

CONTENTS

Associates News 14

Contact Information 4

Event Calendars 22



DEALER PERSPECTIVE... #25

By Tony Smith

“Defund the LAPD by 90%.”
“Excessive Force Against Protest.”

These are today’s headlines in the Los Angeles Times.

These headlines reflect a serious breach of trust and confidence between a substantial portion of our population

and our law enforcement partners. They are an immediate result of the recent vicious and troublesome police killings of unarmed suspects in Minneapolis and Louisville.

We, in the alarm industry, are generally very supportive and try to avoid saying anything negative about the police. We make every effort to uphold our role as their partner in law enforcement. There is often a mitigating side to some of these stories of police brutality, but, in these two cases, the police actions were clearly outrageous and should be quickly prosecuted. The continuing story has been that these police actions only reflect 1% of law enforcement nationally... the “bad apple” metaphor. Now it has come to the point where that 1%, or whatever it really is, requires correction or the barrel will quickly rot.

Our business is at risk. If PD’s around the nation lose significant funding, crime will increase, response times will increase, and the

value of our police partnership will decline. The rioting and vandalism currently taking place is not a solution to anything.

The LAPD Protective League said it best: “We have an obligation as a profession and as human beings to express our sorrow by taking action.” They suggest beginning with:

- A national use of force standard that emphasizes a reverence for life, de-escalation, a duty to intercede, proportional responses to dangerous incidents, and strong accountability provisions mirrored after the Los Angeles Police Department.
- A national database of former police officers fired for gross misconduct that prevents other agencies from hiring them.
- An early warning system to identify officers that may need more training and mentoring modeled after the San Francisco Police Department.
- Ongoing and frequent training of police officers to build and refresh their skills to improve police and community outcomes similar to California’s SB230.
- Mandate a transparent publicly accessible use-of-force analysis website similar to the San Jose Police Department.

Dealer Perspective #25 continued on page 6



2020 TMA Annual Meeting - Oct. 24-28

TMA’s Annual Meeting will be held October 24-28 at **JW Marriott Marco Island, FL** and brings together some of the monitoring and security industry’s most innovative and forward-thinking executives for

a dynamic, open, and collaborative exchange. This distinct and highly regarded event offers attendees a combination of executive-level educational and social forums in which to interface with one another.

This year TMA will mark its 70th Anniversary and it is open to integrator and monitoring center owners and executives, as well as security manufacturers and service providers. Visit www.tma.us.



See more convention information inside this issue of **THE SENTRY**

- Alabama - pg. 3
- Tennessee - pg. 8
- Kentucky - pg. 12
- North Carolina - pg. 12
- Mississippi - pg. 20
- Industry-wide Events Calender - pg. 22

Strategic
Certified Personalized
Innovative
Advanced Dedicated
Diligent
Resilient Peerless Service
Responsive
Meticulous
Redundant
Passion

The Definition of Monitoring

Rapid Response Monitoring

800.558.7767 www.rrms.com





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

**Fast Response
 Fair Price**

**Your Engine for Better Billing
 & Faster Payments**



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

Cornerstone
 BILLING SOLUTIONS

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

**2020 Alabama Trade Show in Montgomery
 October 7-8, 2020**

AAA is already gearing up for the 2020 Trade Show which will be held October 7 - 8 in Montgomery, AL. We are preparing now for a fantastic event and we want you to be a part of it. You will be hearing more from us about booth space, table space, sponsorship opportunities and the many ways that you can be a part of this exciting event.

Please make sure that you are included in our vendor list by sending your contact information to director@alabama-alarm.org



**How much is my
 company worth?**

Dorsie Mosher will answer that and many more questions before you sell your Security company.



Call **847-651-1282**
 or email
dorsie.mosher@gmail.com



Innovative Security Transactions
www.dorsie.com

**THE SOUTHEASTERN
 SENTRY**

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

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

Editorial: Copy is due the 15th of the month preceding publication.

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

For Editorial and Advertising information, contact:

Jerry Lenander
 Ryan Makovsky, Sales
 Syncomm Management Group
 info@snonline.com
 © Copyright 2020

Find us on Twitter and Facebook

SEND US YOUR NEWS

Editorial submittals:

Send your news releases to info@snonline.com

Training Dates:

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

Special Events:

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



www.twitter.com/snonline



www.facebook.com/snonline

J.C. Gury
 Signs & Decals

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

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



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



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

President: Charlie Atkinson, Heritage Technologies, Inc.
Vice President: Alan Yancey, Lake Hickory Security, Inc.
Immediate Past President: Jay Stone, Advanced Consumer Electronics, Inc.
Secretary: Sheila Yates, Protection Systems, Inc.
Treasurer: Ken Henke, Secur-Tek, Inc.
Director Area 1: Natt Laws, Alarm South
Director Area 2: Open
Directors Area 3: Tommy Whisnant, CPI Security Systems, Inc.
Director Area 4: Darwin Smith, Asheboro Fire & Security, Inc.
Director Area 5: Chris Nobling, Security Force, Inc.
Director Area 6: Duncan Hubbard, Holmes Electric Security Systems, Inc.
Associate Director: Jonathan Stallings, ADI
Associate Director: David Sperber, Napco Security Technologies, Inc.



Mississippi Security Association
Shelley Pettit, Ex. Director
P.O. Box 720252
Byram, MS 39272
601-668-0528 Phone | 601-372-2667 Fax
Email: msalert@bellsouth.net
Website: www.securems.org



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



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



Membership Information

Mike Hampton
Mike.Hampton@ESAweb.org



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



Louisiana Life Safety & Security Association
208 W Gloria Switch Road Suite 112
Lafayette, Louisiana 70507
337-886-7282
lssa@lssa.org



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

Membership, Associate

Membership and Sponsors

Associate Members and Sponsors are a very important part of our organization. We want to make it easy to become an Associate Member and to become a Sponsor.

We offer a variety of Associate Membership and sponsorship levels. Please see our website for descriptions, benefits and payment.

Please make sure that you are included in our vendor list by sending your contact information to director@alabamaalarm.org



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

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



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. EST.



PO Box 150062, Nashville TN 37215
Office: 615-791-9590
Website: www.TNSI.org
executivedirector@theTNSI.com

2020 Board Of Directors

President: Doug Fraker
HIS Security, Knoxville
President Elect: Larry Brooks
ADS Security, Nashville
Past President: Ralph Vest
Consolidated Electronic Systems
Secretary: John Sorrell
Defenders Inc, Memphis
Treasurer: Mike Holt
Alarm Alert Center, Bartlett
VP - Northeast: Chip Wolf
Safe T Systems, Inc, Knoxville
VP - Southeast: Corey Cochran
Dependable Security Systems
VP - MidState: Jody Duncan
ADS Security, Nashville
VP - West: Jay Estes
Security Fire Protection, Memphis
VP - Upper East: Jules Richard
New Age Alarms & Communications

Directors At Large:
Scott Brockamp
HIS Security, Knoxville
L.J. Lynes
Stanley Security Solutions
Associate Directors
Jeff Clendenen
SES - Security Equipment Supply
Chase Shults
Resideo Technology

Executive Director
Penny Brooks
executivedirector@theTNSI.org



EXECUTIVE COMMITTEE

Chris Mosley - President
Dee Ann Harn - Vice President
Tim Creenan - Vice President
Steve Paley - Treasurer
Steve Firestone - Secretary
Jamie Vos - Vice-President
Merlin Guilbeau - Executive Director
Bryan Lawrence - Association Counsel
(Ex-Officio)
Angela White - Immediate Past President



CONFIDENTIALLY: DOES YOUR COMPANY HAVE A FUTURE? IS IT TIME TO CHANGE OR SELL?

ASK A 30-YEAR INDUSTRY VETERAN.

Call Tony Smith at
(626) 795-9199

tsmith@securityfundingsolutions.com



www.securityfundingassociates.com

Security Industry Alarm Coalition (SIAC)

Visit www.SIACinc.org for alarm management resources for alarm companies, law enforcement and public safety policy development officials. Resources include model ordinance, ECV information and alarm school materials.



THE INDEPENDENT DEALERS' PARTNER OF CHOICE

NMC believes in supporting the pioneering spirit and success of the independent dealer. With the most comprehensive professional monitoring services available today, NMC provides a clear path to increased RMR. All inbound calls are answered within two rings by live alarm agents. This is our commitment to you.

Contact us today to learn about our service offerings including Tier 1 Technical Support.

www.NMCcentral.com | 877-353-3031

© 2020 National Monitoring Center. All rights reserved.

AL 1456 | AR CMPY.000222 | CA ACO7829 | FL EF20000505 | IL 124.002015 | OK AC1035 | TN 1785 | TX B13486 | TX Fire ACR-2919 | VA 11-7286



New police standards, more training and greater transparency are the key. Yes, racial diversity education needs continual emphasis, but, the good news is that our PD's are now about 40% minority on a national basis. Our focus now must be on communities where the police minority percentage is much lower, and where community policing has been lacking. A minority community will come to respect and obey an officer who is a minority much more easily than a white one, until they no longer see a color difference.

At that point, all the police officers, without racial regard, can become accepted members of the community.

Our profession has a record need for new employees and we, in California, have developed the apprenticeship and training programs geared to meeting this demand.

We would be remiss if we did not target the minority community for employee recruitment. California is now about 40% minority, which certainly implies that it is a significant demographic for our future industry growth.

New police standards, more training and greater transparency are the key.

Freedom of speech remains an important, perhaps the most important, part of our constitution. With the understanding that yelling " FIRE " in a crowded movie theatre can be considered a

crime warranting arrest and incarceration, how do we restrict or manage the message without unduly restricting our basic right to free speech? Finding an answer that works and that will withstand court scrutiny is the task.

The numerous riots in major cities will hopefully motivate our Congress to create such a law before more people are killed.

It is time for our industry to be a bigger part of the solutions to these issues and to support our police brethren when they are trying to do the right thing. In that spirit, perhaps we need to celebrate law enforcement professionals and their departments with awards and recognition that will encourage them to continue the process of finding new ways to serve humanely.

Tony Smith is President/Founder of Security Funding Associates, past President of the CAA and past member of the NBFSA (ESA) Board of Directors. He is a licensed California alarm dealer and current member of TMA. He may be reached at (626) 797-9199 or tsmith@securityfundingsolutions.com .



TNSI 2020 TRAINING SCHEDULE

TNSI is excited to be offering its own TN Security Certification Course and TN Fire Certification Course in 2020. Both courses ARE APPROVED by the TN Alarm Systems Contractors Board for initial application for a Tennessee Qualified Agent license in Burg and Fire. The TN Security Course will meet the new employee training requirement set forth in Tennessee Code 62-32-312(g). These NEW TN courses will also be available to take online through our new training provider Innovative Resources. TNSI will let you know as soon as the online version of TN Security & TN Fire courses are available.

To register, check the box of the course you wish to attend, fill out the bottom of this form and mail with check to: TNSI, PO Box 150062, Nashville TN 37215. TNSI accepts VISA and MASTER-CARD. DEADLINE to register is two weeks prior to each course. Payment must be received before your attendance is confirmed. All courses require at least 15 students. Fees listed are for TNSI members, non-members pay an additional \$200/course.

TNSI will offer eight (8) CEU hours at our Convention in September 2020 at the Dollywood DreamMore Resort. QUESTIONS? Please call or Email the TNSI OFFICE: 615-791-9590 executivedirector@theTNSI.org.

QUESTIONS? Please call or Email the TNSI OFFICE: 615-791-9590 TBFAAexdir@aol.com

- July 10-12
 - TN Security Certification (24 hours) \$370 Nashville
- July 25-26
 - TN Fire Certification (16 hours) \$370..... Nashville
- August 14-16
 - TN Security Certification (24 hours) \$370 Knoxville
- August 29-30
 - TN Fire Certification (16 hours) \$370 Germantown
- Sept 26-27
 - TN Fire Certification (16 hours) \$370 Johnson City
- October 9-11
 - TN Security Certification (24 hours) \$370..... Germantown
- October 24-25
 - TN Fire Certification (16 hours) \$370 Knoxville
- November 6-8
 - TN Security Certification (24 hours) \$370..... Nashville



Lynde Bailey
Southeast Regional Sales Manager

www.sdifire.com
lynde.bailey@sdifire.com
Mobile: 813-508-5111 | Office: 732-751-9266
3535 Route 66, Building 6, Neptune, NJ 07753






Wholesale Monitoring



Funding Program



Live Video Dispatch



Equipment Financing



Bulk Acquisitions



Fire Alarm Monitoring

NORTHERN US
Mike Hatcher
(301) 992-5291
mhatcher@dynamarkmonitoring.com

SOUTHERN US
Hank Groff
(904) 333-1078
hgroff@dynamarkmonitoring.com

WESTERN US
Rich Cowan
(609) 760-0233
rcowan@dynamarkmonitoring.com

Your Fire/Security/Integration Company is WORTH MORE THAN YOU THINK!

Sell Your Company or Accounts Now:

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



CALL RORY RUSSELL'S CELL: 1-800-354-3863

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

Our Most Recent Transactions (over \$25 million):

Orlando, FL	\$11 Million	Pending:	
Clifton, NJ	\$1.8 Million	Edison, NJ	\$10 Million
Boston, MA	\$1 Million	Fort Pierce, FL	\$2.8 Million
Los Angeles, CA	\$10.4 Million	Ft Meyers, FL	\$5.5 Million



Attending ISC West? Call Rory directly to schedule a confidential meeting.



Rory's Cell: 1-800-354-3863
get a Full Business Valuation

Information, Testimonials, Videos and an Informative eBook available at www.afsSMARTfunding.com

WE ARE IN THIS

Together

When times get tough, family is something you can rely on. At Security Central, we are here for you, helping guide you to the next level of success. Partner with a monitoring company where you are treated like family.

TOOLS TO HELP YOU GROW!

- ◆ Business Enhancement Services
- ◆ In-house Technical Support
- ◆ Continued Education Courses
- ◆ Dealer Rewards Program

3RD GENERATION FAMILY OWNED



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

PO Box 5393
Statesville, NC



Thank You to Our
Tennessee Convention Sponsors

 **DESIGN**
COMMUNICATIONS INC.

AXIS[®]
COMMUNICATIONS

 **ALARM.COM**[®]

COPS
Monitoring
Your Hometown Central Station


AMSTERGREEN
MANAGEMENT
GROUP

ZKTeco
USA





Dollywood DreamMore Resort Hotel



NATIONWIDE MONITORING...
with SOUTHERN HOSPITALITY

JEFF BENNETT
SALES

800-554-1104

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



**TNSI is CELEBRATING 40 Years
as an Association!!!!**

September 16-18, 2020

The TENNESSEE Electronic Security Association is hosting its 40th Annual Convention and Trade Show on September 16-18, 2020 at Dollywood's DreamMore Resort in Pigeon Forge, TN. Come CELEBRATE with us and maybe meet some special guests!

Please JOIN US for 8 hours of State Approved CEU credit, over 50 Tabletop Exhibits with the BEST Manufacturers, Distributors and Monitoring Companies in the country and our Annual Meeting where we will discuss membership, member benefits, our new training courses, legislative issues and cast your vote to change our association name.

Relax but enjoy a little competitive golf at our annual Golf Tournament at the beautiful Gatlinburg Golf Course with some of the most magnificent hilltop views in the Great Smoky Mountains. We will also be offering our Sporting Clay Tournament at Gatlinburg Skeet & Trap for all our shooters also located atop some of the most beautiful hills in Tennessee. Attendees look forward to our Thursday night Dinner Outing after a long day of CEUs, Exhibits and Meetings.

Dollywood's DreamMore Resort Hotel Reservations can be made by calling 865-365-5996. Mention the Tennessee Electronic Security Association to receive our discounted rate of \$175/night. Room block cut off is August 15, 2020.

TNSI Convention Schedule of Events:

Wednesday, September 16

1:00 P.M. – Golf & Sporting Clay Tournaments
6:00 P.M. – Opening Reception

Thursday, September 17

8:00 A.M. – CEUs (2 hours), Exhibit Set up
10:30 A.M. – Annual Meeting/Luncheon
11:30 A.M. – Exhibits Open
4:00 P.M. – CEUs (2 hours), Exhibit Tear Down
6:00 P.M. – Dinner Outing

Friday, September 18

8:00 A.M. – 12NOON – CEUs (4 hours)

Join more than 250 security dealers and exhibitors from across the GREAT State of Tennessee for our 40th Anniversary Celebration! We can't wait to give you a BIG Tennessee HUG!! TNSI 2020 DEALER and EXHIBITOR Convention Registration Forms can be found on our website at www.theTNSI.org.

QUESTIONS: Call or Email TNSI Executive Director Penny Brooks at 615-791-9590 or ExecutiveDirector@theTNSI.org.

Paying Too Much to Upgrade Honeywell® Fire Accounts from POTS or 3G Radios?



Try StarLink Fire LTE Cell/IP Communicators Here's Why They're The New Dealer's Choice:

- **Panel-Powered, Low current draw**
NO transformer, NO power supply,
NO battery, NO extra conduit
- **Fastest Installation in Minutes
on ALL 12V & 24V FACPs**
Quickest connection, 2 FACP- Connect Modular
Jacks, Self-Supervised (NO extra module reqd.)
- **Preactivated for Fastest Connection**
Know they're working before going onsite
- **Works Better Every Time**
Dual Diversity Antennae & Signal Boost™ perform
better in low-powered LTE networks. Works with
any FACP, old & new, supports Contact ID or 4/2
- **Your Choice of Central Stations
& Unlimited Signal Plans**
Avoid mandatory price increases
& unplanned monthly charges
- **Largest Nationwide
Coverage Footprint,** AT&T & Verizon LTE
- **About ¼ the Cost of
Honeywell Fire Radios**
**\$59⁹⁵ net for StarLink Fire Dual Path -
Saves \$170ea.**
(\$159⁹⁵ - \$100 Tradeup incentive for POTS,
3G/CDMA Sunset Radios, & New Installations)



Compliances: NFPA 72 Editions: 2019, 2016, 2013, 2010, 2007;
UL 864, 10th., UL1610, UL985, UL1023, NYCFD; CSFM; LAFD

StarLink Fire LTE

**Safeguard fire accounts from POTS & 3G/CDMA
sunsets and protect your bottom line.**

StarLink Fire Dual Path Communicators, in AT&T
or Verizon LTE, in stock at a distributor near you.

For info & free enduser tradeup mailers
call 1.800.645.9445 or email
StarLink4Accounts@napcosecurity.com

Paying Too Much to Upgrade Honeywell® Accounts with Sunsetting 3G/CDMA Radios?



AT&T® LTE
or
verizon® LTE

Try StarLink LTE Communicators, Cell/IP or Cellular as low as **FREE***

The New Dealer's Choice for Good Reason:

Fastest 10-Min. Installation
For Commercial & Residential Accounts

Compass® Hi-Speed Downloads
Up/Download w/StarLink Connect® models

Quick-Connect Remote App
for Customers

Vista®-Style Virtual Keypad & SMS Text/Video Alert options
+ "No-Roll" contactless service calls for you w/ real Honeywell® Keypad programming on app (shown)

Largest Nationwide LTE Footprint,
AT&T LTE & Verizon LTE coverage

Preactivated for You
Know they're working before you're onsite

Works Better Every Time
Dual diversity antennae & Signal Boost® combine to perform better on any Panel using Contact ID or 4/2

**Reasonable Cell &/or IP
Unlimited Signal & Supervision Plans**
Reports to Any Central

3-Year No-Hassle, No-RMA Warranty

Try a **FREE*** StarLink LTE Cell Radio, or StarLink Connect Cell/IP LTE from **\$995** (w/Compass® downloads) and easy \$100 StarLink Tradeup incentive available on every model & install: POTS, 3G/CDMA Sunset Radios & New Installations. **In stock at local distributors near you**

StarLink, StarLink Connect™, Signal Boost™ are trademarks of Napco. Other marks trademarks of their respective cos. †For model specifications always consult tech docs. Sugg. pricing quoted in USD with StarLink Tradeup Incentive Program™ already reflected - see full details www.napcosecurity.com/starlink/starlink4guupgrade.

StarLink[®] LTE

1.800.645.9445 • email: StarLink4Accounts@napcosecurity.com
www.StarLinkLTE.com



**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)

KYESA Delivers Trade Show in a Box August 20, 2020

KYESA is shifting gears for this year's trade show. While our first choice is to have an in-person reunion and to see you all face to face, we're going with the next best thing-- An Interactive Gift Box!



Trade Show in a Box: The goal of the new concept is to keep your companies visible to dealers and keep the relationships going, because we are all in this together, and we recognize that our security company members could not do business without your products and services.

Dealers sign up and receive an interactive gift box in the mail from KYESA- this box would be like opening the most fascinating industry gift they have ever seen! The box would be full of items and activities to engage decision-makers and buyers, and get their company teams excited about learning and participating about new technologies and products. KYESA will include a game that occurs in one day across multiple channels (email, phone, social media Facebook); it would need to be completed to enter KYESA's drawing for a Grand Prize Bose Wireless Speaker.

The cost for vendors to participate begins at \$100 to include a flyer provided by you. Sponsorships are available and would include your logo on a sticker on the outside of the box.

We will be holding the KYESA Annual Meeting via Zoom or Go To Meeting on the scheduled date of August 20, 2020. In addition, we will hold virtual CEU trainings in the evenings from August 17-20. If you have signed up for a CEU class, you will still be able to hold it virtually beginning at 6 PM EST on one of those dates. For information email communications@esa-ky.org.



2020 NCEA Convention, Tuesday, October 13

It's all under one roof at TopGolf Charlotte. The full day event includes:

- 7 sessions providing 5 hours of FREE Continuing Education
- FREE trade show featuring the latest security, fire, video, access, and connectivity technology.
- FREE lunch.
- A three-hour golf tournament fundraiser with food buffet and drinks supporting the Youth Scholarship Program for children of first responders. (Ticket purchase required.)

Space is limited. Register today



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.

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

www.NMCcentral.com **netwatch**
proactive video monitoring brought to you by **NMC**

VERSITRON
Your Copper to Fiber Connection
Since 1958

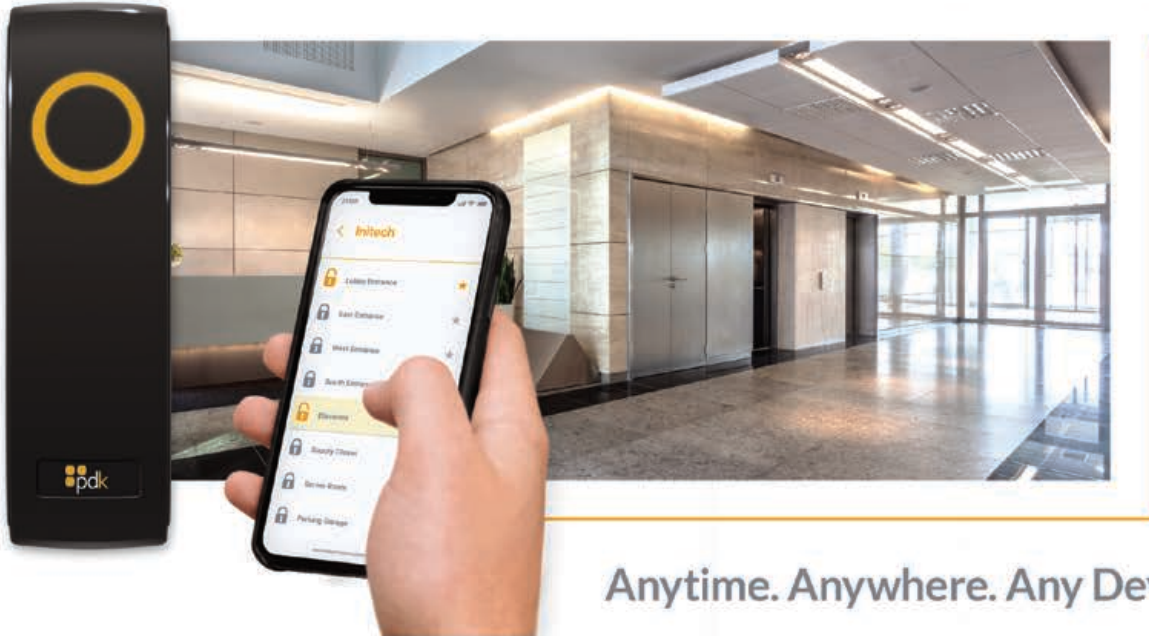
Robust and Reliable PoE/PoE+ network switches and media converters with:

- 1-Port up to 48-Ports
- Fiber Optic Uplinks
- Competitive Pricing
- Lifetime Warranty

VERSITRON, Inc. • 83C Albe Drive • Newark, DE 19702
(P) 302-894-0699 • (F) 302-894-0624 • www.versitron.com
e-mail: fiberlink@versitron.com

pdk™ mobile-first accesscontrol

Your phone is your key



Anytime. Anywhere. Any Device.

The only-true 100% mobile-first access control solution for employees, tenants, administrators, and installers

- Complete installation & management from the mobile-app
- Remotely unlock your doors with the push of a button
- Use your phone as an encrypted access credential
- Keep your phone in your pocket for hassle-free entry



801.317.8802
prodatakey.com



ag | **avantguard**
agmonitoring.com

Monitoring Solutions for a Connected World

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

Advertise in the Sentry

THE SOUTHEASTERN SENTRY

PUBLISHED FOR THE SOUTHEASTERN ELECTRONIC SECURITY INDUSTRY

Reach an informed, interested audience
info@snonline.com 800-490-9680

AVANTGUARD MONITORING CENTERS announced that they have renewed the prestigious “TMA Five Diamond Monitoring Center” designation. AvantGuard strives to exceed all monitoring and customer service standards, and to satisfy the requirements for the TMA Five Diamond designation is a true sign of AvantGuard’s commitment to excellence. This award goes beyond customer facing services, and relies heavily on the operators within the monitoring center. AvantGuard believes that the operators are the engine that drives the company, and AvantGuard takes great pride in hiring and training operators to provide the best possible service to its customers.

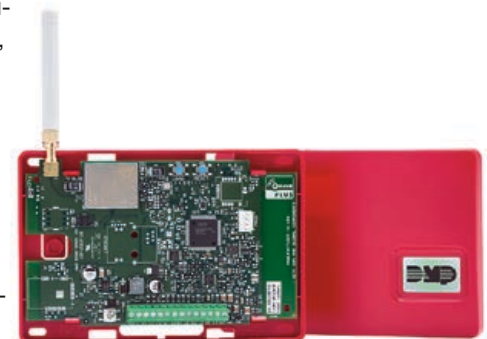
You may know it as **DMP’s** enhanced all-in-one system — and until now, the XTLtouch has only been available to Verizon customers. DMP is pleased to announce that the XTLtouch Wireless



Control Panel with AT&T LTE is here. “We’re very excited about this,” says DMP’s Vice President of Sales Mark NeSmith. “No other all-in-one offers the same powerful and flexible solution. For areas that require AT&T service, this allows our dealers to much more

aggressively compete in the residential and small commercial markets.” The XTLtouch combines DMP’s elegant and intuitive 5-inch graphic touchscreen keypad with the popular XTLplus™. You can place it in the best location with the option of wireless sirens and wireless keypads exactly where your customers want them. All the keypads have the exact same interface so users can learn them quickly and move from one to another easily. For more information, contact Mark Hillenburg at MHillenburg@DMP.com or visit DMP.com.

For commercial fire installations, now you can choose **DMP’s** new CellComF-LTE. Designed with the same platform as DMP’s popular DualCom Universal Communicator, the CellComF-LTE includes two sets of tip and ring terminals for easy installations. This new design meets the NFPA 72 standard for single communications technology. For instance, if the CellComF stops



communicating, it’s designed to automatically disrupt voltage on the second tip and ring — that triggers the host panel to announce the trouble. “For fire panels, it’s a simpler way of ensuring local annunciation,” says Aaron McGhee, product manager of Control Panels. “And, it’s a much cleaner and faster installation process.” For questions or more information, please contact one of our Inside Sales representatives at InsideSales@DMP.com or 877-757-4367.

STANLEY Security

Next Generation Wholesale Monitoring

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

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

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

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

EMERgency24

ALARM MONITORING



FAST RELIABLE RESPONSIVE

Trusted for 50+ years
High quality
traditional monitoring

Build RMR with video verification
EM24 supports leading
video platforms

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

EMERgency24

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

1.800.800.3624 | EMERgency24.com



LEGRAND'S SHADING AND RESIDENTIAL CONTROLS

business today announced that Charlie Derk, director of product marketing for the company's QMotion and Vantage brands, has been appointed to the Continental Automated Buildings Association (CABA) board of directors. "I am very pleased to welcome Charlie Derk to the CABA board of directors," said Ron Zimmer, CABA president & CEO. "He has a vast knowledge in lighting and shading control products, a key strategic segment within the integrated building technologies market. He brings a rare combination of experience, as both an engineering and product development veteran and as a marketing and sales leader." More information is available at CABA.org.



AUTOMATIC FIRE ALARM ASSOCIATION

AFAA National Headquarters
3246 Noe Bixby Road, Suite 101
Columbus, Ohio 43232

www.afa.org

844-438-2322

alex@afa.org

Executive Director: Alex Strausser
Training Manager: Tim Knisely

AFAA Board of Directors and Executive Committee

President: Rodger Reiswig - Johnson Controls
Vice President: Rick Heffernan - SDI
Treasurer: Sue Sadler - Honeywell
Secretary: Larry Rietz - Jensen Hughes
Immediate Past President: William Koffel - Koffel and Associates

Board of Directors

Bob Baker - EBL Fire Engineering
Dave Newhouse - Gentex
Dan Finnegan - Siemens
Jim Loftus - Siemens
Chris Creamer - DynaFire
Tom Parrish - Telgian Corp.
Jack Poole - Poole Fire Protection
• Richard Roberts - Honeywell Life Safety
Deborah Shaner - Shaner Life Safety
John Ventrella - Red Hawk Fire & Security

Visit www.AFAA.org for the latest training calendar,
or email admin@AFAA.org to sponsor a local seminar.

*Affordable, quality
education delivered by
renowned experts...*

*Ensure consistency for
your team by keeping
up with the current
industry standards!*



Automatic Fire Alarm Association

Advertise in
the Sentry

SOUTHEASTERN
THE SENTRY

PUBLISHED FOR THE SOUTHEASTERN ELECTRONIC SECURITY INDUSTRY

Reach an informed,
interested audience

info@snonline.com

800-490-9680



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

877.740.0283 | www.monitor1.com

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

MAINTAINING A SENSITIVE BALANCE



By Harvey Eisenstadt

Win-Win results to a successful sale are achieved by a sensitive balance where the salesperson maintains customer satisfaction while sustaining profitability for the company. In other words, the salesperson did not have to give away the store to satisfy the customer and secure the sale. If this sensitive balance is not achieved, then consequently there will be a loser. That loser could be the company having to give away too much to close the sale, or the customer, who might have agreed

to the purchase but later realizing that the product or service does not fully address their need. Interestingly, Win-Win can always be the result and begins with the salesperson strengthening the trust and respect from the customer while focusing on a win for that customer. This will result in both the company and the customer profiting from the sale.

This commences with the salesperson concentrating on the customer's need, getting the customer to feel comfortable and assured that their need is understood, and the salesperson is focused on solutions to that need. Every salesperson must recognize that Win-Win success is dependent upon a common satisfaction with the customer appreciating the salesperson's understanding and focus which brings them closer together, strengthening this satisfaction. This relationship is enhanced when the salesperson recognizes that they must stay away from ambiguous statements and promises that they cannot or even may not fulfill. Instead, the salesperson must stay focused on deliver-

ing benefits, and value strengthening the positive impact their product or service will deliver to the customer. The customer now becomes the salesperson's partner, with both moving in the same direction. Salespeople who truly understand the Win-Win mentality will, at the same time, minimize traditional objections and negative questions by focusing the customer's attention on the benefits and value of the solutions they are presenting.

Successful salespeople realize with a Win-Win mentality that they must maintain this partnership with the customer long after the sale is consummated. Their follow-up and liaison with the customer will strengthen this mentality. As a result of this follow-up support and service to the customer the salesperson will not only realize future business from the customer but also referrals for new business opportunities. With both the customer and the salesperson coming away from the sale feeling good about their win, the door will open for these new business opportunities. Opportunities for more business from the customer and referrals are always what salespeople look for beyond the sale.

The Win-Win approach provides salespeople with the understanding that long term success means keeping your existing customers satisfied with value added benefits while opening the door for opportunities to generate new business as you move forward together.

Harvey Eisenstadt is a Sales Consultant, Trainer, Speaker, Mentor and Author. Harvey possesses more than 55 years of successful sales and sales management experience and is a nationally recognized authority on relationship building.

Harvey can be reached at 818-701-7799 or harvey@hjesales.com

MERGERS & ACQUISITIONS LLC

John H. Colehower
Managing Director

Providing Acquisition Services to the Security Industry
for 30 Years

MergersAcquisitionsUS.com Direct:
jcolehower@MergersAcquisitionsUS.com 609.466.7244

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!



Affordable Dual Fire Alarm Communication

DMP's DualCom™ gives you commercial fire communication with ease of installation. Engineered with dual tip and ring terminals, it works elegantly with existing FACPs. Included hardwired IP and LTE cellular over AT&T or Verizon. Designed to quickly provision on the SecureCom Wireless™ platform — so you can get systems up and running fast. Learn more: DMP.com/DualCom.



We make your company more valuable.

877-725-1114 • DMP.com

Keep updated on our new products and features:



DualCom™ SERIES

- ▶ DualComWZ - Communicator with Wi-Fi Primary, Cell Backup, & Z-Wave®
- ▶ DualComNF - Fire Communicator with Network Primary & Cell Backup

Paul deLaski
 Regional Sales Manager
 973-520-3925



pdk™ | Anytime. Anywhere. Any Device.

Defining the future of access control.
prodatakey.com



Mississippi Security Association's 26th Annual Convention

- **September 23, 2020 (Wednesday)**
 Clay Shoot & Golf Tournament
- **September 24, 2020 (Thursday)**
 CEU Classes, Statewide Meeting, TRADE SHOW!
 Elections, Guest speakers, Legislative updates, Networking with peers & over 50 electronic security manufacturers, distributors, central stations, insurance companies, security signs for your business and so much more!
- **September 25, 2020 (Friday)**
 CEU Classes

Location: Hilton Hotel, Jackson, MS



Reservations: (601) 957-2800, Group Rate \$121.00, Cut-Off Date 9/7/2020

Exhibitor Registration Forms can be found at www.ms-esa.com/convention

Questions: Contact MSA at (601) 668-0528 or msalert@bellsouth.net




NATIONWIDE MONITORING...
 with SOUTHERN HOSPITALITY

GENE MILLER
 SALES

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



UUFX 52629
 EF0000005
 AL 14-138



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®

Advertise in the Sentry

THE SOUTHEASTERN SENTRY

PUBLISHED FOR THE SOUTHEASTERN ELECTRONIC SECURITY INDUSTRY

Reach an informed, interested audience
info@snonline.com 800-490-9680



Want to grow your business beyond traditional alarm monitoring?



The 5500EZ can be used in Industrial Monitoring!

The 5500EZ for non-security applications is a new use of Uplink's wireless monitoring technology for industrial monitoring. Now you can use the 5500EZ to control:

- Sewer pumps
- Water/wastewater systems
- Lights
- Generators
- and much, much more!

The number of use cases is almost limitless, and provides alarm dealers with another source of revenue — perfect for those looking to increase the number of connected devices to supplement their traditional security monitoring business.

Contact us today to learn more!

(888) 987-5465 | uplinksales@sierrawireless.com | uplink.com


SIERRA
WIRELESS®

Uplink®

August

20 KYESA Annual Trade Show Louisville, KY

September

16-18 .. TNSI Annal Convention..... Pigeon Forge, TN

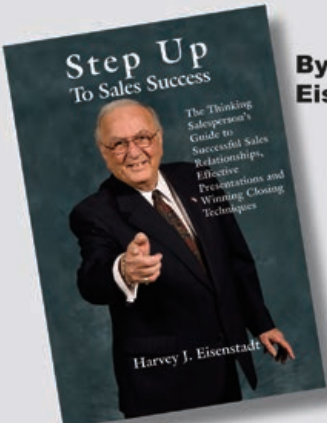
23-25 .. MSA Annual Convention Jackson, MS

October

7-8 AAA Trade Show Montgomery, AL

13 NCEA Convention..... Charlotte, NC

Step Up To Sales Success
 The Thinking Salesperson's Guide to Successful Sales Relationships, Effective Presentations and Winning Closing Techniques

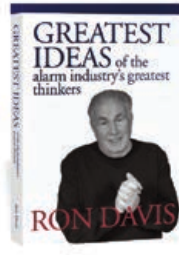


By Harvey J. Eisenstadt


Contact SYNCOMM MANAGEMENT GROUP
 TO ORDER BY PHONE 800-490-9680
 or email to: info@snnonline.com

GREATEST IDEAS
 of the alarm industry's greatest thinkers

Ron Davis, one of the alarm industry's greatest leaders and motivators, asked successful entrepreneurs, "If you had just one really great idea to share with the alarm industry, what would it be?" Their answers are in this remarkable new book, available now.



Order today!
 Only \$40 hardback, or \$25 paperback. Call 847-955-2360 or visit www.graybeardsrus.com/greatideas.html.

Published by  **DAVIS GROUP**
 MERGERS & ACQUISITIONS

INDUSTRY EVENTS

SIA/ISC Love Security
 New date: October 5, 2020
 THE ROCKHOUSE, Las Vegas, NV



ISC West - Las Vegas, NV
 New dates: October 5-8, 2020



TMA Annual Meeting
 October 24-28, 2020
 Marco Island, FL



ISC East - New York, NY
 November 18-19, 2020



CAA Winter Convention
 The Fairmont San Francisco
 December 2 – December 5, 2020



SIA/ISC Love Security
 March 23, 2021
 Las Vegas, NV



ISC West
 March 23-26, 2021
 Las Vegas, NV



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





PREPARE FOR CHANGE

- ✓ 3G SUNSET
- ✓ MPERS
- ✓ MARKETING RESOURCES
- ✓ SMART HOME TECHNOLOGY
- ✓ VIDEO MONITORING



MORE THAN MONITORING

At UCC, we are passionate about helping alarm companies prepare for the changing landscape of the security industry by empowering them with the technology, services, and resources needed to gain a competitive advantage.

UCC's team of seasoned professionals working from our UL listed monitoring centers in San Antonio and Lewisville, TX handle your customers with the exceptional, compassionate and quality care that UCC is known for – allowing you to focus on growing your business.

Our industry leading Dealer Services department provides dealers with the tools, education and support needed to learn how to control attrition, increase sales and grow profits.

To learn more about our team and how we can help you take your business to the next level, visit: www.teamucc.com/teamucc



JOIN US TODAY

www.teamucc.com | 888.832.6822



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

#ISCEVENTS

ISC INTERNATIONAL SECURITY
CONFERENCE & EXPO

PREMIER SPONSOR:



NEW DATES FOR 2020!

SIA EDUCATION@ISC:

OCTOBER 5-7, 2020

EXHIBIT HALL:

OCTOBER 6-8, 2020

SANDS EXPO, LAS VEGAS

WWW.ISCWEST2020.COM/CAA

FOR ANY CURRENT REGISTRATIONS, THE DETAILS OF ANY MARCH REGISTRATIONS WILL TRANSFER OVER TO THE OCTOBER 2020 EVENT AND THERE IS NO FURTHER ACTION REQUIRED BY YOU.



SAVE THE DATE FOR ISC EAST 2020!

SIA EDUCATION@ISC:

NOVEMBER 18-19, 2020

EXHIBIT HALL:

NOVEMBER 18-19, 2020

JAVITS CENTER, NEW YORK

WWW.ISCEAST.COM