

THE SOUTHEASTERN SENTRY

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SEPTEMBER 2021

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Events are also highlighted throughout The Sentry

Standing up at the GELSSA event at the Atlanta Braves game are from left to right: Marshall Lorden, Telguard and John Loud, Loud Security.

"Take me out to the ball game, but only after I've armed my security system."



Sept. 8-10, 2021
TNSI Trade Show
and Convention
Details on page 8

Infrastructure Bill Would End the Employee Retention Credit

By Mitch Reitman

The infrastructure bill passed by the U.S. Senate on August 10, 2021 would end the employee retention credit (ERC) early, making wages paid after Sept. 30, 2021, ineligible for the credit (except for wages paid by an eligible recovery startup business).

Many businesses have taken advantage of the ERC, which was created by the Coronavirus Aid, Relief, and Economic Security (CARES) Act, P.L. 116-136. The American Rescue Plan Act, P.L. 117-2, enacted March 11, made the ERC available to eligible employers for wages paid during the third and fourth quarters of 2021; however, the proposed House Infrastructure Bill (H.R. 3684)

The ERC allows eligible employers to take credits against payroll taxes in an amount equal to 50% of the first \$10,000 of quarterly wages paid to certain employees. The amount was increased to 70% of the first \$10,000 of quarterly wages for 2021. If the Credit exceeds the employer's tax liability it is refundable, meaning that the company could either apply it to future periods or opt to receive a check for the amount. H.R. 3684 would repeal that extension. The IRS issued guidance last week on claiming the credit in the third and fourth quarters of 2021 (Notice 2021-49), but noted in that guidance that it is watching this legislative development.

We have assisted numerous clients in obtaining over \$10 million in ERC's and will monitor the affect of the Bill closely.

Mitch Reitman is the Managing Principal of Reitman Consulting Goup. He can be reached at MReitman@Reitman.US.

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Celebrating the launch of Vivint dealer program at ISC West were John Fox (Fox4 Security), Bruce Mungiguerra (Nortek), Tom Few (Vivint), Lance Dean (retired) and Todd Santiago (Vivint).

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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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2021 Convention & Trade Show

Sept. 15, 2021 – Clay Shoot, Golf Tournament
Sept. 16, 2021 – CEU Day, State Meeting, TRADE SHOW!

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Louisiana 2021 Convention & Trade Show

November 17, 2021 – Golf Tournament
November 18, 2021 – CEU Day, State Meeting, TRADE SHOW!

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Board Meetings are generally the first Wednesday of each month at 5:00 p.m.



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TELGUARD announced its first line of dual path communicators with an internet pathway that make them the first company to offer a dual path communicator that combines 5G LTE-M with internet connectivity for commercial fire use. The communicators connect to the internet via a wired LAN connection, and if the LAN goes down, 5G LTE-M immediately steps in to deliver signals. "This advancement in Telguard's technology allows anyone to bring internet access to virtually any existing fire or security panel," said Telguard President George Brody. "This means new business opportunities for our dealers on takeovers, upgrades and landline replacement to now use the latest cellular technology and readily available internet access to deliver alarm signals." The two products available are the TG-7FE for commercial fire and the TG-7E for commercial intrusion.

ALARM LOCK, a Division of **NAPCO** Security Technologies, introduced AirAccess, a unique access control system (ACaaS) designed to help locksmiths, security dealers and integrators build business and RMR-generating accounts faster than ever, right-sized for small & medium-sized businesses (SMBs). AirAccess is the first revolutionarily, easy, cellular-based access control system, that makes the system connections for its installer, quickly and easily via cellular communications networks, outside the customers' network, firewall and/or overburdened IT Dept. While an all-new ACaaS solution, its foundation is on the industry's proven top-selling StarLink cellular communications & Alarm Lock Trilogy wireless networked locks or panel, with standard wiegand readers. Fully scalable for a few doors and users to hundreds of each – AirAccess offers accounts an easy mobile App w/ built-in credential and control plus SMS notifications, on-demand reports and real-time emergency monitoring. Free Customizable Marketing Materials are also available just for asking 1.800.ALA.LOCK. Check out a Free Sales Intro Class online too at www.alarmlock.com/seminars.

POTTER ELECTRIC SIGNAL COMPANY announced the release of the SignalLink™ Bridge Wireless Supervisory System, which will now allow users the ability to use fully supervised wireless communication between dry contact devices. The SignalLink Bridge removes the need to hard wire dry contact devices to each other and operates on a 2.4 GHz frequency. Each SignalLink device has a maximum communication range of 800' with a weather and UV resistant polycarbonate enclosure that is NEMA 4 rated for outdoor applications. The system is also compatible with any previously installed fire panel or fire alarm system. Visit www.pottersignal.com for more information,



ADI GLOBAL DISTRIBUTION announced that it has ranked on the Selling Power 50 Best Companies to Sell For list. This is the 21st consecutive year the ranking has been published by Selling Power. Selling Power magazine founder and publisher Gerhard Gschwandtner says, "The companies who earned a spot on this year's list have truly world-class sales organizations." "ADI is honored to be named one of the 50 Best Companies to Sell For in 2021 by Selling Power magazine," said Bob Appleby, vice president and general manager, ADI North America. "ADI supplies the products that help keep our communities secure and connected and our sales team is integral to our success. We are committed to providing our team with the training, tools and resources they need to be successful and serve as a valuable resource to our customers. We celebrate this recognition together with our teams across ADI." For more information visit adiglobal.com/us.



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Sept. 8-10, 2021 TNSI Trade Show and Convention

TNSI Convention Schedule of Events

Wednesday, September 8

6:00 pm – 9:00pm Opening Reception –
Marriott Cool Springs Patio

Thursday, September 9

7:30 am – 9:00 am Board of Directors Meeting

8:00 am – 10:30 am Exhibit Set up

7:30 am – 9:00 am Buffet Breakfast

9:00 am – 11:00 am CEU Course (2 hours)

11:00 am – 12:00 pm Luncheon/Annual Meeting

12:00 pm – 3:30 pm Exhibits Open

3:30 pm – 5:30 pm CEU Course (2 hours)

3:30 pm – 5:30 pm Exhibit Tear Down

5:30 pm – 9:00 pm Cocktail Hour & Dinner with
Live Music or Casino Party

Friday, September 10th

7:00 am – 8:30 am Buffet Breakfast

8:00 am – 10:00 am CEU Course (2 hours)

10:00 am – 12:00 pm CEU Course (2 hours)

2021 TNSI Convention Sponsors



By Penny Brooks

Register for our Annual 2021 TNSI Trade Show and Convention on September 8-10, 2021 at the Marriott Cool Springs in Franklin, TN

We will be offering 8 CEU credit hours that are approved by the TN Alarm Systems Contractors Board. We plan to offer courses that discuss the 3G Network transition as well as offer an interactive panel discussion on ASAP to PSAP and Improving Response Times. We will have the top manufacturers, distributors and monitoring companies in the country exhibiting their latest technology and services and we will wine and dine on the best food in Franklin, TN. We will also host our 2021 Annual Meeting and Luncheon and elect our 2022 Board of Directors. Registration forms can be found on our website at www.theTNSI.org.

Make your hotel reservations TODAY at the Marriott Cool Springs in Franklin. A link to make hotel reservations is on our website or you can call 888.403.6772. See Donations/Fundraiser info below for your chance to win a FREE Hotel Room Night at the Marriott Cool Springs.

DONATION/FUNDRAISER: Every year we retain a lobbyist that watches out for our industry in the TN Legislature. We would not be where we are today without our lobbyist. Over the last 30 years, he has shut down legislation that could have greatly impacted our businesses. If you can help in any way by sending a donation to help offset our legislative fees, it would be greatly appreciated. *If you have any questions, please feel free to call or email Penny Brooks, TNSI Executive Director at 615-791-9590 or ExecutiveDirector@theTNSI.org*

Looking forward to seeing you there.



Marriott Cool Springs in Franklin, TN



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Cultivating A Disruptor Mindset in the Security Industry

By Brian Plant, Managing Director
Ignite Marketing Group

You hear it all the time — how this or that business, person or technology is a disruptor. It sounds great, but what does it really mean? Disruptors change the way something is done in a given area of industry, but on a smaller scale, a disruptor can be someone or a business that shake up how things are done in their own area or local. Change is integral to business development, however, if done right you can disrupt the established order in your area. And that is the key to a successful security business.

THAT MEANS YOU - Most people think that being a disruptor is only for the big business, or something surrounding technology. You and your business, in any city, can leverage the disruptor mindset and disrupt the industry in a way that equals success. But you need to get passionate about it. Motivations change and fade. But being someone that changes things around you means having a “mission-critical” mindset.

SOLVE A PROBLEM - One of the essential elements of becoming a disruptor is spotting a problem for the consumer and solving it in a big way. It can be points of confusion, annoyance, or roadblocks such as accessibility, applicability, and affordability. Look at barriers from a customer’s perspective and then find the best solutions possible.

DON’T RELY ON PERFECT TIMING. Instead, perfect your timing. Watch the industry and see what is coming ahead. Find out how those changes will impact your customers and work to meet those needs now.

LOOK FOR MARKETS BEING ILL-SERVED - You have probably found yourself wondering why a particularly big business or industry doesn’t better utilize access control or other security technologies more effectively. Instead of wondering, find out why. Chances are they are under-informed and being ill-served. Step in and fill the gap.

BECOME VISIBLE - A disruptor is anything but quiet and meek. Get your marketing and promotion on and show everyone what you are about. Share your passion with an enthusiasm that can’t help but be contagious. When others see your passion, they know you are passionate about hitting targets and are willing to go the distance for them.

LOOK AT YOUR BUSINESS CRITICALLY - Having ambition is not enough for becoming a disruptor. You have to look at your business with a painfully honest microscope. Where are you holding back that you shouldn’t? What aspects are you trying to do but would be better done by someone else? What processes can you change to forge a new way of doing business that will turn everything on its head?

Brian is the Managing Director of Ignite Marketing Group. He has been featured in SDM Magazine, Security Sales & Integration Magazine and other industry publications. Ignite is an inbound marketing agency that specializes in marketing and salesforce automation for the security industry.

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IRS Forms Office Of Promoter Investigations



By Mitch Reitman

The IRS has formed the Office of Promoter Investigations his is a newly created service-wide office headed by a 20-year veteran of the service. This group is tasked with agency-wide compliance issues, including coordination of promoter activities with other business divisions, including Large Business & International, Tax Exempt/Government Entities, Office of Fraud Enforcement, and Criminal Investigations. "The office will use data analytics and

operate like a think-thank to identify promoter behavior prior to auditing returns. They will focus on practitioners, with the intention of identifying tax schemes as early as possible. "

With many of the COVID relief programs being assigned to the IRS, numerous promoters and other organizations have sprung up. They offer to obtain COVID relief for a percentage. While some are legitimate, many are taking advantage of overwhelmed IRS staff to obtain relief for companies that do not qualify for or obtaining amounts greater than the taxpayer may be entitled to. Some may claim correct amounts, but fail to provide the necessary documentation to substantiate the credit or refund in an audit, leaving a company with a repayment obligation, fines, and interest. By this time the promoter may be long gone.

If you are contacted by a firm offering to assist you to obtain a COVID relieve or loans, think twice, especially if they charge a contingent fee. Call your tax professional or us and get reliable, advice and not a sales presentation.

Mitch Reitman is the Managing Principal of Reitman Consulting Group. He can be reached at MReitman@Reitman.US.

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.



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- Sept 8-10..... TNSI ANNUAL CONVENTIONFranklin
- Sept 17-19..... TN Security Certification (24 hours)Johnson City
- Sept 25-26..... TN FIRE Certification (16 hours) Germantown
- October 8-10 TN Security Certification (24 hours) Knoxville
- October 23-24 TN FIRE Certification (16 hours) Knoxville
- November 5-7 TN Security Certification (24 hours) Germantown
- Nov 12-14..... TN Security Certification (24 hours) Nashville
- Nov 20-21..... TN FIRE Certification (16 hours) Germantown
- December 4-5 TN FIRE Certification (16 hours) Nashville

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The Power of Reviews

By Hank Groff

As a company looking to build a reputation, you must always consider the power of social media reviews. Most companies take very little stock of their importance in their business, but they hold a tremendous weight. Go ahead and look for a pizza parlor somewhere in your town. How do you do it? It's usually one or two places. You open up Google and you say pizza parlor places in your city. Then you watch as a list opens up. But do you know where they really come from? They're actually being generated from Google Maps. Now do the same exercise but open up Google Maps and there you will find the ability to make the same statement, and you will see Google Maps open up with not only a list, but the exact locations and the reviews. When you run your business, that's how most people find you. They might say your name or they might look up your type of product. There in Maps, they should find your listing.

The problem is that most of them have zero reviews or at the most one or two reviews, which makes the impact look even more negative. How do I know this? I'm one of the top-ranked Google reviewers. As a level 7 reviewer, I generate Google reviews many times per month as I travel throughout the United States. The first thing I look for when I choose a product or service is their ranking on Google reviews. If I see a place that has less than 4.5 stars and very little reviews, it is immediately eliminated. After that, I look for the 4.5+ reviews with a high volume. If you have less than 10 reviews in your company, reach out to friends, family, your social media accounts, and emails to gather more reviews. Some companies will offer a \$200 Amazon gift card drawing from those participants who have filled out a review. Or you might offer something to everyone who gives you a review. Personally, I believe that if you have earned the right to get a good review, and you simply ask, you will receive.

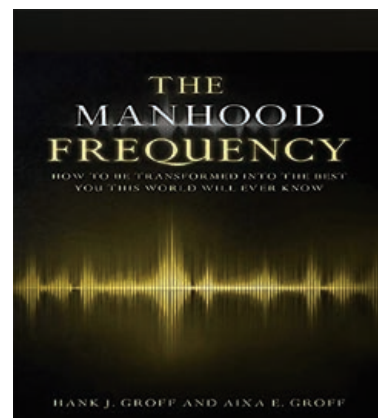
If you have received any ratings with less than a 4.0 rating, I would encourage you to contact the customer and work to resolve the issue. If you earn back their trust, they will typically give you a higher score. You can always send them an email requesting them to change it. Google reviews are ranked as the highest rated reviews in the world. Why is that? Because they're not tied to any monetary payment system. Some of these other review systems like Angie's list, Travelocity or some page that manage travel, are usually tied to payments either by the customer or the seller. Google has none of that. They don't pay anyone to give reviews. It's simply by being honest and relevant do you earn the right to continue giving reviews and moving up the ranks. I encourage you to build your reputation using Google reviews.

Now, if you're working on building your reputation business-to-business, there is nothing better than using LinkedIn to build those reviews. Let's say you are a security company working in the commercial business market, and you focus primarily on the auto dealership industry using video surveillance. Your first step is to begin to connect with as many of the auto dealership prospects in your area. Build a network of these companies and begin to follow them on LinkedIn. As you do, you can systematically message them with the opportunity to talk about the value of your services. If they become a satisfied customer, you can invite them to leave a testimonial about your company and your services. And once you've received it, I recommend you add it to your business LinkedIn page and your company website.

It will certainly add to your company's presence a feeling of authenticity that may have been absent before the reviews. Software companies like GatherUp and Podium offer a service that allows you to embed your Google and LinkedIn reviews right onto your website page. It also allows customers to drop a review allowing you to build your reputation and your value. I suggest you give it a try.

Here's the bottom line: If you want to establish yourself within your niche market, the only way to do that is to continually strive to build your brand and your reputation with reviews. If you want to earn your way into your customer or prospect's CIRCLE OF TRUST, you have to make the effort to gain their trust. Do you remember the movie Meet the Parents? Remember when Gaylord Focker wanted so badly to get into his father-in-law's circle of trust? It's certainly not easy, and once you get in you don't want to lose your right to be inside that circle, so take seriously the power of reviews.

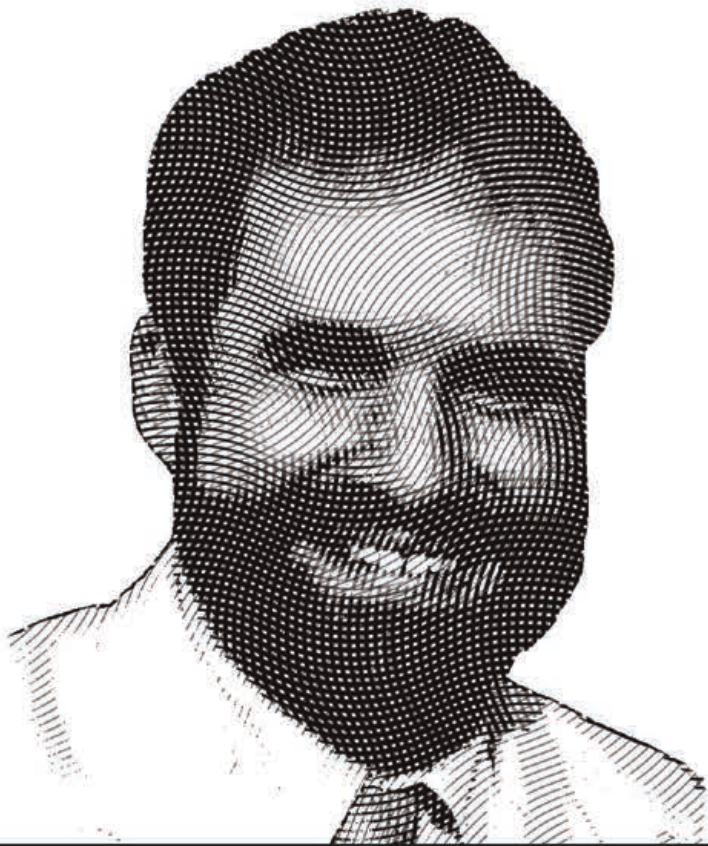
Hank Groff, Haxakain Consulting, is a 30-year veteran in the sales training and leadership development industry. He has consulted such notable companies as ADT, Brinks, Defender, Dynamark, Guardian Protection, Vector Security, and many others. He is both a public speaker and author of the international selling book: The Manhood Frequency.



Industry News

BAY ALARM is celebrating 75 years of operation in California. In 1946, Everett and Marj Westphal founded Bay Alarm on a simple principle: do your absolute best every time, and you'll be successful. Seventy-five years later, Bay Alarm is now in its third generation of family leadership. From a kitchen table and a rented typewriter in Oakland, CA, Bay Alarm has become the largest independently owned security company in the United States. Employing 1,100+ security professionals and operating 17 branch locations, Bay Alarm now protects more than 150,000 homes and businesses in California, Arizona, and Washington.

ERIN HARRINGTON COMMUNICATIONS, a leading Marketing, Public Relations & Content Creation agency dedicated to serving the security industry, is celebrating its 16th Anniversary. Erin Harrington Communications has successfully served the editorial, marketing and public relations needs of many industry clients in both the manufacturing and distribution sides since its inception. She served as Communications Manager for a national distributor for seven years and then moved back to her editorial roots as Managing Editor for a leading trade magazine before launching her own company. "It was the right time for me to take the leap of faith," Harrington states. "Delivering meaningful, quality content to my clients that's on target and on deadline is what drives me every business day. I'm very proud to be part of this industry and value so much all of the client relationships I've built over the years." For more information, please visit: <http://erinharringtoncommunications.com/>.



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- Sept. 8-10TNSI Annual Convention Franklin
 Sept. 15.....Mississippi Clay Shoot, Golf Tournament
 Sept. 16.....Mississippi CEU Day, State Meeting/Trade Show
 Oct. 27-28Alabama Alarm Association Trade Show
 Nov. 17-18.....Louisiana Golf and State Meeting/Trade Show



2021 Alabama Alarm Association Trade Show
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Certification Courses

The Mississippi Security Association offers certification courses required to be licensed in the State of Mississippi by the Mississippi State Fire Marshal Electronic Protection Division. Certification courses are offered in person, virtual and online. Visit www.mississippisecurityassociation.com for additional information.



Certification Courses
November 18, 2021 –
CEU Day, State Meeting,
TRADE SHOW!

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/>.



New Training Program

The California Alarm Association (CAA) announced a new training program available to technicians nationwide. This includes online course work leading to a Field Service Technician 1 designation and more than 100 hours of continuing education. The 24-hour course is delivered in 11 modules with instruction ranging from business communications to intrusion detection. completion of this course work will position an employee to succeed in the security industry.

For information and demos, visit www.nationaltrainingprogram.com. Also see pg. 18 inside this issue of THE SENTRY for more details.

INDUSTRY EVENTS

TMA Annual Meeting

October 9-13, 2021, Maui, HI

TMA Ops-Tech

November 7-11, 2021, Charlotte, NC

ISC East

November 17-18, 2021, Javits Center, NYC, NY

CAA Winter Convention

December 1 – 4, 2021, The Fairmont, San Francisco, CA

Imperial Capital Security Investor Conference

December 12-14, 2021, New York, NY

SIA/ISC Loves Security

March 22, 2022, THE ROCKHOUSE, Las Vegas, NV

ISC West

March 23-25, 2022, Sands Expo Center, Las Vegas, NV

ESX

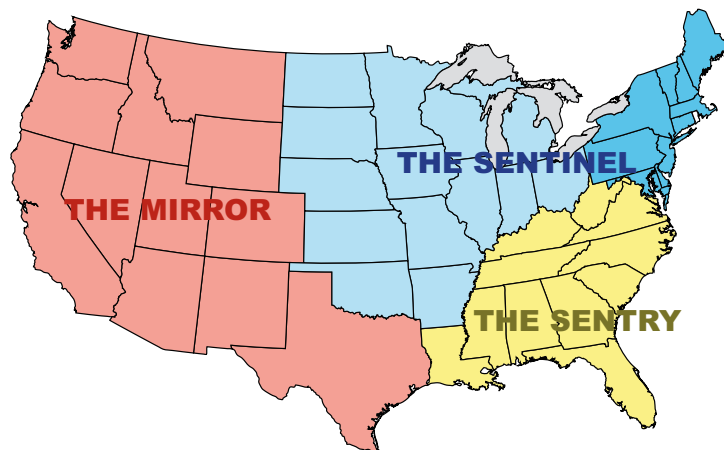
June 14-17, 2022, Ft. Worth, TX

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