter.com/snnonline



www.facebook.com/snnonline

## SEND US YOUR NEWS

### Editorial submittals:

Send your news releases to info@snnonline.com

### Training Dates:

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

### Special Events:

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



## INDUSTRY NEWS from FLORIDA, continued from page 1

grew by over 100 members in 2023, a 42% year-over-year growth. In addition, our team worked hard to produce a 180% increase in Net Income over 2022, allowing IAF to invest heavily in our training school, workforce development efforts and delivering a Convention that knocked it out of the park just a couple weeks ago”.

## 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.





### Tennessee Network of Security Integrators (TNSI)

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



### Integration Association of Florida

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

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

See pg. 6 for  
information on  
BASA/FASA  
training



### Mississippi Security Association

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



### Alabama Alarm Association

(334) 868-3139  
director@alabamalaarm.org  
www.AlabamaAlarm.org  
Executive Director, Heather Coleman Davis



### Georgia Electronic Life Safety & Systems Association

gelssainfo@gelssa.com  
www.gelssa.com  
Executive Director: Shannon Few



### South Carolina Electronic Security & Technology Association

PO Box 1763 - Columbia, SC 29202  
(803) 252-0580  
info@sc-esta.org  
www.esta.org



### Kentucky Alarm & Security Professionals (KASP)

info@thekasp.org  
www.thekasp.org



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

337-886-7282  
director@llssa.org  
www.llssa.org  
Facebook: https://www.facebook.com/LLSSA  
Executive Director: Peggy Page  
Training: https://training.llssa.org/



### North Carolina Security & Low Voltage Association

Phone: 561-313-7708  
info@ncslva.org  
www.ncslva.org

### The Louisiana Life Safety and Security

**Association** recently announced Peggy Page as new Executive Director. Page brings over thirty years of industry experience, working in a wide variety of positions from Installer to Marketing Manager. Her most recent experience was with SentryNet and SentryCon, later sold to Stanley Security and then Securitas Technology. Page holds a Bachelors Degree in Business/ Marketing and is in the final stages of obtaining her Certification of Tradeshow Manager (CTSM). Page state, "I'm excited to be a part of the LLSSA and serve its Membership. I can't wait to see everyone in March at the State Meeting in Baton Rouge." If you have questions for Peggy, she can be reached at 337-886-7282 or director@llssa.org

The **Georgia Electronic Life Safety & Systems Association (GELSSA)** has appointed Shannon Few as the new Executive Director, effective February 1. "On behalf of the GELSSA Board of Directors, we are pleased to welcome Shannon Few as our new Executive Director. For years, we have been operating through the hard work and efforts of volunteers and the time has come to bring on a professional association management company with the relationships, resources, and experience to bring new life to GELSSA" said Derek Dever, President of GELSSA. Shannon Few comes to GELSSA

with vast experience in association management and a proven track record of growing and re-energizing associations. The Board of Directors is confident that Few will bring new energy, attract new members, increase value for members, and lead GELSSA to new heights. "I am ecstatic to join GELSSA as its new Executive Director and I'm very grateful to the Board of Directors that have entrusted me with this great responsibility. I look forward to working collaboratively with the dedicated members of GELSSA to revitalize the association, bring new life to our events and programs, and most importantly increase value for members," said Few. Few's primary initiatives are to bring an elevated member experience by enhancing communication and introducing new resources, additional member benefits, increased networking opportunities and new events to bring the security and life safety industry together in Georgia. All of this will be brought to life through a new website and additional technology tools that will make leveraging benefits and facilitating connections efficient and easy.

## Think Signs. Think Maxwell.

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

800-472-7336  
maxwellmfg.com  
signs@maxwellmfg.com

Signs • Decals • Stakes

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



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

relax.



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



**Rory Russell's**

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

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

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

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



ACQUISITION &  
FUNDING SERVICES

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

Memphis, TN.....\$4.2 Million

Tampa, FL.....\$6.8 Million

Los Angeles, CA.....\$10.4 Million

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

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

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



# ALARM ACADEMY



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



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



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

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



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

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







## Napco Introduces the Hottest New DUAL Out There. StarLink Fire MAX 2 Dual SIM/Dual Path Verizon + AT&T in One.

- **Max Fire RMR for You & Less Operational Expenses for Them on ALL FACUs** 12V/24V\*, using 5G LTE-M Cellular Fire Alarm Reporting vs. POTS Landlines
- **One High-Performance Model to Stock on Your Truck for Commercial Fire Communications:** Both Verizon & AT&T Cell Networks plus either sole cell-only or dual path cell/IP reporting
- **Automatic Cell Network-Select for Max Signal Strength & Easy ID Cell Indicators, Red (VZ) / Blue (AT&T) inside + See /Set SIM Status Remotely - using any PC or smart device**
- **New Lower Cost, Lower Rates & Instant Rebate for Napco Pros** Nothing to send in
- **Faster, Simpler to Install, When Techs are Scarce;** NO panel reprogramming, Quick-Connect FACU Modular Jacks, NO additional power supply
- **No Hidden Extra Costs:** Self-Supervised, 4 EOLR zone inputs & 2 Form C-Relay Outputs (No Modules); Plus, 2 High-Performance Antennas Included
- **Most Reliable Life-Safety & Liability Protection, UL End-to-End:** UL 864 Listed StarLink Fire Communicators ►► UL 864 Listed Napco NY US Network Operations Center ►► Any/All UL Listed Central Station Receivers\*

**STARLINK: ALL SIGNALS, ALWAYS IN THE USA**

StarLink NOC  
In Napco NY Headquarters  
(Emergency Failover to PA)



MORE



COMPLIANCES: NFPA 72 Eds: 2022, 2019, 2016, 2013, 2010, 2007; UL 2610, UL 985, UL1023, UL864 10th Ed., CSFM, NYC FD, LAFD NAPCO Network Operations Center (NOC) UL 864 10th Ed., UL 1610, UL 1635.

StarLink, StarLink Fire™, StarLink Max™ & Signal Boost™ are trademarks of Napco. Other marks trademarks of their respective cos. \*StarLink supports all FACUs operating 10V to 30 VDC. + Panels & CS using Contact ID & 4/2. Rebate Promos subject to change w/o prior notice. For Pro Incentive see full details online.

See us at ISC West Las Vegas Booth 12031

1.800.645.9445 • [www.StarLinkFire.com](http://www.StarLinkFire.com)





**Rapid Response Monitoring**  
www.rrms.com

**Neil Riveron**  
SENIOR ACCOUNT MANAGER

877.673.4375  
@ Neil.riveron@rrms.com

## 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.

Sure. Most accountants know...



But not...



**Reitman Consulting knows both.**

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

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

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

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

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



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

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



**Reitman Consulting Group, Inc.**

Tax Consulting • Brokerage • Valuation

5408 Woodway Drive  
Fort Worth, TX 76133

817-698-9999 www.reitman.us

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





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

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

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



## Everything You Thought About Florida Licensing Just CHANGED



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

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

Renewals **\$99**

False Alarm **\$49**

14-Hour Initial **\$179**

Alarm Contractor **\$79**

Bulk Pricing Available

Use code **FL22** for 10% off



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

FREE Mobile  
Badge Included!



## IAF's Annual Meeting Sees Another Increase in Attendance

The Integration Association of Florida (IAF) held their 2024 Annual Meeting in January at the Rosen Plaza Hotel, Orlando. Monday, January 22 kicked off association meetings, emphasizing workforce development and training initiatives for 2024 and beyond. Meetings were followed by the Keynote Speaker, Andy Sexton, with his presentation titled Workplace Security: Recognize. Respond. Survive. Sexton's presentation was aided by Chad Ayers with ProActive Response Group. After the Keynote Presentation, the group of attendees enjoyed the opening reception which featured networking, food, beverages, and a Technician Challenge where students from area colleges and vocational schools were able to showcase their skills

and network with prospective employers. Marvin Dorcelys, a student at Orange Technical College, was the elected winner of the challenge.

Tuesday afforded attendees valuable networking time with

manufacturers, distributors and service providers, marking the second year in a row in which the trade show was sold out with seventy-five of the industry's leading vendors exhibiting their latest products and services.



"I think it's important that we support all of the great work you do on behalf of the members of the Association. The work that's being done to help our industry become better trained and educated is important and I'm excited to hear about the new training programs that are going to be introduced soon", said Gary Maze, Fire

Alarm Manager with Pye-Barker Fire & Safety LLC. He continued, "where else can you go to network with some of the top people in the industry and to share ideas on how to make our businesses grow. The exhibitors are growing in number and provide us with a great introduction to their latest and greatest products so we can stay on top of new developments in our industry."

IAF also held the Annual General Assembly Membership Meeting and elected new officers to the Board of Directors. The officers were installed during a special ceremony on Tuesday evening. For more information regarding the Integrators Association of Florida and to view their upcoming events, please visit IAF's website [www.iasafe.org](http://www.iasafe.org)







DAVIS GROUP  
MERGERS & ACQUISITIONS

# Have You Considered Selling Your Security Business?



ISC WEST

Heading to ISC West? Call to schedule a confidential meeting today.



Ron Davis

rdavis@davismergers.com

Bev Davis

bdavis@davismergers.com

Steve Rubin

srubin@davismergers.com

Kelly Bond

kbond@davismergers.com

Contact us today to better understand what a transaction may look like for your business!

If you are keeping up with the recent transactions in the industry, you likely know that there are buyers willing to pay attractive prices for commercial security businesses.

If you are considering whether the timing is right, what your business might be worth or if you'd be a viable candidate for these all-cash transactions, Davis Mergers and Acquisitions Group can help you navigate the process.

For over 40 years, Davis Mergers and Acquisitions Group has successfully represented hundreds of clients in the sale of their:

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

Call 847-340-2555 for a free, confidential consultation

## 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.



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 ...

§ 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](http://www.audreypierson.com), 831-277-7447, or [audrey@audreypierson.com](mailto:audrey@audreypierson.com).



**MERGERS & ACQUISITIONS LLC**



**John H. Colehower**  
Managing Director

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

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

**StarLink**  
*connect*

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



DSC®  
Honeywell® & ADT®  
NAPCO®



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

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

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



# prima

by NAPCO

Save  
\$200



New Try-Me Offer  
Prima Doorbell Kits



Scan for  
Details\*

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



INSTALL



Lower Account  
Costs



Security/Fire/Video  
Automation



Voice  
Control



Self-Healing  
WiFi



Doorbell  
& Video



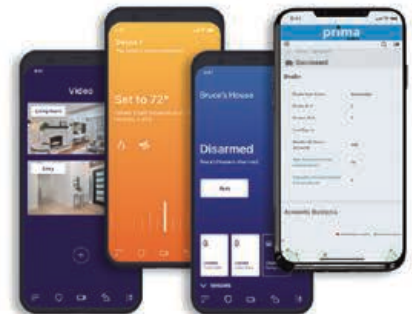
Smart  
Automation



## Make More Resi RMR Than Ever with Prima

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

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



**NAPCO**

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

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





**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 home-

owners 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.

**COPS MONITORING** announced one of their dispatch team members, Dorjan Engram, has been recognized as the Integration Association of Florida's (IAF) Operator of the Year. The award acknowledges Engram's exceptional dedication, outstanding performance, and unwavering commitment to the safety and well-being of the dealers, customers, and communities that COPS serves. Engram joined the COPS team in 2017 and has consistently demonstrated exemplary skills in handling urgent situations, ensuring fast and effective responses to a multitude of emergencies. According to Jim McMullen, the president of COPS Monitoring, "It's because of people like Dorjan that COPS Monitoring is so well-known in the industry for the compassion and concern we show towards customers and their situations. When we recruit dispatchers, among the most important traits is a desire to serve, and someone who will be able to remain calm when it counts. I can say without reservation that Dorjan embodies these characteristics."



NATIONWIDE MONITORING...  
with SOUTHERN HOSPITALITY

**JEFF BENNETT**  
SALES

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



UUFX S2629  
EF0000005  
AL 14-138



Term Loans  
Lines of Credit  
Acquisition Services

**Jim Wooster**



866-845-2678 jfwooster@alarmfinancialservices.com alarmfinancialservices.com





# SECURITY CENTRAL

WHERE TRADITION MEETS TOMORROW

LEARN MORE



STATESVILLE, NC ♦ KNOXVILLE, TN ♦ ANDERSON, SC

**1-800-560-6568**

[WWW.SECURITY-CENTRAL.COM](http://WWW.SECURITY-CENTRAL.COM)

**ISC** WEST  
BOOTH  
27109

*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 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 oarsmen. 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.

With blockchain, a tidal shift is hitting the markets. The development of this 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.*







**I am Contract Monitoring**

800-932-3304  
stanleymonitor.com  
Licensing info at securitastechnology.com/licenses

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

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





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

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

### Why M2M?

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

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

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

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

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

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

**Joyce Rosito**

877 301 5129

**Cliff Thompson**

855 686 2926

**Tom Camarda**

914 672 6047

**Email**

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

*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.*



## 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.*



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

#JustSayNoToPOTS

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

## Enhanced Monitoring services include:

- **Commercial Fire Digital Alerting:** With a remarkable digital dispatch coverage of over 95% of U.S. Emergency Call Centers, we ensure thorough monitoring support.
- **Facility Manager / Remote Monitoring:** Access our phone app, allowing both you and your customers to efficiently manage fire systems with unlimited user access.
- **1st Responder Alerting:** During alarms, we promptly send panel information directly to first responders' apps, facilitating swift response.
- **Faster, More Accurate Fire Response:** In collaboration with Honeywell, RapidSOS, Emergency Communication Centers, and fire stations where available, we ensure faster and more precise responses.

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

## Limited Time Offer Exclusive to Emergency24 Dealers:

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



SCAN THE  
QR CODE TO  
ACCESS THE  
FUTURE OF  
FIRE SAFETY

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

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

## About Emergency24

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

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

**Emergency24**

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



# Need A New Website?

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



**AlarmBrand**



# Haven't We Always Known Cameras Would Replace Motion Detectors?



## AlarmVision™

*Real Events. Real Time. Real Response.*

XV-24 with AlarmVision™ turns existing customer cameras into smart motion detectors. Monitor areas and detect activities your customer cares about only when they want it. Detect real people, not leaves, branches and birds.



Take action today at  
**DMP.com/XV24**



## 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.

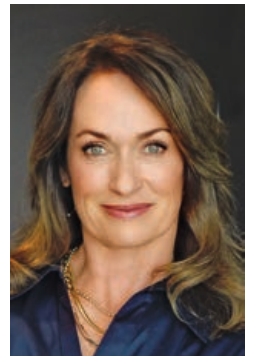
**Resilience and Endurance:** Diamonds are formed under intense pressure over time. Similarly, successful companies often face challenges that test their resilience. Adapting to changes in the market, overcoming setbacks, and maintaining stability during turbulent times are indicators of a company's 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).





NEW

# You Asked, We Took Action

## OUR FIRST 24V STANDALONE FIRE PANEL

Introducing the new XF6 — an addressable and wireless fire control panel, equipped with both network and optional cellular communications. Including a proprietary commercial UL fire-rated wireless offering, the XF6 Series can support a range up to 1.7 miles. Plus, powerful testing features can be performed using Dealer Admin.

The XF6 Series evolved from a long line of reliable panels, suitable for commercial and industrial applications. The touchscreen annunciator provides greater clarity and ease of use.



Unleash the Power of Fire Safety with XF6:  
**Monitor. Protect. Prevail.**

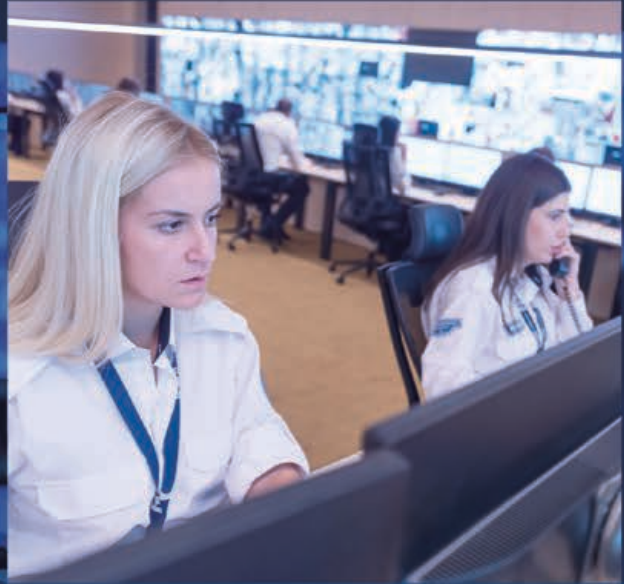
Learn more at [DMP.com/XF6Series](http://DMP.com/XF6Series)







DAVIS GROUP  
MERGERS & ACQUISITIONS



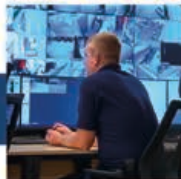
## Unlock the True Value of Your \_\_\_\_\_ **Central Monitoring Station** \_\_\_\_\_

Own a Central Monitoring Station? If you are monitoring your own accounts, provide monitoring for other security companies, or do both, its time to discover your surprising market value. Our buyers provide attractive solutions to get you out of the 24/7 job of owning a central station.

Davis Mergers & Acquisitions Group has decades of experience maximizing the value of central monitoring stations like yours and specializes in transactions connecting central monitoring stations with strategic buyers.

**For over 40 years, Davis Mergers and Acquisitions Group has successfully represented hundreds of clients in the sale of their:**

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



Get a confidential, no-obligation valuation.

**Contact Kelly Bond:**  
**847-340-2555, or visit**  
**DavisMergers.com**





# Reduce Central Station Expenses

How much of your central station operator's time is spent on alarm verification? Does anyone on the emergency call list answer your phone call? Let your customers easily notify you with the touch of a button that this is a false alarm. Prospects are afraid that police are going to show up when they make a mistake. Show them what you have to keep that from happening and save yourself some money, too!



Learn more at  
[\*\*dmp.com/CancelVerify\*\*](https://dmp.com/CancelVerify)





# 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  
Lenander  
Publisher*

**ISC WEST**

PREMIER SPONSOR:



**APRIL 9-12, 2024**

SIA EDUCATION@ISC: APRIL 9-11

EXHIBIT HALL: APRIL 10-12

**VENETIAN EXPO  
LAS VEGAS**

## Comprehensive Security

FOR A SAFER, CONNECTED WORLD

ISC West is the leading comprehensive and converged security trade event in the U.S. At ISC West, you will have the chance to network and connect with thousands of security & public safety professionals, learn from the SIA Education@ISC program, plus explore the latest technologies in Access Control, Alarms & Monitoring, and Video Surveillance, while discovering emerging trends in Drones & Robotics, Cybersecurity & Connected IoT, Smart Home, and more.

LEARN MORE ——— **iscwest.com**



# The One Time in Their Life...



It's dark — there's a sound — then the siren blasts. Your customer is going to immediately enter their code. Every other system in the world will disarm, silence and send a cancel signal to your central station. The one time in their life that your customer really needs an alarm system, it gets turned off. Not with DMP. You can sell a system that allows the customer to leave it on and decide if this is a real emergency. Don't install anything less.



Learn more at  
**[dmp.com/CancelVerify](https://dmp.com/CancelVerify)**



## 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.

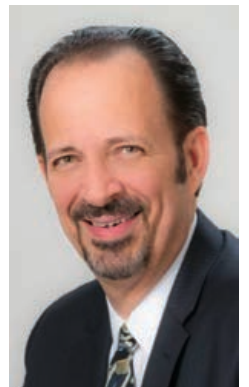
When I reflect back to my time over the past four decades, I attribute the growth of an industry I have found so much personal success to so many leaders who have provided great foresight. have paved the way. Notably, Ron Davis, Founder of Davis Mergers & Acquisitions paved the way during his days travelling 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](mailto:peter@giacaloneassociates.com) [www.giacaloneassociates.com](http://www.giacaloneassociates.com)*





NATIONWIDE MONITORING...  
with SOUTHERN HOSPITALITY

SALES  
**800-554-1104**  
[WWW.CEN-SIGNAL.COM](http://WWW.CEN-SIGNAL.COM)  
[SALES@CENSIGNAL.COM](mailto:SALES@CENSIGNAL.COM)

 UULFX S2629  
EF0000005  
AL 14-138



**FLAIR  
ELECTRONICS**

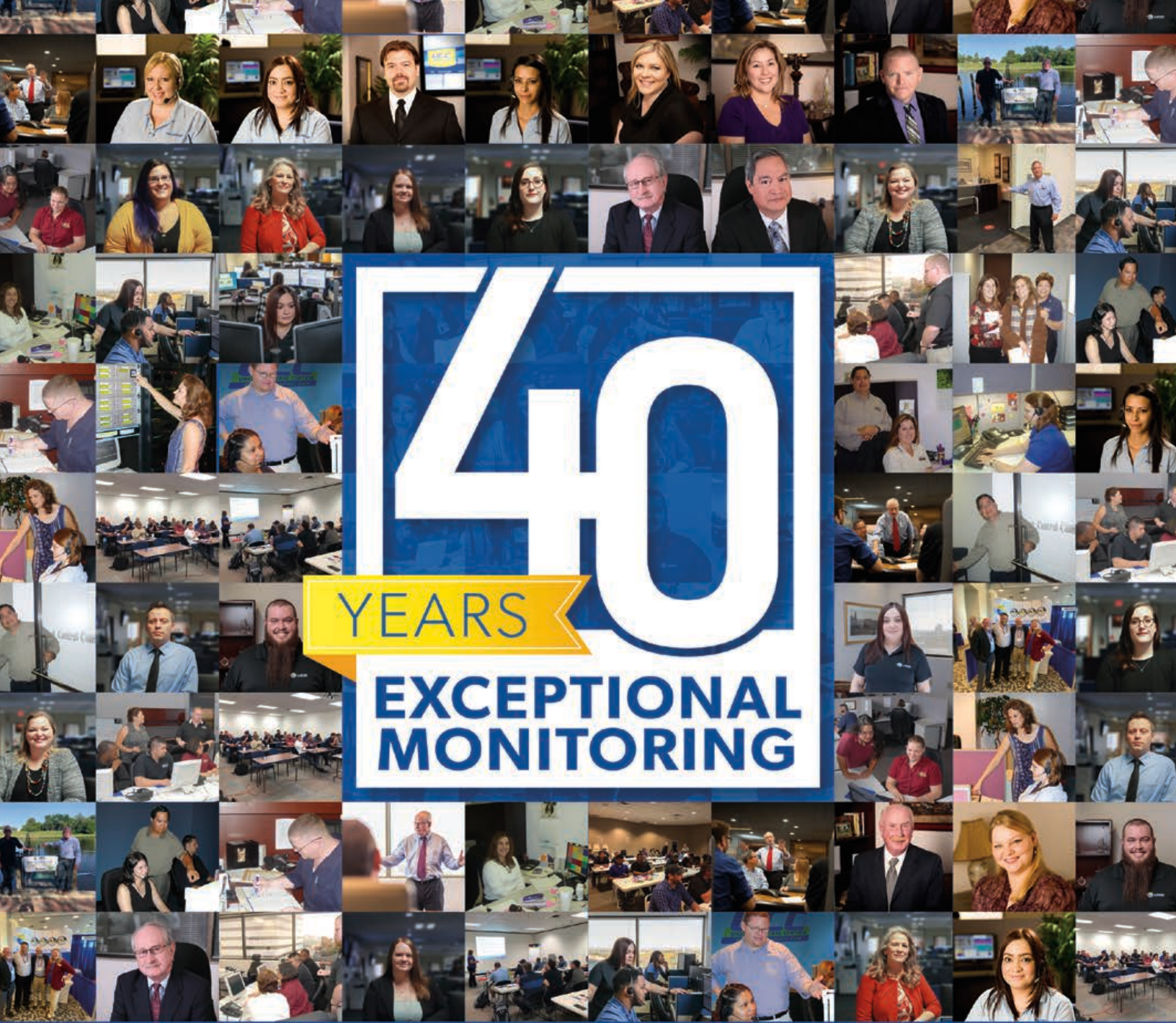
Standard and Custom Magnetic Contacts  
Wired and Wireless Annunciators  
Perimeter Fence Sensors

**Call today for free samples**

800-532-3492  
[sales@flairsecurity.com](mailto:sales@flairsecurity.com)  
[www.flairsecurity.com](http://www.flairsecurity.com)

*At Flair  
We Care!*





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

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

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



JOIN UCC TODAY

[www.teamucc.com](http://www.teamucc.com) | 888.832.6822

© United Central Control. Texas: B20576, ACR-2215 | Florida EF20001361 | California: ACO6132, ACG5175



**UCC**<sup>TM</sup>  
EXCEPTIONAL MONITORING  
BY LYDIA SECURITY



Global Electronic Security Forum  
in Cooperation with



*Invite You to Attend*  
**ISC'S GOT TALENT**  
at the ROCKHOUSE Las Vegas  
**APRIL 9, 2024 8 P.M. – 11 P.M.**  
**at the Venetian**



**RSVP FOR FREE AT [WWW.SNNONLINE.COM/EVENTS](http://WWW.SNNONLINE.COM/EVENTS)**

# ROCKHOUSE

L A S V E G A S

Featuring the GREATEST SINGERS live on the Las Vegas Strip. Join more than 300 members of 20 associations throughout the United States for a special welcome reception for ISC West. Dealers and integrators are guests of sponsors.

### SPONSORSHIPS AVAILABLE

Logos of sponsors will be displayed at the ROCKHOUSE and on the tradeshow floor in the Global Electronic Security Forum booth.

In cooperation with

SIA	OSFAA	PPVAR
ISC West	PBFAA	LLSSA
NSA	PAFED	UAA
CBFAA	SIAC	NYELSA

## CALENDARS 2024

### ISC's Got Talent

April 9, 2024  
ROCKHOUSE - Venetian

### ISC West

April 10-12, 2024  
Las Vegas, NV

### ESX

June 3-6, 2024  
Louisville, KY

### TMA Annual Meeting

October 5-9, 2024,  
St. Thomas, U.S. Virgin Islands

### SIA Securing New Ground

October 8-9, 2024  
New York City, NY

### ISC East

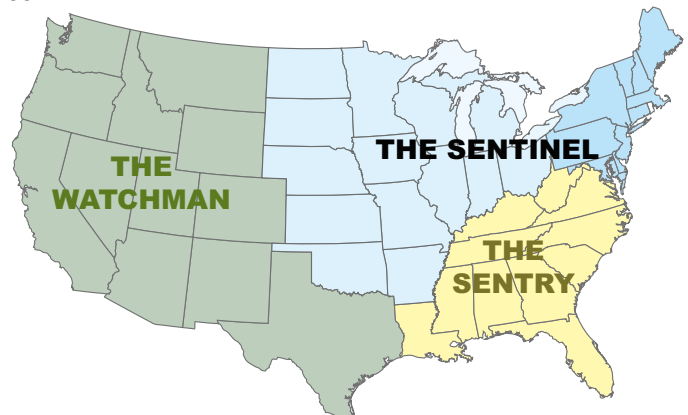
November 19-21, 2024  
New York City, NY



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

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

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







## Dynamark Delivers Unrivalled Protection!

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

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

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



## Customize your alarm monitoring



### Video Monitoring

Don't miss a thing -  
video monitoring is here



### Wholesale Monitoring

Protect what matters most:

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



### Instant Connect

Stop wasting time and money —  
reduce false alarms today



### InSite

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



### Business Support Solutions

Streamline your billing and collections



### Hybrid Monitoring

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



### Bulk Acquisitions - Looking to sell?

Boost your bottom line by  
selling accounts



and much more...

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

We **PROTECT** America®



SOUTHEAST GLOBAL ELECTRONIC SECURITY FORUM  
**SENTRY**

P.O. Box 203  
Custer, SD 57730

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

SOUTHEAST GLOBAL ELECTRONIC SECURITY FORUM  
**SENTRY**

Covers  
industry  
readership in  
11 southeastern  
states

**Great Rates!**

[info@snnonline.com](mailto:info@snnonline.com)

800-490-9680

**Responsive,  
Qualified  
Audience**

ALABAMA

FLORIDA

GEORGIA

KENTUCKY

LOUISIANA

MISSISSIPPI

NORTH CAROLINA

SOUTH CAROLINA

TENNESSEE

VIRGINIA

WEST VIRGINIA