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INDUSTRY NEWS

Over \$112 Million Donated to Non-Profit Organizations

DMP Employees Surprised with \$5,000 Bonus to Recognize Their Generous Contributions

Among the employees of Digital Monitoring Products, generosity is important — so much so that it's one of their company values. It has also been their motivating force behind Project100,

launched in 2019 with the goal to give away \$100 million in time and money to non-profit organizations by the end of 2025.

A big goal to be sure. But last month, CEO and President Rick Britton announced that Project100 was not only achieved but surpassed. A full four years early, DMP collectively has given more than \$112 million in donations and 10,000 hours of volunteer time to non-profit organizations.

Contributions, continued on page 3

Why Digital Storytelling Is a Great Way to Increase Brand or Product Awareness



By Brian Plant
Ignite Marketing Group

For thousands of years, storytelling has been a form of entertainment and even a way to pass historical events down through generations. But did you know you can apply the strategies of digital storytelling to your marketing strategies? Yes, you can use digital storytelling to increase brand awareness or even highlight a product. You'll find there are many benefits to learning how to tell a story with your marketing, so here's what you need to know about digital storytelling for businesses.

What Is Digital Storytelling, continued on page 12

SIA to Showcase 100 Women in Security

Nominations Due by Feb. 18

The Security Industry Association (SIA) has opened the call for nominations for the SIA Women in Security Forum Power 100. New in 2022, this annual initiative presented by the SIA Women in Security Forum will honor 100 women in the security industry who are role models for actively advancing diversity, inclusion, innovation and leadership in the community.

"The SIA Women in Security Forum is proud to introduce the Power 100 program and looks forward to recognizing the inaugural class of honorees at ISC West," said SIA Women in Security Forum Chair Kasia Hanson. "The Power 100 is a new way for the SIA Women in Security Forum to celebrate the extraordinary leaders in our industry who are raising the

bar, breaking barriers and advancing opportunities for women." Honorees will be invited to attend a special Women in Security Forum event at ISC West and be recognized during the trade show.

"Each year, the SIA Women in Security Forum's efforts to foster a more diverse security workforce grow even stronger, and we are thrilled to build on the forum's successes with the Power 100 initiative," said SIA CEO Don Erickson. "This new program will recognize women who lead, inspire and innovate and are truly making a difference in the global security industry."

To nominate someone for the inaugural Power 100 program, complete the nomination form at www.securityindustry.org. Individuals may submit more than one nomination each, and all nominations must be submitted by February 18.



TMA 2022 Virtual Mid-Year Meeting

April 26-28, 2022

MORE INFO: Online at <https://tma.us/events/virtual-mid-year-meeting/>

TMA Contact: Julie Webber,
Vice President of Education & Training
Email: jwebber@tma.us
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Contributions, continued from page 1

In a tearful, heartfelt message during last month's all-company meeting, Britton expressed his gratitude saying, "I want to thank all the employees of DMP for their dedication and hard work throughout this project. Every bit of the money that we are able to donate comes in some form from your labor. We can't do it without everyone contributing; we appreciate every single minute of hard work and effort."

As a part of the announcement and celebration, Britton surprised the group with a \$5,000 bonus for each of the 364 employees. This goes on top of the 4% bonus earned as part of the DMP annual Bonus Program.



As a company, DMP has supported several worthy causes and continues to create opportunities for employees and their families to contribute financially, although their personal, hands-on donations of time and talent are equally appreciated. "This kind of giving provides the double benefit of serving others in need while serving as a reminder to be thankful for our many blessings," says Mark Hillenburg, Vice President of Marketing. "The bottom line is, we want our people to be generous people," Hillenburg adds.

Project100 has provided funding to over fifty non-profit organizations around the world including:

- | | | | |
|------------------|--|-------------------------------------|-----------------------------------|
| Convoy of Hope | Breast Cancer Foundation of the Ozarks | Habitat for Humanity | The Victory Mission |
| The Seed Company | Victory Mission | PowerPacks | Council of Churches of the Ozarks |
| Care to Learn | Camp Barnabas | Freeway Ministries | Peace Partnership and many more. |
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www.fl-alarms.org
Executive Director: Sean Guthrie
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Email: msalert@bellsouth.net
Website:
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Facebook:
https://www.facebook.com/MississippiSA
Executive Director: Shelley Pettit

The Mississippi Security Association certification courses are 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.

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Meetings- see Calendar page

Instructor-Led Training

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System Installer

- March 8-10, 2022 - Tupelo, MS
- June 21-23, 2022 - Gulfport
- October 5-7, 2022 - Jackson, MS



Alabama Alarm Association

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

Visit www.alabamaalarm.org for more information.

For CEU CREDIT information - see <https://www.alabamaalarm.org/CEU-Course-Review>

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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.



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



Louisiana Life Safety & Security Association (LLSSA)

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(337) 886-7282
director@llssa.org Website: www.llssa.org
Facebook: <https://www.facebook.com/LLSSA>
Assistant Executive Director: Shelley Pettit

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/>.

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



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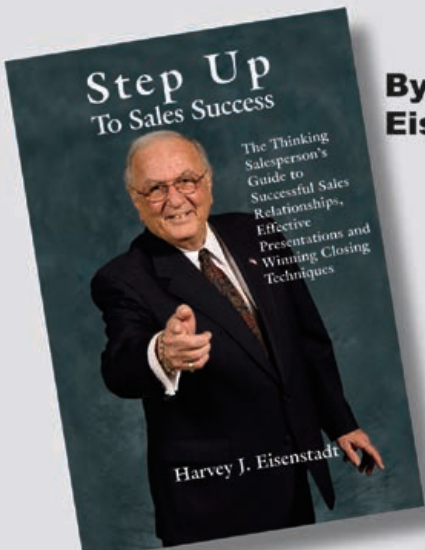
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Orlando, FL	\$11 Million

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Lafayette, LA	\$8 Million
Houston, TX	\$1.5 Million
Edison, NJ	\$10 Million
Providence, RI	\$2.5 Million
Memphis, TN	\$4.2 Million
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Philadelphia, PA	\$12 Million
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Details also on page 14 in this issue of THE SENTRY.

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VICON INDUSTRIES announced the appointment of Dan Craig as Regional Sales Manager serving Ohio, Michigan, West Virginia, Western Pennsylvania, and Northeast Kentucky. Dan has over 23 years of experience in a variety of technical and sales positions, with some of the industry's most prominent manufacturers and integrators. "Dan's impressive breadth of industry knowledge, from field tech to accomplished sales rep, will be integral to the continued success of this territory," said Bret McGowan, Senior Vice President, Sales and Marketing.



SALIENT SYSTEMS announced that Keith Aubele CPP, LPP has been named as the company's Chief Security Officer. Aubele brings decades of experience at leading retail organizations to the CSO role, which is the first such position for Salient. A former Director of Loss Prevention for Walmart Stores Inc, and Senior Vice President of Loss Prevention for The Home Depot, Aubele will guide Salient's approach to customer needs in the rapidly changing security landscape, as well as provide overall leadership and direction on corporate risk assessment, strategic planning and global initiatives on behalf of Salient. "Keith's depth of expertise and industry reputation in corporate security management and loss prevention leadership will continue to guide Salient in our ongoing efforts to expand the value of our platform to customers and how we best deliver that value," said Dave Hood, Chief Executive Officer, Salient Systems.

VICON INDUSTRIES announced the launch of the Roughneck V2020 Multi-sensor Camera. The new Roughneck V2020 is available and in stock now, allowing integrators to continue

to meet growing video surveillance demands with advanced technologies even amid the continued disruptions. Featuring (4) 5 MP sensors each with independent motorized PTZ control, Vicon's Revolutionary Multi-Sensor Camera provides flexible, multi-directional video surveillance that replaces multiple single-sensor cameras and is ideal for monitoring large areas. The camera features presets for 180°, 270°, 360° panoramic coverage but additionally allows quick and easy manual, customized, and individual configurations from your PC to help eliminate problem blind spots. "The V2020 provides a highly-competitive NDAA-compliant option for integrators. It is feature-rich, easy-to-use, and is certified with most major video management systems, making integration into existing systems easy," shared Bob Germain, Director, Hardware Product Management, Vicon.

DMP welcomed Carlos Romo to the Central States sales team as Dealer Development Manager serving North Texas. "From the first time I met Carlos, his professionalism impressed me," said Derek Ottman, Director of Sales of the Central States region. "His personal beliefs align with DMP's corporate values and his experience in the industry are valuable to our dealers and DMP. The North Texas region will be served well under Carlos' leadership." Ramos can be reached at 417- 831-9362, Ext. 1403, or CRomo@DMP.com.



Alarm companies have already been able to use the FirstNet network to transmit alarm signals using **DMP's** XR Series™ and XT Series™ control panels. Now, they've got even more options with FirstNet using DMP's dual path alarm communicator. Not only does the DualCom make it easy to upgrade old systems to LTE, but as phone lines drop out, this solution gives a way to connect to older panels with dialer communicators only. Alarm companies can also give their customers the smart home features they want with automated actions, cameras and video doorbell all from the Virtual Keypad™ app. And don't forget, with DMP, network communication is free. For more on FirstNet, check out FirstNet.com. For more information on becoming a certified FirstNet user, visit TMA.US/FirstNet or contact John McDonald at 703-660-4917 or firstnetprogram@tma.us. For more information, visit DMP.com or contact Mark Hillenburg at MHillenburg@DMP.com.



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What is Digital Storytelling?

Digital storytelling is the process of using technology and computer-based tools to create a message that resonates with your customers. Today we can tell stories using technology to make messages much more vivid than our ancestors could by using images, animation, narration, music, text, and more. Many digital stories focus on just one topic and feature a specific viewpoint. Digital storytelling uses the same elements of traditional storytelling:

- You need a captivating introduction or hook
- The story needs a hero (usually this is your customer)
- It must be creative and have twists
- You must show, not tell

Your story needs a clear message that resonates with your audience

The idea behind storytelling is to tell a story that resonates with your audience to connect with them. Most consumer purchases are connected to an emotion, and storytelling leads your audience to feel an emotion, whether that's relief, joy, fear, or something else, which prompts them to take the next action.

Digital Storytelling Shows Your Business or Solution is Unique

... your experience or viewpoint on a product or topic is unique. Your unique experience and perception allow you to stand out.

Digital Storytelling Shows Your Business or Solution is Unique

With so much content available online, it can be challenging to stand out in all the noise. But your experience or viewpoint on a product or topic is unique. Your unique experience and perception allow you to stand out.

It Allows You to Engage Your Audience Better

Each one of your customers or clients enjoys consuming content in a different way. Some may prefer reading a blog post, and others may like watching videos more than reading. Today you have the tools necessary to show your audience something new that they've never seen before. Combine something new with a clear mission and goal, and you create better, engaging content. Your digital content will be more successful if you combine new ideas with a clear objective and mission.

Digital Storytelling Builds Loyalty and Trust

Digital storytelling allows you to promote your brand or product without being arrogant. Instead, it helps your customers make informed decisions. Digital storytelling isn't just a magic solution; it starts with a good story idea, the right tone for your audience, and relevant content. Most importantly, the way you execute it is critical. You must execute it in an authentic way that is easy for your customers to consume and stay on budget. When done right, it's a great way to tell a story that helps your customers learn more about you and your product.

Brain Plant is CEO of Ignite which specializes in websites and media for the electronic security industry. Find us online at www.igniteleads.com.



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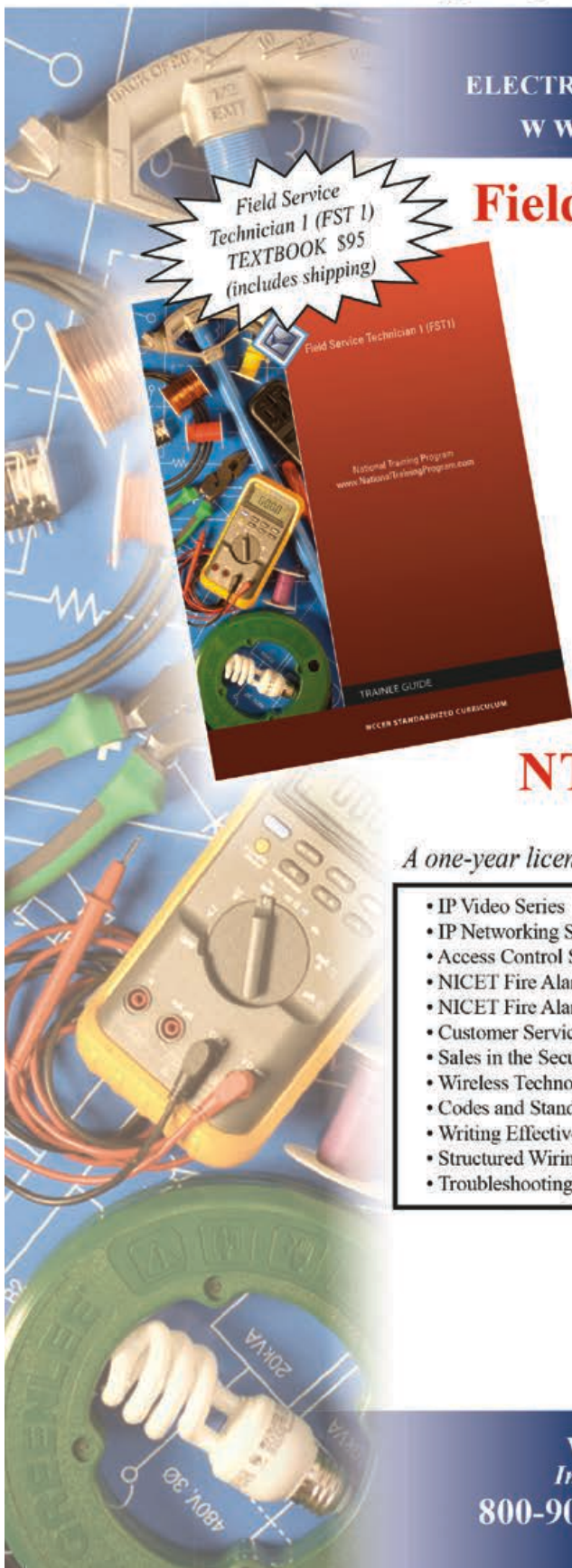
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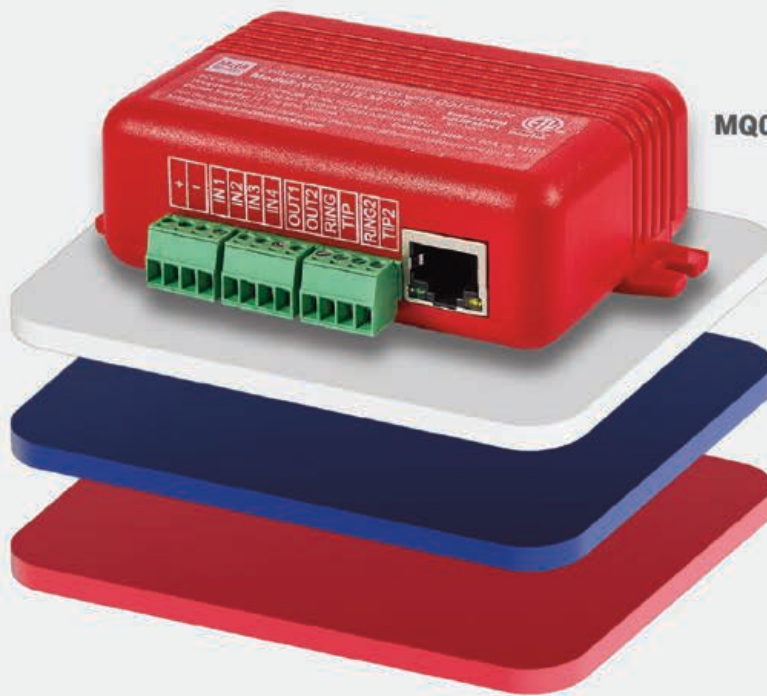
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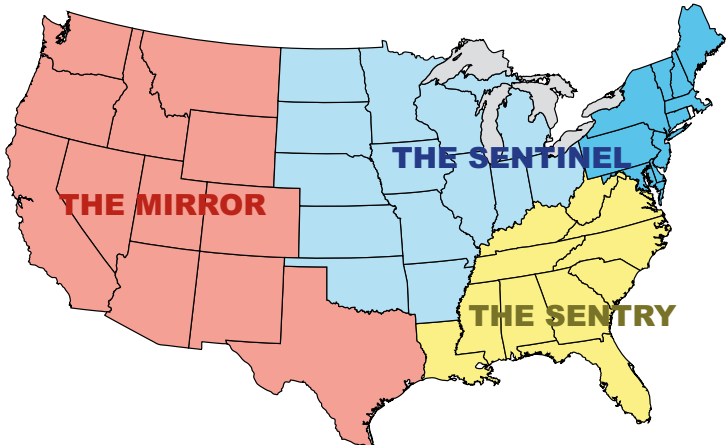


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