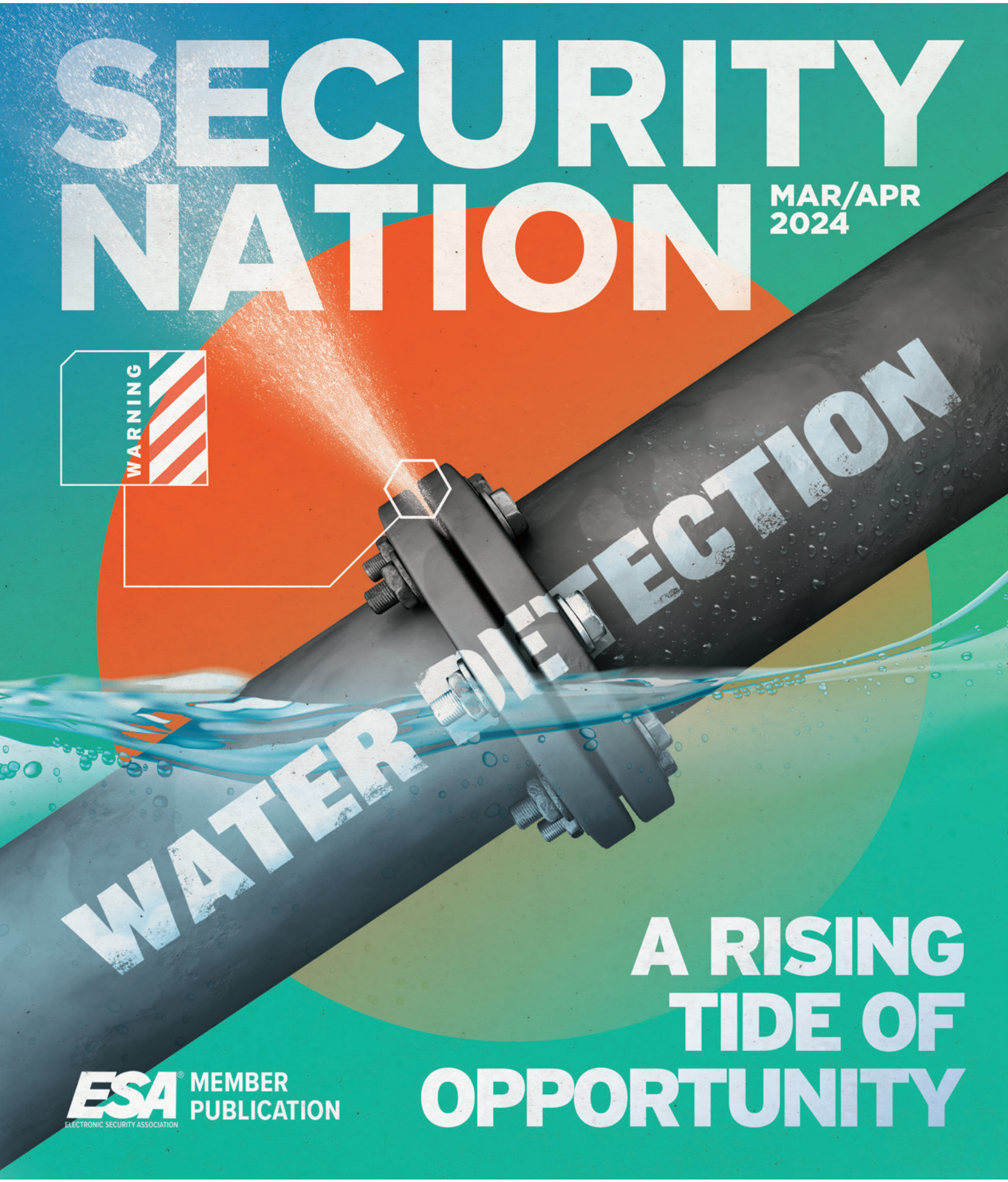
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SECURITY NATION

MAR/APR 2024



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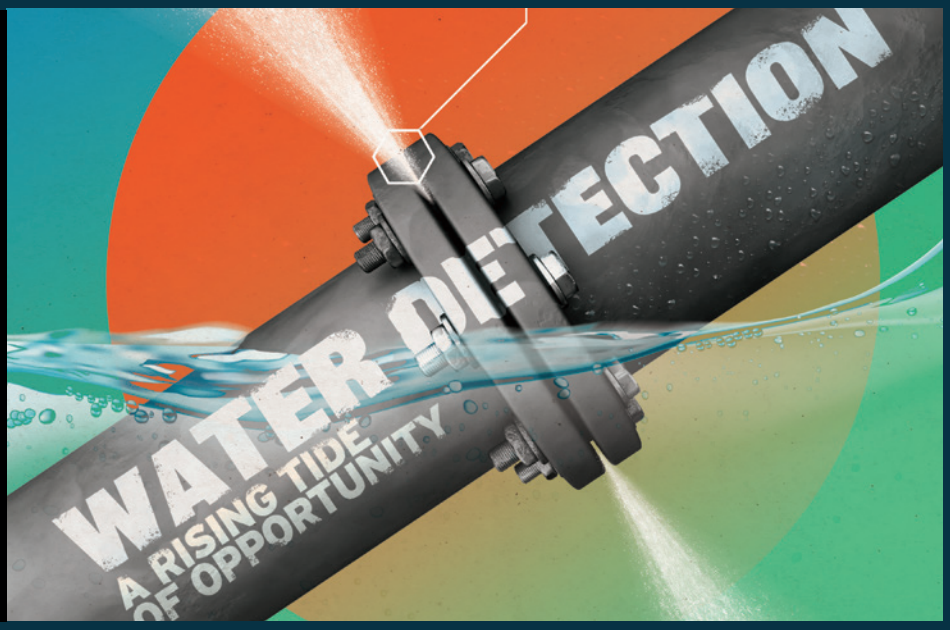
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DEBUNKING ESA'S TOP 3 MEMBERSHIP MYTHS

As with any sort of member-based business, there are always myths when it comes to memberships, benefits and more. Here at ESA, we are not immune to these myths and hear them daily. So, I thought we could take a moment to go through the most common myths we hear and the facts that make them myths.

MYTH:

ONLY COMPANIES IN THE RESIDENTIAL MARKET ARE ESA MEMBERS

We hear this a lot at ESA, and simply put it is not even close to the truth. We can see how some might think that, so let us investigate the facts. The truth is only 5% of ESA Integrator Members report being residential only. Whereas, 71 % reported that residential was one of the multiple markets they do business in. So, we do have many members that offer residential but that is not where their offering stops. They often operate in multiple markets ranging from commercial, industrial, governmental and schools/institutions. Meaning ESA members install and integrate systems in all types of markets.

MYTH:

COMPANIES THAT DO NOT INSTALL FIRE ALARM SYSTEMS WILL NOT FIT IN

This one always hurts to hear. ESA Members integrate, manufacture and support the full spectrum of electronic security and life safety technology systems. Yes, this includes fire alarms although a company that does not install fire alarms will fit in just as well. When looking deeper into our member businesses, you'll discover more than half of all of our integrator community install, integrate and service fire systems. The other 45% of integrators in our community do not include fire systems among their offerings. So, those that do not install fire alarms are not alone and with almost half of our members not installing any fire alarms there is plenty of room to fit in here at ESA.

OUR VISION IS, "TO BE INDISPENSABLE AND RELEVANT IN AN EVER-CHANGING INDUSTRY."



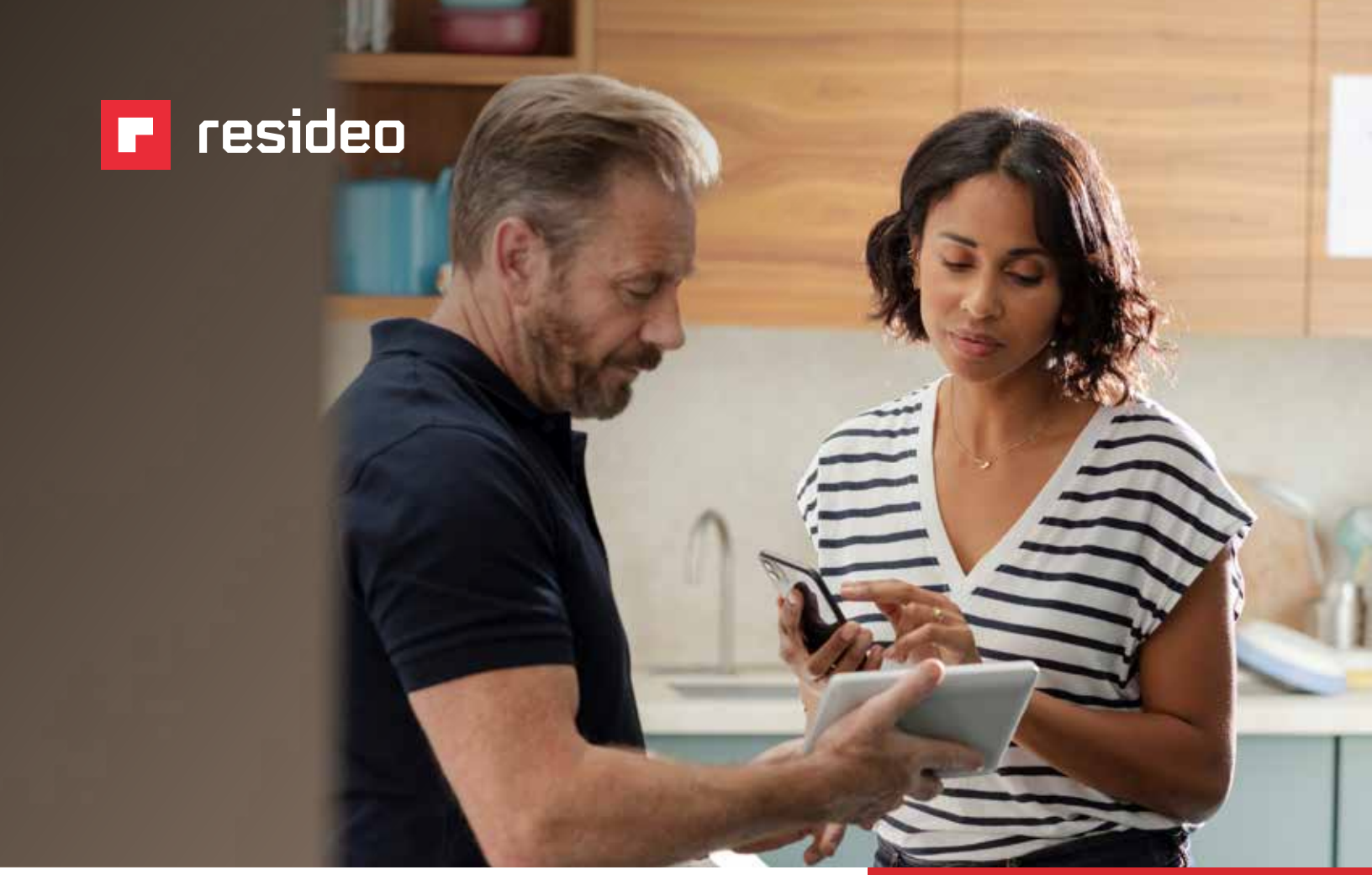
MYTH:

"OUR COMPANY IS TOO BIG TO RECEIVE SIGNIFICANT VALUE THROUGH MEMBERSHIP"

ESA collaborates with companies of all sizes. We have members ranging from small businesses to larger corporations. We are not one size fits all, which means you do not need a handful of employees to gain value from an ESA membership. We support all businesses in the electronic security industry. When reviewing memberships, we found that 41% of integrator members have more than twenty-six employees and 23% have more than fifty-one employees. ESA Membership is unique in that benefits, scale up with the size of the member company. Membership can provide companies, both large and small, with valuable resources, networking opportunities, advocacy support, business savings and more to ultimately help them thrive in the competitive electronic security market.

I hope you'll join me in educating those who may have a preconceived notion of what ESA and its members look like. The next time you hear one of these top three myths about ESA and our member profile, you can correct the misconception.





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CHAIRMAN'S MESSAGE



John Loud
Chairman of the Board
John@loudsecurity.com
678.300.9785



SECURING THE FUTURE: SUCCESSION PLANNING IN THE ELECTRONIC SECURITY INDUSTRY

As time marches on, our thoughts inevitably turn toward the future – particularly the prospect of our children stepping into our roles. Some of us business owners and leaders are also parents, and often ponder the career paths our children might take.

In our industry, the ebb and flow of buying and selling electronic security accounts marks the transitions in our business landscape. Amidst this flux, the notion of guiding our children into our domain arises naturally. It's a path that has brought prosperity to many, yet it's accompanied by uncertainties – the toil, risks, technological leaps, and the ever-changing landscape – prompting a question: Is this the optimal path for our kids?

Sometimes, we may wonder if other professions offer safer or more lucrative avenues. Many discourage their children from following in their footsteps, advocating for seemingly 'safer' domains. The refrain often echoes, "Anything but my line of work – it's too unpredictable."

However, there exist exceptions. Witness the second and third generations thriving in the electronic security industry, symbolizing progress akin to evolving attire from jeans to a sports jacket and onward to a suit. It's a testament to how our industry advances across generations, much like the evolution of the cars we drive and the homes we inhabit.

The electronic security industry resonates with technological dynamism. Beyond traditional systems and services, technology offers a myriad of alternatives, underlining the necessity for continuous education and training. Crime remains an ever-present reminder of the importance of personal security measures like fire and intrusion alarms, video and audio surveillance, and robust access control.

In today's landscape, where workforce shortages loom large across various industries, it becomes imperative to highlight the viability of a career in the electronic security industry for the next generation. The industry offers stability, career growth, and a chance to be at the forefront of technological innovation.

Consider these additional tips for effective succession planning:

ATTRACTING THE NEXT GENERATION:

Showcase the appeal of the electronic security industry, emphasizing its role in safeguarding communities and offering long-term career prospects.

EDUCATIONAL INITIATIVES:

Collaborate with educational institutions to create programs or internships that expose young individuals to the multifaceted aspects of the electronic security industry.

PROMOTING SKILLS DEVELOPMENT:

Highlight the diverse skill sets required in the industry – from technical expertise to customer relations – to demonstrate the breadth of career opportunities available.

Succession planning isn't just about passing on a business; it's about crafting a legacy. Even if our children explore different fields – law, medicine, business – they might find their way back to the electronic security business. The landscape they inherit might look vastly different, but its roots will always lie in what we've sowed.

For those contemplating selling and moving on – opportunities await. This is an opportune moment to fetch top dollar for your electronic security company, especially if best practices have been followed.

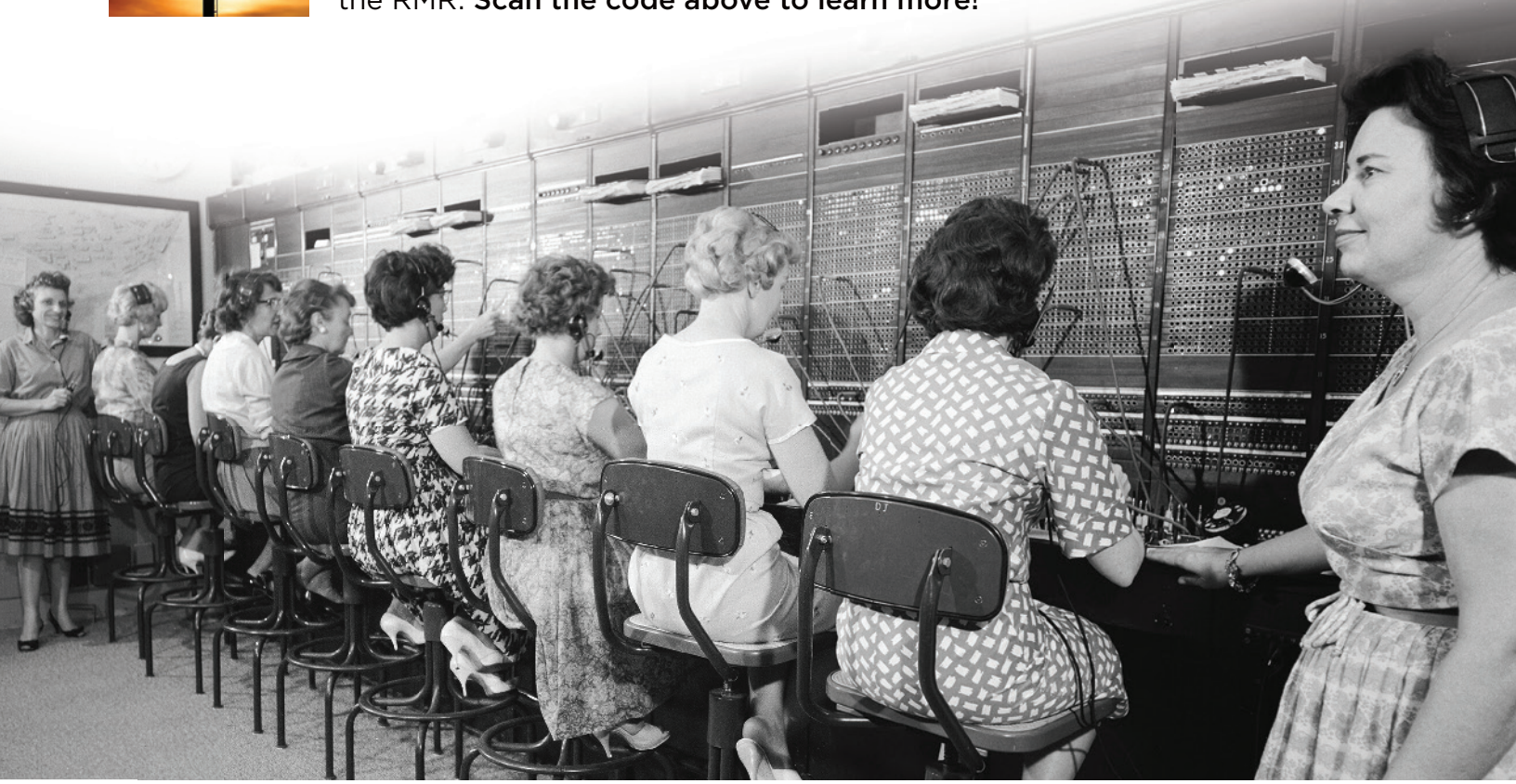
Embrace your business, excel in it, build prosperity, and live abundantly as you chart a path towards a robust and enduring succession plan.

TECHNOLOGY HAS EVOLVED.

HAS YOUR BUSINESS?



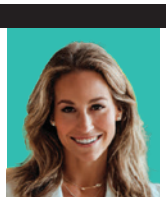
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3 LAME EXCUSES:

Why Avoiding Investing in Training is a Silent Business Killer

If you're reading this, I may be preaching to the choir...but humor me. I'm often surprised at the number of conversations I have with electronic security and life safety execs looking for training simply to satisfy a state requirement. That is the entire objective — to check the box.

Don't get me wrong, while its certainly important to stay in compliance with regulations, I'd argue it's even more important that you don't set that as your threshold of excellence. While the consequences of ignoring training may be subtle at first, it will accumulate over time — like a silent business killer — manifesting in a decrease in competitiveness, increased operational expenses and a less-than-stellar reputation with customers.

LAME EXCUSE 1: MY STATE DOESN'T REQUIRE THAT.

I can't tell you how many times I've talked about the extensive catalog of courses offered by our National Training School and I'm interrupted by, "Yeah, my state doesn't require that training." And with that the conversation ends. Even if not entirely, the person on the other end is clearly completely shut off to considering the investment of educating their employees.

In the dynamic landscape of today's electronic security and life safety industry, staying competitive requires a commitment to ongoing improvement and adaptability. Eat or get eaten they say. And the writing is on the wall with industry magazines reporting acquisition after acquisition.

While some state regulators may not mandate specific training for employees, the decision to invest in training is strategic — one that can significantly impact the success and sustainability of your business. Well educated employees are more efficient, are more apt to develop innovative solutions, are more adaptable to change — and are a better representation of a strong brand. In short, an educated employee is more profitable and valuable to the company. Which brings me to lame excuse two.

> **Expenses associated with untrained techs in the field will eventually far outweigh these costs.**

LAME EXCUSE 2: WHAT HAPPENS WHEN I SPEND MONEY INVESTING IN EMPLOYEE TRAINING AND THEY LEAVE ME FOR MY COMPETITOR

What happens if you don't train them, and they stay?

Admittedly, training your staff is a proactive effort that prioritizes getting jobs completed efficiently and profitably. It is a cost to the company, both financially and in resource availability.

But it's also quite expensive to ignore the importance of a well-trained staff. Inefficient system installations can lead to malfunctions, requiring costly repairs and truck rolls. What's more, an untrained technician can often struggle with routine maintenance calls. Time is money and when it takes multiple service calls to address an issue your customer begins to lose confidence in your expertise as a trusted security advisor.

Investing in career advancement training programs and onboarding training is just that — an investment. The expenses associated with untrained techs in the field will eventually far outweigh these costs. From compromised installations, possible legal consequences and potential damage to your company's reputation.

In today's competitive labor environment, professional development opportunities are not just beneficial — they are essential. Employees recognize the importance of ongoing learning for their career growth, job satisfaction, and adaptability. Employers who prioritize and invest in professional development create a positive work environment that attracts, retains, and cultivates top talent — ultimately contributing to the long-term success of your organization. In other words, if you don't invest in their professional development — and they are good — they're leaving you anyway.

LAME EXCUSE 3: WE GET EVERYTHING WE NEED FREE FROM OUR MANUFACTURER TRAINING

Technicians trained to be brand-agnostic are more flexible and adaptable to various products and technologies. This versatility allows them to work with a wide range of equipment and solutions, which is particularly valuable in the dynamic and rapidly evolving tech industry. Existing environments can commonly include products from different vendors. Technicians with brand agnostic foundations can handle installation and servicing systems without being limited to specific brand knowledge and can often problem solve much more efficiently.

They have a baseline — a common level of expertise — that can be easily adapted. With products from different vendors offering similar functionalities at different price points, this knowledge can give decision makers more flexibility in the solutions being offered, without being limited by brand affiliations

Training from a neutral source, not specific to any brand, allows your techs to navigate different scenarios and ensures your company can adapt to changing market dynamics. Ten years ago, we wouldn't have ever imagined this industry without Interlogix in it. Companies change. They either evolve and grow or they die. We are all susceptible to it.

When your employees' skills remain stagnant due to lack of training, your business itself becomes stagnant. And in the tech industry — one characterized by rapid advancements and evolving best practices — failure to evolve along with the industry will leave you behind. How can a stagnant company offer state-of-the-art solutions to its clients?

Happily engaged employees make for happily satisfied customers. Your customers rely on electronic security systems to protect their families, their businesses, their assets — and having a well-trained and educated staff behind these products instills confidence in the effectiveness of these vital systems.

The journey from excuses to action is not easy, but it is empowering. I hope you'll join me in banning these three lame excuses in 2024.





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SHE'S BACK...



By Crystal Jacobs, Program Lead for Security America Insurance

Security America is extremely pleased to announce the return of Crystal Jacobs! If you know, you know, but for those who don't, Crystal began managing the Security America program in 2016. She was a critical part of growth in coverage offerings, maintaining steady rates and ensuring that your overall customer experience was amazing. Effective February 01, 2024, Crystal's new company, Balance Partners, will be managing the Security America program. You can expect the great service you have come to expect all from familiar faces!

A NOTE FROM CRYSTAL:

I'm beyond excited to be back in the industry!
In my 20+ years of managing insurance programs, I can honestly say this is my favorite group to work with. I wholeheartedly believe in the value the Electronic Security Association brings to this industry. While I am looking forward to the Electronic Security Expo - ESX bar crawls and good times, I am most looking forward to helping industry professionals with insurance solutions.

Let me answer some of your questions regarding the transition:

IS MY CARRIER CHANGING?

No. We still offer the same great coverage through Certain Underwriters at Lloyd's of London.

WHAT ABOUT PRICING?

While the rest of the insurance market is experiencing significant rate increases, we have been able to operate with minimal to no rate increases.

WHERE DO I REQUEST A CERTIFICATE OF INSURANCE?

You can send your request to info@securityamericains.com or you can go to securityamericains.com/coi/

WHEN WILL I HEAR FROM YOU?

I am working my way through calling everyone approximately 60 – 90 days from their renewals. In the meantime, you are always welcome to reach out to me at 866-315-3838 or info@securityamericains.com

WHAT WILL BE THE RENEWAL PROCESS?

The renewal process is pretty much the same! I will send you an application that you need to complete, you send it back and I will get you your renewal terms.

WHAT ELSE DO I NEED TO KNOW?

We are continuously working to bring you additional coverage offerings that help your business and we have a new program available already! We are pleased to announce the launch of our Contractors Equipment & Installation Coverage offered through Nationwide. With theft and inflation on the rise it is more important than ever to protect your tools. Our Contractors Equipment policy provides coverage for physical damage to your tools and equipment. This includes coverage for theft, fire, accidents and more. We also offer installation coverage which will protect you from physical damage to your security equipment during the installation process. This policy provides coverage for theft but also for damage in transit and or storage while awaiting installation. Let us know if you want to know more!

Last, but certainly not least, I want to thank ESA, Security America and all of their members for entrusting me to handle your insurance needs. I look forward to speaking to each and every one of you and being a trusted partner.

Raise Your Hand

If You Think Alarm Companies Should Pay Your Customers' Alarm Fines!

SIAC
Security Industry Alarm Coalition

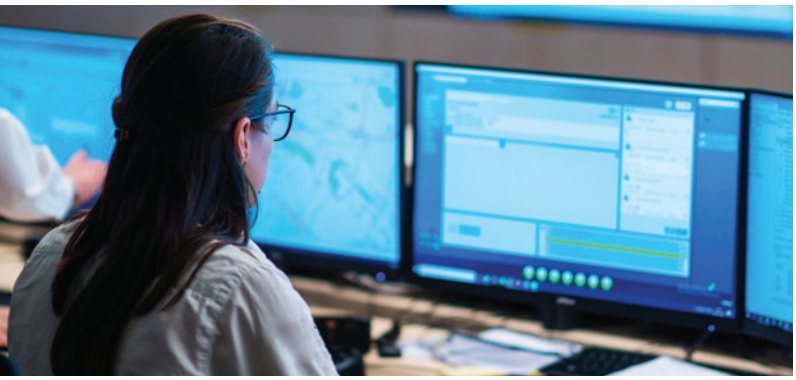
The Security Industry Alarm Coalition has helped to defeat this type of costly disruptive legislation. SIAC is the one voice for the industry on alarm management issues.

SIAC can only do this important work with your financial support.

Scan this code with your cell phone and contribute immediately!

Security Industry Alarm Coalition
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UNLOCKING OPPORTUNITIES: SIAC ADVISORY COUNCIL EMPOWERS INDUSTRY LEADERS

CONTRIBUTED BY: THE SECURITY INDUSTRY ALARM COALITION (SIAC)

The electronic security industry faces a unique challenge. Whether you are a local or regional provider or a national organization your business is governed by tens of thousands of local communities at the city and county level. These governing bodies control many aspects of your business including whether public safety agencies will respond to alarms, an issue that is critically important to the lives and properties our industry protects.

The Security Industry Alarm Coalition (SIAC) is comprised of four major North American security associations--Canadian Security Association (CANASA), Security Industry Association (SIA), The Monitoring Association (TMA), and the Electronic Security Association (ESA).

SIAC represents one voice for the electronic security industry on alarm management issues by communicating solutions and enhancing relationships with law enforcement at the local, state and national levels.

In 2020, SIAC established an Advisory Council introducing a significant enhancement to its organizational structure through amended by-laws. This amendment introduced an "Advisory Council," which includes all "for-profit" entities making a minimum contribution, currently set at $25,000 as determined by the board.

Members of the Advisory Council play a pivotal role in selecting two of their own as voting representatives to the SIAC Board of Directors, serving a term of one year. This strategic initiative ensures that our most substantial contributors have a direct voice and representation at the board level, fostering a collaborative and inclusive decision-making process.

Our 2024 Advisory Council members are Johnson Controls, Resideo, NetOne, ADT, Comcast, Digital Monitoring Products and Alarm.com.

"We are seeing a huge turnover in public safety leadership, funding and staffing challenges for departments large and small and the need to introduce new technology," says Stan Martin, SIAC executive director. "Dealer contributions to SIAC are more critical than ever as we help law enforcement face many new challenges.

> **"EITHER OUR INDUSTRY TAKES THE LEAD IN EDUCATING AND ASSISTING LAW ENFORCEMENT ON THESE MATTERS OR OTHERS WILL TAKE CONTROL OF ISSUES IMPORTANT TO OUR INDUSTRY AND ITS CUSTOMERS," ADDED MARTIN.**

For more information on how to help fund SIAC's work or to participate in the Advisory Council please contact our Board Chairman, Timothy M. Creenan at:

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UNLOCKING POTENTIAL:

Key Findings of the 2024 Security Compensation Report

On February 1st, The Foundation for Advancing Security Talent (FAST) released the 2024 Security Industry Compensation Study, a landmark study for our industry. This comprehensive study provides an in-depth look at compensation practices, including salaries, bonuses, benefits, and emerging trends, encompassing data from integration and manufacturing companies across the security industry.

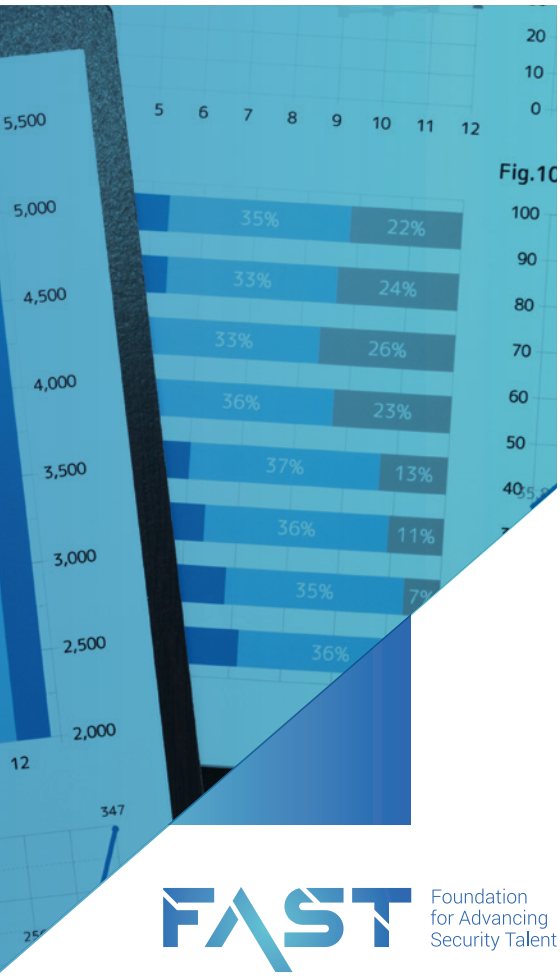
WHY THIS STUDY IS IMPORTANT

It is not news to readers of this column that the security industry has long struggled to attract talent. Technicians are hard to find, and security companies are often competing with other more well-known industries for top talent. FAST's mission is to bring more talent into the industry, and this study is critical to that end. People listen to numbers, and this report will be a key tool in showing students and other career-seekers that the security industry is a viable career path for them.

For company leaders, understanding your position within the industry's compensation spectrum is crucial. Questions like, "How does my operations director's salary compare to others?" Become vital. If your entry-level technician salaries are above average, that's a selling point worth promoting. This study provides a comprehensive view of compensation and benefits, helping you tailor strategies to your business's unique needs. While some findings may confirm what you know, staying informed about industry trends is essential for maintaining a competitive edge.

KEY FINDINGS OF THE STUDY

Below, we delve into some key findings of the 2024 Security Industry Compensation Study. For a deeper dive into the findings, including an extensive analysis of specific roles and more, visit the FAST website to download the full study.



FAST Foundation for Advancing Security Talent

Diverse Company Size: A key finding of the study is that the size of companies in the security industry varies widely. From the Study:

"Organizations in the $5 – $50 million range were the most common revenue size chosen (44%) but those in the less than $5 million range were not far behind, representing 41% of the sample. This means that 85% of all respondents were organizations under $50 million. When looking at organizations by their number of FTEs, 76% were from organizations with 100 or less FTEs. The most common company size by number of employees is 20 – 100 FTEs (47%)."

To FAST, this finding highlights the need for a tailored workforce development solution to bring talent into the industry. With mid-sized companies making up the bulk of the industry, individual programs for attracting and retaining talent will only go so far. Additionally, this highlights the importance of industry-sponsored initiatives like FAST – one company pursuing a training program will only get so far with such a wide range of companies. We need to come together as an industry to tackle this challenge.

Recurring Monthly Revenue (RMR):

RMR is a major topic when considering compensation in the security industry. Notably, there is no one-size fits all approach to compensation for RMR generating projects. Instead, our study finds a diverse array of approaches to this challenge:

"Almost a quarter of respondents indicated that they do not offer any commission for RMR sales, while 76% indicated that they had some kind of RMR commission in place. Additionally, of those companies that do provide some kind of RMR commission, 33% indicated that they employ a sliding commission structure based on the revenue generated by RMR projects."

Benefits Trends:

Benefits are a crucial part of any compensation offering to your organization's employees. Knowledge of the industry-standard for benefits is particularly helpful in having your offer stand out among a prospective employee's career choices. Our Study had this takeaway on benefits:

"The most common insurance offerings were Medical (88%), Dental (81%), and Vision (78%). For paid leave, PTO (94%) and Sick Leave (79%) were the most common. The most popular additional benefits were Training/Certificate Reimbursement (85%), Cell Phone Allowance (83%), and Company Vehicle Allowance (79%). Regarding retirement, 401 (k) plan (76%) was by far the most selected choice."

Companies that offer benefits like these can stand out from those that do not. It is crucial for company leaders to benchmark offerings against the industry norms, and to communicate this information to potential talent.

Recruitment: Unsurprisingly, recruiting and retaining talent in some positions within our industry remains a challenge. Technicians remain difficult to find for integration companies:

"Despite companies' best recruitment efforts, certain positions can still prove difficult to find, attract, and hire. Almost three quarters of System Installer/Integrator companies indicated that Installer/Technician roles were the most difficult to hire. Sales/Business Development roles were the next most difficult for these companies but with only 21% of

companies indicating these roles as the most difficult to hire."
This is where the main takeaway of the Study comes for FAST. This highlights a significant opportunity for FAST to bridge the gap between potential employees and the industry, emphasizing the attractiveness of security careers. FAST aims to elevate awareness and develop programs that underscore the security industry as a promising career path, ensuring talents recognize the vast opportunities available as they navigate their career.

LOOKING AHEAD

The release of this study is a call to action for the security industry. Companies must not only assess their current compensation practices, but also stay attuned to the evolving trends and challenges highlighted in the report. We cannot ignore the reality that competition for entry-level talent is fierce, and that companies cannot go at this problem alone.

FAST is here to help, and we hope that this report assists your company in recruiting and retaining talent.

The full 2024 Security Industry Compensation Study can be found at advancingsecurity.org. ESA members should all take advantage of this free member benefit to ensure that your organization is up to date on security compensation trends.





2024 SECURITY INDUSTRY COMPENSATION STUDY

NOW AVAILABLE FOR DOWNLOAD

FAST
Foundation for Advancing Security Talent



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SO, IS THE NEW WORKER YOU HIRED AN EMPLOYEE OR A CONTRACTOR?





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To kick off 2024 the U.S. Department of Labor announced its final rule on Employee or Independent Contractor Classification under the Fair Labor Standards Act. It may make your HR and accounting departments act like they are feeling their way through the darkness to remain compliant. The difference between this rule and the regulation in place during the Trump administration is the amount of weight given to different factors.

The Trump regulation gave more weight to factors like the control workers have over their duties and the opportunity for profit or loss.

Now the final rule provides guidance on how six economic reality factors should be considered, with none weighing more than another—opportunity for profit or loss depending on managerial skill, investments by the worker and the potential employer, the degree of permanence of the work relationship, the nature and degree of control, the extent to which the work performed is an integral part of the potential employer's business, and skill and initiative.
So, is the new worker you hired an employee or a contractor?

Here are abbreviated descriptions of each factor:

OPPORTUNITY FOR PROFIT OR LOSS DEPENDING ON MANAGERIAL SKILL.

This factor considers whether the worker has opportunities for profit or loss based on managerial skill that affect the worker's economic success or failure in performing the work. If a worker has no opportunity for a profit or loss, then this factor suggests that the worker is an employee.

INVESTMENTS BY THE WORKER AND THE POTENTIAL EMPLOYER.

This factor considers whether any investments by a worker are capital or entrepreneurial in nature. Investments that are capital or entrepreneurial in nature and thus indicate independent contractor status generally support an independent business and serve a business-like function.

DEGREE OF PERMANENCE OF THE WORK RELATIONSHIP.

This factor weighs in favor of the worker being an employee when the work relationship is indefinite in duration, continuous, or exclusive of work for other employers. This factor weighs in favor of the worker being an independent contractor when the work relationship is definite in duration, non-exclusive, project-based, or sporadic based on the worker being in business for themself and marketing their services or labor to multiple entities.

NATURE AND DEGREE OF CONTROL.

This factor considers the potential employer's control, including reserved control, over the performance of the work and the economic aspects of the working relationship. Facts relevant to the potential employer's control over the worker include whether the potential employer sets the worker's schedule, supervises the performance of the work, or explicitly limits the worker's ability to work for others.

EXTENT TO WHICH THE WORK PERFORMED IS AN INTEGRAL PART OF THE POTENTIAL EMPLOYER'S BUSINESS.

This factor weighs in favor of the worker being an employee when the work they perform is critical, necessary, or central to the potential employer's principal business.

SKILL AND INITIATIVE.

This factor considers whether the worker uses specialized skills to perform the work and whether those skills contribute to business-like initiative. This factor indicates employee status where the worker does not use specialized skills in performing the work or where the worker is dependent on training from the potential employer to perform the work. It is the worker's use of those specialized skills in connection with business-like initiative that indicates that the worker is an independent contractor.

Confused yet? Many in Congress have already begun to push back against the new rule for making compliance more of a challenge for businesses. The government should not make it more difficult to operate your business. However, for now, this bill will go into effect March 11.

Many ESA members use a hybrid of employees and contractors to get the job done. We will continue to press the federal government to push for a simplification so that our members do not need to take out a scale an attempt to decide whether a worker is an employee or contractor at any given time.



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ASSOCIATE MEMBER



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A BLAST FROM THE PAST:

HOW EMERGENCY RESPONSE ASSOCIATES USES "OLD SCHOOL" STRATEGIES TO STAND OUT





The security industry is always growing and sometimes we forget how far back the industry truly goes and how many companies started with a few hard workers and a dream. Many security companies started back as mom-and-pop shops. While some grew and lost that feeling, others embraced it. The perfect example of that is Emergency Response Associates.

Emergency Response Associates was founded in 1994 and has quite a unique story. Originally a property management company, new code requirements mandated which required some fire alarm work. Lucky for them, one of the partners was an electrician and they decided to embark on the work necessary. After successfully installing and upgrading the necessary systems, the owners realized that they could create a business and do the same thing for others from that point on Emergency Response Associates was born.

Thirty years later, the company has grown and vastly expanded its offerings. “We started with fire alarms, then introduced burglar alarms, CCTV, Access Control and Fire Extinguisher servicing. Now here we are today.” says Scott Lipner, Partner at Emergency Response Associates.

TASTE OF THE PAST

While some businesses choose to move on from the past, Emergency Response Associates has strived to find a way to retain the old school principles that the company was founded on. They highlight their core values in simple yet effective terms that give peace of mind.

“We want to go above and beyond to make sure that we’re doing the right thing for both the company and for the client.” Lipner explains. “From a business standpoint, the bottom line is obviously important, but being in the Life Safety industry, we want to make sure that at the end of the day, we can sleep knowing that we strived to do what’s right.”

The “taste of the past” doesn’t end there though. Emergency Response Associates takes pride in its employee retention. In fact, their first technician is still installing Fire Alarms daily.

> **WE WANT TO GO ABOVE AND BEYOND TO MAKE SURE THAT WE’RE DOING THE RIGHT THING FOR BOTH THE COMPANY AND FOR THE CLIENT.**

It is a priority for happy employees whom we listen to and support. We invest in their training and education, which benefits their advancement and helps us provide great service and keep up with changes within the industry."

"We're proud that we offer great benefits to our employees. We have a very good track record of employee retention and go above and beyond to try and hire genuinely good people. Our technicians are our most customer-facing individuals, and we can rely on them to portray our long-crafted culture."

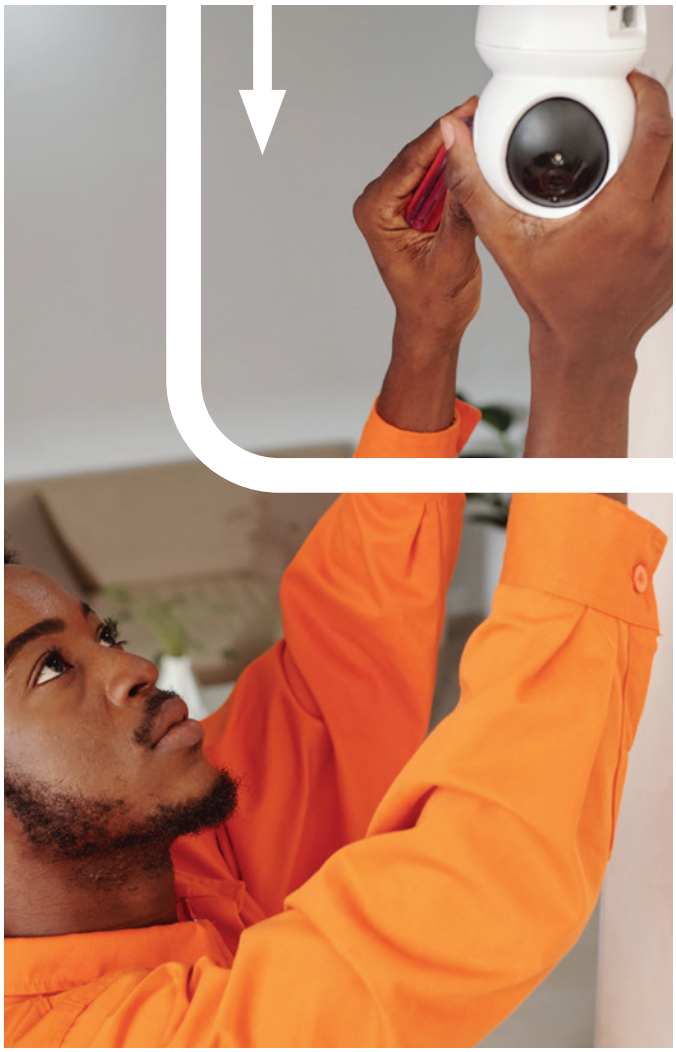
A PRESENT STATE OF MIND

Not everything can be a taste of the past. Companies must grow and develop and find ways to stand out.

"We design, install, test, and inspect alarm systems which make a difference in people's lives. Time and time again, we are told stories of lives impacted because the Fire Alarm worked. We are constantly adapting, continuing to stay educated on new codes and offering products that help our clients continue to place their trust in us. We want to be that one-stop shop that they can call for all their Security, Fire and Life Safety needs."

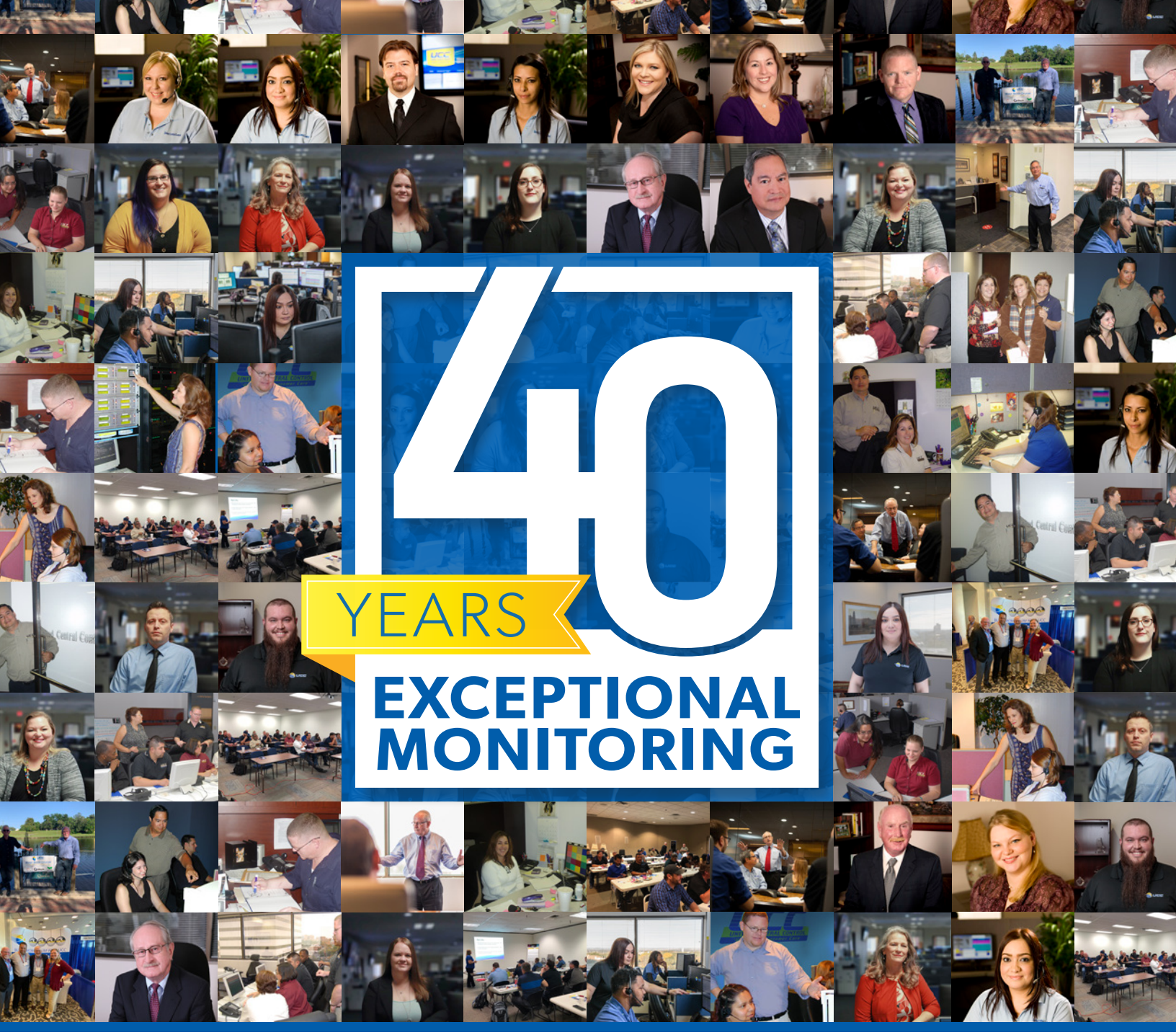
SNEAK PEEK TO THE FUTURE

Emergency Response Associates is looking forward to growth in the future, both short and long-term.









With 40 years of experience providing our customers with exceptional monitoring services, UCC employees know what it takes to help our dealers succceed. In addition to quality, caring monitoring services to our dealers and their customers, we invest our time and resources into providing industry leading dealer support and training and implementing new technologies and value add services.

- ✓ Over 260 years of combined leadership experience
- ✓ Over 112 years of operation management experience
- ✓ 3 year average tenue of alarm dispatcher
- ✓ 2.5 million+ dollars invested in upgrades & expansions
- ✓ 63,000 Dealer Training Workshops, Webinars, one on one sessions, support outreach calls, and in person office visits

For more information on UCC and our 40 years in the industry, go to www.teamucc.com/UCC40

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"We've done this for a long time now and continue to be committed to this for the long haul. We want to continue to grow as a company in terms of the size of our client base, the size of our jobs, and our team of employees."

Scott also states that they are actively looking to get involved in new product offerings that are synergistic to their business. He hopes to add BDA/ERCES systems as their next product offering, already securing the necessary FCC/GROL licensure. He believes their history of going from only offering fire alarms to now being a one-stop shop for commercial security has prepared them to take the next step. Emergency Response Associates also looks forward to utilizing their new ESA membership to help with growth and has already joined different committees which will help achieve this.

GROWTH WITH ESA

When asked about what other security professionals miss out on from not having an ESA membership, Scott said, "It's not so much what they have to lose, but what they have to gain." ESA was able to help Emergency Response Associates procure General Liability insurance with Security America, which was important due to how difficult it can be for companies in the security industry to not only find insurance coverage but find coverage at an affordable rate.

They also shared appreciation for ESA's lobbying and advocacy efforts "ESA is lobbying for issues that might seem good for us as a business, but it is also good for safety of our clients or end-users."

Scott also touched on the knowledge he gained of what ESA has to offer and what else the company hopes and plans to take advantage of. The savings from Security America insurance has now opened the door to additional resources for employee on-boarding, education, training, and certifications.

"There are services ESA offers which we weren't aware of and are going to support us and our growth. The perfect example of this is ESA's National Training School. We look forward to utilizing the training and educational offerings to help advance our employees and our businesses knowledge."

We're pleased to have Emergency Response Associates as an ESA member and look forward to the offerings they'll bring to our network of security professionals. If you're interested in ESA membership each out to **membership@esaweb.org** for more information.





> **WE'VE DONE THIS FOR A LONG TIME NOW AND CONTINUE TO BE COMMITTED TO THIS FOR THE LONG HAUL.**

ESX®
ELECTRONIC SECURITY EXPO

SNEAK PEEK JUNE 3-6

KENTUCKY INTERNATIONAL CONVENTION CENTER, LOUISVILLE, KY



The countdown to the Electronic Security Expo (ESX) 2024 is on! Hosted by the Electronic Security Association (ESA), this premier trade show and educational conference is set to take place from June 3rd to 6th at the Kentucky International Convention Center in Louisville, KY.

ESX 2024 isn't just an ordinary event—it's a dynamic gathering crafted by security professionals, for security professionals. Join industry leaders and peers to explore the latest technological advancements, discover proven business strategies, and gain fresh insights from industry best practices.

Themed "Security Connected," ESX 2024 promises to immerse attendees in an environment where actionable ideas, strategies, and collaboration opportunities flourish. George De Marco, ESX Chairman, emphasizes the event's focus on empowering security professionals with valuable knowledge and connections.

"ESX offers meaningful educational and networking opportunities that provide insights and perspectives about the business of security," says De Marco. "Give your team the chance to grow, learn, and advance your business this June."

Secure your spot at ESX 2024 and prepare to revolutionize your approach to security. Register now and mark your calendars for an event that's sure to inspire innovation and drive success in the electronic security industry.

DISCOUNTED PRICES ON ALL REGISTRATION TYPES WILL INCREASE ON APRIL 20.

ESX SCHEDULE 2024

Monday 3

TechVision Challenge 9:00AM - 12:00PM	ESA Education Committee Meeting 11:15AM - 12:15PM	Registration Open 12:00PM - 6:30PM	Executive Leadership Workshop - Day 1 12:30PM - 3:00PM Executive Workshop Lunch Included	ESA Associate Member Meeting 2:30PM -3:30PM

Tuesday 4

OpenXchange Breakfast 8:30AM - 9:45AM Main Stage	Benchmarking Operational KPIs: Identify. Implement. Track. 10:00AM - 11:15AM Education Session	Raising RMR Rates Without Customer Attrition 10:00AM - 11:15AM Education Session	Unique Sales Strategies for the Top 5 Commercial Verticals 10:00AM - 11:15AM Education Session	Revolutionizing Security: Unveiling the Power of AI and Machine Learning Integration 10:00AM - 11:15AM Education Session
ESA Central Interactive Training Session 3:00PM - 4:00PM Expo	Exec. Management Professionals National Meet Up 3:00PM - 4:00PM Expo	Expo Block Party Reception 4:00PM - 5:00PM Expo	SIAC Awards Reception 5:00PM - 6:00PM	Pub Crawl 7:30PM - ???

Wednesday 5

Winning the Technician Talent Race: Hiring Right in a Competitive Market 8:15AM - 9:30AM Education Session	Visionary Insights: How and Why Video Monitoring Can Supercharge Your RMR 8:15AM - 9:30AM Education Session	Optimizing Your Sales Teams Part 1: Performance Metrics, Commission Models & Repeatable Processes 8:15AM - 9:30AM Education Session	From Life Safety to Lifestyle: Transformative Industry Strategies 8:15AM - 9:30AM Education Session	Harmonizing Sales and Operations: Maximizing ROI through Collaborative Estimating 8:15AM - 9:30AM Education Session
Expo Bourbon Trail Reception 2:00PM - 3:45PM Expo	Cybersecurity Readiness: Preparing for the Inevitable 3:15PM - 4:30PM Education Session	RMR Reporting Decoded: Lenders Standards and Expectations 3:15PM - 4:30PM Education Session	Beyond Price: Role playing Value-Driven Sales Strategies 3:15PM - 4:30PM Education Session	Elevating Customer Experience through Alarm Monitoring 3:15PM - 4:30PM Education Session

Thursday 6

AICC Meeting 8:00AM - 3:30PM Executive Workshop - Day 2 8:00AM - 10:00AM	Mastering Inventory Management for Efficiency 8:45AM - 10:00AM Education Session	Beyond Fire Alarm Monitoring: The Power of Inspections and Maintenance RMR 8:45AM - 10:00AM Education Session	How to Boost Revenue without Adding Customers 8:45AM - 10:00AM Education Session	Verified Alarm Systems: Strengthening Response Through Enhanced Verification 8:45AM - 10:00AM Education Session

ESX SCHEDULE 2024

NEW ESA Member & Attendee Meet-up!
3:15PM - 4:15PM

Exhibitor Orientation
3:30PM - 4:00PM

ESA Annual Meeting
4:30PM - 5:45PM

Opening Celebration
6:00PM - 7:30PM

Video Surveillance and Monitoring in the Age of Intelligent Security
10:00AM - 11:15AM
Education Session

Tech Talk
10:15AM - 11:15AM
Exhibitor Training

Opening Keynote Luncheon
11:30AM - 12:45PM
Main Stage

Expo Open
1:00PM - 5:00PM
Expo

Tech Talk on ESA Central Stage and Coffee Break
1:30PM - 2:00PM
Expo

Innovation Awards Presented
2:30PM - 3:00PM
Expo

Project Management Mastery: Installations from Queue to Close
9:45AM - 11:00AM
Education Session

Mastering Talent Retention through Compensation Benchmarking & Rewarding Excellence
9:45AM - 11:00AM
Education Session

Optimizing Your Sales Teams Part 2: Hiring Your Next Successful Salesperson: Essential Skills & Traits
9:45AM - 11:00AM
Education Session

Mastering the Art of Value: Acquisition Intelligence & Enterprise Valuation
9:45AM - 11:00AM
Education Session

Enhancing the Sales Process to Close Faster and Maximize RMR
9:45AM - 11:00AM
Education Session

Tech Talk
10:00AM - 11:00AM
Exhibitor Training

General Session and Weinstock Award Presentation
11:15AM - 12:45PM
Main Stage

ESA Government Relations Committee Meeting
12:45PM - 1:45PM

Expo Open
12:45PM - 3:45PM
Expo

Lunch
Expo Floor
12:45PM - 2:00PM

ESA Standards and Fire/Life Safety Committee Meeting
2:00PM - 3:00PM

Tech Talk @ ESA Central
2:00PM - 2:30PM
Expo

Unlocking Video Sales that Surge RMR: Strategies, Techniques and Applications
3:15pm - 4:30pm
Education Session

Tech Talk
3:30PM - 4:30PM
Exhibitor Training

Weinstock Celebration
6:00PM - 7:30PM

Adaptive Solutions: MPERS and PERS for Diverse Safety Conditions
8:45am - 10:00am
Education Session

Dispatch Excellence: The Key to Minimizing Truck Rolls and Maximizing Service Efficiency
10:15AM - 11:30AM
Education Session

Empowering Your Workforce to Create Loyal Customers
10:15AM - 11:30AM
Education Session

Elevating Security and RMR With Cloud-Based Access Control
10:15AM - 11:30AM
Education Session

Emerging Technologies in Alarm Monitoring: Trends and Innovations
10:15AM - 11:30AM
Education Session

Maximizing Recurring Revenue (RMR) with Fire Alarm Systems
10:15AM - 11:30AM
Education Session

Closing Luncheon
11:45am - 1:00pm
Main Stage

BEST-PRACTICE SHARING EDUCATION SESSIONS

REAL WORD ADVICE TO BRING BACK TO YOUR BUSINESS

ESX brings together the best and brightest professionals in the electronic security and life safety industry, so it's no wonder that its education program is boasted as one of the strongest in the industry.

Designed by industry peers and thought leaders, ESX education sessions offer invaluable insights and practical advice for dealers, integrators, and monitoring professionals alike. Dive into a wealth of topics including effective RMR strategies, innovative sales team management techniques, essential key performance indicators, and streamlined approaches to reducing truck rolls. Gain actionable knowledge and elevate your skills to new heights at ESX.

THE 2024 ESX EDUCATION PROGRAM SESSIONS INCLUDE:

Operations

Sponsored by: The Connection Xchange (TCX)

- *Benchmarking Operational KPIs: Identify. Implement. Track.*
- *Harmonizing Sales and Operations: Maximizing ROI through Collaborative Estimating*
- *Dispatch Excellence: The Key to Minimizing Truck Rolls and Maximizing Service Efficiency*
- *Video Surveillance and Monitoring in the Age of Intelligent Security*
- *Mastering Inventory Management for Efficiency*
- *Cybersecurity Readiness: Preparing for the Inevitable*
- *Winning the Technician Talent Race: Hiring Right in a Competitive Market*
- *Project Management Mastery: Installations from Queue to Close*

Management

Sponsored by: NAPCO Security Technologies, Inc.

- *Raising RMR Rates Without Customer Attrition*
- *Visionary Insights: How and Why Video Monitoring Can Supercharge Your RMR*
- *Mastering the Art of Value: Acquisition Intelligence & Enterprise Valuation*
- *Revolutionizing Security: Unveiling the Power of AI and Machine Learning Integration*
- *Beyond Fire Alarm Monitoring: The Power of Inspections and Maintenance RMR*
- *Mastering Talent Retention through Compensation Benchmarking and Rewarding Excellence*
- *Empowering Your Workforce to Create Loyal Customers*
- *From Life Safety to Lifestyle: Transformative Industry Strategies*
- *RMR Reporting Decoded: Lenders Standards and Expectations*

Sales

Sponsored by: Prima by NAPCO Security Technologies, Inc.

Unlocking Video Sales that Surge RMR: Strategies, Techniques and Applications

How to Boost Revenue without Adding Customers

Maximizing Recurring Revenue (RMR) with Fire Alarm Systems

Beyond Price: Role playing Value-Driven Sales Strategies *Interactive*

Optimizing Your Sales Teams Part 1: Performance Metrics, Commission Models and Repeatable Processes

Optimizing Your Sales Teams Part 2: Hiring Your Next Successful Salesperson: Essential Skills and Traits

Enhancing the Sales Process to Close Faster and Maximize RMR

Unique Sales Strategies for the Top 5 Commercial Verticals

Elevating Security and RMR With Cloud-Based Access Control

Monitoring

Sponsored by: RSPNDR Inc.

Emerging Technologies in Alarm Monitoring: Trends and Innovations

Verified Alarm Systems: Strengthening Response through Enhanced Verification

Elevating Customer Experience through Alarm Monitoring

Adaptive Solutions: MPERS and PERS for Diverse Safety Conditions



"This was the best ESX show that I have attended so far with the educational content being the best I can recall. My team felt much the same way and we look forward to returning next year."



JEREMY BATES
PRESIDENT OF BATES SECURITY

EXECUTIVE LEADERSHIP WORKSHOPS

As the saying goes, "It can be lonely at the top." But it doesn't have to be.

The ESX Executive Leadership Track is THE opportunity for connecting, learning, and growing alongside other C-suite operators and owners of electronic security and life safety companies. This program will offer insights to freshen up your leadership approach, provide actionable strategies to motivate your team, and equip you with the tools needed to navigate the evolving landscape of our industry. Join us for intensive workshops split across two days, with the first session starting at 1pm on June 3rd and the second session commencing at 8am on June 6th, all designed to elevate your leadership skills and drive success for your business.

The most successful business leaders never stop learning. An Executive Pass is required for access to these workshops and includes access to all ESX programming.

MAIN STAGE
EDUCATION, MOTIVATION, INSPIRATION

The ESX Main Stage highlights inspiration, motivation and networking with like-minded electronic security and life safety peers. Just steps away from the expo floor, this stage welcomes award winners, industry disrupters and motivators for the audience of electronic security and life safety pros. See registration details for passes that include Main Stage programming. Executive, Deluxe, and Expo Plus passes include all Main Stage sessions.

OPENXCHANGE BREAKFAST

TUESDAY, JUNE 4 | 8:30AM – 9:45AM

Sponsored by: Becklar Enterprise Monitoring



In this session, we're accelerating into the future. Get ready to encounter forward-thinking leaders who will inspire you to reassess the trajectory of both the industry and your company. These visionaries will challenge you to reimagine the business of security in the future. Engage in a dynamic panel discussion that identifies disruptive technologies and emerging trends, providing insights to navigate the evolving competitive landscape. Discover the opportunities and challenges that will likely shape the destiny of the industry and your company.

ESA'S YOUTH SCHOLARSHIP AWARD WILL BE PRESENTED.

OPENING KEYNOTE LUNCHEON

TUESDAY, JUNE 4 | 11:30AM – 12:45PM

SELF-LEADERSHIP: 7 TOOLS TO HELP YOU LEAD YOURSELF BETTER & INSPIRE OTHERS

PRESENTED BY RYAN LEAK, BEST-SELLING AUTHOR AND EXECUTIVE COACH

Have you ever wondered, "What's it like for people to be led by me?" When someone is hired to be a leader in an organization, what often doesn't come with the gig is a leader... for the leader. One of the biggest hurdles leaders face, is not actually leading people but leading themselves. Most leaders are often given titles with very little vision. They're often given expectations with very little direction. The old saying rings true. It's lonely at the top. Leaders desperately need a go-to strategy and system they can rely on when they feel like they've got no one else in their corner to guide them.



ESA'S SARA E. JACKSON AWARD WILL BE PRESENTED BY TELGUARD.

GENERAL SESSION

WEDNESDAY, JUNE 5 | 11:15AM – 1:00PM

THE HUDDLE & THE HUSTLE: LEADING TEAMS THROUGH CHANGE, ADVERSITY & OPPORTUNITY

PRESENTED BY JUSTIN FORSETT, CO-FOUNDER & CEO OF HUSTLE CLEAN AND A FORMER NFL RUNNING BACK

In his engaging presentation, Justin Forsett delves deep into the intricacies of guiding teams through dynamic circumstances. Drawing from his own remarkable journey, Justin offers invaluable insights on how to navigate change, overcome adversity, and seize opportunities effectively.



ESA'S MORRIS F. WEINSTOCK AWARD WILL BE PRESENTED BY RESIDEO.

CLOSING LUNCHEON

THURSDAY, JUNE 6 | 11:45AM – 1:00PM



Missed a session or want to relive the highlights of the ESX 2024 educational program? We've got you covered. Dive deep into the knowledge security pros gained from the three-day program and discover the key takeaways and trends that emerged from over 30 best practice-sharing sessions.

Interact with a panel led by ESA Chairman John Loud as we distill the essence of the education program into a brief, bite-sized digest for your team. Stay informed and stay involved, even if you can't catch every session.





ESA'S SECURITY TECHNICIAN OF THE YEAR AWARD WILL BE PRESENTED.

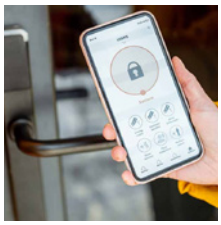
EXPO
WHERE BUSINESS GETS DONE



At ESX attendees won't hear rattled-off product pitches. They can expect to tap exhibitors for advice on marketing, sales, installation training, merchandising, and more. ESX is uniquely only open the pro-installed channel, so exhibitors can better target their conversations – for a more focused experience for everyone involved.

By design, the event offers attendees from across the industry a more intimate experience to facilitate one-on-one interactions and quality conversations.

EXPLORE TECH AND SERVICES IN CATEGORIES, LIKE:



ACCESS CONTROL/ ID SYSTEMS



VIDEO SURVEILLANCE



INTRUSION DETECTION



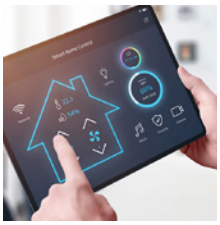
FIRE DETECTION



MONITORING CENTER EQUIPMENT & SOFTWARE



IDENTIFICATION SYSTEMS



SMART HOME AND BUILDING CONTROL



SOUND/ COMMUNICATIONS AND AUTOMATION PRODUCTS



DIGITAL HEALTH



IT/NETWORKING





EACH DAY WILL BE A DIFFERENT THEMED RECEPTION TO GIVE A DIFFERENT TASTE OF LOUISVILLE!



CELEBRATE KENTUCKY FLAVOR AT THE EXPO BLOCK PARTY

Explore four distinct Louisville-themed corners on the expo floor, each showcasing lite bites inspired by iconic Kentucky staples. From finger-lickin' good KFC delights to a taste of Muhammad Ali's legendary spirit, float like a butterfly, sting like a bee. Savor the essence of the Kentucky Derby and swing by the Slugger Museum corner for a taste of baseball history. And don't miss out on the libations – enjoy refreshing drinks from our open bars scattered throughout the aisles.



EXPO FLOOR ACTIVITIES

EXPO OPEN: TUESDAY, JUNE 4:
1:00 PM - 5:00 PM

TECH TALK AND COFFEE BREAK @ ESA CENTRAL / 1:30 PM – 2:00 PM

INNOVATION AWARDS PRESENTATION
2:30 PM – 3:00 PM

EXECUTIVE MANAGEMENT PROFESSIONALS MEETING ON EXPO FLOOR / 3:00 PM – 4:00 PM

EXPO BLOCK PARTY RECEPTION
4:00 PM – 5:00 PM

EXPO OPEN: WEDNESDAY, JUNE 5:
12:45 PM – 3:45 PM

LUNCH ON THE EXPO FLOOR
12:45 PM – 2:00 PM

TECH TALK @ ESA CENTRAL
2:00 PM – 2:30 PM

EXPO BOURBON TRAIL RECEPTION
2:00 PM – 3:45 PM

SPONSORED BY: DMP, NAPCO SECURITY TECHNOLOGIES, INC., SNAP ONE, KINGS III EMERGENCY COMMUNICATIONS, & SECURITY AMERICA



INDULGE IN THE SPIRIT OF KENTUCKY AT THE EXPO BOURBON TRAIL

Embark on a culinary journey across the expo floor, where each corner offers bourbon-infused treats and lite bites that perfectly complement the rich flavors of the infamous Kentucky Bourbon Trail. Join us as we raise a glass to Kentucky's heritage with handcrafted bourbon-inspired delicacies. And just like before, quench your thirst with a variety of beverages from the open bars conveniently located throughout the show floor.

To experience the full flavor of our expo, be sure to visit all stops along the way!

NETWORKING

THE UNEVENT FOR QUALITY INTERACTION AND COLLABORATION.



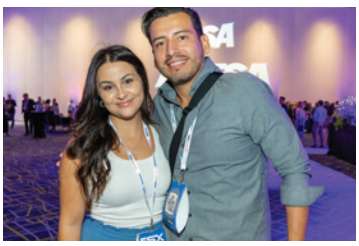
OPENING CELEBRATION

MONDAY, JUNE 3 | 6:00 PM – 7:30 PM



Join us for a bourbon-themed welcome celebration with hors d'oeuvres, drinks and live music — as we launch a week of connecting, sharing and moving the industry forward. All ESX registrants are welcome to meet up with old industry friends and make introductions with new security pros. Here's a toast to friendship, business and advancing the industry!









PUB CRAWL

TUESDAY, JUNE 4 | 7:30PM – ???

Visit the local Louisville nightlife with industry friends. ESX's Pub Crawl is an exciting opportunity to share experiences, catch up with friends and make new ones in a casual atmosphere.

STOP 1: BARREL BAR AND GRILL

STOP 2: PATRICK O'SHEA'S, LOUISVILLE DOWNTOWN

STOP 3: NUMBER 15





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WEDNESDAY, JUNE 5 | 6:00 PM – 7:30 PM



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NAVIGATING THE REMOTE MONITORING DEBATE:

BALANCING INNOVATION & VULNERABILITIES



The evolution of security surveillance has seen a remarkable shift with the emergence of remote monitoring centers, offering a dual narrative of transformation and deliberation within the industry. As these centers become central to modern security frameworks, the discourse around their implementation encompasses a spectrum of viewpoints, each advocating for distinct advantages while acknowledging inherent challenges.



Industry leaders Morgan Hertel, Vice President of Technology and Innovation at Rapid Response Monitoring and current President of the Monitoring Association, and Rick Sheets, Vice President of Monitoring and Compliance at Brinks Home, brought insightful perspectives to this discourse during ESA's Virtual Town Hall in 2023. This article will spotlight their perspectives on the benefits and challenges regarding remote monitoring.

The Catalyst for Remote Monitoring: The COVID-19 pandemic served as the catalyst for considering remote monitoring as a viable option within the security industry. Amidst uncertainty about the future, industry leaders recognized the need to continue providing monitoring services and swiftly adapt to remote work setups. Initially intended as a temporary solution, remote monitoring became permissible under UL's guidelines, albeit with exceptions for certain types of monitoring like DoD monitoring. The transition to remote work was marked by technological challenges, including sourcing equipment like headsets amidst supply shortages. Uncertainty persisted regarding when nonessential employees could return to the workplace, with guidelines evolving alongside the pandemic's progression and still being debated to this day.

PROS OF REMOTE MONITORING CENTERS

Innovation in Security Surveillance: Remote monitoring centers usher in a new era of security, leveraging real-time data analysis and AI-driven technologies for enhanced threat detection and rapid response mechanisms. This innovation signifies a pivotal shift toward technology-driven security solutions.

Scalability and Cost-Effectiveness: The remote nature of monitoring centers allows for scalability without geographical limitations. This scalability fosters cost-effectiveness and flexibility in adapting to varying security needs across different locations.





Geographical Independence in Hiring: One significant advantage is the ability to recruit talent from diverse locations, addressing the critical issue of workforce shortage in the security industry. Remote monitoring centers liberate hiring practices from geographical constraints, ensuring access to a broader talent pool.

CONS OF REMOTE MONITORING CENTERS

Challenges in Reliability and Latency: Despite advancements, challenges persist regarding system reliability, latency issues, and occasional false alarms. These aspects cast doubt on the reliability of remote monitoring systems, requiring continual refinement.

Cybersecurity Vulnerabilities: The remote accessibility of monitoring systems introduces cybersecurity vulnerabilities, making these centers potential targets for cyber threats. Ensuring robust cybersecurity measures becomes imperative to prevent breaches.

Ethical and Privacy Concerns: Privacy considerations and ethical dilemmas arise concerning data security and individual privacy infringements. Maintaining a balance between security surveillance and personal rights remains an ongoing challenge.

STRIKING A BALANCE

The debate around remote monitoring centers in the security industry encapsulates a quest for equilibrium—leveraging innovation while addressing challenges. The advantages of enhanced surveillance and geographical flexibility in hiring stand in contrast to reliability issues, cybersecurity vulnerabilities, and ethical considerations.

As anybody that's running an organization, you're going to have to balance that risk versus reward," says Morgan Hertel. "One of the concerns, and rightly so, is the privacy issue. But you run that risk, and that's part of the risk reward. Is it enough to say no to work at home? That's an individual decision."

Rick Sheets echoes this sentiment, emphasizing the importance of minimizing distractions and recognizing the benefits of geographical diversity in employees. "It's really difficult to get employees these days. Being able to have that diversity in employees across the nation instead of within driving range of your monitoring center is a challenge."

The future of remote monitoring hinges on striking a balance—where innovation harmonizes with privacy preservation, and technology-driven surveillance meets ethical imperatives. Despite challenges, remote monitoring centers represent an evolution that intertwines technological advancement with ethical responsibility. Embracing these challenges and harnessing innovation will steer the industry toward a future where security remains robust, responsive, and respectful of individual rights.

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EVENT DETAILS:
MONDAY, MAY 13, 2024

CHECK-IN/ BREAKFAST:
7:45 A.M.
SHOTGUN START:
8:30 A.M.

LOCATION:
COWBOYS GOLF CLUB
1600 FAIRWAY DR, GRAPEVINE, TX 76051

intended to jumpstart and develop career opportunities in the security industry. So, you can enjoy your game knowing you're investing in the next generation of business leaders even while you enjoy some sunshine and camaraderie.

"The FAST Golf Classic is an opportunity for electronic security pros to contribute to the future of our industry, while having a little competitive fun networking with the best in the business," says Aiden O'Brien, Executive Director of FAST "Our industry is embedded in the smart homes, smart buildings, smart cities markets. The more we can establish programs to educate young people about our vital role in these markets — the more we'll find interested young people eager to start a career in the industry. This golf tournament helps us raise the funds necessary to establish these programs."

THE FOUNDATION FOR ADVANCING SECURITY TALENT'S (FAST) GOAL

Today, we all struggle to draw qualified talent. The FAST Golf Classic is The Foundation for Advancing Security Talent's primary fundraising event of the year. FAST is dedicated to introducing innovative professionals to new opportunities within the electronic security and life safety industry by partnering with the Electronic Security Association (ESA) and the Security Industry Association (SIA) and investing in a variety of initiatives. To continue to gain and maintain momentum, we need your support!

Set against the rolling hills of Grapevine, Texas, Cowboys Golf Club is not your average fairway. It's the first and only NFL-themed golf club in the world, and trust us, it's a hole-in-one location for industry pros to come together and support an important cause. Golfer registration is $300 per person and includes food and beverages (breakfast, lunch, and award reception appetizers served), golf carts, and all applicable green fees. Additionally, if you are looking to further support the tournament, multiple sponsorship opportunities are available.

Swing by FAST's website to learn more about the tournament and to secure your spot on the green.
www.advancingsecurity.org



Water damage is a pervasive threat that can cause significant harm to both residential and commercial properties. From burst pipes to leaky appliances, water-related incidents can result in extensive property damage, costly repairs, and disruptions to daily life. There's a growing recognition of the importance of early detection and mitigation strategies. In response to this pressing need, the electronic security and life safety industry is increasingly embracing water detection technology as a critical component of comprehensive security solutions.



DRIPS TO DISASTERS

Water damage is consistently ranked among the most common causes of home insurance claims, accounting for billions of dollars in losses annually. Whether it is driven by aging infrastructure, extreme weather events, or changes in building codes and regulations. In response to this alarming trend, insurance companies like State Farm, USAA, and Nationwide are taking proactive measures to mitigate risk and reduce their exposure to water-related claims. By incentivizing homeowners and businesses to invest in water detection solutions, these insurers are not only protecting their bottom line, but also promoting safer and more resilient communities. “I highly suggest that people start to talk to their customers about water as they’re going to hear it from their insurance company.” Says John Loud, President of LOUD Security Systems INC. ″They need to realize you can be the partner of choice to help prevent significant water damage losses.”

INTEGRATION & SCALABILITY

One of the key advantages of water detection technology is its seamless integration with existing security and automation systems. Integrators can tailor these solutions to meet the specific needs and preferences of each client, ensuring maximum effectiveness and usability. Whether it′s a standalone water detection system or a fully integrated security solution, integrators have the flexibility to design and implement custom configurations that address the unique challenges and requirements of residential and commercial properties alike. Additionally, these systems are highly scalable, allowing for easy expansion and future upgrades as technology evolves and client needs evolve.

These systems utilize advanced sensors and technology to detect leaks, abnormal water levels, and other signs of potential water damage. By providing real-time alerts and notifications, water detection systems empower homeowners and facility managers to take immediate action and mitigate the impact of water-related incidents. Some systems even feature automatic shut-off valves that can cut off the water supply in the event of a leak, preventing further damage and minimizing downtime.



OPPORTUNITY FOR SECURITY INTEGRATORS

For integrators, the growing demand for water detection technology represents a significant opportunity to diversify their service offerings and provide added value to their clients. By leveraging their expertise in security systems and automation, integrators can seamlessly integrate water sensors, leak detectors, and monitoring devices into their clients' existing infrastructure. This holistic approach to security allows homeowners and businesses to benefit from comprehensive protection against a wide range of threats, including intrusion, fire, and water damage.

LET THE RMR FLOW!

In addition to providing enhanced protection and peace of mind for clients, integrating water detection services into their offerings presents integrators with a significant recurring monthly revenue opportunity. Water detection systems offer ongoing monitoring and alerts, creating a continuous revenue stream for integrators.

"WATER DETECTION IS THE NEW GOLD RUSH FOR OUR INDUSTRY." SAYS LOUD

"When you look at the recent announcements with Rizio and Nationwide and between ATT and State Farm, the insurance industry is looking to partner with Security integrators across the nation as they have the trusted relationships and the installation teams to do the implementations."

EDUCATING CLIENTS AND PROMOTING AWARENESS

"As with any emerging technology, education and awareness are essential for driving adoption and promoting the benefits of water detection systems." explains Loud "On the other hand, many individuals have firsthand experience with the devastating effects of water damage incidents or know someone who has. Whether it's a burst pipe, a leaking appliance, or a severe weather event causing flooding, the impact of water damage can be widespread and costly."



By highlighting real-life examples and the potential consequences of unchecked water intrusion, the importance of proactive water detection becomes readily apparent to individuals seeking to safeguard their properties and loved ones from future harm. Furthermore, integrators can collaborate with insurance companies and industry partners to promote awareness of smart home discounts and incentives for investing in water detection solutions.

EXPANDING THE INDUSTRY'S FOCUS

For decades, the electronic life safety industry has been predominantly associated with traditional fire prevention services and security systems, rightfully earning its reputation as a vital guardian against the threat of flames and no-good doers. However, as technology continues to advance and new risks emerge, it's imperative that the industry expands its focus and embrace innovative solutions that address evolving threats. In today's interconnected world, where water-related incidents pose significant risks to both property and lives, integrating water detection technology alongside fire prevention measures is becoming increasingly essential.

"It's important to remember that more people have water-related issues than fire or security-related issues. So, the opportunity is there and ready." explains Loud.

Furthermore, as the Internet of Things (IoT) continues to revolutionize the way we interact with our environments, the industry must also explore and adopt other cutting-edge technologies that enhance overall safety and security. By broadening its scope to include water detection and leveraging emerging technologies, the electronic life safety industry can solidify its position as a comprehensive protector of people and property in the modern age.



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BELIEF IS THE CORE OF SELLING

By Tracy Larson, President of WeSuite, ESX Education Advisor



I've been thinking about what I like and don't like in the sales process. I love winning and strongly dislike losing- doesn't everyone? But I especially don't like losing when I know the solution and I am offering what is best one for the client.

In those cases, what can I do better to win?

It boils down to my 'beliefs' during the sales process. Our beliefs are core to where our heads are and the actions we take. They feed mindset, attitude, and strategies at each step in the process. When I recognize shifts in my attitude or buyer behaviors, asking myself belief questions helps me refocus to get back on track.

Let's say that I am working with a Buyer. We have several good meetings that progress the sale forward. They cancel the next meeting, claiming something came up. We reschedule, they cancel again, and then they go dark.

What happened? I need to have an open conversation with them to uncover the real reasons. Until that can occur, I think through everything that led to this point. What did I miss?

- DID I TALK WITH EVERYONE I NEEDED TO?
- DID I FAIL TO LISTEN PROPERLY TO UNDERSTAND THE REAL NEEDS OF THE BUYERS?
- DID I INSERT MY OPINION IMPROPERLY?
- DID I AVOID THE 'MONEY' CONVERSATION? OR FAIL TO CLARIFY INVESTMENT?
- DID I FAIL TO ASK WHAT THEIR VISION OF SOLUTION WAS AND WHETHER IT WOULD BE WORTH THE INVESTMENT?
- PERHAPS I MISSED THAT THEY WERE CONSIDERING OTHER SOLUTIONS AND WHY THOSE SOLUTIONS.
- WAS SOMETHING HAPPENING IN MY WORK OR HOME LIFE THAT I LET GET IN THE WAY?

Likely, there are several points where I could have done a better job. Equally important is understanding where my head was when I made those errors. Why did I think the course I was taking was correct? **What was my belief at the time?** I must answer this question to change course the next time around. Understanding how

I incorrectly perceived the situation will help me recognize when future indicators suggest that my tactics aren't working, and I should change course – before I lose another sale for similar reasons.

In this case, I was fortunate to speak with a key player who explained what happened. Two people knocked the project off course – two individuals I had never spoken with. Wow.
Thinking back, I assumed all the stakeholders were already involved. I thought I knew each by name, title, role, and responsibility. I had not asked if we were missing anyone who would be part of this decision.
The simplicity of the question is one thing. Failure to ask it is another. Why didn't I?
I had convinced myself that I had locked in the deal and that the people present were enough to persuade anyone else. I was wrong. In hindsight, I also realized I didn't ask because I was afraid to introduce more people. In fact, those people were already part of the equation, and I missed out on an opportunity to sway them.

The next time I feel positive vibes and think I'm close to closing a deal, I must remind myself of this belief: **My job is to build trust so that prospects feel comfortable letting me in on the good, the bad, and perhaps, the ugly.** After all, the client always knows more than I do.

Throughout the sales process as I nurture leads through my pipeline, I have found other beliefs to be beneficial. Here's a list of them. Feel free to think of this list as a worksheet.

Are you ready to up your sales game? Remember, belief is the core of selling. Believing in yourself is the place to start!

BELIEF IN SALES WORKSHEET

INITIAL CONTACT BELIEF:

I help identify the root issue or opportunity with the buyer to determine that my solution is indeed needed.

DISCOVERY MEETINGS BELIEF:

I build buyers' trust in me so that share their vision of the optimal solution and what's at stake for them as a company, team, and individually.

QUESTIONING BELIEFS:

- I ask the questions that dig deeply, getting to the root of issues and opportunities.
- I listen carefully to answers and recognize critical insights important to the Buyer.
- I listen more than I speak.

INVESTMENT DISCUSSIONS BELIEFS:

- It's my job to understand the Buyer's budget and view of 'ROI' in order to arrive at a solution at the right price.
- If I can't deliver a suitable solution within the buyer's budget, I have the right to say "no" and walk away.
- Everyone has a price in mind. (Remember, this is especially true when there are multiple decision-makers!)
- People often lie about money – they are more uncomfortable than me. I can make them comfortable sharing their thoughts.

DECISION BELIEFS:

- I deserve a yes or no. (I will not be ghosted.)
- Questions about how, when, why, and where decisions are made is 100% required.
- Helping Buyers reach a yes or no is part of what I do and I'm good at it.

SALES BELIEFS:

- I can say 'yes' or 'no' to this sale anytime.
- I am in control of my sales process.
- I need only good sales.
- I have great solutions for the right buyers.

WINNING BELIEFS:

- I love sales, strategy, and the right new clients.
- I love my job, even when it's hard because I...insert your reason here.
- My beliefs, strategies, and actions are unbeatable – let's do this again!

LOSING BELIEFS:

- I learned "X" from this loss, and I am better for it.
- Calling it quits now makes room for more sales.
- The sea is full of fish. Let's go fishing!

"THINKING ABOUT IT" BELIEFS:

- 'Thinking about it' often means 'no' or 'not right now.'
- Ghosted: No decision is a decision.
  I see the light, and it's ok.
- I'm here when you need me for now; let's part as friends.
- I am updating my pipeline to 'no' and spending time on real deals, which is where it's at!

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AEROTURN.COM

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ELITEISI.COM

Welcome.

NEW ASSOCIATE MEMBERS

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Lighthouse Integrations LLC	MO
Logic Weise LLC	TX
Lone Star Pros LLC	TX
MCG Design Services	OR
Nextgen Security LLC	GA
Nexus	TX
Noviam Systems LLC	TX
Phil & Son Inc	IN
Powers Gates and Lighting	MO
Premier Safety LLC	MS
Region 6 Systems Integration	WA
Rigid Security	NY
Schneider Electric	NC
Security Dash	NE
Sentinel the Alarm Company	TX
Smart Touch Technology LLC	FL
Smart Wire	NY
Star Life Safety 2 Inc	NC
Steadfast Security	TN
Stewart Investments	WA
Tanglewood ATX LLC	TX
Tri-Power Fire & Security Inc	NY

THANK YOU

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New RMR Through Emergency24 + Honeywell Enhanced Monitoring

#JustSayNoToPOTS



SCAN THE QR CODE TO ACCESS THE FUTURE OF FIRE SAFETY

Emergency24 is the founding partner of Honeywell's Enhanced Monitoring program, offering best-in-class monitoring services aimed at revolutionizing fire dispatch response in your community.

Enhanced Monitoring services include:

- Commercial Fire Digital Alerting: With a remarkable digital dispatch coverage of over 95% of U.S. Emergency Call Centers, we ensure thorough monitoring support.
- Facility Manager / Remote Monitoring: Access our phone app, allowing both you and your customers to efficiently manage fire systems with unlimited user access.
- 1st Responder Alerting: During alarms, we promptly send panel information directly to first responders' apps, facilitating swift response.
- Faster, More Accurate Fire Response: In collaboration with Honeywell, RapidSOS, Emergency Communication Centers, and fire stations where available, we ensure faster and more precise responses.

This groundbreaking Enhanced Monitoring solution, in partnership with Honeywell, establishes a new industry benchmark by decreasing dispatch information transmission from 2 1/2 minutes to an impressive 13 seconds. Together, we bring a host of benefits that will transform the way monitoring centers interact with Emergency Call Centers and First Responders.

Limited Time Offer Exclusive to Emergency24 Dealers:

1. Pathways for the price of $125* plus $3* shipping
2. Data plans for just $10* per month (retail price: $12)
3. Pathways connect to CLSS solutions

In addition, it is $1 per account per month for activating Enhanced Monitoring and CLSS through Emergency24.

In addition, Honeywell is providing Platinum Honeywell dealers with a $6 credit for each account they activate on CLSS through Emergency24's Enhanced Monitoring. The activation Enhanced Monitoring activation fee for each account is $1 per month.

Partner with Emergency24 today and experience the unmatched benefits of our collaboration with Honeywell CS Premium. Together, we'll transform the safety landscape for your customers and first responders all while increasing your RMR!

About Emergency24

As an Underwriters Laboratories-listed and FM Approved central station with redundancy, Emergency24 remains a leader among central stations since 1967. We are family owned with a rich history of innovation and an impressive list of industry firsts, and we continue to keep our dealers and their subscribers first.

*Note: Prices are subject to change. 3-year commitment with Emergency24 commercial fire monitoring required.

Emergency24
999 East Touhy Ave, Suite 500
Des Plaines, Illinois 60018
1.800.800.3624 I emergency24.us











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StarLink NOC
In Napco NY Headquarters
(Emergency Failover to PA)

MORE

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COMPLIANCES: NFPA 72 Eds: 2022, 2019, 2016, 2013, 2010, 2007; UL 2610, UL 985, UL1023, UL864 10th Ed., CSFM, NYC FD, LAFD NAPCO Network Operations Center (NOC) UL 864 10th Ed.,UL 1610, UL 1635.

See us at ISC West Booth 12031

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