

WATCHMAN

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

FROM THE PUBLISHER

April 2024

April showers bring May flowers, but April also brings the most significant trade show in the electronic security industry at ISC West in Las Vegas. Each year, the vital segments of the industry gather for nearly a week to network, review trends and new initiatives, and pursue unique training opportunities.

Associations continue the work on an ongoing basis, providing the conduit to support the growth of professionalism in our industry.

The Global Electronic Security Forum was established in January, 2024 to contribute to the ongoing monitoring of the industry. The Forum is the umbrella for THE WATCHMAN, THE SENTRY, THE SENTINEL and SECURITY. WORLD, the newest member of our communications catalog which is distributed to more than 22,00 industry leaders.

We will unveil our new training program at ISC West in conjunction with the National Training Center. The program provides onboarding educational products as well as comprehensive fire, intrusion and electronic systems training. We will also be introducing our new electronic systems technician apprentice program which will launch in January, 2025.

The Forum works with nearly 20 state and national associations to consolidate information and bring news that impacts your business. You can opt in for email updates at www.snonline.com.

This marks 35 years of ISC events for me, and I have never been more excited to travel to Las Vegas to meet our industry friends. **Stop by our booth #12141** and discover the resources we offer.

*Jerry Lenander, Publisher*

TOP RIGHT DRAWER

Learn, Lead, Give Back and Have a Good Time Doing It.

By: Morgan Hertel, Rapid Response Monitoring Services

In 1979, my journey in the alarm industry started almost by accident. It began by taking a summer job position while I was in college, which at the time I had no idea would turn into a career. But it did.

This summer position required me to serve as a helper pulling wires in huge homes, primarily for the entertainment industry, for a man named Harry Came who owned Came Security Alarms.

Harry was an incredible mentor for me. While I had a really good work ethic, it was Harry who taught me how to manage teams of people, how to budget and bid work, and how to treat customers if you want to have a referral business. I learned a lot about business and people during that period of time, and will never forget the time he took to groom me into a professional.

Eventually, like a lot of entrepreneurial-minded people, I decided to start my own business. I remember thinking "How hard could it really be?". Well, as you can imagine, this young man in his 20s with one small child got not one, but two PhDs from the school of hard knocks.

While I didn't make a lot of money back then, I did survive and ultimately merged with a really good friend of mine, Mike Smith, who I am still close with today. Mike, another partner of ours, Eldon Morphis, and I worked together for about fifteen years doing large scale integrated fire alarms, access control and intrusion installations.

Mike was a good mentor as well. He is one of those guys that can light up a room when he walks in and can sell ice to an eskimo. With his guidance, I learned how to sell, how to work with the sales process, and how to deal with contracts and negotiations -- all the insight you cannot get from a book or a class, but nonetheless a really important concept you have to learn if you want to be successful in business.

During this time I built several proprietary monitoring centers and secured UL listing for DOD which really started my shift into the monitoring space. I understood the process and even did my share of work at Came Security's central station. However, running bigger operations were still a bit of a mystery to me. I also became involved with local alarm associations, in which I served as the President in two different stints within about five years. Some of you might remember the court case where we successfully sued the city of Fontana, CA for over a million dollars because of how they handled their alarm ordinance.

In 2009 I was asked by another strong mentor in my life, Dennis Raefield, to join him at Mace. Dennis had a vision that made sense to me and I really wanted to see what it would be like to work for a public company. While employed at Mace, we purchased one of the oldest central stations around which was CSSS in Anaheim.

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ISC'S GOT TALENT
ROCKHOUSE Las Vegas
APRIL 9, 2024
8 P.M. – 11 P.M. at the Venetian
From THE WATCHMAN, THE SENTINEL and THE SENTRY

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TOP RIGHT DRAWER

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At CSSS, I worked with yet another mentor and good friend, Peter Giacalone, where in the span of about four years we doubled the size of the operation.

After some time off, one of the best mentors in my life reached out because he was buying me an airline ticket, offering a position which would provide me unlimited resources. He also said by taking this position that everything I had done in the last thirty years was just preparation for what was coming. So off to Syracuse, NY I went to join the team at Rapid Response Monitoring, which I am still proud to be part of today serving as the Vice President of Technology and Innovation. RRMS is now the largest wholesale monitoring operation in the world with millions of connections all across the globe. I can't even begin to tell you how much I have grown with Jeff Atkins and Russ MacDonnell as mentors. These two men are the best of the best and never miss an opportunity to help you grow and learn, which is something I try to do every day.

So what can you take from my experience? I can think of a few. The first: if I can do it, so can you. The key is you have to want it and have to work for it. Success isn't going to plant itself in your living room and start growing. Get off your butt and make it happen.

The second: if you are a business owner or in a management position and want your staff to grow, you have to take on the leadership role and mentor your people. They can't grow the way you want them to unless you take the responsibility to do that. Find the people that are willing to learn and those are your next leaders and managers.

Third and the most importantly: you have to give back to the industry you work in, the community you live in, and world you exist in. This can be monetary contributions, time, or both but without being generous you will not succeed in life.

I encourage all of you that are leaders in your organization to get involved with a servant leadership program. Read books and articles and take it seriously. That alone will make your personal and professional life easier.

Good luck in your journey! This industry is a great place to exist. You get to protect life and property every day. You go to work and if you work at it, you can have a hell of a good time doing it.

Morgan Hertel is the VP of Technology and Innovation at Rapid Response Monitoring Service. Morgan also currently serves as the President for The Monitoring Association. Beginning his time in the Security and Monitoring industries over 40 years ago, Morgan has also served in advisory roles for litigation, mergers and acquisitions, and litigation initiatives for over 20 years. Originally from Southern California, Morgan now calls Central New York his home.

