

# THE SOUTHEASTERN SENTRY

Vol. XI, Number 3

PUBLISHED FOR THE SOUTHEASTERN ELECTRONIC SECURITY INDUSTRY

MARCH 2022

## CONTENTS

Associates News .....8, 10, 12

Contact Information .....4

Event Calendars ..... 1, 22

Events are also highlighted throughout The Sentry

## 2022 Education and Training Opportunities



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](http://www.mississippisecurityassociation.com) for additional information.

### Training School - 2022 Training Classes

- **Level 1 - System Installer**  
(In Person, Zoom & Online)  
Meets MS requirements for:  
Class C System Installer  
Class B System Technician (1 of 3)  
24 CEUs - Cost \$300  
-Instructor Led Classes:  
March 8-10, 2022 - Tupelo  
June 21-23, 2022 - Gulfport  
October 5-7, 2022 - Jackson  
-Zoom Classes:  
March 25-27, 2022  
May 20-22, 2022  
June 24-26, 2022  
July 29-31, 2022  
August 26-28, 2022  
September 23-25, 2022  
October 28-30, 2022  
December 9-11, 2022  
-Online/Self-Paced 24/7

- **Advanced Systems Technician**  
Meets MS requirements for:  
Class B System Technician (2 of 3)  
16 CEUs - Cost \$300  
-Zoom Classes:  
March 12-13, 2022  
June 4-5, 2022  
August 13-14, 2022  
November 5-6, 2022  
-Online/Self-Paced 24/7

- **Life Safety Fire Technician**  
Meets MS requirements for:  
Class B System Technician (3 of 3)  
16 CEUs - Cost \$300  
-Zoom Classes:  
March 19-20, 2022  
May 14-15, 2022  
June 11-12, 2022

July 23-24, 2022  
August 20-21, 2022  
September 17-18, 2022  
October 22-23, 2022  
December 3-4, 2022

- **System Salesperson**  
Meets MS requirements for:  
Class D System Salesperson  
8 CEUs - Cost \$215  
-Zoom Classes:  
April 9, 2022  
July 16, 2022  
August 6, 2022  
October 8, 2022  
November 12, 2022  
-Online/Self-Paced 24/7

### Continuing Education

State Meeting in the North (Tupelo) - March 10, 2022. 8 CEUs available.  
Registration coming soon!

State Meeting on the Coast (Gulfport) - June 23, 2022. 8 CEUs available.  
Registration coming soon!

Convention/Trade Show (Jackson) - September 21, 2022. 8 CEUs available.  
Registration coming soon!

Contact MSA:  
Phone (601) 668-0528  
E-mail [msalert@bellsouth.net](mailto:msalert@bellsouth.net)  
Mississippi Security Association  
| P.O. Box 720252, Jackson, MS 39272



### ALABAMA

Level 1 System Installer and Advanced System technician - Visit [www.alabamaalarm.org](http://www.alabamaalarm.org) for more information.



### TENNESSEE TRAINING SCHEDULE

Visit [https://thetnsi.org/documents/TNSI\\_Training\\_Schedule\\_2022.pdf](https://thetnsi.org/documents/TNSI_Training_Schedule_2022.pdf)



### The LOUISIANA Life Safety & Security Association

Certification courses for Louisiana technicians. Visit <http://training.llssa.org/>.



NTP Programs offered through the CAA California Alarm Association -FST and Continuing Education- are available to technicians nationwide. Visit [www.nationaltrainingprogram.com](http://www.nationaltrainingprogram.com). Details on page 14.

# 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](http://rrms.com/rapidSMS)



800.558.7767  
[rrms.com](http://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  
www.snnonline.com  
info@snnonline.com

© Copyright 2022

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.




**KURTIS ERDMAN**  
REGIONAL SALES MANAGER, SOUTHEAST  
kerdman@nmccentral.com  
Office: 877-353-3031  
Cell: 850-495-1426

www.NMCcentral.com




NATIONWIDE MONITORING...  
with SOUTHERN HOSPITALITY

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



UL UUFX S2629  
EF0000005  
AL 14-138



**WE NEED YOUR SUPPORT**



**TO FIGHT ADVERSE ALARM ORDINANCES**

We bring together law enforcement and alarm associations to fight against alarm ordinances that if passed, could seriously jeopardize your business!

**If you neglect the problem until it reaches your door, it might be too late...**



Make a difference in your future.  
Donate to SIAC today at [siacinc.org](http://siacinc.org).



### Kentucky Alarm & Security PROFESSIONALS

#### Kentucky Alarm & Security Professionals (KASP)

PO Box 33061  
Louisville, KY 40232  
info@thekasp.org  
www.thekasp.org



#### North Carolina Security & Low Voltage Association

PO Box 1038  
919-823-4171  
info@ncslva.org  
www.nc-esa.org

#### 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

Nati 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

David Sperber  
Napco Security Technologies, Inc.  
dsperber@napcosecurity.com

Register for the 2022 NCSLVA Golf Event  
Monday, April 4<sup>th</sup>  
Catawaba Country Club  
1154 Country Club Rd  
Newton, NC 28658-  
Details on page 22 Calendar page.



#### Mississippi Security Association

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

#### Board of Directors

President: Cliff King  
Access Control Group  
Past President: Jack Torrence  
Global Sector Services



#### Alarm Association of Florida

(800) 899-2099  
www.fla-alarms.org  
Executive Director: Sean Guthrie  
sguthrie@fla-alarms.org



#### Alabama Alarm Association

7031 Halcyon Park Drive  
Montgomery, AL 36117  
Phone: (334) 868-3139  
Email: director@alabamaalarm.org  
www.AlabamaAlarm.org  
Executive Director, Heather Coleman Davis  
Visit [www.alabamaalarm.org](http://www.alabamaalarm.org) for more information.

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

#### 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.



638 Independence Parkway, Suite 100  
Chesapeake, VA 23320  
Phone: 800-538-2322 or 757-410-8064  
[www.ESA-VA.org](http://www.ESA-VA.org)



#### Georgia Electronic Life Safety & Systems Association

gelsainfo@gelssa.com - [www.gelssa.com](http://www.gelssa.com).

Visit our website for more info on upcoming events or for membership at [www.gelssa.com](http://www.gelssa.com).



#### Louisiana Life Safety & Security Association (LLSSA)

5000 W Esplanade Ave, #286  
Metairie, LA 70006  
(337) 886-7282  
director@llssa.org Website: [www.llssa.org](http://www.llssa.org)  
Facebook: <https://www.facebook.com/LLSSA>  
Assistant Executive Director: Shelley Petti

#### 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



administrator@esa-fl.org  
512-565-3375

Executive Director, Darlene Lanham

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



#### SOUTH CAROLINA ELECTRONIC SECURITY & TECHNOLOGY ASSOCIATION

#### South Carolina Electronic Security & Technology Association

PO Box 1763 - Columbia, SC 29202  
(803) 252-0580  
info@sc-esta.org  
[www.esta.org](http://www.esta.org)



#### Tennessee Network of Security Integrators (TNSI)

PO Box 150062, Nashville TN 37215  
615-791-9590  
Website: [www.theTNSI.org](http://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@wmtrimble.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

#### WEST VIRGINIA CHAPTER

#### Membership Information

Mike Hampton  
Mike.Hampton@ESAweb.org



national  
monitoring  
center

# For 20 years, more dealers have trusted their business to us.

As we celebrate our 20th anniversary, we're proud to be able to say that more independent dealers across the country have trusted their business to NMC than any other monitoring center. And for good reason...



2 Ring Commitment



24/7 Dealer Support Staff



Caller-ID Branding



Dedicated Conversions Team



Geo-Diverse, Fully Redundant

**Put your trust in us. Become part of the NMC family.**

Reach sales at 1-877-353-3031 or email [sales@NMCcentral.com](mailto:sales@NMCcentral.com)

2021 National Monitoring Center®, a Netwatch® Group Company. All rights reserved.

AL 1456 | AR CMPY.000222 | CA AC07829 | FL EF20000505 | IL 124.002015 | OK AC1035 | TN 1785 | TX B13486 | TX Fire ACR-2919 | VA 11-7288





**StarLink**  
connect

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

**NAPCO**

**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

DSC®  
Honeywell® & ADT®  
Napco®



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

**Fast Response**  
**Fair Price**



**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**  
714 555-1234

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

**STANLEY**  
Security



## I am STANLEY Security Wholesale Monitoring

I am Jenny Yaeger, Dealer Relations Specialist.  
I am the voice of our dealers at STANLEY Security.

We are a leader in wholesale central station monitoring  
services offering customized solutions to independent  
alarm dealers with a personalized approach.

800-932-3304 / [www.stanleymonitor.com](http://www.stanleymonitor.com)  
Licensing information at <https://www.stanleysecuritysolutions.com/licenses>



## 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](mailto:jwebber@tma.us)  
Direct Dial: (703) 660-4915

To register, contact Leigh A.  
McGuire, TMA Director of Marketing  
& Communications -  
Email: [lmcguire@tma.us](mailto:lmcguire@tma.us)

# Your Wholesale Monitoring Company

## is WORTH MORE THAN YOU THINK!

We have **QUALIFIED BUYERS** ready to purchase **YOUR Wholesale Monitoring Central Station company and/or accounts.**

- FIRE ALARM/SECURITY
- INTEGRATION/CCTV
- WHOLESALE MONITORING
- PERS/MEDICAL ALERT
- BUSINESS OR ACCOUNTS

**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 \$100 million):**

Ponoma, NY	\$575,000
Detroit, MI	\$600,000
Los Angeles, CA	\$810,000
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
Fort Pierce, FL	\$2.8 Million
Orlando, FL	\$11 Million

<b>MOST RECENT CLOSINGS 2021:</b>	
Lafayette, LA	\$8 Million
Houston, TX	\$1.5 Million
Edison, NJ	\$10 Million
Providence, RI	\$2.5 Million
Memphis, TN	\$4.2 Million
Tampa, FL	\$6.8 Million
Los Angeles, CA	\$10.4 Million
Philadelphia, PA	\$12 Million
Fort Myers, FL	\$21.5 Million

**A F S**  
ACQUISITION &  
FUNDING SERVICES

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

**CONSULT 2022** Technical Security Symposium to be held October 28-31, 2022 in Nashville, TN announced that General (RET.) Stan McChrystal will be the event keynote speaker. The Keynote address will focus on essential dimensions of control that we can adjust at any given time to identify and address risk. Every attendee at CONSULT will receive a copy of the book, with a book signing to follow the Keynote. Qualified security consultants and engineers may register for the event with a registration code supplied by SecuritySpecifiers. Email [ray@securityspecifiers.com](mailto:ray@securityspecifiers.com) to obtain a code.

**SECURITY-NET, INC.**, a network of leading security system integrators welcomed Strategic Security Solutions, a commercial security integrator focused on providing security solutions to commercial entities, universities, critical infrastructure and healthcare

facilities, to its membership. Strategic Security Solutions joins as the 19th member company and marks a period of fast growth for the organization. Jay Slaughterbeck, chief executive officer of Strategic Security Solutions, will serve as the member representative for the company. "As true integrators, our goal is to solve problems, tighten security and streamline processes for our end-user customers," said Slaughterbeck. Founded in 2001, Strategic Security Solutions originated as a division of a structured wiring company called Strategic Connections. With 33 employees, Strategic Security Solutions primarily serves clients in commercial, university, healthcare, and critical infrastructure markets. "Strategic Security Solutions has worked with many of our Security-Net partners over the years and the company is known for its focused



perspective on security integration," said John Krumme of Security-Net. "We look forward to furthering this work and their contribution to our shared best practices."

Avi Lupo, co-president of **DICE CORPORATION**, announced that the company has increased its global footprint by adding six data centers outside the United States and Canada that are actively used to serve its growing interactive video and alarm monitoring clients overseas plus allow DICE to process web page applications locally and closest to its growing alarm dealer base in North America. The six data centers are supporting markets in Latin America, Europe, Asia, and expanded footprints in North America. "Having the additional data centers allows us to provide not only cloud services for those who do not want receivers on their site, but also backup and disaster recovery services, all on a global basis." said DICE Corporation President and CEO Cliff Dice. For more information visit [www.dicecorp.com](http://www.dicecorp.com) or call 989-891-2800.

**NAPCO SECURITY TECHNOLOGIES** welcomed Mark Miller as the new Regional Sales Manager for New England, and Paul Hoey, former RSM, as new systems applications support provider for the country. Miller, well-known in New England, comes to Napco with a successful track record and long-tenure in the region at a well-known area distributor, and prior to that held roles at two large dealers in MA and CA, respectively. Paul Hoey, a Napco industry icon will provide system configuration support and virtual technical help assistance for the

Associates News, continued on page 10

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](http://www.reitman.us)

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



# Most Security Websites Do Not Generate RMR. We Know Why, & We Can Fix It For You.

We **create** websites and media for the alarm industry that **communicate** your story, **resonate** with your audience, and **generate** revenue.

- ✓ No long term contracts
- ✓ Market exclusivity
- ✓ Industry expertise



The Official Webmaster of the CAA, AZAA & WBFAA



(877) 655-3779

[www.igniteleads.com](http://www.igniteleads.com)

growing number of Napco Systems Dealer nationally. New England Dealers, feel free to reach out to New Napco NE RSM, Mark Miller, for product introductions, training and assistance directly at [mmiller@napcosecurity.com](mailto:mmiller@napcosecurity.com) or cell 631-495-9485; or nationwide dealers can contact Paul Hoey for systems design/configuration help at 631-793-3672 or [phoey@napcosecurity.com](mailto:phoey@napcosecurity.com). To visit Mark in person, and see Napco's latest and greatest systems, connected services or cellular solutions, see NAPCO at Booth 12031, ISC West Las Vegas March 23-25, 2022.

**NAPCO SECURITY TECHNOLOGIES** is pleased to introduce the FREE "NAPCO StarLink FACP-Saver Calculator App" for Dealers' smart devices. The FREE StarLink Fire® Savings Calculator App will help show prospective enduser/customers their actual annual savings with StarLink cellular vs. copper POTS lines on their Fire Alarm Control Panels. It's easy! Napco's Free StarLink App is a real eye-opener and a guaranteed Sales Closer Tool a Company's whole sales team can carry right on the phone in their pocket, to help "redistribute" the monthly revenue that the phone company used to receive from copper leased landlines, into any savvy fire dealer or alarm company's bottom line, using StarLink Cellular. The App is downloadable today from Apple® or Google Store®, just search on "StarLink FACP Saver by NAPCO". For more on the new NAPCO StarLink FACP-Saver Calculator or on StarLink Fire 12V/24 Universal Cellular Solutions, including the StarLink \$100 Dealer Tradeup incentive on POTS or any brand radio accounts, visit [www.napcosecurity.com](http://www.napcosecurity.com) or contact NAPCO at 800-645-9445.

**CLARE CONTROLS** has kicked off the new year with its Winter Update that empowers users with greater system control, enhances security features, provides dealers with powerful new system management options and adds 10 new drivers for native integration of more 3rd-party peripherals than ever before. "Our goal is to consistently increase the value of ClareOne for our partners and homeowners with new features and support for third-party device integrations," said Clint Choate, Snap One Security Market Director. "Clare accomplishes this by providing consistent over-the-air updates, improvements, and new integrations to the Clare App, the ClareOne system, and Fusion Pro software."

**SDI** headlines Trutest for False Alarm Reduction. Although functional testing of smoke detectors is a fairly common practice, detector sensitivity testing is something that is often overlooked. While it is essential and easy to test the functionality of a smoke detector, there is more to be accounted for. The sensitivity of a detector can drift over time and can become problematic. Smoke detector sensitivity testing is more than just a precaution – Chapter 14 of NFPA 72 requires it. For this reason, it is imperative that a code compliant sensitivity tester be used for this purpose. Trutest conforms to all code requirements and is the world's most accurate and easy to use smoke detector sensitivity tester. By gradually introducing smoke to the detector's chamber, Trutest serves as a means of testing the functionality and sensitivity of a detector simultaneously. It is also battery operated and compatible with Solo access poles, allowing for easy reach of detectors on raised ceilings.

*Associates News, continued on page 12*

# Prevent the Spread of Germs

## JUST WAVE TO ENTER!

NoTouch®  
infrared wave  
action

Adjustable  
relay latch  
0.5~20 sec.

Simply open  
a door with  
wave of hand

Four touch  
free sizes

Dual color  
state LED

Detection  
range 1.5 ~ 6"



**Safety Technology  
International**

[www.sti-usa.com/caa2](http://www.sti-usa.com/caa2) | 248-673-9898

2022

## TOUCH-FREE IR SWITCHES



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

# EMERgency24

## ALARM MONITORING

### WHY OUR DEALERS REMAIN FOR DECADES

- + **Exceptional service as a result of rigorous training**
- + **No specialists or transferred calls after pick up**  
*Fire, security, video, PERS and more*
- + **Dedicated data entry and onboarding teams**
- + **Innovation leader of central station technologies**  
*UL-approved, proprietary software*  
*In-house team can develop custom solutions*
- + **Industry-leading AHJ and PSAP reporting capabilities**  
*Jurisdiction fire-signal management*
- + **Simple account transfers from other central stations**  
*Six months of free service*  
*We support all technologies and receiver formats*
- + **We will never compete with you for customers**  
*That is one of our founding principles*

#### DEDE SWIHART

Director of Operations  
with EM24 since 1984

*Founded in 1967, Emergency24 is a family-owned, UL-listed central station company with monitoring centers in Illinois, Wisconsin, Maryland and California.*

**To learn more about Emergency24 and how we can help  
your company gain a market advantage for decades to come,  
call 1-800-800-3624 or email [sales@emergency24.com](mailto:sales@emergency24.com).**

**EMERgency24**  
999 East Touhy Avenue, Suite 500  
Des Plaines, Illinois 60018

**1.800.800.3624 | [EMERgency24.com](http://EMERgency24.com)**





**Scott Gould**  
Director of Sales-Southeast

525 Northern Ave. • PO Box 2070 • Hagerstown, MD 21742  
Mobile: (321) 615-1116  
sgould@dynamarkmonitoring.com www.dynamarkmonitoring.com

**WORKHORSE**, a full-scale back-office and communications solutions provider for the security industry, has announced the launch of its newest service, the Monitoring Center Server. The new software includes groundbreaking product enhancements and features specifically designed to give alarm companies the capability to interact with numerous third-party programs through a single API, saving companies months in development time and costs. "The team at WorkHorse was really great to work with, enabling us to quickly make available to our dealers some very powerful features that allow them and Monitoring Centers alike to streamline operations within the SecureCom Wireless Dealer Admin and Virtual Keypad software applications. ... We look forward to working more with Steve Hayes and the team at WorkHorse," says Mark Hillenburg, VP Marketing at DMP. To learn more about WorkHorse and all its solutions, including the Monitoring Center Server, visit [workhorsescs.com](http://workhorsescs.com).



**Specialized Security Funding**  
Unrivaled Financial Tools for Dealers  
**0% Down - 0% APR Financing**  
Call Tony Smith at (855) 723-2229  
tsmith@securityfundingsolutions.com



**MERGERS & ACQUISITIONS**  
[www.securityfundingassociates.com](http://www.securityfundingassociates.com)

**HAKIMO** announced the addition of Jason Wright as the new director of sales. The addition of Wright in this critical role will help Hakimo continue to build its sales team and expand the market reach for its AI software. Wright comes to Hakimo from Openpath Security, where he was part of the sales team during the company's startup phase until its recent sale to Motorola for more than \$300 million. "I'm excited to be working with Hakimo and to help bring to market an AI software solution that helps to solve complex problems faced by GSOCs," said Wright. "Hakimo2 has the unique ability to solve problems in the security industry that many other solutions haven't been able to tackle."




**Monitoring Solutions for a Connected World**



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

**AIPHONE** has enhanced the IX Series PC Master Station Software and now offers two easy-to-use options to turn any personal computer into a feature-rich intercom. The IX-SOFT and IXW-MA-SOFT give customers the option to choose between a portable, plug-and-play USB dongle to activate individual personal computers or a multipurpose adaptor for a single PC, a group of five PCs, or a group of ten PCs. Since the adaptor uses inputs to send task commands to specific PC stations, it provides increased security by remaining in a secure location instead of physically at the station. This adaptor option is important for companies who do not allow the use of USB dongles on computers. "Whether the need is for simple management solutions or enterprise-level communication, the IX-SOFT series continues to be an easy-to-use and convenient option for all customers," said Brad Kamcheff, marketing manager, Aiphone.



**Rapid Response Monitoring**  
[www.rrms.com](http://www.rrms.com)



**Neil Riveron**  
SENIOR ACCOUNT MANAGER  
877.673.4375  
Neil.riveron@rrms.com

**POTTER ELECTRIC SIGNAL COMPANY** announced the release of the PAD200-PCD Photo/CO combo device. By combining multiple elements of fire detection (smoke and CO) into a single device, the PAD200-PCD smoke/CO detector reduces cost and installation time. The PAD200-PCD detector is compliant with UL 268, UL 2075, and UL 521 7th Edition. The PAD200-PCD detector uses high quality photoelectric smoke detection, and features drift compensation with a built-in dirty detector warning. The carbon monoxide sensing portion uses a proven electrochemical sensor for accurate detection of CO gas. The PAD200-PCHD incorporates both above elements with a proven thermistor for accurate and reliable heat detection. Visit [www.pottersignal.com](http://www.pottersignal.com) for more information.



**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)**

# Technician TRAINING in IP and Emerging Technologies



*Ideal for new hires and licensing*

## Field Service Technician 1 (FST1)

### Intermediate Alarm Installation

*24-Hour Online Course with all the basics. This course prepares your trainee to advance to the Continuing Education section that provides in-depth technical and professional content.*

*NTP is a proud partner for providing training to the following organizations:*



**UATC**



*Ideal for expanding markets.*

*Stay current.*

*Stop attrition.*

*Sharpen your competitive edge.*

## NTP Continuing Education

### Catalog of 175+ Hours of On-Line Courses

*Available to purchase per course or venue-specific bundles! Each purchase includes one-year subscription to complete.*



*Courses are designed and conducted by professional training experts in the field. Programs are tailored to local and state requirements.*

[www.NationalTrainingProgram.com](http://www.NationalTrainingProgram.com)

800-901-2390 [info@nationaltrainingprogram.com](mailto:info@nationaltrainingprogram.com)



# A Partner You Can Rely On

If you're looking for more from your supplier, Snap One has you covered.

## Price-Protected

We only sell to pros like you, which means you'll never get shopped by your customers.

## Free same day shipping

All orders over \$1K ship free, and Partner Rewards members get free shipping on every order.

## Shop Locally

Visit one of our 25+ stores across the U.S. for same-day products, demos, and in-person training opportunities.

## Invested in Your Success

As part of our Partner Pledge, we promise to bring you high-quality products, increased availability, and reliable technical support.

## Brands You Trust

We manufacture and distribute preferred brands including:

Control4™ clare™ OVC™ clareVISION™ WATTBOX™ episode™ araknis™

Ready to become a Snap One Partner?

Join us at [snapav.com/security](https://snapav.com/security) and get a special offer when you sign up.



**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!*



NATIONWIDE MONITORING...  
with SOUTHERN HOSPITALITY

**GENE MILLER  
SALES**

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



UL UFX S2629  
EF000005  
AL 14-138

**PUBLICATIONS SERVING THE  
ELECTRONIC &  
FIRE/LIFE SAFETY INDUSTRY**

Contact Jerry Lenander at 800-490-9680  
info@snnonline.com

**PLEASE CALL FOR PRICING AND AD SPECS.  
COMBINED PRICING DISCOUNTS ARE AVAILABLE.**


**THE MIRROR**

PUBLISHED BY THE CAA FOR THE WESTERN STATES SECURITY ALLIANCE




**WESTERN STATES -  
total mailed 3,000**

Alaska, Arizona, California, Colorado, Hawaii,  
Idaho, Montana, Nevada, New Mexico,  
Oregon, Texas, Utah,  
Washington, Wyoming





Published for the Northeast and Midwest Electronic Security Industry

**NORTHEAST & MIDWEST STATES -  
total mailed 2,000**



Connecticut, Delaware, Illinois,  
Indiana, Iowa, Kansas, Maine,  
Maryland, Massachusetts,  
Michigan, Minnesota, Missouri,  
Nebraska, New Hampshire,  
New Jersey, New York,  
North Dakota, Ohio, Pennsylvania,



Connecticut Alarm & Systems Integrators Association

**THE SOUTHEASTERN SENTRY**

PUBLISHED FOR THE SOUTHEASTERN ELECTRONIC SECURITY INDUSTRY


**SOUTHEASTERN STATES - total mailed 2,000**



Alabama, Arkansas, Florida, Georgia,  
Kentucky, Louisiana, Mississippi,  
North Carolina, Oklahoma,  
South Carolina, Tennessee, Virginia,  
West Virginia




Tennessee Network of Security Integrators



**TELGUARD**  
THE ALARM COMMUNICATION EXPERTS

**DON'T JUST UPGRADE  
YOUR COMMUNICATOR.  
UPGRADE YOUR  
COMMUNICATOR PROVIDER.**

Learn how our Dealer-First approach can help your  
business protect your customers and your RMR.



Sunset & POTS Replacements, Takeovers, and New Installs  
telguard.com | 800.229.2326

© 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**





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

**877.740.0283 | [www.monitor1.com](http://www.monitor1.com)**

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



*Upgrade to a Diamond-Level Experience!*

Like a Diamond, every business is unique. That's why Security Central offers custom monitoring solutions for **every** customer.

Join us at  **ISC WEST**  
Booth L2

Join our family today and discover a Diamond-Level monitoring experience!



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

# Fastest Cellular Sunset Solution, Every Panel & FACP, Everywhere The New Dealers' Choice:

- Installs in Minutes - For Every Application & Account
- Easiest Panel-Powered Technology; No Panel Reprogramming
- Lowest Cost - From FREE to \$100 Off All w/ Tradeup, New & Retrofits

## StarLink<sup>\*</sup> Cellular

Protect All Accounts Now.  
2 Antennas Work Better Than 1



## StarLink<sup>\*</sup> Connect

Upgrading Vista<sup>®</sup> & DSC<sup>®</sup>  
Doesn't Get Easier Than This



## StarLink<sup>\*</sup> Fire

Panel-Powered Radio  
or POTS Replacement

No FACP Reprogramming  
or Extra Power Required!



# StarLink<sup>\*</sup>



1.800.645.9445 [www.StarLinkLTE.com](http://www.StarLinkLTE.com)

Here's How To Get  
All StarLink LTE Radios FREE or \$100 Off

\*See full details online at  
[www.napcosecurity.com/starlink/starlink4upgrade/](http://www.napcosecurity.com/starlink/starlink4upgrade/)  
or scan QR Code.

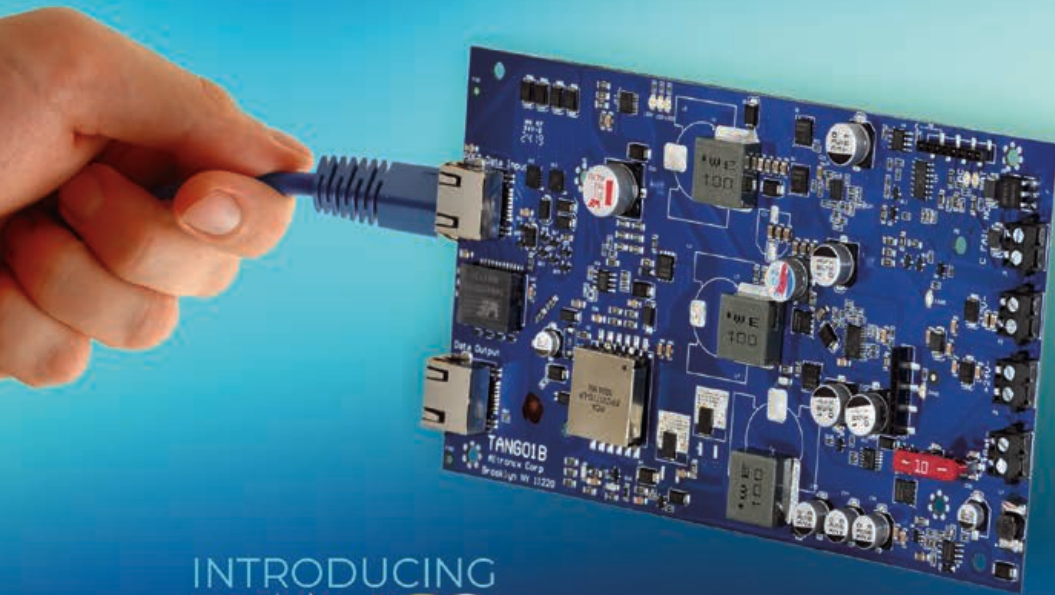


Free Sales Intro Classes Online Every Thursday at 10am EST/PST

StarLink, Signal Boost™ are trademarks of Napco. Other marks trademarks of their respective cos. \*Sugg. Net equipment pricing quoted in USD with StarLink Tradeup Incentive Program™ - \$100 Incentive credit on your StarLink Account, applicable to all models. See full details [www.napcosecurity.com/starlink/starlink4upgrade](http://www.napcosecurity.com/starlink/starlink4upgrade). Promotions subject to change without prior notice.

# PLUG & PLAY ACCESS POWER

4PPoE Driven Power – by ALTRONIX



Power for 12 & 24VDC  
controllers, devices,  
and peripherals



INTRODUCING  
**TANGO**

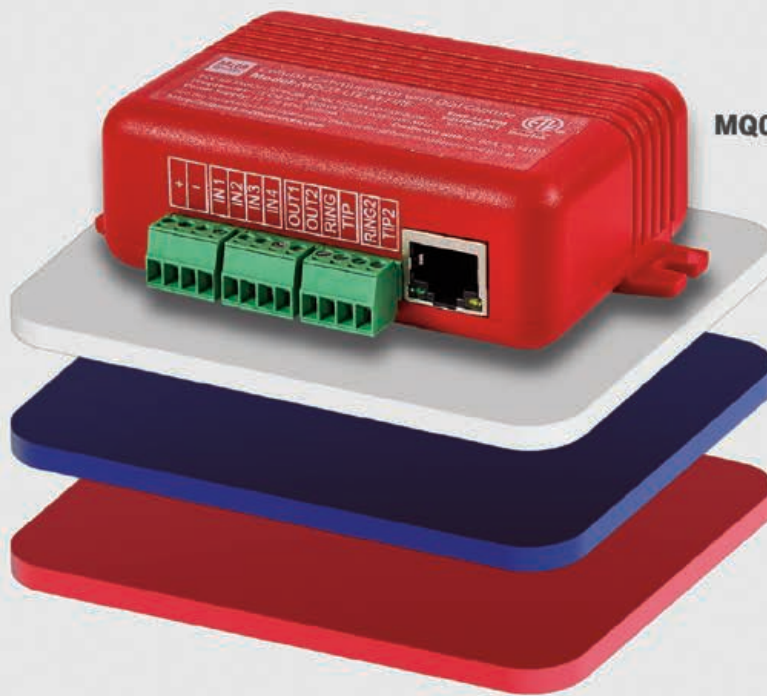
**Tango power supply/chargers provide faster, safer deployments, eliminating high-voltage by utilizing 802.3bt PoE.**

- Converts PoE to 12VDC and 24VDC simultaneously
- Power your access system from a single cable, reducing costs and increasing profits
- Built-in LiFePO4 battery charger

 | Altronix®

YOUR LEADER IN POWER SOLUTIONS

# 3G IS LEAVING ARE YOU READY?



**MQ03-LTE-M-FIRE-AV**

**BETTER THAN FREE!**  
**\$180 GETS YOU THE COMMUNICATOR AND  
ONE YEAR OF MONITORING AND CELL SERVICE**

**ORDER ONLINE AT [WWW.USACENTRALSTATION.COM](http://WWW.USACENTRALSTATION.COM) OR CONTACT:**

**Joyce Rosito**  
877 301 5129

**Cliff Thompson**  
855 686 2926

**Tom Camarda**  
914 672 6047

**Email**  
[sales@usacs.net](mailto:sales@usacs.net)

**MQ03-LTE-M-FIRE-AV**

- Multi-band CAT M1 LTE  
700/850/1700/1900/2100 MHz
- UL 864 - for Control Units and Accessories  
for Fire Alarm Systems listed as sole path cellular
- Dual-SIM for AT&T/Verizon
- Works with any panel using contact ID, SIA  
and Pulse
- Fast and Easy Installation



\*after initial free year of monitoring and cell service, the price will be a base price plus \$8 per month

**MARCH**

9-10 ..... Mississippi State Meeting.....Tupelo

**JUNE**

22-23 .... Mississippi State Meeting on the Coast.....Gulfport

**SEPTEMBER**

21-22 .... Mississippi Annual Convention/Trade Show .....Jackson



**MARK MATLOCK**  
 Vice President of Sales  
 National Monitoring Center  
 mmatlock@nmccentral.com  
 (210) 376-0876

NMCcentral.com




**2022 AFAA Annual Fire Expo  
 May 5, 2022**

The AFAA Fire Expo will be held **May 2 - May 5, 2022** in Palm Coast, FL at the Hammock Beach Golf Resort & Spa. Registration is now OPEN for our 2022 Annual Fire Expo and we have secured a room rate of \$195 per night at the Hammock Beach Golf Resort & Spa. A link to book your room will be provided after you complete your registration. For information visit [www.afa.org](http://www.afa.org).



**Register for the 2022 NCSLVA Golf Event**

**Monday, April 4 · Catawaba Country Club  
 1154 Country Club Rd., Newton, NC 28658**

*\$100 / Single Player or \$380 / Foursome*

- 7:00 AM Registration Check In
- 7:30 AM- 12:30 PM Trade Show & Training
- 11:30 AM Lunch – Sponsored by ELK Products
- 1 PM – Shotgun Tee Off

**NCSLVA Board & Membership Meeting**

**April 3rd — 4 - 6 PM - Hilton Garden Inn, Hickory, NC**

*NCSLVA Reservation rates - (828) 327-1000*

For full list of scheduled events, please visit [www.ncslva.org](http://www.ncslva.org).

**INDUSTRY EVENTS 2022-2023**

**March 22, 2022**

SIA/ISC Loves Security, THE ROCKHOUSE, Las Vegas, NV

**March 23-25, 2022**

ISC West, Sands Expo Center, Las Vegas, NV

**April 26-28, 2022**

TMA Virtual Mid-Year Meeting, [www.tma.us](http://www.tma.us)

**May 3-5, 2022**

AFAA Annual Conference, Palm Coast, FL

**June 14-17, 2022**

ESX, Ft. Worth, TX

**September 11-15, 2022**

TMA OPSTech, Charlotte, NC.

**October 29 – November 2, 2022**

TMA Annual Meeting , Marco Island, FL

**November 16-17, 2022**

ISC East, New York, NY

**2023 - November 4-8, 2023**

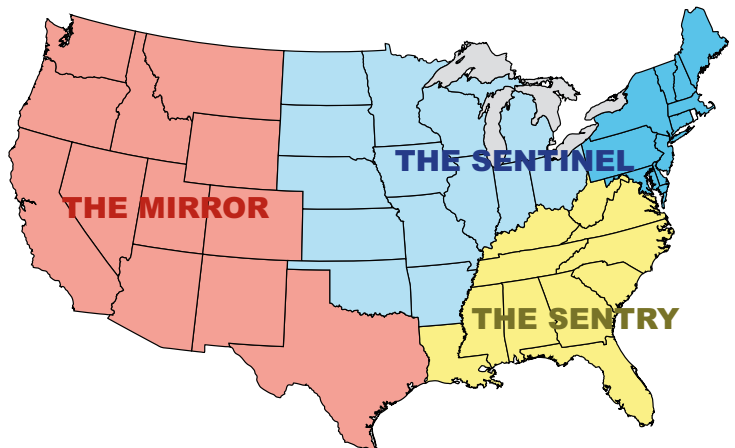
TMA Annual Meeting, Kapalua, Maui, Hawaii

**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](http://www.snnonline.com)*





MONITORING

DEALER  
DEVELOPMENT

RESOURCES

SUCCESS

# BUILD MOMENTUM WITH UCC



## MONITORING

Quality, caring, highly trained operators that provide exceptional monitoring services.



## DEALER DEVELOPMENT

Expert training and proven techniques to help you make informed business decisions.



## RESOURCES

In demand services and technologies to help you grow your business portfolio.



## SUCCESS

Let us show you how UCC can help you build the momentum you need to advance your company to the next level.

**JOIN UCC TODAY**

[www.teamucc.com](http://www.teamucc.com) | 888.832.6822



**UCC**<sup>TM</sup>  
EXCEPTIONAL MONITORING  
BY LYDIA SECURITY

# 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**

PREMIER SPONSOR:  
**SIA**  
SECURITY INDUSTRY ASSOCIATION

## COMPREHENSIVE SECURITY

FOR A SAFER, CONNECTED WORLD

MARCH  
22-25

20  
22

VENETIAN  
EXPO,  
LAS VEGAS

SIA EDUCATION@ISC  
MARCH 22-24  
EXHIBIT HALL  
MARCH 23-25

register for free today:

**iscwest22.com/CAA**

(saving up to \$150!)