

THE SOUTHEASTERN SENTRY

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Events are also highlighted throughout The Sentry

Partnership for Priority Verified Alarm Response (PPVAR)

The Partnership for Priority Verified Alarm Response (PPVAR), an organization established to promote the value of verification and validation of alarm events during the emergency response process, recently announced the appointment of the new 2022 board members. The 2022 term will be led by President David Holl, Director of Public Safety for Lower Allen Township, PA. Two Vice President positions

have been added. One from the alarm industry: Mark McCall of Stanley Security; and the other from public safety: Frank Fernandez, Chief of

Police (Ret.) Director of Public Safety/Assistant City Manager (Frm.).

The complete board is listed at [www/PPVAR.org](http://www.PPVAR.org). The new board members will each help support the organization's mission and work



of promoting the value of verification and validation of alarm events during the emergency response process using video, audio, and other emerging technologies along with proven best practices. This collaboration maximizes the effectiveness of all resources required to protect life and property. For more information, contact PPVAR at Communications@ppvar.org or visit the website at www.PPVAR.org.

INDUSTRY EVENTS 2022

SIA/ISC Loves Security

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

ISC West

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

TMA Virtual Mid-Year Meeting

April 26-28, 2022

<https://tma.us/events/virtual-mid-year-meeting/>

AFAA Annual Conference

May 3 - 5, 2022, Palm Coast, FL

ESX

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

ISC East

November 16-17, 2022, New York, NY



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*

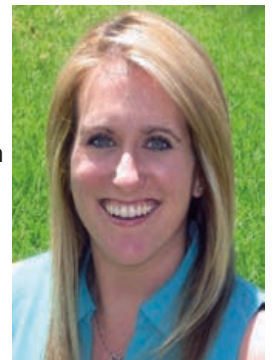
Email: jwebber@tma.us

Direct Dial: (703) 660-4915

**To register, contact Leigh A. McGuire,
TMA Director of Marketing &
Communications -
Email: lmcguire@tma.us Direct**

Barkin, Perren, Schwager & Dolan, LLP Announce New Partner

The partners of Barkin, Perren, Schwager & Dolan, LLP announced that effective January 1, 2022, Alyson Pattie will become a Partner. Alyson started her career with BPSD in September 2013 after relocating from Ohio. She was certified as a CPA in January 2012. Alyson is involved with all aspects of the practice and the clients we work with. Her involvement with the California Alarm Association continues thru her work with the Board of Directors, participation in industry seminars and workshops as well as working directly with many of the firm's industry clients. Alyson plays a prominent role in developing firm internal policies and procedures and working with our entire organization. We congratulate Alyson once again and look forward to many years of continued growth and success. Our BPSD family also wants to take this opportunity to wish you and yours the best for the holidays and a happy, safe, healthy, and prosperous 2022. We value and appreciate your relationship with us very much and look forward to continuing that for many years to come.



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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.



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NCESA is a chartered state association of the Electronic Security Association. Each organization represents business professionals dedicated to the betterment of the electronic security industry throughout the state of North Carolina and the U.S. Member companies install, integrate, and monitor alarm, fire detection, video, and access control systems for homes, businesses, and government agencies. For more information, visit www.ncbfaa.net.



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

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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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Georgia Electronic Life Safety & Security Association

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



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



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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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The California Alarm Association (CAA) training program is 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.

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Details also on page 14 in this issue of THE SENTRY.

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ALARM LOCK, a Division of NAPCO Security Technologies, announced that its popular DL-WINDOWS Management software is now conveniently available for download on the Alarm Lock website, on all lock pages. DL-Windows is the free Alarm Lock Trilogy Microsoft Windows®-based software application that allows for easier and faster programming and access control management with Alarm Lock Trilogy® locks. Quickly create Accounts and Lock Profiles, add multiple Users, add prox cards &/or keyfob proximity credentials, retrieve event logs, and create Schedules. The software provides easy management of Alarm Lock's class-leading, Trilogy line of keyless electronic access control locks-- enabling security professionals and facility managers to control access to buildings of all kinds, more cost-effectively, dependably and quickly than ever, adding and removing users, and their PIN- or Prox-ID card-based wireless access control a door at a time. To download DL-Windows or for more on Alarm Lock, visit www.alarmlock.com or call 1-800-ALA-LOCK.

POTTER ELECTRIC SIGNAL COMPANY announced that Valcom has become a new division within Potter. Potter's strategic investment in Valcom will allow the business to expand its engineering, marketing, and sales initiatives to drive growth in new applications. With this acquisition, Potter now offers a portfolio that covers the broadest range of emergency communication systems used in commercial projects. Valcom's range of mass notification systems complement Potter's fire and life safety offering, including their voice evacuation and emergency responder communication systems. Potter's CEO, Gerry Connolly, commented, "We have had a longstanding respect for Valcom's products and culture. With more building owners and facility managers looking to manufacturers to provide better platform and system integration across their mission-critical life safety and communication systems, we see the potential for additional strategic growth given our complementary products and channels."



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The **STANLEY SECURITY WHOLESALE MONITORING** team donates time and auction item to the Heroes@Home Tournament. The United States Army Special Forces, known as the Green Berets, produce some of our nation's finest and most elite military personnel, who fight across a broad spectrum of missions, in the pursuit of freedom for those oppressed and to protect our nation from those who seek to do us harm. The Heroes at Home Golf tournament is played to help raise funds to assist the mission of The Green Beret Foundation. This year was the fourth year of the event and to date the Tournament has given over 1 million dollars to the foundation. This money is used to help connect U. S. Army Special Forces and their families with the resources needed for healing from injury, family support, and transition to life after service. At the year's event in Houston, Texas, Peggy Page of STANLEY Security Wholesale Monitoring was proud to volunteer her time and an auction item for the event to add to the monies raised this year. If you would like more information please check out www.stanleymonitor.com, 800-932-3304 or wholesale-sales@sbdinc.com.

TELGUARD announced its Customer Service and Technical Support teams have won a 2021 Security Sales & Integration Supplier Stellar Service Award for Training Programs. With average hold times of less than a minute, these Atlanta based teams work hard every day to provide expert service and tech support to its customers so their customers' professionally monitored assets, property and lives are secure.



The award comes from a SS&I subscriber poll of professional security dealers and integrators, where they specify who they recognize as having the best service in areas like training programs and customer service. "We operate from a dealer-first mentality and care enough about our customers' time and reputation to implement a dealer support system that allows our customers to reach our experts in under a minute, provides customized in-person and virtual training opportunities, and encourages product education as a tool that empowers integrators to become the experts in the eyes of their customers," said Daniel Rosales, Senior Director, Telguard Technical Services.

ALULA introduced BAT-Fire, an innovative universal 5G-ready fire communicator for system integrators requiring an all-purpose, full-featured device. BAT-Fire builds on Alula's long history of developing award-winning products and services. BAT-Fire offers easy configuration and support of all fire alarm control panels using dial-capture to report Contact ID signals, or flexible inputs for interfacing with dialer-less FACPs. The new communicator provides sole path cellular (LTE-M) and IP or dual path communications. "Previously, you may have needed one communicator for cellular communications and another for ethernet," said Dave Mayne, Alula's senior vice president, product and marketing. "Both are always available on BAT-Fire, and you can turn the cellular radio on or off if desired, something other communicators can't do." The BAT-Fire is now available through security and electrical distributors that carry Alula products.

POTTER ELECTRIC SIGNAL COMPANY announced the release of the Integrated Voice System along with the IPA-4000V and AFC-1000V fire alarm control panels. These updated panels have all the functionality of the original IPA-4000 and AFC-1000 panels, and now include the ability to create and send out voice evacuation messages. The Integrated Voice System can be used to

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address multiple site requirements for the Potter AFC-1000V and IPA-4000V, with industry leading capacity including up to 104 programmable push buttons, 31 total system amplifiers, 248 speaker circuits, and remote system control using the new LOC-1000 Local Operator Console. The Integrated Voice System utilizes a text-to-speech feature that allows users to create custom spoken audio messages themselves without needing third party software or voice artists. Amy Liedman, Potter's Director of Product Management for Fire and Security, said, "The Integrated Voice System is going to revolutionize the capabilities of Potter's large-scale fire and life safety systems. Giving our customers the ability to provide voice evacuation systems into the market ensuring their installations will provide clear evacuation needs in an emergency situation, and it's been designed with an easy-to-use interface for much easier initial set-ups and modifications. Visit www.pottersignal.com for more information on Potter's Integrated Voice System and all products and services that Potter offers.

HAKIMO announced the release of its smart monitoring software powered by artificial intelligence (AI) to holistically manage enterprise physical security operations. Hakimo's software significantly streamlines the workflow of a global security operations center (GSOC) by freeing up time for operators and by surfacing security threats which would have gone unnoticed previously. "Hakimo leverages state-of-the-art deep learning technology developed over the last few years," said Sam Joseph, cofounder and chief executive officer of Hakimo. Hakimo's software detects tailgating using existing cameras without needing any additional hardware to be deployed. Not only that, Hakimo has an industry leading performance rate that even beats out other tailgating solutions that rely on specialized hardware, such as sensors. Hakimo uses video analytics to auto-resolve false alarms and consistently reduces nuisance alarms by 75 to 85 percent.

RSPNDR announced partnering with **MAS MONITORING** for a native integration with MASTerMind central monitoring station software. "The opportunity to integrate with MAS will accelerate

adoption so more monitoring stations, dealers, guard companies and end-users can start to see the benefits of having a faster, more transparent response to unverified alarms in less steps", said Mark Zimmerman, CEO of RSPNDR. RSPNDR connects monitoring stations that have active unverified alarms to a network of licensed on-demand mobile guards that respond based on proximity. Without employing guards, RSPNDR partners with local licensed guard companies to deliver alarm response demand, as needed in just one-click.

Chris Lanier, President of **LRG INC**, a manufacturer rep firm based in Jasper, TX, is celebrating 20 years in business. To celebrate this momentous occasion, LRG Inc and select vendor partners decided to give back to their customers by giving away \$20,000 in prize money to 36 lucky winners from across the Central US via a monthly drawing of entries by dealers and distributors utilizing products from leading manufacturers. Jasper County Judge Mark Allen selected the final Grand Prize winners. Judge Allen has assisted LRG with their anniversary drawings for more than 15 years.

"Jasper is proud of the LRG, inc Team of professionals. It has been an honor to participate in their 20th Anniversary Celebration" said Judge Allen. Visit www.lanregroup.com for more information.





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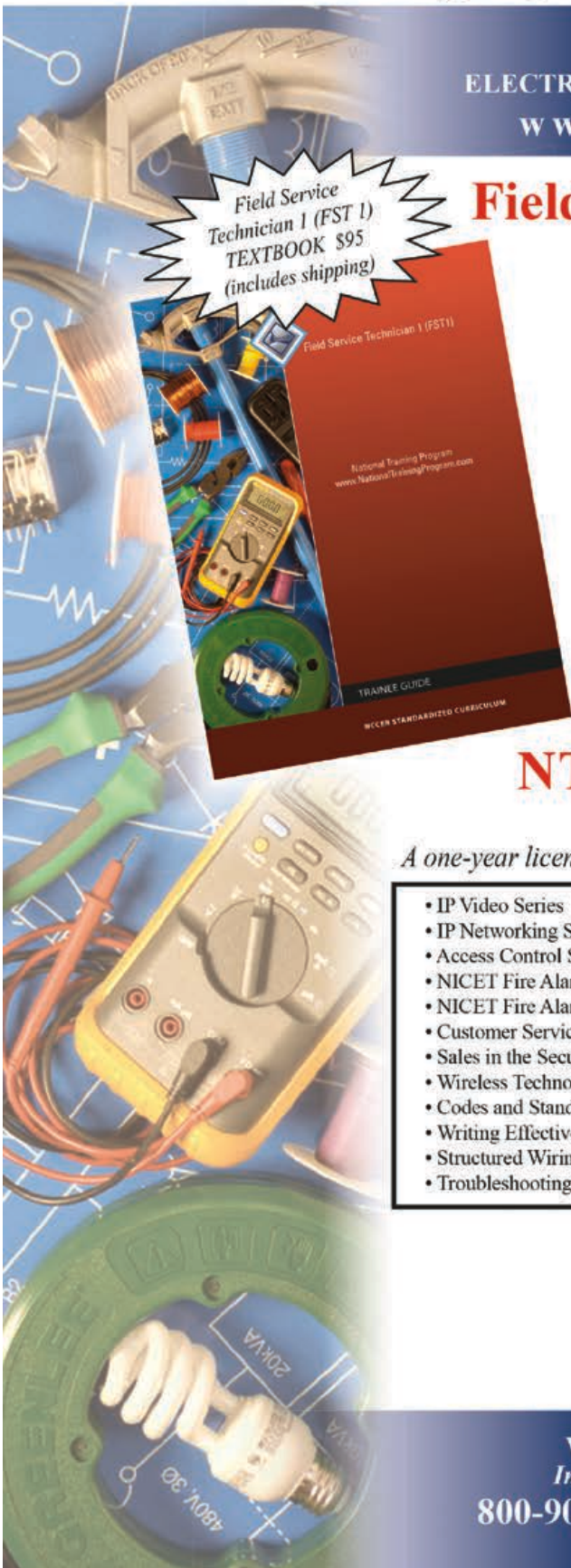


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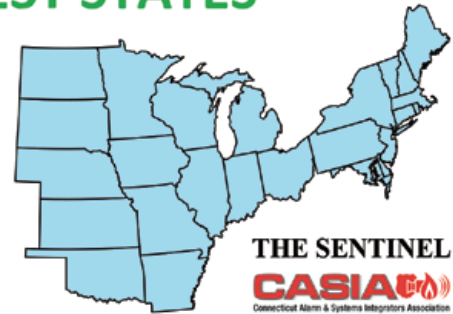
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Visit www.mississippisecurityassociation.com for additional information.



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/>.

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- ISC West**
March 23-25, 2022, Sands Expo Center, Las Vegas, NV
- TMA Virtual Mid-Year Meeting**
April 26-28, 2022
<https://tma.us/events/virtual-mid-year-meeting/>
- AFAA Annual Conference**
May 3-5, 2022, Palm Coast, FL
- ESX**
June 14-17, 2022, Ft. Worth, TX
- ISC East**
November 16-17, 2022, New York, NY




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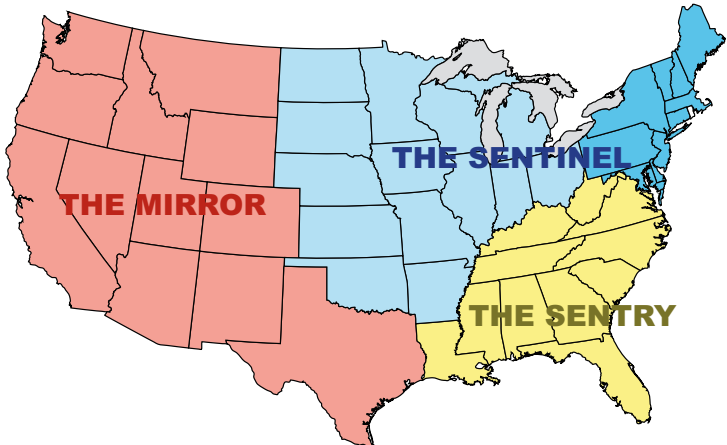
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