

## FROM THE PUBLISHER

JULY 2024

## See You at ....

By: Jerry Lenander

Networking is a key activity for any business owner or senior manager, and this is especially true with the electronic security with the rapid integration of emerging technologies into traditional security offerings.

It is in your interest to attend your local organizations including the Chamber of Commerce, Rotary, Lion's Club, and other focused groups that raise your profile and provide opportunities to network. You are a subject matter expert when it comes to security, so there is an opportunity to make presentations about the latest technology in safety and security.

The group of organizations which can most effectively provide insight to the evolving technology in the security industry is within the events held by your local, state and national organizations.

The scope of meetings has changed, and a lot of us are now served by several major gatherings like ISC Expos in Las Vegas and New York City, ESX, PSA Tec and the TMA annual meeting. While we have seen a continued rise in attendance and overall involvement in these shows, it has been contrasted with a decrease at the state and local levels. The primary purpose of the local or state organization is to tangibly serve the market in which your business is conducted. The local and state organizations tackle issues that directly affect your business, and create liaisons with local first responders and law enforcement agencies. Vendors, in principle also support these organizations,



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## TOP RIGHT DRAWER

Also read  
A Veteran's  
Story  
page 18

Self-Actualizing Your  
David Vs. Goliath Story

By: Mark Haney  
CEO, HaneyBiz

In the timeless tale of David and Goliath, we marvel at the young shepherd boy who, armed with only a sling and unwavering faith, defeated a mighty giant. As entrepreneurs and dreamers, we often find ourselves in David's shoes, staring down towering obstacles and formidable competitors. But just like David, we too have a secret weapon: our unique strengths, creativity, and the audacity to dream big.

## Create Your Advantage

Growing up, I learned that while we may not have been rich financially, we were rich in love and imagination. As kids, my brother Paul and I would lay awake at

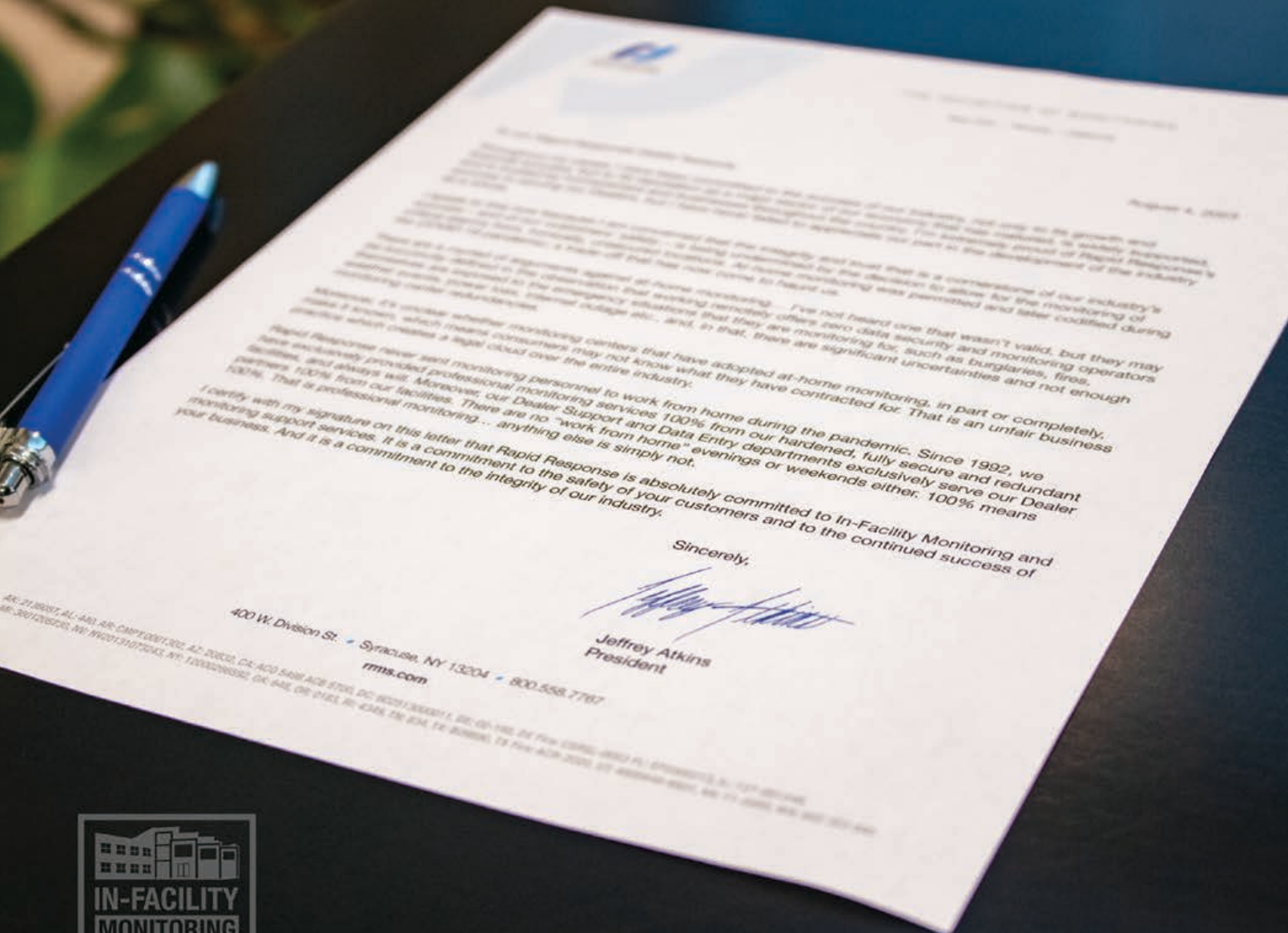
*Top Right Drawer, continued on page 3*



Paul Udell of the SMG Publishing team with Top Right Drawer Author, Mark Haney, in the studio of a recent Mark Haney Show Podcast.

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Jerry Lenander, Publisher

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## TOP RIGHT DRAWER

### Top Right Drawer, continued from page 1

night, conjuring up visions of the successful lives we'd one day lead, complete with mansions, sports cars, and of course, beautiful wives. While our dreams may have differed slightly (Paul added a "hot maid" to his wish list), the core truth was that we both believed anything was possible if we set our minds to it.

As a lifelong entrepreneur who has battled Goliaths in various industries, I started in my childhood years when I had a route to deliver a local newspaper that competed with the larger newspaper, The Sacramento Bee. This is where I introduced "in-home delivery" by dropping papers right inside the doors of houses on my route. In my early adult years, I operated video stores which flooded the local market with beta VCRs, countering the nearby Blockbusters who didn't carry many beta movies. It was mostly during this time I learned we must constantly innovate and think differently to gain an edge. In my next chapter, when we battled Honeywell in the security business, a key advantage for us was laser focus on video security and of course, we had a secret sauce in which I won't elaborate. Each step of the way I have discovered the key to slaying giants lies in leveraging our unique strengths and finding creative ways to outsmart the competition.

### We Become What We Think About Most

But dreaming big and seizing opportunities requires more than just imagination - it demands daily dedication. That's why I swear by my "3:15 Moment of Truth," a sacred morning ritual where I rise before dawn to focus on who I want to be and what I must do to become my best self. In the tranquility of my "Renaissance Room," I ask myself lofty questions: What kind of father, husband, and man do I aspire to be? What must be true for me to develop Haneyville (my family compound) into the most magical place on earth for my family, or ignite an entrepreneurial revolution in my hometown of Sacramento? By investing this morning time to get in the right headspace, I set myself up to attack each day with purpose and creativity.

Just like pregame rituals in sports, where I'd tighten my chin strap as the high school quarterback and feel the chills of the Rocky theme song, our morning routines prime us for peak performance. We can't expect to crush it if we start the day groggy and reactive. But when we bookend our days intentionally, envisioning who we want to be and reflecting on meaningful progress, we stack up daily wins and build unstoppable momentum.

### Never Buy a Lottery Ticket

Of course, even with an empowering morning routine, unleashing our full potential takes unwavering commitment over the long haul. My dad advised me to never buy a lottery ticket. Over the years I came to understand that I'm the lottery ticket. You are too. Betting on ourselves consistently is the surest path to success. As with all truly worthwhile endeavors, the entrepreneurial journey demands courage, resilience, and stick-to-itiveness. We need a willingness to keep showing up and iterating no matter what setbacks come our way.

### Three Game-changing Questions

Nobody builds a truly great company alone. In fact, nobody builds a truly great family alone. And certainly, nobody builds a truly great life alone. To attract, retain and inspire the right people, there are three critical questions to get right.

*How compelling is our vision?*

*Whaddya' gonna' do with what you got?*

*What's your commitment level?*

I implore you to tap into your imagination and obsess on these questions.

By crafting a vision that resonates deeply with others, strategically allocating our resources and talents, and bringing an infectious level of dedication to our pursuits, we magnetize people to our cause. Just as my vision for the Growth Factory evolved from a personal mission to a community-wide movement others could see themselves in, our dreams become more powerful when they inspire collective buy-in and action. We now have a Backyard Advantage in Sacramento. It's the most connected community in the world for local entrepreneurs and centered on a culture of love.

Top Right Drawer, continued on page 12



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615-791-9590  
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ExecutiveDirector@theTNSI.org



### Integration Association of Florida IAF

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See pg. 6 for  
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*Kirk MacDowell, recent recipient of multiple lifetime achievement awards from ESA, SIAC, CAA and SS&I's HOF, along with his wife Sheri, visiting Jerry Lenander, Publisher of SMG Magazines, in South Dakota.*

## FROM THE PUBLISHER

JULY 2024

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but they have as their primary purpose to network with prospective and existing customers.

You also learn about managing a business in the security industry, some of which is unique to your market. It also provides you with the ability to meet and develop relationships with peers and competitors in your business. You can attend these dedicated meetings and conferences, and develop contacts that can be a valuable sounding board throughout the year.

We have worked with organizations that have seen growth in attendance double and sometimes up to five times growth over time. We build strong and relevant programming for our events, accept that installing companies are the customer, and create a foundation to deliver a return on investment to the vendors.

The Global Electronic Security Forum is our umbrella organization where, through our affiliate association program, we offer well developed, creatively managed events and conferences. Additionally, we provide a means of communication through our print and digital mediums. All of which benefit the associations who participate while uniquely serving our industry.

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

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## TOP RIGHT DRAWER

*Top Right Drawer, continued from page 3*

Advantages are everywhere but it takes courage and initiative to seize them. Like the older fish asking the younger ones, "How's the water?" the ideas and opportunity surround us - we just need to open our eyes. By setting aside sacred time to cultivate our grandest vision, leveraging our unique assets with laser focus, and bringing unwavering commitment to our craft, we summon the greatness within us. We find the people who have our backs, the ones we would go to battle with, and together, we become unstoppable.

Dream audaciously. Believe in your capacity to shape reality. Carve out time daily to nurture your vision and be your best. Assemble your dream team and cherish those who uplift you. And above all, never stop betting on yourself. With imagination, inspired action, and indomitable will, you'll slay the Goliaths in your path and build a life that defies all expectations. Your grit and creativity are the slingshots that will catapult you to legendary success, so step boldly into your greatness. Advantages are everywhere. It's your responsibility to seize them.

Mark Haney is the CEO for HaneyBiz and Founder of the Growth Factory, an investment platform designed to help entrepreneurs by providing one-stop access to capital, expertise, and a strong community. He has founded or funded a portfolio of 50+ companies across various industries including new media, tech, consumer products, real estate, construction, transportation, distribution, and security, notably as President of Northern Video. Mark is also the host of The Mark Haney Show podcast and radio program.



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**NAPCO SECURITY TECHNOLOGIES** Super Dual™ StarLink Fire Max2 Supervised Dual Sim/Dual Path Communicator was named 2024 Innovation Award Winner at the Electronic Security Expo (ESX) last month in Louisville, KY. Stephen



Spinelli, SVP of Sales at NAPCO commented "We are honored to receive the prestigious 2024 ESX Innovation Award for our Super Dual StarLink Fire Max2 Dual Sim FACP Communicator because it is the latest labor-saving product in the StarLink Series for Fire & Life Safety".

He added "The initial market response in sales orders has been very gratifying as well."

**SNAP ONE** announced it is partnering with RG Nets to provide Snap One Partners access to the rXg solution. This latest technology provides a new way to automate the configuration, operation and management of Access Networks' WLAN infrastructure or 'bulk Wi-Fi'. The result is a simplified and enhanced internet access in MDUs, restaurants, entertainment venues, co-working spaces and other multi-user environments. Jon Peckman, Director of Sales at Access Networks stated, "Snap One is always looking for new solutions and brands that can help our Partners work faster, smarter and more profitably, and the RG Nets rXg software delivers on all three counts," he continue, "By combining rXg's automated network setup and management capabilities with the power and reliability of Access Networks' newest commercial-grade networking hardware, integrators can cut hours or days off projects where VLANs are deployed."

**MAGNASPHERE CORP** has announced that its Anti Cut/Climb (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, nonprofit 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.

**TELGUARD** announced it has partnered with **Hochiki America** in the development and release of the Hochiki FireNET Comm 5G communicator. As a flexible cellular solution to the continued phasing

out of "plain old telephone service" (POTS) lines, the FireNET Comm 5G includes a custom connector cable that adds the ability to connect the communicator to the serial data port of the Hochiki FireNET Plus alarm control panel or the VES Elite RS-H panel, a private label version by Hochiki America. "With the end of POTS coming, manufacturers have been making DACTs optional or unavailable on the newest version of their control panels," said Telguard president, George Brody. He added, "This cooperative partnership between Telguard and Hochiki America demonstrates our innovative ability to work directly with panel manufacturers for alternate means of delivering alarm signals. "The FireNET Comm 5G is proudly engineered and manufactured in the USA by Telguard and is supported by its award-winning customer and technical support services. The communicator comes available with AT&T or Verizon service and is made exclusively for Hochiki America dealers to offer to their customers."



**IPTeLX** announced the deployment of Dealer Branding for voice alarm calls, providing a solution to potential unanswered calls from monitoring centers due to showing up as spam on wireless phones. This new feature addresses a serious problem for the industry as wireless companies have increasingly marked calls of these types as spam on caller ID. Without being able to cancel an alarm, this has caused unnecessary dispatches to PSAPs and resulted in more false alarms. IPtelX's Dealer Branding technology solves this problem by displaying the dealer's name along with the tag "Alarm Emergency Call," or a similar type of alarm message urging the user to answer. Beyond displaying the dealer's name, IPtelX is developing two more phases that will be coming soon. "We are committed to staying ahead of the curve and providing our clients with the latest communication technologies," says Cliff Dice, Senior Software Engineer at IPtelX. "Dealer Branding gives our clients a clear advantage, which is why IPtelX is the leading choice in the industry for alarm company phone services in North America."

**GENETEC** announced AutoVu™ Plate Finder, a new feature that enables parking operators and law enforcement professionals to quickly identify and validate license plate numbers directly from their Apple or Android mobile devices. AutoVu Plate Finder increases efficiency by reducing the time spent manually checking difficult-to-read or obstructed license plates. For example, vehicles with rear-facing license plates backed into parking spots can't easily be read by vehicle-based ALPR systems. Instead of having officers exit their vehicles to input the plate number in the onboard system manually, Plate Finder enables them to take a picture of the license plate from their phone. This allows them to quickly verify parking rights or identify wanted vehicles on local, state, federal, or custom hotlists. "Validating license plates against parking regulations and law enforcement hotlists in bustling downtown areas or crowded parking garages can pose significant challenges for officers. With the AutoVu Plate Finder, users can now access cutting-edge ALPR technology anytime, from anywhere with a cellular data connection," said Michael Bradner, AutoVu Product Line Manager at Genetec Inc. Once the image is captured, the information is encrypted and securely sent to the cloud-based AutoVu Managed Services ALPR system. A neural network, part of the Genetec Machine Learning Core (MLC) engine, reads the license plate and vehicle characteristics. The pertinent information, including zone details, is then displayed on the user's device, enhancing the effectiveness of field operations.

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## LLSSA 2024 Dealer Conference Delivered Dynamic Training and High-End Speakers

By: Peggy Page, Executive Director

The Louisiana Life Safety & Security Association's (LLSSA) 2025 Dealer Conference was another delivered on why it has become significant event in the life safety and security industry and the southeastern region. Taking place May 22-23 at the Natchitoches Events



Center, this year's conference marked the 11th annual gathering of industry professionals, innovators, and policymakers.

Attendees participated in a comprehensive program featuring sessions that offered Continuing Education Units (CEUs) toward LSPP license renewals.

The event covered both business and technical tracks, ensuring that participants gained valuable insights into the latest trends and technologies in the industry. The conference also included a state meeting with updates from the State Fire Marshal's Office, the False Alarm Reduction Association, and discussions on legislation impacting the industry.

A notable addition this year was the event application, designed to enhance the attendee experience by providing access to the event schedule, speaker information, vendor details, and real-time notifications. This app also facilitated networking opportunities, allowing participants to connect and collaborate more effectively.

The conference featured a vendor tradeshow with twenty-seven exhibitors showcasing cutting-edge products and services, ranging from surveillance systems to AI-driven threat detection algorithms and emergency communication systems. The event continues to provide an excellent opportunity for industry stakeholders to explore new technologies and form strategic partnerships.

Highlights included addresses from industry leaders such as Kenneth Kirschenbaum from Kirschenbaum & Kirschenbaum and Jim Wooster, President of Alarm Financial Services, among others. Additionally, the welcome reception on the first evening promised a chance for attendees to socialize and engage in friendly competition.

Overall, the 2025 LLSSA Dealer Conference was a transformative event, fostering collaboration and innovation in the life safety and security sector. For more details you can visit the LLSSA's official website.



*Educational workshop sessions were offered at LLSSA's Dealer Conference.*



*LLSSA's Dealer Conference was a well-attended event which provided opportunities to network.*





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## INDUSTRY NEWS

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**ONVIF** Launches New Working Groups for Cloud, Metadata and Audio - ONVIF announced the formation of three new working groups that are tackling standardization work in cloud connectivity, audio and advanced metadata. The creation of the new working groups, which are made up of volunteers from ONVIF member companies, is in response to the growing prevalence of cloud solutions and the use of metadata for analytics in the physical security and video surveillance markets. "The rapid evolution in cloud, metadata and audio means that standards in these key areas are necessary to support the industry's transition to these new technologies and approaches, both now and into the future," said Leo Levit, Chairman, ONVIF Steering Committee. "We encourage any member company to become involved and help to shape the future of standardization in the market, particularly as ONVIF considers future profile initiatives in cloud access control, cloud audio and other IoT applications."

There are now five working groups, including the recent formations.

**Cloud Profile Working Group:** This group is focusing on the development of an ONVIF cloud profile that will allow interoperability of security devices and video management software in the cloud. The profile work is focused on creating test suites to address key use cases around streaming video to the cloud as well as recording to cloud storage.

**Semantic Metadata Working Group:** This team's purpose is to define an ONVIF standard for semantic analytics metadata, which will provide a common framework for richly describing the context in which objects of interest appear in captured video across applications and devices. This work will enable the physical security industry to easily share and make use of data generated by analytics applications running on IoT devices, such as cameras, for security and analytical purposes.

**Audio Streaming Profile Working Group:** The focus of this working group is to define an ONVIF profile for the interfaces and communications



mechanisms for configuring and integrating audio speakers and other intercom devices.

**Video Enhancement Working Group:** This working group develops technical specifications for video surveillance devices and applications, and addresses necessary topics for the ongoing development and maintenance of ONVIF specifications. This group also assists with technical requirements to support the profile development efforts of other working groups.

**Testing Working Group:** This working group is dedicated to the ONVIF conformance and testing processes, and works directly with the software development team responsible for the ONVIF Device and Client Test Tools.

**PSA NETWORK** Announces 2024 Scholarship Recipients- Dedication to attracting and retaining talent to the security industry is at the forefront of PSA's efforts. Matt Barnette, PSA's president and CEO, announced at PSA TEC 2024 a partnership with the Security Industry Association and the Foundation for Advancing Security Talent to create a program around recruitment efforts for integrators and the industry. More details will be shared in the latter half of 2024. Also announced were the recipients of the 2024 Scholarship award:

- Ryan Knoll, Pro-Tec Design, based in Minnesota
- Staci Eslinger, M3T Corporation, based in Pennsylvania
- Jack Tadych, SecurAlarm, based in Wyoming
- Rich Campbell, RFI Enterprises, based in California

"PSA is thrilled to bring back its scholarship program to support the growth of talent at our systems integrators," said Darryl Keeler, CEO of Tech Systems, Inc. and Chairman of the PSA Board of Directors. "Retaining top talent is a leading issue facing our industry today. PSA knows assisting its members in developing their employees can support integrators in this challenge." Applicants had to submit a 600-word essay and letter of recommendation that clearly articulated how the funds would be used. Open exclusively to employees of PSA owner and member companies, the scholarship program aims to support those looking to further their education at higher institutions, pursue industry certifications or obtain certifications.

### FROM NATIONAL SECURITY TO CORPORATE SECURITY: WILLIAM TENNEY NAMED ASIS INTERNATIONAL CEO

ASIS International announced the appointment of William "Bill" Tenney as its new Chief Executive Officer, effective 1 July 2024. Tenney brings close to 35 years of security leadership experience from both public and private sectors to his new role heading the acclaimed global security association. Tenney stated, "I am truly honored and excited to assume the role of CEO for this prestigious global security association with more than 34,000 members representing more than 150 nations worldwide." As ASIS International's CEO, Tenney will spearhead the organization's strategic vision, working closely with members, partners, and stakeholders to advance the mission of fostering excellence in the security profession worldwide. With a commitment to collaboration, and continuous improvement, he is poised to lead ASIS International into a new era of growth and impact. "We are thrilled to welcome William Tenney as the next CEO to guide ASIS in our mission to support security practitioners across all disciplines," said Cy A. Oatridge, CPP, 2024 President, ASIS International. "His diverse background spanning national security and global corporate security makes him exceptionally qualified to lead our organization and advance our strategic priorities." Tenney joins ASIS after serving as Chief Security Officer and Senior Vice President, Global Corporate Security for MetLife, Head of Global Operations Risk for Bloomberg, and Director of Global Security at Target Corporation. Previously, he served in the national security community as a civilian and for eight years as a U.S. Naval Officer.





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## Son of a Salesman

By: Jake Voll, President, SS&Si Dealer Network

For a lot of us who have made the jump to starting our own business, there's a foundation of knowledge that came from those who mentored us before our journey began. When reflecting my own journey in the alarm industry, it's abundantly clear that my foundation is my father. I'm the proud son of an alarm salesman.

My dad sold alarm systems door to door, and he sold a lot of them. Aside from being a very personable guy, Dad knocked on more doors, walked into more papered storefronts, and chased

more U-Hauls than anyone else I know. He hustled hard and he built lasting relationships along the way. It was not only a recipe for success, but also an example of a stick-to-itiveness for me and my siblings to follow.

As kids, we would sometimes watch from the backseat as Dad "walked up deals" whenever a new family or business moved into the neighborhood. He'd walk right up and introduce himself, and would always smile and listen along with caring, thoughtful eyes. It never seemed like a salesman pitching to prospects. It was like he was talking to new friends. When he was invited to go inside the business or home, we would wait in the car with anticipation. More often than not, he returned with a signed contract in hand and the whole family cheered for his victory.

It wasn't uncommon for us to run into those same folks at the local grocery store, church, or a restaurant and he would go out of his way to greet them warmly—never missing the opportunity to introduce us kids with a proud smile. His interactions with his customers outside of their normal business dealings were always returned with warmth—there were lots of hugs, back pats, and double-handed handshakes. Not only were they his customers, but more importantly to him they were friends, too.

Our favorite restaurants who were also his clients always welcomed our family on Friday and Saturday nights. Dad often paid the check with gift cards the restaurateurs traded for their alarm system and cameras. He was always sure to tip the waiter separately in cash.

Over the years, Dad sold thousands of alarm systems and along the way, he demonstrated to me how to build a successful business through strong relationships, extraordinary service, and an outstanding reputation.

Dad also taught me that doors open for those who knock. Throughout the years, the lessons he taught me about persistence, integrity, and relationship-building have helped me in my own career.

While I long ago decided not to join the family alarm business, I did become an alarm salesman. Today, I own a security distribution company where we sell alarm systems to thousands of nationwide alarm dealers. Like my dad with his customers, many of mine have become great friends, some of which I consider family.

When people ask me why I didn't join the family business, I explain that if I was to stand any chance of selling more alarm systems than my old man, I knew I'd have to sell them wholesale!

*Jake is the Founder and President of SS&Si Dealer Network, an independent distribution company that offers competitive pricing, private labeling, fast shipping, marketing support, vendor programs, and funding options. He also serves as the Associate Director for the Integrators Association of Florida (IAF) as well as the on the Marketing and Communications Committee for The Monitoring Association (TMA). He completed his Bachelors of Arts from Rollins College.*



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

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## Customer Service's Role in Alarm System Sales

By: Audrey Pierson, Audrey Pierson Consulting

In the alarm industry, where value is inherently linked to reliability and trust, customer service is a pivotal factor driving sales, retention, and referrals. As customers navigate the complexities of choosing an alarm system that ensures their safety and peace of mind, the quality of customer service they receive can significantly influence their purchasing decisions and long-term loyalty.

We discussed in our February column [include link] how everyone in your company is in sales. That's certainly true and some departments are more directly involved than others. Unless your plan is to quickly grow your account base and then sell, quality customer service is critical to the ongoing success of your company.

Effective customer service can contribute to your business growth through increased sales income, reduced losses, and time savings. Here are some of the ways:

### Gaining Quality Opportunities

The first point of contact between the customer and the company can set the tone for the entire relationship. Effective customer service means answering calls professionally and warmly, while responding to inquiries and assisting the customer. The first person talking to a potential customer can create interest and a request for your proposal or, conversely, indifference and no desire to work with your company, even before you have a chance to bid.

### Customer Retention

Excellent customer service can increase customer loyalty. A quick, effective response to customer questions and issues can reassure them, making them more likely to continue their service and less likely to be enticed to switch to a competitor.

### Word-of-Mouth Referrals

Happy customers are more likely to recommend your company to friends, family, and colleagues. Given that security is a sensitive and personal item, recommendations from trusted sources are a powerful tool to attract new customers.

### Brand Reputation

Effective customer service helps build a strong, positive brand reputation. Alarm companies with a reputation for being responsive and attentive are more likely to attract new customers who are looking for reliable security solutions.

### Upselling Opportunities

Through regular interactions, customer service can identify opportunities to offer customers upgraded or additional services. For example, a customer with an existing, older alarm system may be receptive to adding smoke detectors or smart home features that were unavailable at the time of their original installation.

### Reducing Attrition

By addressing complaints and resolving issues promptly, a company can decrease the likelihood of customers cancelling their services. This is particularly important in areas with a lot of competition.

### Avoiding Bid Competition

The true test of an alarm system's value is its reliability in times of need. Excellent customer service ensures rapid response times not only in addressing potential threats but also in resolving technical issues and answering service calls. Quick and effective handling of such situations creates confidence and loyalty in your customers. When customers feel assured that promised support is accessible and competent, they will often go solely to you for their security services rather than obtain multiple bids.

### Enhanced Feedback

Direct interactions with customers provide valuable insights into their needs and pain points, which can in turn inform your product and service improvements. While it's great to receive kudos about your service, it is just as important to understand what frustrates customers so you can correct those issues.

Excellent customer service isn't just a support activity; it's an integral part of your sales strategy, affecting nearly every aspect of business operations. Remember to take time to train and support your customer service team to ensure you are making the most of all potential opportunities.

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




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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.

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



## Standing Outside the Fire

*Editor's Note: 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 with veterans within the AllegiantVETS network. For more information about how to forge powerful alliances that not only drive your business objectives forward but also honor the service and skills of veterans, visit [www.allegiantvets.org](http://www.allegiantvets.org).*



*By: Marcus Haney, AllegiantVETS*

I want to share a personal story about my journey growing up in a family deeply rooted in the security industry to finding my path as a Marine on the frontlines and now as the CEO of AllegiantVETS. This journey has been defined by a sense of duty, resilience, and the drive to carve out my destiny. It's about not standing outside the fire but stepping into it and embracing challenges head-on. This Fourth of July, as we celebrate our nation's independence, I'm reminded of why I never stand outside the fire.

Growing up, my father was building a thriving business in the security sector, and while many might assume I'd naturally step into his shoes, he had a different vision for my sister and I. He believed in the value of forging our own paths, insisting that we find our passion rather than joining his company. At the time, it felt like a daunting challenge, but it was the best lesson I could have received—one that prepared me for life's ultimate "crucible."

I was heavily involved in sports, particularly baseball and football. As an athlete, I had the honor of being part of baseball teams that

won numerous championships. The experience of working together, pushing through adversity, and celebrating collective victories instilled in me a deep appreciation for teamwork and resilience.

The events of 9/11 were a pivotal moment for me. Like many others, I felt an undeniable call to serve my country. While attending Arizona State University, I quickly realized that a traditional academic route wasn't fulfilling my need for action and purpose. I decided to join the Marines, specifically the infantry, which was a choice that took many by surprise. With my decision often came the question "Why not take a safer route?", but my commitment to serving on the frontlines was unwavering. I knew I couldn't stand outside the fire while others stepped in.

Life as a Marine on the frontlines was intense and transformative. The camaraderie, the challenges, and the profound sense of purpose were unparalleled. Of course, this journey was not without its hardships. I was wounded in Afghanistan, taking a 7.62 round to my right thigh. The experience tested me in unimaginable ways, pushing me to my physical and mental limits. But it also set the stage for my next mission: helping fellow veterans navigate their transitions back to civilian life.

Today, as the CEO of AllegiantVETS, I'm passionate about supporting and motivating transitioning service members. Our mission is to help them find their paths and purpose in the civilian world, translating the values and skills they developed in the military into new opportunities.

For corporations in the security industry, I encourage you to consider the unique qualities veterans bring to the table. Their discipline, leadership, and ability to perform under pressure are invaluable assets. Supporting their transition not only contributes to their success but also enhances the strength and resilience of your team.

Thank you for your ongoing support and commitment to making a difference. This Fourth of July, let's not stand outside the fire but continue to step into it, embracing the challenges and opportunities it brings.

*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.*



Mark Haney, CEO of HaneyBIZ, addresses attendees at a recent fundraiser held by AllegiantVETS.



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# The Vital Role of Building Your Team When Buying or Selling a Security Business

By: Kelly Bond, Davis Mergers & Acquisition

In the fast pace of security business transactions, ensuring you have a team of experts as advisors cannot be overstated. Whether you are buying or selling a business, navigating the acquisition process requires specialized knowledge and experience. A team of experts brings together diverse skills and insights, ensuring that a transaction is not only successful but also maximizes value and minimizes risks.

## Business Valuation

Determining the value of a security business is a critical step whether buying or selling. Businesses in the security industry are typically valued based on RMR (recurring monthly revenue or EBITDA (earnings before interest, taxes, depreciation and amortization)). There are aspects of any valuation that are subjective and is what a buyer is willing to pay. Having a trusted and knowledgeable advisor to provide historic sales data on transactions will give buyers and sellers a reasonable idea of what their value is. Completing a valuation process early ensures that a seller receives a fair price for the business and a buyer pays a reasonable amount.

## Financial

Having relationships with experts that assist in raising capital is vital when considering buying a company. When possible, this is a relationship that should be built before a buyer begins seeking potential acquisitions. These experts leverage their networks to secure funding, negotiate favorable terms, and align financing. Their expertise ensures adequate liquidity, minimizes financing costs, and enhances credibility with investors, ultimately facilitating a smoother acquisition process and setting the foundation for future business success.

## Due Diligence

One of the most important, and most stressful stages of a transaction is the due diligence process. Having a team of experts in this area who understand the facets of the security industry while

conducting comprehensive due diligence is paramount. This process involves thoroughly examining financial, legal, operational, and strategic aspects of a business. Financial experts, such as accountants and auditors, scrutinize financial statements to ensure accuracy and identify any potential red flags. Legal experts review contracts, compliance issues, and potential liabilities to protect a buyer or seller. Operational experts assess the efficiency and effectiveness of the business processes, identifying areas for improvement or potential risks.

## Negotiation

The element of negotiation is a crucial phase in any business transaction and requires skill, patience and experience to balance the interests and expectations of both parties. Having a team of experts inclusive of financial advisors and legal counsel provides the necessary support to negotiate effectively. These experts understand the intricacies of deal structuring, tax implications, and contractual terms. They work collaboratively to ensure that the final agreement is beneficial and fair, addressing potential issues before they become major obstacles.

## Risk Mitigation

Every business transaction involves risks that include financial, legal, and operational uncertainties. While legal experts can help identify and mitigate these risks, they also ensure compliance with relevant laws and regulations, minimizing the risk of legal disputes. Similarly, a financial expert can reduce risk by ensuring transparency and accuracy in financial reporting. Operational experts identify potential operational risks and recommend strategies to address them. This comprehensive risk management approach protects the interests of both buyers and sellers, contributing to a successful and secure transaction.

## The Transition

Once a deal is finalized, the focus shifts to the smooth transition of ownership. Buyers should have a team of trusted advisors with focused expertise within their organization to managing this phase as it is crucial to ensure continuity and minimize disruption. An operations leader should help integrate the business processes, while human resources should be available to address employee concerns and align the organizational culture. A buyer may utilize a financial advisor to assist in managing cash flow and ensuring financial stability during the transition. This comprehensive approach helps in maintaining the business's value and performance post-transaction. My best advice to any buyer or seller is get your team in place early. Take the time to interview various experts to fill each role and work with experts that fully understand the security industry. DMAG refers experts in each of these categories.

Buying or selling a business is a complex process that requires an organized approach. A team of experts brings the necessary skills, knowledge, and experience to navigate this complexity effectively. From conducting due diligence and accurate valuation to strategic negotiation and risk mitigation, having a team of experts helps ensure a successful transaction.

Kelly Bond brings over twenty-five years of industry experience to her clients. Newly inducted into the Security Sales and Integration Hall of Fame in 2024 at ISC West, she currently serves as Partner with Davis Mergers and Acquisitions Group, representing buyers and sellers of Alarm and Integration companies. [kbond@davismergers.com](mailto:kbond@davismergers.com).







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# How Video Surveillance Standards Has Revolutionized Security

By: Jay Jason Bartlett, CEO, Cozaint Corp

Video surveillance technology has seen a significant development in the last fifteen years. The days of clunky, compartmentalized systems and blurry, analog footage are long gone. A strong ecosystem of standards has brought in a new era of feature-rich, effective, and interoperable video surveillance systems. The focus of this article is to examine some of the fundamental guidelines that have transformed this important area of security.

## Open Network Video Interface Forum (ONVIF)

Imagine a system where security cameras from various manufacturers communicate with one another with little to no issues. With the establishment in 2008 of ONVIF as a global standard, this wish came true. It establishes a standard protocol for peripheral functions, camera control, video streaming, and device detection.

The ONVIF standard has created several advantages highlighted below:

**Interoperability:** Combine cameras from different manufacturers into a single system to increase flexibility and protect your investment in the future.

**Decreased Expenses:** System maintenance is made simpler and integration costs are reduced with standardized components.

**Scalability:** Regardless of the manufacturer, you can easily add more cameras to your system to accommodate future expansion.

An added element of the ONVIF standards is the Physical Security Interoperability Alliance (PSIA). This standards organization was established in 2000 and deals with metadata interchange, device

management, and access control integration. PSIA adopts a more comprehensive strategy, where ONVIF concentrates on essential features. The PSIA set of standards enhances ONVIF by offering a structure for:

**Advanced Security Features:** Combine video surveillance and physical security measures with ease by integrating access control systems.

**Enhanced Management:** Simplify system administration by standardizing device management activities including configuration and firmware updates.

**Integration of Metadata:** For more in-depth analysis and forensic investigations, extract important data such as timestamps, camera locations, and object detection.

## Video Compression Standards H.264 and H.265

Systems for video surveillance produce enormous amounts of data. This is where video compression standards like H.265 (published in 2013) and H.264 (founded in 2003) become relevant. These standards greatly reduce video data while preserving image quality. Among the benefits of this set of standards include decreased storage requirements, effective bandwidth utilization, and extended recording times.

## RTSP, or Real-Time Streaming Protocol

Imagine having access to live video feeds at any time and from any location. This is made possible by the 1998-founded RTSP protocol, which offers a standardized approach to real-time video streaming over IP networks. The most notable advantages of this set of standards are improvement in response times for remote monitoring, mobile accessibility, and the ease of video stream integration for centralized monitoring Video Management System capabilities.

In addition to these prominent standards, industry organizations are establishing guidelines which are constantly pushing limitations. For example, the Security Industry Association (SIA) ONVIF Profile is an enhanced interoperability and security feature-rich configuration of ONVIF. The Alliance for Open Security & Safety (OSSA) is another which attempts to provide standardized communication protocols so that security equipment such as intrusion detection can be integrated with video monitoring.

There is no denying these standards' influence to furthering the integrity of video surveillance. They have given companies and organizations the ability to create reliable, expandable, and affordable video surveillance systems. We can anticipate even more cutting-edge standards to emerge as technology continues to evolve, opening the door for Artificial Intelligence Integration, Cybersecurity Enhancements and Cloud-Based Surveillance, among other emerging technologies in the sector.

Thanks to the standards created over the last decade and half, security experts can stay ahead of the curve when creating video surveillance solutions to make everyone's environment safer and more secure.

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







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## CALENDARS 2024 - 25

**AZAA Convention & Golf Tournament**  
WeKoPa Resort - Ft. McDowell, AZ  
September 18-19, 2024

**MSA Convention & Trade Show**  
September 17-18  
Pearl, MS

Clay Shoot (Jackson) & Golf Tournament  
(Pearl) - September 17  
Trade Show, CEU Day, State Meeting &  
Exhibitors - September 18

**CBFAA Industry Get Together & Fundraiser**  
Top Golf - Centennial  
September 26, 2024

**TNSI Annual Meeting**  
September 25-27  
Gatlinburg, TN

**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

**NSA Industry Get Together & Fundraiser**  
October 17, 2024

**ISC East**  
November 19-21, 2024 - New York City, NY

**LLSSA Annual Convention & Trade Show**  
Kenner, LA  
November 20-21

**ISC West 2025**  
April 2-4, 2025  
Las Vegas, NV

**SIA / ISC's Got Talent @ The Rockhouse 2025**  
April 1, 2025

**NAFED**  
April 1, 2025



Kelly Bond



Jay Bartlett



Audrey Pierson



Marcus Haney



Jake Voll



Mark Haney

### EDITORIAL CONTRIBUTIONS

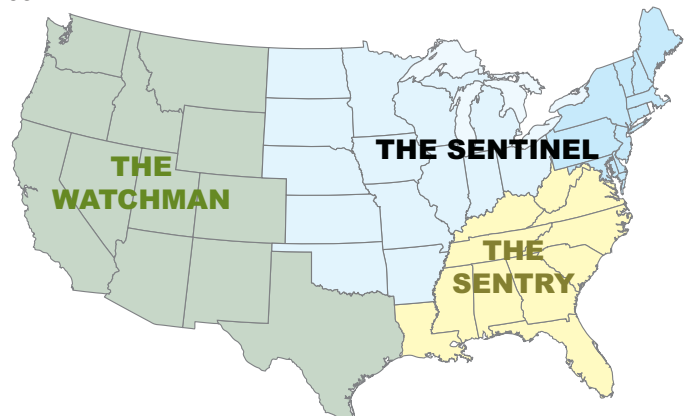
Be on the lookout for great future info from Kelly Bond, Jay Bartlett, Audrey Pierson, Marcus Haney, Jake Voll, Mark Haney and many more contributors sharing their perspectives on the industry.



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# CHOICES

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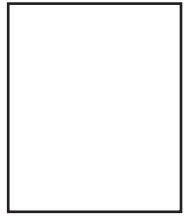
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