

THE SOUTHEASTERN SENTRY

Vol. X, Number 4

PUBLISHED FOR THE SOUTHEASTERN ELECTRONIC SECURITY INDUSTRY

APRIL 2021

CONTENTS

Associates News 8

Contact Information 4

Event Calendars 22

Events are also highlighted throughout *The Sentry*

Chime in on the NSA Public-Private Sector Partnership Award

SIAC encourages security companies to chime in on the NSA (National Sheriffs Association) Public-Private Sector Partnership Award. It is an excellent opportunity to show your community how you are working with law enforcement.

Please consider possible nominations for this special award which will include an NSA Award acknowledgement, presentation and photo op with your local sheriff. NSA sends a board member to the sheriff's location to make the presentation with a representative of your company participating.



If your company is not yet working with a sheriff's department, you should reach out to your sheriff and ask what you can

do to support them — providing funding for deputy training, supplies for kids/drug prevention, etc. SIAC, along with The Monitoring Association (TMA), are sponsoring the award.

Start now — this award application is not due until December 2021, so you can engage now. You may submit an application later after the program is in place. If you have any questions, please visit www.siacinc.org or contact Stan Martin/SIAC 972.377.9401 or email stan@siacinc.org.

National Training Program Offers FST 1 and CEUs

The National Training Program (NTP) in cooperation with the California Alarm Association and the WBF AA UATC has launched a foundational 24-hour online training course for Field Service Technicians (FST 1) and a comprehensive package of CEU's.

FST 1 is a newly developed course developed by Shane Clary of Bay Alarm and Chuck Petruscha of Advanced Security Systems which is ideal for onboarding new employees and managing consistent installations. The 24-hour course is \$250 per student for members (\$350 non-members) and a companion 632 page textbook is available for \$95 (including shipping), or as a six-month online license.

Future offerings including an advanced installer course as well as a fire installation course. The course can be previewed at www.nationaltrainingprogram.com or you can call the NTP office at 800-201-2390.



More details can be found inside this issue.

CAA Palm Springs Convention Includes Golf, Meetings June 23-26, 2021

The California Alarm Association will host their CAA Palm Springs Convention June 23-26, 2021 at the Hilton Palm Springs.

The first two people from each alarm installing company are guests of the sponsors for golf at Escena Golf Club, three hosted receptions, meals, ladies' lunch and more than 15 workshops and presentations.

The Hilton Palm Springs rate is \$149 per night. Registration, sponsorship and program information is available at www.caaonline.org or by calling 800-437-7658.



SSI Industry Hall of Fame Class of 2021

The SSI Hall of Fame announced their five inductees for 2021 and each person has contributed significantly to the growth of professionalism in the electronic security industry. The Class of 2021 includes a leading vendor's relationship builder who for decades has been a friend to dealers everywhere; a man of the people who has guided trade associations toward industry betterment; a passionate advocate for customer care who spread his message far and wide; an astute and driven businessman who built a monitoring empire; and a former law enforcement hero who became just as heroic fighting false alarms.

The newest SSI Hall of Fame recognition recipients are:

- Keith Baird, senior director of sales, national accounts, Resideo
- Dale Eller, owner, ITZ Solutions;
- Bob Harris (deceased), former principal of The Attrition Busters
- Jim McMullen, president and COO, COPS Monitoring
- Ron Walters, formerly with the Security Industry Alarm Coalition (SIAC)

For more information, visit www.securitysales.com.



False Alarm Prevention Simplified.

97%

of alarms are FALSE.

68%

of police dispatches are due to customers not answering when the monitoring center calls.

rapidSMS

Help your customers prevent false alarms instantly via a text message containing important information needed to make critical decisions in real time, *with* the ability to take action quickly.

Learn more about this app-free solution: rrms.com/rapidSMS



800.558.7767
rrms.com

THE SOUTHEASTERN SENTRY

Published by
 Syncomm Management Group, Inc.
 333 Washington Boulevard, #431
 Marina del Rey, CA 90292
 www.snnonline.com
 info@snnonline.com
 800-490-9680
 Jerry Lenander, Publisher

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

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

For Editorial and Advertising information, contact:
 Jerry Lenander
 Ryan Makovsky, Sales
 Syncomm Management Group
 info@snnonline.com
 © Copyright 2021

Find us on Twitter and Facebook



www.twitter.com/snnonline

www.facebook.com/snnonline

SEND US YOUR NEWS

Editorial submittals:
 Send your news releases to info@snnonline.com

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

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



STANLEY Security

Your Partner in Wholesale Monitoring

Your partner during every phase of your security business life cycle.

STANLEY Security is a leader in wholesale monitoring. Offering customized solutions with a personalized approach. STANLEY Security utilizes best in class technology and value-added programs to suit all phases of the businesses life cycle.

800-932-3304
 www.stanleymonitor.com
 Licensing information at <https://www.stanleysecuritysolutions.com/licenses>

Affordable, quality education delivered by renowned experts...
 Ensure consistency for your team by keeping up with the current industry standards!

AFAA
Automatic Fire Alarm Association

3246 Noe Bixby Road, Suite 101
 Columbus, Ohio 43232

www.afa.org 844-438-2322 alex@afa.org

AFAA Board of Directors and Executive Committee

President: Rick Heffernan - SDi
 Vice President: Tom Parrish - Telgian Corp.
 Treasurer: Dave Newhouse - Gentex
 Secretary: Larry Rietz - Jensen Hughes
 Immediate Past President: Rodger Reiswig - Johnson Controls

Board of Directors

Shane Clary - Bay Alarm
 Chris Creamer - DynaFire
 Jim Loftus - Siemens
 Jason Dupuis - Cintas Fire Protection
 Leon Newsome - Cooper Notification
 Kathleen Almand P.E., FSFPE
 Joseph Cagiano - SDi
 Jack Poole - Poole Fire Protection
 Deborah Shaner - Shaner Life Safety
 Jason Webb - Potter Electric Signal Company

2021 Annual Meeting and Codes Conference Information

The AFAA Annual Meeting will be held virtually **May 4-5, 2021** via Zoom with continued conference dates on May 12, 29 and 26. Elections will be held during our business meeting to vote on board candidates and proposed by-law changes.

Attendee Pricing for 10 Hours of continuing education is AFAA Members: \$150; AFAA AHJ Members: \$75; Non-Members: \$250. All registration fees include a \$30 Grubhub credit. For registration and sponsorship visit www.afa.org.



6333 North State Hwy 161, Ste 350
Irving, TX 75038
Contact: Donya Wright
Phone: (502) 536-9372
Email: communications@esa-ky.org
Website: www.ESA-KY.org



Alarm Association of Florida, Inc.
1830 N. University Dr.
Plantation, FL 33322-4114
Phone (800) 899-2099 | (954) 748-7779



110 Horizon Drive, Ste. 210
Raleigh, NC 27615
919-465-2021 800-762-0866
leec@imiae.com

President - Charlie Atkinson
Heritage Technologies, Inc.
charlie@heritageavs.com
Vice President - Alan Yancey
Lake Hickory Security, Inc.
alan@lakehickorysecurity.com
Immediate Past President - Jay Stone
Advanced Consumer Electronics, Inc.
jays@ace1983.com
Secretary - Sheila Yates
Protection Systems, Inc.
sheila@protectionsystemsinc.com
Treasurer - Ken Henke
Secur-Tek, Inc.
khenke@secur-tek.com
Director Area 1 - Natt Laws
Alarm South
mlaws@alarmsouth.com
Director Area 2 - Open
Directors Area 3 - Tommy Whisnant
CPI Security Systems, Inc.
twhisnant@cpisecurity.com
Director Area 4 - Darwin Smith
Asheboro Fire & Security, Inc.
darwin@asheborofireandsecurity.com
Director Area 5 - Chris Nobling
Security Force, Inc.
cnobling@securityforceinc.com
Director Area 6 - Duncan Hubbard
Holmes Electric Security Systems, Inc.
dhubbard@holmeselectricsecurity.com
Associate Director - Jonathan Stallings
ADI
jonathan.stallings@adiglobal.com
Associate Director - Sperber David
Napco Security Technologies, Inc.
dsperber@napcosecurity.com



P.O. Box 720252
Jackson, MS 39272
Phone: (601) 668-0528
Email: msalert@bellsouth.net
Website: www.securems.org
Facebook:
https://www.facebook.com/MississippiESA
Executive Director: Shelley Pettit

Board of Directors

President: Jack Torrence, Global Sector Services
President-Elect: Clif King, Access Control Group
Past President: Ed Trim, Pennington & Trim Alarm Services
Northwest Vice-President: Lan Fratesi, Security Systems South
Northeast Vice-President: Brian Ratliff, Security Alarms of Tupelo
Central Vice-President: Eric Knight, Watchman Security Services
Southern Vice-President: Matthew Feathers, Grand View Security
Secretary: Joel Renfroe, Alarm and Camera Technology
Treasurer: Arthur Evans, Vicksburg Alarm Service
Associate Board Member: Kathy Brown, Anixter



7031 Halcyon Park Drive
Montgomery, AL 36117
Phone: (334) 868-3139
Email: director@alabamaalarm.org
www.AlabamaAlarm.org
Executive Director, Heather Coleman Davis

Membership Meeting: CEU CREDIT

Visit www.alabamaalarm.org for more information.

Membership, Associate

Membership and Sponsors

Associate Members and Sponsors are a very important part of our organization. We want to make it easy to become an Associate Member and to become a Sponsor. We offer a variety of Associate Membership and sponsorship levels. Please see our website for descriptions, benefits and payment. Please make sure that you are included in our vendor list by sending your contact information to director@alabamaalarm.org



Membership Information

Mike Hampton
Mike.Hampton@ESAweb.org



Georgia Electronic Life Safety & Security Association
gelssainfo@gelssa.com - www.gelssa.com.

Visit our website for more info on upcoming events or for membership at www.gelssa.com.



Louisiana Life Safety & Security Association
5000 W Esplanade Ave, #286
Metairie, LA 70006
Phone: (337) 886-7282
Email: director@llssa.org
Website: www.llssa.org
Facebook: <https://www.facebook.com/LLSSAnews>
Assistant Executive Director: Shelley Pettit

2020 Board of Directors

Chairman of the Board: Donald Wilkins, Jr., Facility Automation
President: Dera DeRoche-Jolet, Alarm Monitoring Services
Secretary: Mandy Quartz, Certified Alarm Systems
Treasurer: Bill Hattier, Sonitrol of New Orleans
Vice-President Region I: Jody Waltz, United Security Alarm
Vice President Region II: Monica Wolf, LaTech, LLC
Vice President Region III: Floyd Dupre, LAE Security
Vice-President Region IV: Frank Gardner, Fire Tech Systems
Vice-President Region V: Nathan Tucker, Automated Alarm Co.
Associate Member: Kathy Brown, Anixter
Related Industry: Paul Sewall, PAL of New Orleans



638 Independence Parkway, Suite 100
Chesapeake, VA 23320
Phone: 800-538-2322 or 757-410-8064
www.ESA-VA.org



administrator@esa-fl.org
512-565-3375
www.fl.esaweb.org
Executive Director, Darlene Lanham
Board Meetings are generally the first Wednesday of each month at 5:00 p.m.



PO Box 1763
Columbia, SC 29202
(803) 252-0580 (877) 252-0580
www.sc-esa.org



Tennessee Network of Security Integrators (TNSI)
PO Box 150062, Nashville TN 37215
Office: 615-791-9590
Website: www.theTNSI.org
executivedirector@theTNSI.org

2021 Board Of Directors

President - Larry Brooks
ADS Security, Nashville TN
Larry.Brooks@ADSsecurity.com
President Elect - Scott Brockamp
HIS Security, Knoxville TN
scott@hissecurity.net
Past President - Doug Fraker
HIS Security, Knoxville TN
doug@hissecurity.net
Secretary - Chip Wolf
Safe T Systems Inc, Knoxville TN
wolf@safetsystems.com
Treasurer - Mike Holt
Alarm Alert Center, Bartlett TN
mike@alarmalertcenter.com
VP - Northeast - Jim Zink
Trimble Security Integration, Knoxville TN
jzink@wmstrimble.com
VP - Southeast - Corey Cochran
Dependable Security Systems, Ringgold GA
dependablesec@gmail.com
VP -MidState - Brian McGuire
ADS Security, Nashville TN
bmcguire@adssecurity.com
VP - West - John Sorrell
Defenders Inc, Collierville TN
jsorrell@defenderdirect.com
VP - Upper East - Jules Richard
New Age Alarms & Communications,
Chuckey TN
service@newagealarms.com
Directors At Large L.J. Lynes
Stanley Security Solutions, Memphis TN
LJ.Lynes@sbdinc.com
Jay Estes
Security Fire Protection, Memphis TN
jay.estes@securityfire.us
Associate Directors
Chase Shults
Resideo Technology, Louisville KY
Chase.Shults@resideo.com
Randy Hendricks
ADI, Nashville TN
Randy.Hendricks@adiglobal.com
Executive Director:
Penny Brooks



NMC
NATIONAL MONITORING CENTER

NMC. THE INDEPENDENT DEALERS' PARTNER OF CHOICE



“Providing the right mix of tools, support, and resources is crucial to dealer success. That’s why I chose to join the team at National Monitoring Center. Call me directly at 210-376-0876 to find out more about NMC’s unwavering commitment to dealer success through service excellence.”

Mark Matlock, Vice President of Sales

- Two Ring Commitment
- Committed to Quality Over Quantity
- Dedicated Conversions Team
- Elite Recruitment & Training • Standards
- Tier 1 Technical Support
- Caller ID Branding
- 24/7 Dealer Support Staff
- Financial Strategic Partnerships
- Integration with Industry-leading Service Providers
- Dealer Education Series / Education Center
- Tools for You and Your Customer to Utilize
- Enduser Video to Aid in Your Marketing
- **Netwatch Proactive Video Monitoring**

To learn more, visit our website www.NMCcentral.com
email us at sales@NMCcentral.com or call 1-877-353-3031

© 2020 National Monitoring Center, a Netwatch Group Company. All rights reserved.

AL 1456 | AR CMPY.000222 | CA ACO7829 | FL EF20000505 | IL 124.002015 | OK AC1035 | TN 1785 | TX B13486 | TX Fire ACR-2919 | VA 11-7288



Sure. Most accountants know...



But not...



Reitman Consulting knows both.

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

Our **only** clients are Security and Systems Integration firms just like yours. We know the ins and outs of the profession and what it takes to succeed, not just survive.

We prepared hundreds of tax returns for firms just like yours last year -- large and small.

We stay involved and communicate with you year round, not just at tax time. We are at your association meetings and conventions. We know who you are and what you do.

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

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

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



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

We're ready to go. Are you?



Reitman Consulting Group, Inc.

Tax Consulting • Brokerage • Valuation

5408 Woodway Drive
Fort Worth, TX 76133

817-698-9999 www.reitman.us

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

Your Fire/Integration/ Alarm Company

is WORTH MORE THAN YOU THINK!

Sell Your Company or Accounts Now

*We have qualified buyers
ready to purchase your
Security, Fire, Integration
business and/or accounts.*

- FIRE ALARM
- INTEGRATION
- BURGLAR
- CCTV



**CALL RORY'S CELL
AT 1-800-354-3863**

Talk to Rory Russell to get the most recent and complete Business Valuation for your company and see for yourself how much your business is currently worth.

Don't Wait! We Are Closing Deals Now! (over \$35 million):

Metairie, LA	\$450,000
Oxford, GA	\$525,000
Ponoma, NY	\$575,000
Detroit, MI	\$600,000
Mt. Vernon, NY	\$1 Million
Boston, MA	\$1 Million
Northern GA	\$1.3 Million
Jackson Hole, WY	\$1.8 Million

Clifton, NJ	\$1.8 Million
Ft Meyers, FL	\$5.5 Million
Los Angeles, CA	\$10.4 Million
Orlando, FL	\$11 Million

<i>Pending:</i>	
Fort Pierce, FL	\$2.8 Million
Edison, NJ	\$10 Million

**CALL
RORY RUSSELL
FOR A COMPLETE
BUSINESS VALUATION
1-800-354-3863**

AFS
ACQUISITION &
FUNDING SERVICES

XAAP launched its inspection mobile app for Android devices, a new addition to the Xaap software suite that allows inspectors and technicians with Android devices to leverage the technology and bring more efficiency and accuracy to their inspection and reporting process. Xaap is an innovative building inspection reporting tool designed to make the lives of inspectors, technicians, facility managers, and building owners easier. Xaap empowers users with technologies that lead to more efficient and accurate inspections, and smarter compliance reports management. The Xaap web app provides users with a centralized view of all building systems and deficiency data. The Xaap mobile app allows inspectors and technicians to utilize out-of-the-box report templates, capture inspection data, easily collaborate and generate reports directly from their phones. "For businesses that provide inspection and maintenance services, Xaap helps you streamline your inspection process and improve customer experience," said Evan Bombino, Xaap Leader – Global Fire Detection. "For facility managers and building owners who manage their own inspections, Xaap is a powerful tool for a single, centralized view of safety and compliance across all buildings and inspection types so you can act, plan and budget with confidence." The Xaap Inspection Mobile App is now available on both the Apple App Store and the Google Play Store. To learn more about Xaap, visit www.xaapbuildings.com.

MACGUARD SECURITY ADVISORS

welcomes Bill Graham as Senior Advisor: Bill Graham, a 45-year security industry veteran, joins MacGuard Security Advisors as Senior Advisor, Sales & Business Development. With his vast experience in the builder segment, Bill will be responsible for helping Dealers to take advantage of opportunities in this important vertical.



TNSI Training

Below is a schedule of training that TNSI will offer through December 2021.

TNSI accepts VISA and MASTERCARD. DEADLINE to register is two weeks prior to each course. Payment must be received before your attendance is confirmed. All courses require at least 10 students. Fees listed are for TNSI members, non-members pay an additional \$200/course.

QUESTIONS? Please call or e-mail the TNSI OFFICE: 615-791-9590 or ExecutiveDirector@theTNSI.org

TN SECURITY & FIRE CERTIFICATION

Cost \$390

- April 9-11TN Security Certification (24 hours) Johnson City
- April 17-18.....TN FIRE Certification (16 hours) Chattanooga
- April 24-25.....TN FIRE Certification (16 hours) Nashville
- May 1-2TN FIRE Certification (16 hours) Johnson City
- May 14-16TN Security Certification (24 hours)Nashville
- May 21-23TN Security Certification (24 hours) Germantown
- June 4-6TN Security Certification (24 hours) Knoxville
- June 12-13TN FIRE Certification (16 hours) Germantown
- July 9-11TN Security Certification (24 hours) Chattanooga
- July 17-18.....TN FIRE Certification (16 hours) Knoxville
- July 23-25.....TN Security Certification (24 hours) Nashville
- August 7-8.....TN FIRE Certification (16 hours) Nashville
- August 27-29.....TN Security Certification (24 hours) Germantown
- Sept 8-10TNSI ANNUAL CONVENTIONFranklin**
- Sept 17-19.....TN Security Certification (24 hours) Johnson City
- Sept 25-26.....TN FIRE Certification (16 hours) Germantown
- October 8-10TN Security Certification (24 hours) Knoxville
- October 23-24TN FIRE Certification (16 hours) Knoxville
- November 5-7TN Security Certification (24 hours) Germantown
- Nov 12-14.....TN Security Certification (24 hours) Nashville
- Nov 20-21.....TN FIRE Certification (16 hours) Germantown
- December 4-5TN FIRE Certification (16 hours) Nashville

Questions: Please call or Email the TNSI office at 615-791-9590 or ExecutiveDirector@theTNSI.org



**NATIONWIDE MONITORING...
with SOUTHERN HOSPITALITY**

**GENE MILLER
SALES**

800-554-1104

WWW.CEN-SIGNAL.COM
SALES@CENSIGNAL.COM



ULF X S2629
EF0000005
AL 14-138



KURTIS ERDMAN

REGIONAL SALES MANAGER, SOUTHEAST

k Erdman@nmccentral.com

Office: 877-353-3031

Cell: 850-495-1426

www.NMCcentral.com



iSecure

Complete Professional Connected Home Systems



Add RMR-producing accounts SUPER FAST



Connected Home, Video & SMS Notifications



Lowest equipment costs. Full Pro Line of Add-ons



1 Hr Pro Installation & 24 Hr Pro Battery Backup

Unbeatable iSecure®, Saves 1/2 Account Creation Costs Compare to 2GIG® or Qolsys IQ2®



Fast-track adding more accounts with payback in 1/2 the time

- ✓ All-Inclusive Security & Connected Home Systems with App, 3 RF Sensors and Choice of Wireless Keypad or 2 Touchscreens + Wireless Devices, WiFi Cameras & Doorbell options - from \$79^{95 net} to \$199^{95 net} (after StarLink Inside \$100 Rebate)
- ✓ Lowest upfront equipment costs for lowest account acquisition costs & quickest payback/ROI
- ✓ 80 zones onboard, intrusion & fire, in one or two areas, using full line of iSecure Wireless Transmitters
- ✓ Go-Anywhere Smart Hub™ - position for best smash prevention & signal reception, built in 85db siren, RF wireless receiver & StarLink Cell/IP & 24hr battery backup, typ.
- ✓ App for security, connected home & SMS text/video notifications alerts/reminders



Smartphone App Matches 7" Touchscreen

iSecure Kit 3: Complete Cell/IP System with Sensors & 7" Security/Video/Smart Home Touchscreen **\$199^{95 net}**

iSecure
Connected Home Systems
1.800.645.9445

Free Sales Intro Classes Online Every Tuesday at 10am EST/PST

Register at: www.isecurealarms.com

iSecure, StarLink, Go-Anywhere Smart Hub & iBridge are trademarks of Napco Security Technologies, Inc. All other marks are intellectual property of their respective cos. *Note: Net Kit pricing shown is suggested dealer pricing and already reflects StarLink Free for All™ Tradeup Incentive (\$100 credit), quoted in USD. For full incentive promo details see <http://www.napcosecurity.com/starlink/starlink4gugrade/>.

The Best Things in Life are **FREE**

**FREE Universal
LTE Alarm Communicators***
Ideal 3G/CDMA Sunset-Solution



**FREE! Preserve Your RMR-Earning Accounts and Their Valuation
With Universal LTE Communicators, Chosen the BEST by More Dealers**

Hurry, 3G & CDMA Sunsets are in Progress - Get the Best Account Protection That's Easy to Afford:

- BEST** Universal support for All Panels
- BEST** 10-Min. EZ Installation - Panel Powered™ Technology; No Panel Reprogramming
- BEST** Reporting Options - Choose any Central Monitoring Station - Easy Takeovers, too
- BEST** LTE Coverage Footprint in the Nation - AT&T LTE and Verizon LTE Network Models
- BEST** Performance - Proven to work Everywhere w/ Signal Boost & Dual Antennae, eliminating multipath effect signal clashes, as with single antenna designs
- BEST** Pre & Post Installation Support - Preactivated so you know they're working before you go onsite; OTA Updates; 36Mo. Warranty & No-Hassle Exchange



FREE MKTG
Free Customizable
Enduser tradeup
mailers/stuffers

BEST FREE Tradeup Incentive from
Any old radios, POTs or New Installs



**UPGRADE ACCTS
W/ REMOTE APP**
On/Off Consumer
App for Security
System control

Here's How it Works:

Buy a StarLink under \$99⁹⁵ at any Distributor - \$100 Napco Tradeup Account Credit = That's **FREE** Every Time*

StarLink[★]**LTE**
1.800.645.9445 www.StarLinkLTE.com

**Here's How To Get
StarLink LTE Radios Free**

*See full details online at
www.napcosecurity.com/starlink/starlink4upgrade/
or scan QR Code.



StarLink, Signal Boost™ are trademarks of Napco. Other marks trademarks of their respective cos. Sugg. pricing quoted in USD with StarLink Tradeup Incentive Program™. Models: SLE-LTEV (Verizon) or SLE-LTEA (AT&T). \$100 Incentive credit on your StarLink Account, applicable to all models. See full details www.napcosecurity.com/starlink/starlink4upgrade. Promotions subject to change without prior notice.

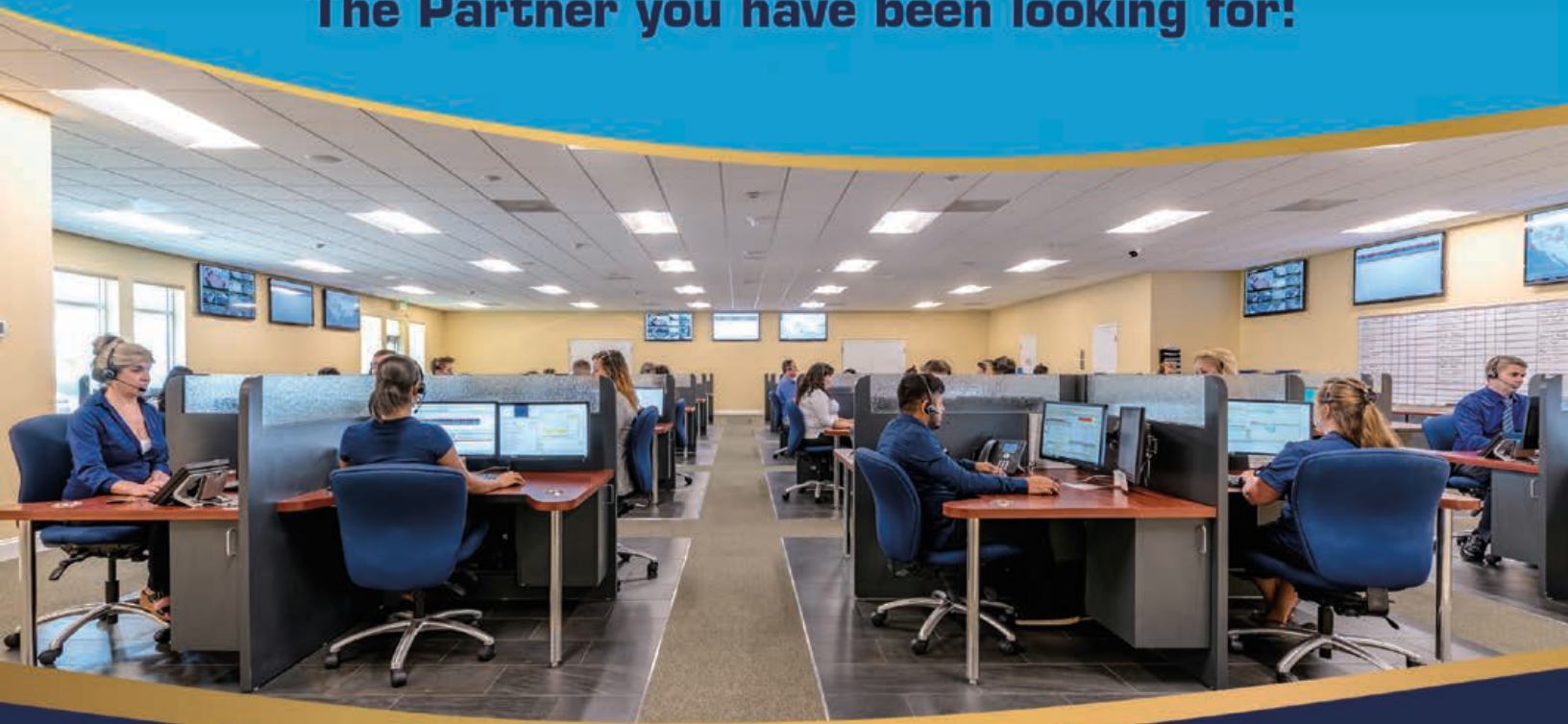


**ALL AMERICAN
MONITORING**

\$2.50 Nationwide
Monitoring

Reliability Counts

**Over 45 Years Monitoring Experience
The Partner you have been looking for!**



844 489 3030 • [www★AllAmericanMonitoring★com](http://www.AllAmericanMonitoring.com)

Two Tips for Business Growth That Have Nothing to Do With Marketing



By Brian Plant

If you want to expand your established security business but aren't sure where to start, try thinking like a startup. Although an alarm company that has been around for years is not a startup, it can still maximize growth with a startup attitude. This approach is catching on with many large companies that want to rebrand themselves, and with great success in many cases. If it can work for them, it can work for you. Let's address two key characteristics of successful startup companies that seem to lend themselves to growth potential.

Accessible Leadership

The first thing that differentiates small startup companies from established corporations is a flatter structure. In other words, there are fewer managers, upper managers and executives to answer to when it comes to creative decisions.

In a large company or even just a long-standing small business, there may be a founder, president, various departments with their own executives or upper management, and then, way down at the bottom, the staff that is in the trenches: salespeople, marketers, technicians, etc.

Typically, the higher-ups spend most of their time out of the field because their job is to manage people. Being out of the field means being out of the loop – and it's hard to make good decisions when you're out of the loop. As a senior manager, try initiating a monthly breakfast meeting with different divisions of the company. It doesn't have to be elaborate - donuts and coffee "on the boss" will do the trick. The point is simply to connect with people and build relationships. You'll be surprised at much insight you can learn about the inner workings of various departments, and glean fresh insights about how to improve processes that will ultimately lead to better communication and a healthier company culture.

Excitement and a Little Chaos Are OK

The second thing that sets startups apart from established companies is their culture of controlled chaos. That sounds negative, but don't worry; it isn't meant to suggest anything goes, frat house environment. It just means that there are tighter deadlines and an uncertain outcome, which forces the flow of creativity. Also, creating this kind of culture does not require established businesses to throw away their existing models – far from it.

Controlled chaos is an approach that a long-standing business can use anytime they are adding on a new product or service. In a nutshell, it is the company culture that comes out of trying something new. No one knows exactly how things will go, but they are excited to try it and have a measurable goal for success. Of course, there is a timeline for hitting that goal. See? Controlled chaos.

Just as there are many things that startups can learn from established businesses, there are many things that established dealers and integrators can learn from startups. Consider applying these two concepts to your security business; hopefully, they will help you maximize growth to the extent you have in mind.

Brian Plant is the Managing Director at Ignite Marketing Group: The Official Webmaster of the CAA and the WBFSA. He is a member of the Inland Empire Alarm Association, ESA, and SIA. He can be reached at 877-656-3779, ext. 1. or bplant@igniteleads.com

NEIL RIVERON
ACCOUNT MANAGER
NRIVERON@RRMS.COM
877.673.4375

response
Rapid Response Monitoring
www.rrms.com

AL, AR, AZ, CA, CO, CT, DC, FL, GA, HI, IL, IN, IA, KS, KY, LA, MA, MD, MI, MN, MO, MS, MT, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, VA, VT, WA, WI, WY

**BUY 1,
GET 4 DECADES
OF INNOVATION
FREE.**

 **TELGUARD**
THE ALARM COMMUNICATION EXPERTS

telguard.com | 800.229.2326 (Option 5) | telguardsales.telular@ametek.com

© 2021 Telguard. Telguard and the Telguard Logo are registered trademarks of Telular Corporation | Telular is a business unit of AMETEK, Inc. All Rights Reserved.

AMETEK

J.C. Gury
Signs & Decals

**YOUR ONE STOP SHOP FOR
SIGNS, STAKES & DECALS**

**VIDEO SURVEILLANCE BY
EYE ON YOU
800-555-4321**

**PROTECTED BY
SECURITY TEAM
714 669-9224**

6789

Our Custom Printed Products Are Made For Long Term Durability.

Contact us today at
800-903-3385 or sales@jcgury.com

Come see more of our products at
jcgury.com

530 East Jamie Ave, La Habra, California



WWW.OPTEXAMERICA.COM

Eliminate 100% of False Dispatches & Dramatically Increase Customer Satisfaction & Retention

The OPTEx Bridge Series provides you with a simple, low cost solution, connecting cameras and sensors to the CHEKT Visual Verification Service. With proper system design, installation, and maintenance, our solution effectively provides fast and efficient event information that can **eliminate false dispatches**.



NEW!



CKB-312

OPTEx Bridge: 12 Channel Model

The new CKB-312 OPTEx Bridge is a 12 channel device that allows you to connect up to 12 cameras & sensors to create a visual verification option for your customers. It simplifies installations; no need to add multiple Bridges on medium size applications. For larger systems, multiple CKB-312 or CKB-304 can be used. The CKB-312 Bridge can elevate any standalone, self monitored security applications by utilizing a simple app on your smart phone.

OPTEx Bridge: 4 Channel Model

Choose the CKB-304 OPTEx 4 Channel Bridge for easy and cost-effective visual verification. The 4 Channel OPTEx Bridge is a perfect choice for small to medium sized visual verification projects. You can use the 4 Channel Bridge for professional applications or as a standalone monitored security solution.

CKB-304



Visual Verification Bridge
Powered by CHEKT.

Learn More About Our Visual Verification Solution: www.optexamerica.com
Visit Our Dealer Launch Site: www.chekt.com/launch
Contact Us: sales@optexamerica.com | 800.966.7839



EQUITY+PLUS
Mergers & Acquisitions
Cyber Protection - Identity Theft

Call Tony Smith at
 (855) 723-2229



tsmith@securityfundingsolutions.com
www.securityfundingassociates.com



(877) 840-5491
 3550 Covington Pike #103
 Memphis, TN 38128
www.ztechcentral.com

Fast Response
Fair Price



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



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

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

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

REDEFINING MONITORING

Protect What You Value *Established 1963*

f @ in t

Is your monitoring provider doing more for you?

BUSINESS DEVELOPMENT SERVICES

Marketing

Accounting

Training

Customer Care

OUR PASSION IS SEEING YOU GROW!



SECURITY CENTRAL

1-800-560-6568
www.security-central.com

SMART HOME SECURITY REDEFINED



With ClareOne, traditional security systems are a thing of the past.

ClareOne is an easy-to-use, 128-zone open platform smart home security system that will revolutionize your business and help you grow RMR with free interactive smart home services.

Learn more at SnapAV.com/Clare



 **Snap** Pro Store
av

ALLNET | CUSTOMPLUS | VRI | Volutone

clare ONE™

SOMETHING NEW!

WIRELESS ALARM PRODUCTS

FROM

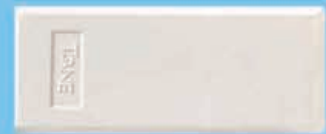
TANE ALARM PRODUCTS



TWC 319.5R



TWC PIR345



TWC 345R

Our **TWC 319.5R** Wireless Alarm Contacts, compatible with most **INTERLOGIX®** and **QOLSYS®** systems, and our **TWC 345R** Wireless Contacts, compatible with most **HONEYWELL®** and **2GIG®** systems, are the thinnest wireless door & window contacts on the market. Both feature a 3- 5 year battery life, easy control panel pairing and pricing designed to please your bottom line.

Our **TWC PIR345** Wireless Interior PIR Motion Detectors, compatible with most **HONEYWELL®** and **2GIG®** systems, are **FCC & ISED CERTIFIED** for Sales and Installations throughout the USA and Canada.

Your first order for any of our **TWC 345R**, **TWC 319.5R** or **TWC PIR345** will receive a **5% Introductory Discount** and a **Special Gift**, to sweeten the deal. Please include **CODE:TWC5OFF** with your order, to receive your 5% discount and Special Gift.

Please call 516-328-3351 or Email info@tanealarm.com for literature and pricing. Samples are available upon request.



TANE ALARM PRODUCTS®
Magnetic contacts and more since 1984.

**TANE WIRELESS
CONTACTS®**

906 JERICO TURNPIKE, NEW HYDE PARK, NY 11040
Tel:800-852-5050 · 516-328-3351 · Fax:516-329-9125
www.tanealarm.com · E-MAIL: info@tanealarm.com



CHICAGO • WASHINGTON, D.C. • LOS ANGELES • MILWAUKEE

EMERgency24

ALARM MONITORING



FAST RELIABLE RESPONSIVE

Trusted for 50+ years
High quality
traditional monitoring

Build RMR with video verification
EM24 supports leading
video platforms

Innovate with EM24
In-house developers adapt monitoring
services to your business needs

EMERgency24

999 East Touhy Avenue, Suite 500
Des Plaines, Illinois 60018

1.800.800.3624 | EMERgency24.com



For Alarm Company Owners and Managers Looking for Technician TRAINING

Ideal for:

• New Techs and New Hires • Supporting New and Upgraded Technologies • Expanded and Evolving Markets

FIELD SERVICE TECHNICIAN

ELECTRONIC SYSTEM TECHNICIAN – ACCESS CONTROL – CCTV

www.NationalTrainingProgram.com

Field Service
Technician 1 (FST 1)
TEXTBOOK \$95
(includes shipping)

Field Service Technician 1 (FST1)

Intermediate Alarm Installation

24-Hour Online Course

Chapter 1:	00107-09	Basic Communication Skills
Chapter 2:	00108-09	Basic Employability Skills
Chapter 3:	00101-09	Basic Safety
Chapter 4:	00103-09	Introduction to Hand Tools
Chapter 5:	00104-09	Introduction to Power Tools
Chapter 6:	00102-09	Introduction to Construction Math
Chapter 7:	33206-10	Introduction to Electrical Drawings
Chapter 8:	33201-10	DC Circuits
Chapter 9:	33107-10	Introduction to the National Electrical Code®
Chapter 10:	33108-10	Low-Voltage Cabling
Chapter 11:	33407-12	Intrusion Detection Systems

\$250 Per Student – Member Price
(Member of your state association)

\$350 Per Student –
Non-Member Price

NTP Continuing Education

100 Hours – Annual License

A one-year license provides one student access to CEU courses in the following areas:

- IP Video Series
- IP Networking Series
- Access Control Systems Series
- NICET Fire Alarm System Level I Prep Courses
- NICET Fire Alarm System Level II Prep Courses
- Customer Service in the Security Industry
- Sales in the Security Industry
- Wireless Technologies
- Codes and Standards Series
- Writing Effective Incident Reports
- Structured Wiring & Termination
- Troubleshooting Series

\$250

Per Student –
One Year License - Member Price
(Member of your state association)

\$350

Per Student –
One Year License - Non-Member Price



www.NationalTrainingProgram.com

In partnership with the CAA California Alarm Association

800-901-2390

info@nationaltrainingprogram.com

INTRODUCING



Real Access. Really Easy.

Cloud-based access control, using cellular, network or wifi. Installs in minutes. Total flexibility for single or multi-site management. Up to 1,000 doors per site, full edge system redundancy, full control and reporting from a single app or browser, video integration and much more.

If you're using Brivo, ProdataKey™, OpenPath, Feenics or any other access product, you owe it to your business to give us a look today.

Learn more at DMP.com/X1.

Not currently a DMP dealer? Let's talk.



All trademarks are the property of their respective owners.



NATIONWIDE MONITORING...
with SOUTHERN HOSPITALITY

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



UJFX S2629
EF0000005
AL 14-138


Your Engine for Better Billing & Faster Payments



- Clockwork billing
- On-time payments
- Life cycle software
- Hands-on support

Cornerstone
BILLING SOLUTIONS

(847) 405-9517 x2
Scott@Alarmbills.com



Michael Hutcher
Vice President, Eastern Region

9469 Route 422 Hwy E, PO Box 179, Shelocta, PA 15774
Call/Text: (301) 992-5291
mhutcher@dynamarkmonitoring.com www.dynamarkmonitoring.com

FLAIR ELECTRONICS

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

Call today for free samples

800-532-3492
sales@flairsecurity.com
www.flairsecurity.com

*At Flair
We Care!*

**Custom Security Panel
Printing Available
now at SDI**

High Performance Inks
On-Demand Production
Exceptional Quality
Scratch Resistant

Contact us for more information





John Landers
Memphis Area Sales Rep
C: 901-619-9878
JohnL@sdilink.com
www.sdilink.com



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

877.740.0283 | www.monitor1.com

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

Sept. 8-10 TNSI Annual Convention Franklin



Certification Courses

In 2021, The Mississippi Security Association will offer all certification courses required for electronic security technicians and sales reps in the State of Mississippi. Most courses will be offered via Zoom webinars, where students can participate with a live instructor from their office or home. Level 1 is currently available online, with the additional courses to be available online in 2021. Visit <https://www.ms-esa.com/training-education> to register.



Certification Courses

The Louisiana Life Safety & Security Association will offer certification courses for Louisiana technicians and sales reps in the cities of Jefferson, Lafayette and Monroe. Students can attend class in person or participate via Zoom webinar. Registration is available at <http://training.llssa.org/>.

ag | **avantguard**
agmonitoring.com

Monitoring Solutions for a Connected World

MATT BRANDON
National Accounts - East
770.298.3074
mbrandon@agmonitoring.com

NICOLA OAKIE
VICE PRESIDENT OF SALES
PROACTIVE VIDEO MONITORING
noakie@nmccentral.com
Cell: 702-816-1974

www.NMCcentral.com **netwatch**° brought to you by **NMC**

INDUSTRY EVENTS 2021

CAA Palm Springs Convention
June 23-26, 2021
Hilton Palm Springs



SIA/ISC Love Security
July 18, 2021
THE ROCKHOUSE, Las Vegas, NV



ISC West 2021
July 19 - 21, 2021
Sands Expo Center, Las Vegas, NV



ISC East
November 17-18, 2021
Javits Center
New York



CAA Winter Convention
December 1 - 4, 2021
The Fairmont San Francisco



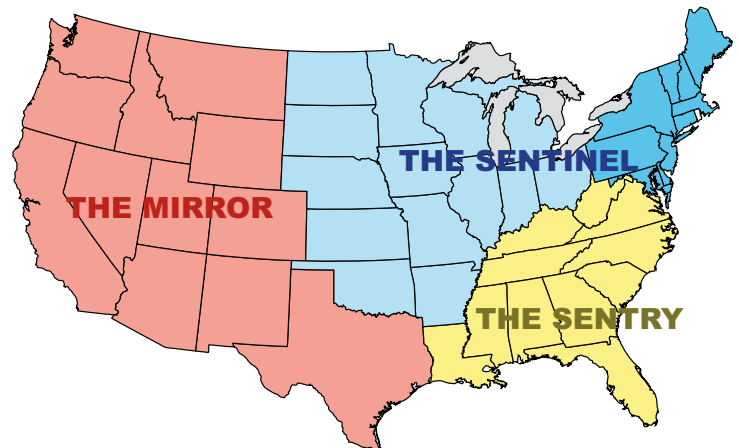
Imperial Capital Security Investor Conference
December 12-14, 2021
New York, NY

THE SOUTHEASTERN SENTRY

Want Your Advertising to Reach the Entire USA?

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

Call Jerry Lenander at 800-490-9680 to reserve your spot today! Specs and information at www.snnonline.com



THERE HAS NEVER BEEN A BETTER TIME TO SWITCH TO COPS MONITORING



UPGRADE YOUR MONITORING & SAVE

If you've ever thought about upgrading your monitoring, now is the time because we're offering some of our best transfer incentives and monitoring rates – **ever**.

Not just different. Better.

- ✓ Award-winning network of 6 UL listed, Five Diamond central stations
- ✓ The most comprehensive monitoring redundancy in North America
- ✓ Industry leading response times
- ✓ Highly trained operators & experienced leadership
- ✓ A dedicated team to support your business
- ✓ Exclusive full-featured proprietary monitoring platform & dealer access
- ✓ Extensive portfolio of value-added services to help you succeed such as access to financing, equipment discounts, dealer-branded services, & education... *just to name a few*

Plus a whole lot more!

Call **800-367-2677 x 1256** or visit copsmonitoring.com/UPGRADE to request your custom, confidential, no-obligation quote.

Providing nationwide professional alarm monitoring and dealer services from
New Jersey | Florida | Arizona | Tennessee | Texas | Maryland
800.367.2677 | Fax: 856.629.4043 | info@copsmonitoring.com | copsmonitoring.com

CA: ACO6132 • DE: 05-85 • FL: EF20000481 • IL: 127-001299 • MD: 107-840 • TN: 632/1626 • TX Burg: B11561/17961 • TX Fire: ACR2215 • VA: 11-1941



Monitoring
Your Hometown Central Station

THE SOUTHEASTERN SENTRY

PUBLISHED FOR THE SOUTHEASTERN ELECTRONIC SECURITY INDUSTRY

333 Washington Boulevard, #431

Marina del Rey, CA 90292

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

ISC WEST



JULY 19-21, 2021 SANDS EXPO | LAS VEGAS

The International Security Conference & Exposition - also known as ISC West - is the largest converged security industry trade show in the U.S. At ISC West, you will have the opportunity to network and connect with thousands of security and public safety professionals that convene at the show each year to experience and explore the newest technologies and solutions from Access Control, Video Surveillance, Emergency Response, Public Safety to IT/IoT Security, Smart Home Solutions, Drones & Robotics and more! The combination of networking opportunities, special events, award ceremonies, plus the leading cutting-edge SIA Education@ISC program, makes ISC West the security industry's most comprehensive security event in the U.S.

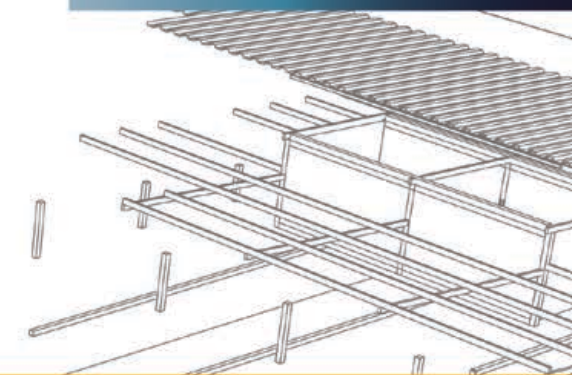
CONNECTED
& IoT SECURITY

DRONES &
ROBOTICS

EMERGING
TECH

PUBLIC SAFETY
& HEALTH

SMART
HOME



Learn more at
iscwest2021.com/CAA

