

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.snnonline.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.

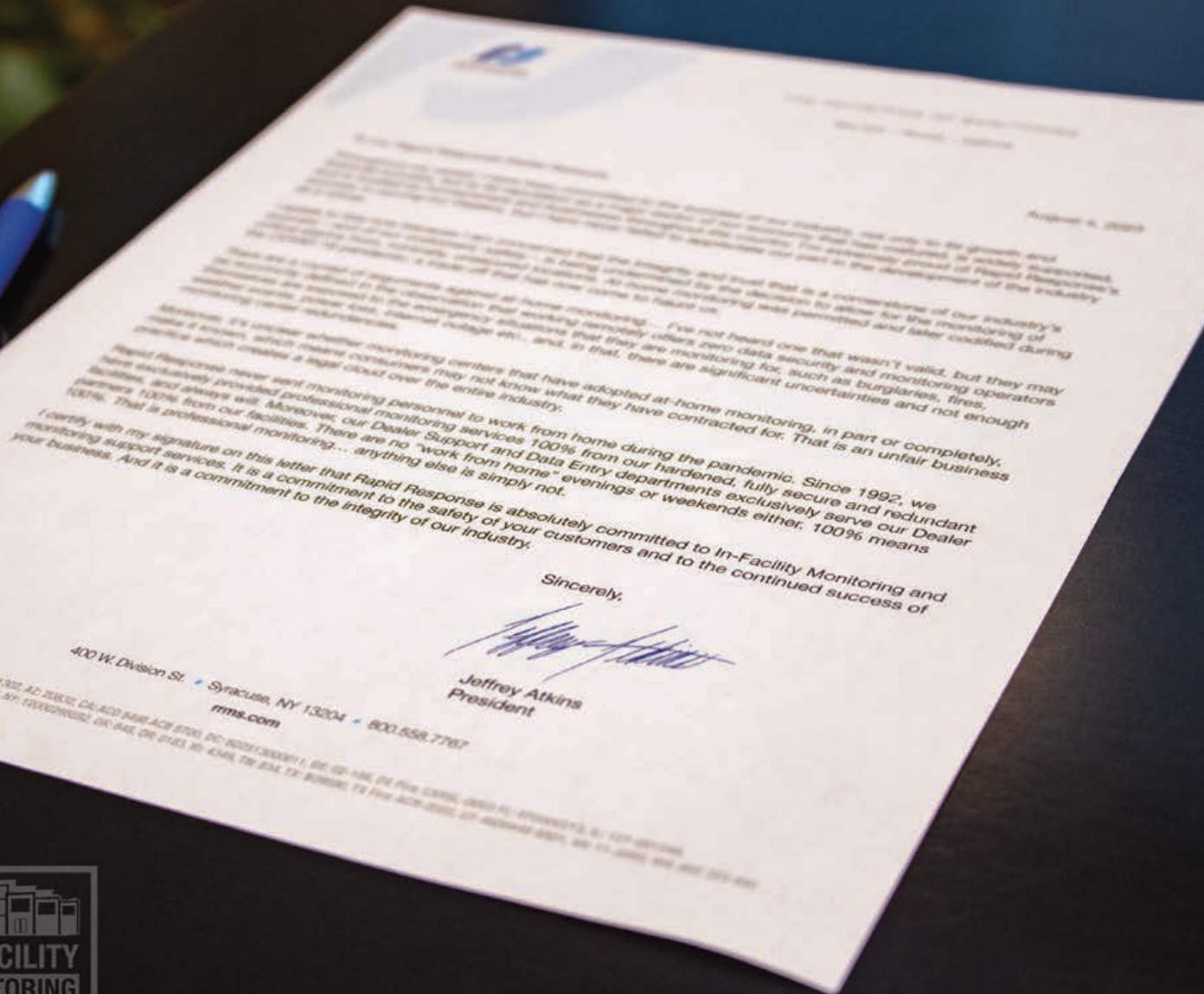
Mike was a good mentor as well. He is one of those guys that can light up a room when he walks in and can sell ice to an eskimo. With his guidance, I learned how to sell, how to work with the sales process, and how to deal with contracts and negotiations -- all the insight you cannot get from a book 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.

Top Right Drawer, continued on page 3

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Top Right Drawer, continued from page 1

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.

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.

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Dave Henderson

EDITORIAL CONTRIBUTIONS
Be on the lookout for great future info from Audrey Pierson, Kelly Bond, Jay Bartlett, Marcus Haney, Morgan Hertel and Dave Henderson and many more contributors sharing their perspectives on the industry.

Editor's Note: In the About the Author for March's Top Right Drawer article by Ben Cornett, it was printed in error that Ben was founder of Intellisense. Mr. Cornett was brought on after establishment of Intellisense and served a crucial role in the growth of the company through their acquisition by Ademco, where he served as President until 2000.

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Your Next Big Networking Opportunity Is Around the Corner

By: Dave Henderson, Global Security Consultants

Networking is not only a technical term. It is a part of life.

Let's say I owned a restaurant. How do I build the business? I could advertise on TV or Radio, but that, as a lot of us know, can be a significant investment and hard to do when you are working with limited capital.

So the trick is to advertise yourself within the normal cost of your day. Like drinking coffee at Starbucks or going to your child's school.

When my wife started a restaurant and was brainstorming ways to market the new business, I told her to make a lunch for our daughter's teacher. She asked what that had to do with each other. I explained it was basic math: one teacher, forty students. Each of the forty students likely came from a normal family of four. Extrapolate that out, and the quality of that sandwich could be broadcasted out to a 160 individuals. Is this an exact science? NO. The teacher, students and their families do have friends to share their joy, however, so the network grows by word of mouth.

Similarly, I did this to grow my network when building my Security Business. One shining example: During my days of living and conducting business in China, I would go to a Starbucks in Shanghai. I would hear people talking about local factories which turned into talking about basketball. I turned to one of the men involved in the conversation and mentioned I like basketball. He responded that he was the commissioner of the Chinese Basketball Association. I was a little shocked to say the least with the irony. He went on to tell me that he was the commissioner of the Chinese Olympic Committee.

From there, we had a lengthy conversation that ended with a contract to build an Emergency Operations Center (EOC) in Beijing. The EOC monitored over three million cameras in which the system we designed would automatically deploy emergency services as well as notify media outlets if it was determined the response time would be improved in that given situation.

This was a very early use of AI going back to 2008

Many other times in a typical day during a visit to the local coffee shops, drinking establishment or church, I would keep open ears. Generally, conversations around me would be about a new person in town, a contractor working on a home or business, etc. In many instances, I would approach them. What I often found was it was the right place at the right time and there was an opening for me on a project. In the times there wasn't, many remembered me as a solution for future projects.

Once you get a couple wins. It makes your next wins come more often.

Then you will make yourself the person that can answer the questions and offer solutions.

Dave Henderson is the President/CEO of Global Security Consultants, Limited. Previously, Dave served as District Manager for Honeywell Global Security.



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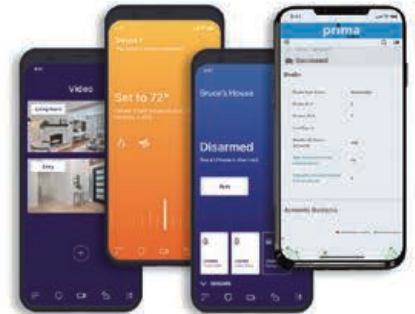
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UNITED CENTRAL CONTROL (UCC) announced the hiring of Earnest Bernard as Sales Manager. Earnest has over 35 years of experience in the security manufacturing industry, bringing a wealth of expertise and a proven track record of success to his new role. Based in Fort Worth-Dallas, TX area, Earnest will be responsible for supporting the Director of Sales and Dealer Development, Ron Bowden, in managing and leading UCC's Account Executive and Account Management Teams. His recruitment underscores UCC's commitment to its dealer base and our dealer development initiatives. "Joining UCC gives me the opportunity to start a new chapter in my business career. I am eager to continue working with the amazing alarm companies I have had the pleasure of knowing and supporting in various capacities over the years", stated Bernard. UCC President Teresa Gonzalez echoed this sentiment, "We're fortunate to have Earnest join our team. His reputation as an industry sales leader with high integrity precedes him, and his work ethic and understanding of relationship building align with UCC's core values. We look forward to his contributions as Sales Manager." Earnest's new position creates needed resources and will play a critical role in supporting UCC's sales initiatives moving forward.



SNAP ONE announced the launch of its new Luma 420 Series and 820 Series NVRs, offering Partners 16- channel and 32-channel NVR options with enhanced processing and up to 144 TB of storage that make them ideal for large residential and commercial projects. According to Derek Webb, Snap One Product Manager for VSaaS and Intrusion, the launch coincides with the release of the new Luma View® Video



Management System (VMS), a powerful free software platform that provides Partners and end-users live viewing and playback of up to 256 cameras across multiple physical locations. "With the immediate availability of the Luma 420 Series and 820 Series NVRs, Snap One Partners can confidently spec and deploy Luma Surveillance® systems for any size job including commercial projects across multiple properties," Marlon Lau, Product Manager for Surveillance at Snap One, said. "The Luma ecosystem can now be easily deployed to manage large properties and multi-site businesses while providing consolidated access to live or recorded footage from up to 256 individual cameras. With instant viewing access available to both Partners and end-users through any browser or via the Luma View app, Luma provides peace of mind at the touch of a button."

SIELOX announced the relocation of its company headquarters to a new, modern facility located in Cherry Hill, NJ. This move supports Sielox's strategic plan for continued growth and expansion, enabling the company to leverage advanced technologies for enhanced operational efficiencies. "Our move to a new headquarters marks a significant milestone in Sielox's journey," said Karen Evans, President, Sielox. "We are thrilled to transition into a space that allows us to grow, to enhance our product development, quality assurance testing capabilities, and to continue providing exceptional support to our customers." The new 8,200-square-foot facility allows a more efficient layout suited to the company's operational needs, the new

Sielox facility enhances collaboration among teams and streamlines production processes. This enables Sielox to further its commitment to delivering high-quality security solutions, while also improving collaboration between its customers and vendor partners.

MAGNASPHERE CORP. has announced its Magnasphere Anti Cut/ Climb System (MACS) fence intrusion detection system and their MSK Radar motion sensor have completed a nine-month evaluation by the National Safe Skies Alliance at their outdoor security equipment test facility. The Safe Skies' evaluation report is now available for distribution to qualified airport personnel at US commercial-service airports and to US government agencies via the Homeland Security Information Network (HSIN) or by request. "We are pleased with the nine-month evaluation and excited about protecting our nation's airports, government facilities and critical infrastructure with our fence cut and climb detection systems as well as our radar motion sensing detector" said Michael Keegan, Vice president of Security Products at Magnasphere. National Safe Skies Alliance, Inc. (Safe Skies), an independent third-party, non-profit organization funded by the Federal Aviation Administration, conducts thorough testing of security systems' detection capabilities, reliability, and maintainability under active airport operational and environmental conditions. Safe Skies performs its evaluations under an ISO 9001:2015-approved Quality Management System.

DMP recently moved Dean Belisle into a newly created role at DMP to serve as director of key accounts. He will work closely with regional sales managers and directors of sales to bring consolidated efforts to dealers that would thrive with the service of a team. "With the knowledge and experience Dean brings to this role, it will create the perfect opportunity for DMP to offer the most unique support in our industry," said Rick Britton, CEO. "I am excited to see what this focused approach will bring to our customers. Belisle's background in the security industry provides an ideal blend of expertise for this position. Prior to this role, he served as national sales trainer at DMP. For nearly a decade, he has focused on professional sales training, consulting and public speaking. Belisle has been mentoring, providing insight and training in this industry for nearly three decades.



POTTER ELECTRIC SIGNAL COMPANY, LLC of St. Louis, Missouri USA, announces the release of the PE Series of notification appliances featuring power-saving LED technology. Potter's new line of energy efficient LED strobes, horn strobes, and speaker strobes provides a full range of low and high candela settings; six candela settings in one device. The PE Series devices offer a savings of 70% in NAC current draw over traditional devices. This savings substantially reduces the overall power consumption, allowing for a greater number of appliances on the NAC, resulting in material and system cost savings. Additionally, the PE Series of devices features one of the industry's smallest footprints and a sleek, modern, low-profile design that will please building owners. Mounting plates are included with all models which incorporate a capture hinge allowing installers to easily hold the device while fastening the single-mount screw in place. Potter's Director of Marketing and Strategy-Fire Division, Amy Liedman stated, "We're excited to announce LED technology to our lineup of notification appliances. The PE Series will provide our partners with additional product options to provide their customers."



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The Guardians of Tomorrow: How IoT Devices are Revolutionizing Physical Security

By Jay Jason Bartlett, Cozaint

The days of clunky security systems and grainy CCTV footage are fading into the past. Enter the age of the Internet of Things (IoT), where smart sensors and connected devices are weaving a digital net of protection around our homes, businesses, and critical infrastructure. This isn't just about convenience; it's about a paradigm shift in physical security, one that promises unparalleled precision, proactive prevention, and real-time insights like never before.

Let's take a closer look at the vanguard of this revolution: the arsenal of IoT sensors now at our disposal:

WATER LEAK DETECTORS: IoT-enabled water leak detectors play a crucial role in preventing potential damage to infrastructure. Imagine the devastation of a burst pipe discovered too late. IoT water sensors, strategically placed in vulnerable areas, detect moisture instantly, triggering alerts and even automatically shutting off water valves, saving you from watery mayhem. Integration with central security systems ensures swift response and minimizes the risk of damage to valuable assets.

MOTION DETECTORS: Motion sensors have become a cornerstone of modern physical security systems. Gone are the days of false alarms triggered by stray leaves. Advanced motion sensors with integrated artificial intelligence (AI) can now distinguish between people, pets, and inanimate objects, sending targeted alerts only when genuine threats approach. This interconnectivity enhances the overall effectiveness of security protocols, enabling a proactive response to potential threats.

DOOR/WINDOW SENSORS: These silent sentinels discreetly monitor entry points, notifying you the moment a door or window opens unexpectedly. Securing entry points is a fundamental aspect of physical security. IoT-enabled door and window sensors go beyond traditional methods, providing real-time status updates and alerts. Imagine the peace of mind that comes with knowing your perimeter is constantly under vigilant watch.

SMOKE AND FIRE DETECTORS: Incorporating IoT technology into smoke and fire detectors enhances fire safety measures. These smart detectors can detect abnormal patterns, send alerts, and even trigger automatic responses, such as shutting down electrical systems or activating fire suppression systems.

ENVIRONMENTAL SENSORS: Temperature, humidity, and air quality can all be silent accomplices in security breaches. IoT environmental sensors monitor these critical metrics, detecting anomalies that could indicate forced entry, sabotage, or even potential fire hazards.

VIBRATION SENSORS: Imagine a secure facility humming with the controlled movements of machinery. Vibration sensors attached to critical equipment detect unusual tremors or deviations from normal operating patterns, flagging potential malfunctions or even attempted tampering before they escalate.

VIDEO SURVEILLANCE: CCTV is getting a smart makeover. AI-powered cameras now analyze footage in real-time, identifying suspicious activity, recognizing unauthorized individuals, and even tracking object movement within designated zones. No more hours spent combing through grainy footage; these intelligent eyes do the detective work for you.

But the true magic lies beyond the individual sensors. It's in the synergy, the seamless orchestration of data collected from this interconnected network. Imagine a system that learns your routines, automatically adjusting security protocols based on your presence or absence.

Picture sensors triggering automated responses, like activating lights or deploying drones upon detecting an intruder.

This is the future of physical security: intelligent, adaptive, and proactive.

These smart sensors are more than just gadgets; they're the silent partners in building a safer, more secure world. The integration of IoT devices in physical security marks a significant leap forward in safeguarding spaces.

From preventing water damage to detecting unauthorized access and enhancing surveillance capabilities, these smart devices offer a comprehensive and proactive approach to security. As technology continues to advance, the synergy of IoT in physical security will undoubtedly play an increasingly vital role in creating safer environments.

This is just the beginning. As sensor technology evolves and AI capabilities deepen, the possibilities for IoT-powered physical security are limitless. From facial recognition at entry points to self-deploying security drones, the future promises a world where safety is woven into the very fabric of our environment. So, stay tuned, stay connected, and prepare to be amazed by the guardians of tomorrow.

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.



Security Industry Alarm Coalition (SIAC)

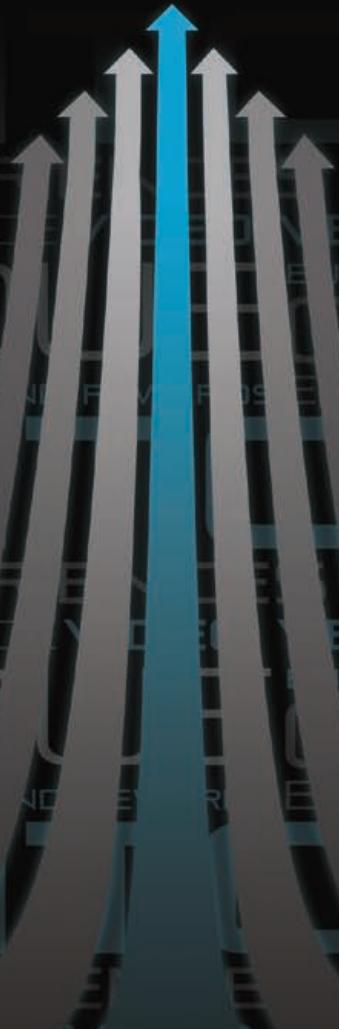
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// SIA Presents Key State Legislations to Watch in 2024

With state legislative sessions across the country well underway, policymakers are grappling with a myriad of issues that security industry leaders and companies should be paying close attention to. Several key themes have already emerged at the forefront of legislative agendas so far in 2024 ranging from artificial intelligence and biometrics to right to repair and school security funding. These trends reflect the ever-evolving needs and concerns of state-level elected officials, and the security industry remains a key stakeholder in the discussions.

Artificial Intelligence

Artificial intelligence (AI) has become an integral part of our daily lives, from virtual assistants and simple chatbots to autonomous vehicles and beyond; however, with great technological advancements come great responsibilities. States are increasingly focusing on studying and in some cases even regulating AI to ensure it is used ethically and responsibly. While AI was barely on the minds of state legislators in recent years, so far in 2024 alone, we have seen over 200 bills filed across the country that in some way attempt to study and or regulate AI.

As AI continues to drive emerging technologies in the security industry, it is imperative that we as an industry engage with lawmakers and regulators to provide recommendations and guide development towards an approach that balances a defined risk management framework and promotes ethical AI applications. We also need to continue to urge caution over potential overregulation that could stifle innovation and reduce access to security and life safety products and technologies.

In 2024, we see a surge in legislative efforts aimed at addressing the ethical implications of AI. States are deliberating laws that govern AI in various sectors, including health care, transportation, education and criminal justice. These regulations aim to protect consumer privacy, prevent algorithmic discrimination and promote transparency in AI systems.

In 2023, the Security Industry Association (SIA) launched the SIA Artificial Intelligence Advisory Board with the mission of engaging on emerging AI issues and developing definitions and standards for the industry in this constantly evolving sector of our industry.

Right To Repair

In an era dominated by technology, the right to repair movement has resulted in proposals that would inadvertently force manufacturers of electronic security devices and systems to disclose proprietary equipment and security information. This would expose consumers and small businesses to potential harm by allowing information necessary for disabling or circumventing these systems to make it into the public domain.

While many states have rejected overly broad right to repair legislation, upon hearing our industry's concerns, all three U.S. states (New York, California and Minnesota) that have adopted right to repair laws for electronic devices have included provisions to exempt our industry and/or protect our products and technologies.

While no state has adopted broad right to repair provisions without protecting our industry's technologies, we are still seeing an unprecedented number of states consider such legislation. In 2023 we saw the introduction of legislation directed towards electronic devices in roughly 35 states, and in 2024 we're expecting more than 40 based on the current trend and filings.

While we understand the intent of right to repair legislation and acknowledge the importance of reducing electronic waste, SIA will continue to work with industry leaders and allied organizations to address risks to public safety proposed by legislation that does not adequately protect security and life safety systems.

School Security

Sadly, the safety of students and school faculty has become a much-needed area of improvement for state legislatures in recent years. As we continue to navigate the complex landscape of school security, state legislatures seem more committed than ever to implementing comprehensive solutions that prioritize safety and security for our students, faculty and school facilities.

So far in 2024, every state legislature is grappling with legislative measures aimed at enhancing school security through funding opportunities and security requirements around policies and technologies. These measures include investments in physical security infrastructure, such as cameras, door hardware and access control systems, as well as the implementation of threat assessment protocols and emergency response training.

While we generally are supportive of state efforts in this space, there has been a concerning new trend of late which centers around states attempting to adopt legislation to not only allow, but actually fund and promote the use of temporary door barricade devices for classroom doors. While use of these devices stems from a desire to inexpensively secure a classroom, this ultimately leaves classrooms more vulnerable and creates more risks than necessary. For more information, check out the Partner Alliance for Safer Schools (PASS) resources on these devices and safer, code-compliant alternatives.

SIA will continue to engage and support the development of school security standards and funding across the country and will work diligently to maintain the SIA Guide to School Security Funding annually for industry and school leaders alike.

In conclusion, the legislative trends at the state level in 2024 reflect the evolving needs and priorities of our country's lawmakers. From regulating artificial intelligence to adopting right to repair and ensuring school security, state lawmakers are addressing complex issues, and our industry can be affected, even if unintentionally.

As these legislative efforts continue to unfold, it is imperative as an industry to remain vigilant and engaged in the democratic process. If you'd like to get more involved in SIA's advocacy efforts or connect with SIA's government relations team, please contact Associate Director of Government Relations Colby Williams at cwilliams@securityindustry.org. //



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Elevating Your Business Through Participating in Industry Events

By: Kelly Bond, Davis Mergers & Acquisitions Group

With ISC West around the corner, we are about to kick off another run of state and national meeting and event dates that will take us into the fall. Attending these industry events can serve as a powerful catalyst for individuals and organizations, especially if you are looking to buy or sell a company. These gatherings provide a conducive environment for networking, exploring opportunities and specifically gaining insights in transactions which are taking place in the industry. Attending these events can also help pave the way in the competitive landscape of mergers and acquisitions.

Industry events offer a platform to gain valuable industry vision, with a great example of this being the Barnes Buchanan Conference (barnesbuchanan.com), held in Palm Beach, FL. The speakers at the conference share the actions they have taken

to grow, evolve and in some cases, completely restructure their businesses. Michael Barnes, Founding Partner, Barnes Associates, Inc. provides the highly anticipated keynote, which offers details on a large percentage of industry transactions and sets expectations for future activity. The content from the conference often becomes the “source of truth” for many who are looking to buy or sell security companies.

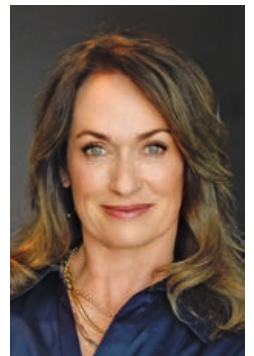
Two of the most storied keynote and workshop speakers at the many conferences I have attended over the years, are my partners, Ron Davis and Steve Rubin. Ron and Steve have traveled to hundreds of security industry conferences and spoken on the many ways to make a business as valuable as it could be. Ron and Steve continue to receive calls from people they have met at various conferences, thanking them for the wisdom they shared and how it positively impacted their business.

In addition to their speaking engagements, Ron and Steve also spent a significant amount of time networking with the conference attendees. Networking is a cornerstone of success in any business endeavor, and industry events offer the best opportunities to connect with like-minded attendees. Whether you’re a prospective buyer seeking acquisition opportunities or a seller looking for potential buyers, meaningful conversations with industry leaders, investors, and professionals can significantly expand your network and lay the groundwork for future collaborations.

Conferences like the Electronic Security Expo (esxweb.com), which is a tailored educational event designed to help businesses grow, are designed to allow professionals the ability to learn, interact and stay informed about the latest trends, emerging technologies, potential disruptors and shifting consumer preferences in the security industry. The information gleaned from the various keynote speeches, panel discussions and workshops conducted by industry experts, provides a wealth of knowledge and foresight which is essential when considering company transactions. Individual state conventions and regional meetings strive to ensure the attendees receive the most relevant education and abundant networking opportunities. Actively engaging in such events not only deepens your understanding of the market landscape but also positions you as an informed and strategic player in the industry.

Whether you’re seeking to expand your business portfolio through acquisitions or looking to position your business for a sale, industry gatherings provide a conducive environment for exploring opportunities. Attending industry events can significantly elevate your profile when buying or selling a company. By leveraging networking opportunities, gaining market insights, and exploring potential deals, you can establish a strong presence in the industry and increase the likelihood of successful transactions.

Kelly Bond brings over twenty-five years of industry experience to her clients. She currently serves as Partner with Davis Mergers and Acquisitions Group, representing buyers and sellers of Alarm and Integration companies. kbond@davismergers.com




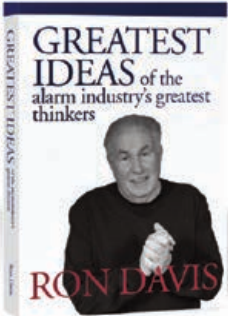
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Tips for a Successful ISC West Experience

By Audrey Pierson, Audrey Pierson Consulting

If you've made the decision to attend the ISC West trade show in Las Vegas in April, perhaps with some of your colleagues, employees, or clients, it's time to make the most of it. There is so much to see and learn that without planning your time, you might miss some great opportunities. Make the most of your investment in time and money by planning for the event. You can make changes on the fly, but do so without missing what is most important to your objectives.

Here are some tips to help you get the most out of your trade show experience:

SET CLEAR OBJECTIVES Before heading to Vegas, define what you hope to achieve. Are you looking to network, find new suppliers or products, learn about industry trends, or something else? Having clear goals will help you focus your time and efforts.

PLAN YOUR SCHEDULE Review the event schedule and list of exhibitors beforehand. Use the mobile app to prioritize sessions, workshops, and booths that align with your objectives. It's not too early to schedule meetings with key contacts. Don't wait until you arrive at the show.

NETWORK EFFECTIVELY Bring plenty of business cards, know how to share your contact information using your mobile device, and be prepared to introduce yourself effectively. Practice a concise pitch about who you are and what you do that creates interest in getting to know you. Attend networking events, engage with speakers and exhibitors, and follow up with new contacts after the show.

STAY ORGANIZED Keep a record of the sessions you attend and the contacts you make each day. Take notes on important insights, ideas, and follow-up actions.

EXPLORE INNOVATIONS Trade shows are great for discovering new products, services, and technologies. Take the time to explore booths and ask questions. You might find something that could benefit your business or career.

ENGAGE ON SOCIAL MEDIA Use social media to connect with other attendees and share your experiences. Follow the event's official hashtag, post updates, and engage with others online both during and after the show.

PARTICIPATE IN WORKSHOPS AND SEMINARS Attend educational sessions that are relevant to your interests and area of responsibility. These can provide valuable insights and help you stay up to date with current trends and best practices.

DRESS APPROPRIATELY Wear comfortable, professional attire. You'll be on your feet for long periods, so comfortable shoes are a must. Most of the information you'll want to keep can be sent to your office. Don't carry more than you need during the day.

FOLLOW UP After the event, follow up with the contacts you made. Send personalized emails or LinkedIn messages to continue the conversation and build lasting relationships.

REFLECT AND ACT Take time after the show to reflect on what you learned and how it can be applied to your work. Create an action plan to implement new ideas and strategies.

BE PRESENT Don't spend time at the show on your phone. It's easy to be distracted by work but take advantage of being away. Talk to others in vendor booths you're visiting. Some may already be using the product and be willing to offer valuable real-life feedback about its use and marketing ideas.

By following these tips, you can maximize your experience at ISC West and other industry trade shows and events, making valuable connections that can benefit your business now and in the future.

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. 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.



“Valor in Vigilance: Service Members, an Asset to Security Industry”

By Marcus Haney, AllegiantVETS

As the security industry prepares for ISC 2024, a significant trend continues to emerge: the increasing involvement of service members and veterans in vital roles. This shift reflects a deeper recognition of the unique skill set these individuals offer, honed through rigorous military training and experience.

In the military, service members develop a suite of skills directly applicable to the security sector. Their training in high-pressure environments makes them adept at handling critical situations with composure and decisiveness. This ability to maintain calm and think clearly under pressure is invaluable, especially in emergency scenarios where swift action is essential.

Surveillance and risk assessment, core components of military training, are equally critical in security roles. Veterans' experience in these areas makes them especially suited for positions requiring constant vigilance and situational awareness. Whether it's monitoring CCTV footage or conducting risk analyses, their keen eye for detail and situational understanding are significant assets. Moreover, their experience with a variety of security protocols and strategies means they are well-prepared for roles that require adherence to strict procedures. This includes everything from access control to emergency response, ensuring the protection of people and assets in various settings.

The leadership and teamwork skills refined in the military environment are other vital attributes. Many veterans have led teams

in challenging and dynamic environments, equipping them with the ability to manage security teams effectively. Their experience in collaborative settings is crucial in situations where team coordination is key to maintaining safety and security.

It has become clearer and clearer that the inclusion of veterans in the security workforce is not just beneficial but imperative. Their blend of discipline, strate-

gic insight, and integrity positions them as natural fits for the industry. They bring more than just experience to their roles; they bring a mindset geared towards excellence and a commitment to maintaining high safety standards.

The transition from military to civilian roles also offers veterans a platform to continue their service in a new context. Security companies benefit from their skill sets, while veterans find opportunities to apply their experience in meaningful ways. This symbiotic relationship enriches the security industry, ensuring a workforce that is not only skilled but also deeply committed to its roles.

The value of service members and veterans in the security industry, therefore, extends beyond filling vacancies. They are key drivers of innovation, setting new benchmarks in safety and operational standards. Their presence in the industry is a testament to their enduring commitment to protect and serve, reshaping the landscape of civilian security.

As the industry evolves and faces new challenges, the role of these service members will only become more integral. Their skills, experiences, and perspectives offer a fresh approach to security, one that combines the precision of military training with the nuances of civilian applications. This blend is essential for the future of security, ensuring that the industry not only meets current demands but is also prepared for future challenges.

The security industry stands at a pivotal moment, with service members and veterans poised to play a crucial role in its growth and innovation. Their transition into this field represents not just a change in career but a continuation of their dedication to protection and service. In recognizing and utilizing their potential, the security industry not only enhances its capabilities but also honors the service and sacrifices of these individuals, creating a more robust, skilled, and committed security workforce.

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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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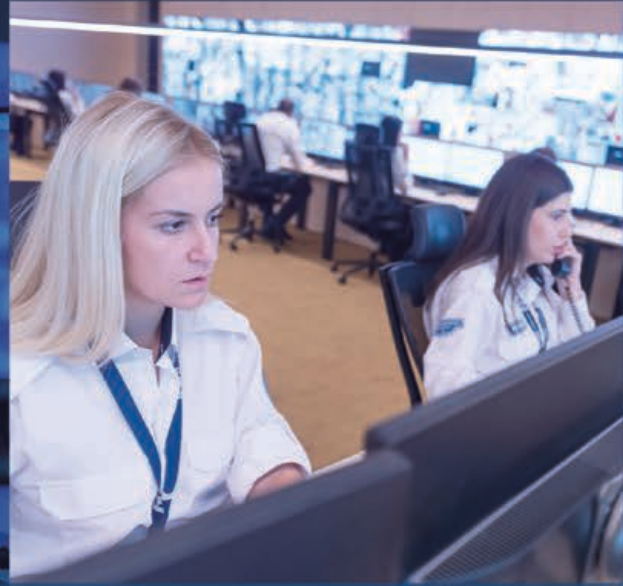


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May 16

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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