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Security Industry Association Opens Call for Nominations for 2024 Women in Security Forum Power 100

The Security Industry Association (SIA) has opened the call for nominations for the 2024 SIA Women in Security Forum (WISF)

Power 100. Now in its third year, this annual initiative, presented by the SIA Women in Security Forum, honors 100 women in the security industry whose outstanding accomplishments and success stories are breaking barriers, redefining the faces of leadership and showcasing the innovative contributions women bring to the industry. "SIA is thrilled to launch the third year of the Women in Security Forum Power 100 program—a hallmark WISF initiative that honors the inspiring women leading, innovating and transforming our industry," said SIA CEO Don Erickson. "We encourage all SIA members and the global security community to submit nominations and help us identify and recognize the exceptional women leaders in their organizations."



WISF Chair Alice DiSanto. "Together, the collective shines brighter to illuminate the possibilities and inspire other women to pursue leadership within the security industry."

SIA's Women in Security Forum works to engage all security professionals to promote, recruit and cultivate women's leadership for a bolder presence within the industry. In addition to the Power 100, the SIA Women in Security Forum offers several programs and activities,

including the SIA Progress Award, which celebrates individuals who advance opportunities for women in the security industry; the SIA Women in Security Forum Scholarship, which furthers educational opportunities and advancement for a diverse security workforce; special keynote breakfast events at ISC West and East; volunteer efforts that give back to the community; a virtual education series; collaborative projects with other organizations seeking to empower women in security and technology; sponsorship of the Women in Biometrics Awards; thought leadership and speaking opportunities; and engaging networking and professional growth events. Participation in the SIA Women in Security Forum is open to all employees of SIA member companies and SIA student members.

The Power 100 recognition program recognizes women in security who model leadership, inspire others and shape and transform the industry. The 2024 SIA WISF Power 100 honorees will be announced on International Women's Day on March 8, 2024. Honorees will be invited to and recognized at a special SIA Women in Security Forum event at ISC West 2024. "The Power 100 has been working tirelessly through collaboration as opposed to competition. These women have pushed boundaries and represent champions of change," said SIA

2024 SIA RISE Scholarship Awardees on page 14



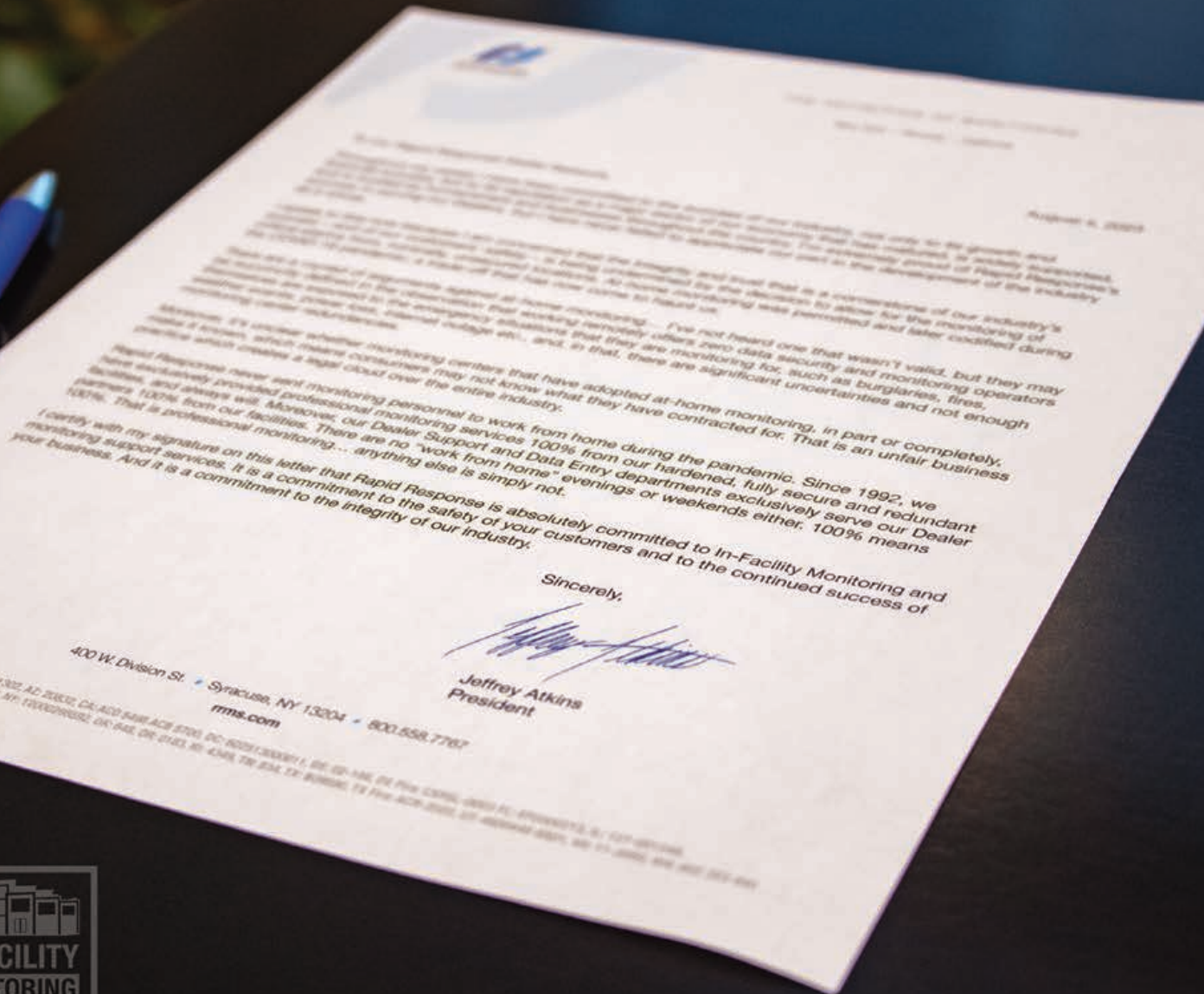
CASIA HOLIDAY PARTY TOYS: Following tradition, CASIA members brought holiday toys for the Boys and Girls Center in Milford, CT. Mike Mauriello of ADI started this gift giving outreach and acts as "Santa" on our behalf.

The NJELSA members raised more than \$4,000 for New Jersey children this 2023 holiday season! See Toys for Tots flier details on page 20.



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August 6, 2020

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I am writing to you today to let you know that as a representative of our industry's most professional monitoring services, we have remained open and continue to provide professional monitoring services 100% from our hardened, fully secure and redundant facilities. This is a commitment to the safety of your customers and to the continued success of your business.

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President

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CASIA GOVERNMENT RELATIONS REPORT

By: Andy Markowski, Statehouse Associates, LLC

Connecticut's EV Mandate On Hold For Now...In late November Governor Lamont made headlines when he decided to pull his administration's regulatory proposal that would have banned the sale of any new gas-powered vehicles by 2035. As previously reported last year in The Sentinel, the regulations – otherwise known as an electric vehicle mandate - if passed would have linked Connecticut's emissions standards to those of California, which permit manufacturers to only be able to sell new vehicles that produce zero-emissions. And while plug-in hybrids would have still been allowed, gas-powered engines would only be sold in the used car market. The proposed regulations would have applied to all vehicles, including passenger vehicles, light duty vehicles, and commercial vehicles including medium and heavy duty trucks.

While the proposed regulations that would have banned gas vehicles were not actually formally rejected, the Lamont administration made the last minute decision to remove them from the agenda pending before the legislature's Regulations Review Committee. In the days leading up to the Committee's pending vote, several lawmakers from both parties had publicly - and privately - expressed various concerns with the proposal and when it became clear the regulations would not have passed, they were pulled by the state Department of Energy and Environmental Protection (DEEP). Had the regulations been formally voted down, because of the way the rulemaking process works in Connecticut, there would not have been an opportunity to make changes to them, because of the Since a vote never occurred, however, it is now possible for the agency to resubmit the regulations in another form, or the more likely scenario of the entire legislature having an opportunity to weigh in and help shape the policy.

So what are the next steps, if any, and the fate of the proposed EV mandate for Connecticut? The state legislature, which will be convening their 2024 session starting in February, is expected to introduce bills, discuss the policy and form committees to look further into the various concerns that have been raised. These concerns include, among other things: the costs and availability of EVs in the marketplace; the availability, costs to consumers, and equity of charging stations; the overall electrical generation and infrastructure necessary to support widespread EV use throughout the state and how to pay for it; added wear and tear on the roads and bridges due to heavier vehicles; and concerns about the danger of battery fires.

As state lawmakers seek to learn more and consider proposals next year, expect them to look toward business owners who have fleets and service trucks and vans as part of the information gathering. Business owners' concerns, among others, will be debated throughout the 2024 legislative session as the issue of moving towards EVs, for both passenger and commercial vehicles, will become one of the dominant issues considered in Hartford in the years ahead.

The 2024 State Legislative Session Is Right Around The Corner, Now Is A Great Time To Reach Out To Your State Lawmakers – Tell Them What Matters To You, Your Association, And The Electronic Security Industry!

Have a question? Want to express your opinion? Just want to know who now represents you in Hartford? Go to the website below and enter your address to look up your state legislators; with a few quick clicks you can visit their official webpage, email them, or get their office phone number to make a call. Remember – as a CASIA member, your voice matters!

<https://www.cga.ct.gov/asp/menu/cgafindleg.asp>

As always, if you have questions on legislation or regulations or if you would like more information on an issue, please feel free to contact CASIA Lobbyist Andy Markowski at: (860) 707-3620 or aem@statehouseassociates.com.

NORTHEAST STATE ASSOCIATIONS



CONNECTICUT

Connecticut Alarm & Systems Integrators Association, Inc.
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Phone 203-762-2444 | Fax 203-762-9211 | www.casiact.org

DELAWARE

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Massachusetts Systems Contractors Association, Inc.
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NEW HAMPSHIRE

New Hampshire Alarm Association
866-809-2043

NEW JERSEY

New Jersey Electronic Life Safety Association
NJELSA
christine@njelsa.org
www.njelsa.org

NEW YORK

New York Electronic & Life Safety Association (NYELSA)
800-556-9232 or 814-838-0301
info@nyelsa.org
www.nyelsa.org

The NYELSA offers the 81 Hour Prep Training course for NYS Certification mandated by the State of New York. The 2024 schedule and registration form is now available to view on NYELSA's website www.nyelsa.org.

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jsidok@hcsecurity.com – Treasurer
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VERMONT

Vermont Alarm & Signal Association
Burlington, VT 05408

Securitas Technology

I am Contract Monitoring

I am Cory Henry, Dealer Relations Specialist. I am the voice of our dealers at Securitas Technology for contract monitoring.

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MIDWEST STATE ASSOCIATIONS



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Illinois Electronic Security Association (IESA)
224-347-9061
execdirector@iesanet.net
www.iesanet.net

INDIANA

Indiana Network of Security Integrators
(317) 426-6139
www.indianansi.org

IOWA

Iowa Alarm Association

KANSAS

Kansas Electronic Security Alliance
exdirector@hesaus.org
www.kesaus.org

MICHIGAN

Burglar & Fire Alarm Association of Michigan
(517) 485-4832
bfaam@kdafirm.com
www.bfaam.org

MINNESOTA

Minnesota Electronic Security & Technology Association
651-291-1900
www.MNESTA.com

MISSOURI

Missouri Burglar & Fire Alarm Association
www.thembfaa.com

OHIO

Ohio Security & Fire Alarm Association
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Tampa, FL.....	\$6.8 Million	Sarasota, FL.....	\$21.5 Million
Los Angeles, CA.....	\$10.4 Million	Woodland, PA.....	\$1.8 Million



ACQUISITION &
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NEW START-UP CHALLENGES ADT AND BRINKS!



By Tony Smith

One of the major criticisms of the traditional Dealer Purchase Finance programs is that it removes the equity incentive for small-medium sized companies looking for operating capital. SFA has recently partnered with Aabo Home Security, a company that provides daily operational support to small/medium sized alarm companies. They have Consumer loan facilities with several banks who will provide their clients with a variety of financing options. SFA-Aabo's operations support function will manage the customer base to minimize attrition and deliver low-cost services

to their partner alarm companies. Some of the features are a national central station, customer billing, maintenance management, Alarm.com, and proprietary management software. SFA-Aabo has, after two years of research and testing, launched this new program designed to give the dealer a significant share of the equity and cash flow. Further, it has also brought aboard Brian Plant and Audrey Pierson who will be supplying specialty services for sales and marketing. The hardest part for any dealer during the early years of his company is to profitably manage growth and overhead. They must tussle with the office, service the accounts, manage the billing/collections, HR and much more. At the same time, they must find a way to sell enough new systems to have the cash flow for these expenses. SFA-Aabo has

found a solution that enables the dealer to transfer virtually all his overhead to the SFA-Aabo operation, while retaining about 50% of the overall cash flow and equity. This sharing is also inclusive of the final sale of the monitoring contract. This concept is financed with a Consumer Finance loan to the customer, billed separately from the monitoring fee. Current financing alternatives include 0% Down—0% Interest as one of the customer options. This program has been tested for the past couple of years with excellent results. Competitively, the dealer should receive about twice the cash flow return by the time the account is finally sold without incurring any debt. During that same period, the operating overhead has been absorbed by SFA-Aabo. SFA-Aabo is focused on the growth of the Smart Home concept, which, coupled with the development of AI, has created an exciting new opportunity for residential and small commercial security.

WHAT IS THE LATEST ON EV TRUCKS?

Some months ago, I opined on the efficacy of using an EV truck in your alarm business. Currently, I am questioning my initial EV recommendation to consider acquiring one or two of these vehicles. Subsequent research suggests that the Ford F-150 Lightning, which was featured, may not be quite ready for prime time. Recently released reports, from Ford, show EV truck sales have decreased significantly and there have been rumors of quality control problems. The just released Tesla Cybertruck is on the hot seat by safety experts because of its stainless-steel body. This very angular vehicle may be more show than go.

WHY THE NEW TITLE?

There is a difference between opinion and perspective, both in meaning and how those words might be used. I reviewed my prior articles and realized that I often used those words interchangeably, without regard to their actual definition. Hence the new title. In reference to a prior article, I wanted to remind everyone that "thank you" is a phrase we should use more often. I tried to be inclusive of those we should thank, but I largely missed employees. That was a big mistake. Remember, key employees and managers are often the difference between our success and possible failure. Employees should be thanked with regularity. There is the proverbial Christmas party, Employee of the Month, and others. But, simply saying thank you to someone privately, who is doing everything possible to meet a particular goal, is worth its weight in gold. Make it a point to thank at least one employee each day.

NEW MAGAZINE

You will note that I am now writing for a new magazine; The Watchman. This new venue will have a noticeably larger audience than our previous publication; it will encompass all the Western States and link with The Sentry and The Sentinel to cover all the state associations and their membership throughout the country. Manufacturers, ISC and service providers are very excited about these new developments which will be in three formats Print, Digital, and Social Media.

Tony Smith is a Past-President of the California Alarm Association, and former Board member of ESA. He is the Founder-President and CEO of Security Funding Associates a leading industry financial services firm. They are focused on financing for small-medium sized alarm companies. He may be reached at (626) 795-9199 or TSmith@securityfundingsolutions.com.

GREATEST IDEAS

of the alarm industry's greatest thinkers

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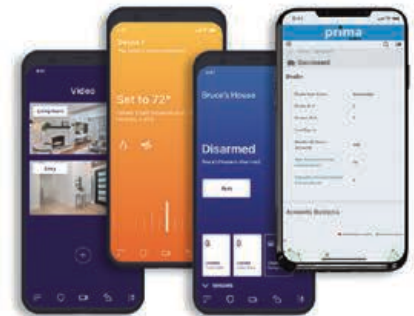
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UNITED CENTRAL CONTROL (UCC) announced that the company has hired Felipe Presas as a National Account Executive. Felipe is a 31 year veteran in the alarm industry and has a vast knowledge of dealer support of electronic alarm systems and video solutions. UCC's President Teresa Gonzalez is pleased to have him join the UCC team. "Felipe specializes in video monitoring and installation design support. His knowledge and expertise will be utilized to increase RMR for our AlarmWatch Video Monitoring brand of services." Teresa also stated "We are eager to see Felipe utilize his experience to educate dealers on the benefits and value of implementing video monitoring, understanding the right video solutions for specific types of organizations, and how to gain additional RMR value from the upsell of video monitoring to existing and new customers." Felipe commented, "I am thrilled to join UCC and provide support to dealers looking to expand into the video monitoring space. I love UCC's culture and value system and this is a great opportunity for me. I am looking forward to working closely with dealers as they take advantage and implement new AlarmWatch video products and services." Ron Bowden, Director of Sales and Dealer Development is also thrilled to have Felipe on the team. "The addition of Felipe to Team UCC adds a new dimension and resource to UCC and the UCC Dealers as we expand and grow the AlarmWatch Video Monitoring Platforms opening unlimited opportunities for all."



SNAP ONE announced that the ClareOne Wireless Security and Smart Home system now features support for Google Nest integration, enabling Partners and their customers to combine some of the most popular smart home devices with the simplicity and power of ClareOne. According to Clint Choate, Senior Director of the Security Market at Snap One, the ability to integrate Google Nest products with ClareOne empowers Partners to deliver comprehensive home automation and security through an intuitive touchscreen with the ability to add automations that users will love. "Many modern homeowners want to utilize popular off-the-shelf products in their home technology systems," Choate said. "To capitalize on this, we are enabling ClareOne integrators to give their customers the exact smart home and security experience they desire by integrating Google Nest's smart climate control, doorbell and surveillance camera products with the easy-to-use ClareOne system, delivering a premium user experience with superior convenience and connectivity."



ALTRONIX announced John King as their new Central Regional Director of Sales. King has more than 16 years of industry experience in the security, fire and access control sectors. "John's expertise and reputation in the security industry make him a perfect addition to the Altronix team," said Alan Forman, President, Altronix. "We look forward to delivering even greater value to our clients with John on board." Following his service in the United States Air Force, King's journey in the security

industry began in 2007 as a technician and fire inspector. Over the years, he transitioned through various roles, most recently

serving as the U.S. Director of Sales at Integrated Control Technology (ICT). "My time at ICT taught me a lot about the security market and how to grow as an industry leader," said King. "I look forward to taking that experience and applying it to further build Altronix's excellent reputation for innovation and excellence." In his role as Central Regional Director of Sales, King will oversee Altronix's sales initiatives and operations in North Dakota, South Dakota, Minnesota, Wisconsin, Nebraska, Iowa, Kansas, Missouri, Illinois, Michigan, Indiana, Ohio, Kentucky, West Virginia, and Western Pennsylvania.

SNAP ONE recently introduced Luma Insights, a powerful new AI-based surveillance solution for Control4 customers that leverages the power of artificial intelligence to enhance Luma Cameras as well as the Control4 Chime inside a customer's Control4 System. "Artificial intelligence software is creating new opportunities and capabilities across a broad range of devices, including security and surveillance where it can enhance detection of security events and provide greater peace of mind for users and Partners alike," said Snap One Surveillance Product Manager, Derek Webb. Requirements for the Luma Insights service include the Luma Bridge hardware and the Luma Insights AI platform are currently only available to Control4 Partners. The AI platform functionality requires a Luma Insights Subscription License (initial purchase includes a 3-Year subscription), and cloud-based "This new solution will provide long-term benefits for users including future firmware updates to offer additional tiers of functionality including the potential for expanded cloud storage, additional AI features, such as perimeter protection, access control, support for third-party cameras and more," Webb concluded. "This is the most powerful and most automated surveillance platform ever for Control4 users, and every Snap One security Partner now has an excellent reason to reach out to existing customers and begin delivering enhanced peace of mind to every business and homeowner."

SIAC Cautions Industry of Misinformation On Social Media as Convicted Burglar Offers Outdated and Inaccurate Advice about Alarm Protocol

A woman who spent nine years in prison on burglary charges has offered inaccurate information about how alarm systems work that may help send others to jail in the future. Her comments appeared on her TikTok account. She incorrectly describes the two-call notification process SIAC developed with law enforcement by saying that police do not respond if they cannot speak with someone at the alarm site. Just the opposite is true. She tells her viewers that pets indicate interior sensors are disarmed, even though they can be adjusted to account for pets in the home. The publications that printed her comments do not appear to have checked with anyone in the alarm industry to determine whether her comments were accurate.



View this video at www.snonline.com/news from December 11 posting date.



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The Security Industry Must Prioritize Training

By: Audrey Pierson

The security industry is currently facing challenges from several directions. The influx of DIY systems comes to mind first, but it's by no means the only one. Potentially more damaging to our industry is the attrition we've al-

lowed to grow through our own inattention to or inaction about replacing ourselves.

The security industry has been around for well over 100 years, although it expanded exponentially with the advent of the digital dialer and the advances that came after. Some alarm companies and integrators are lucky enough to be operating with second and third generation family members running the show, but there are many who are finding it a challenge to keep going as they approach (or pass) retirement age.

Dealers who started their businesses as the industry expanded were in their prime and not worried about the future. There was too much to do keeping pace with growth. When we didn't see the interest in joining our industry, we didn't worry overly much. Surely the tides would turn before it was time to retire.

Where we've failed to keep up is in ensuring there are qualified, trained, and interested young people who want to join this industry and continue growing it.

Combine this with the multi-decade push for college education in place of vocational schools and we, along with many other trades, are finding it extremely difficult to hire qualified employees. I don't subscribe to the opinion that all millennials are unwilling to work or work hard.

It is now our job to demonstrate to the next generations why this industry is important, valuable, rewarding, and can provide them with a lifestyle they can enjoy and depend upon to support their families.

If you're fortunate, you have team members who are actively learning the business, whether on the technical side, sales, administration, and/or monitoring. This industry must make sure to support those employees, so we don't lose them to other careers. We're in a race to make sure the 'new kids' are fully trained before the remaining 'OG' retire.

As you review the recommendations for training, remember that they do not apply solely to technicians. The entire company succeeds when everyone excels at and enjoys their job.

The security industry, like many other sectors, must prioritize training for all employees for several important reasons:

1. **Installing Security:** Security protects what matters most to people. Properly trained employees equipped to install, maintain, and monitor systems effectively, ensure they function as intended. This enhances the safety of customers and their assets and keeps us in business.

2. **Minimizing False Alarms:** Without emergency responders, security is compromised. False alarms are costly and lead to complacency or non-response by first responders. Well-trained employees help reduce false alarms by ensuring that systems are designed and installed correctly, users understand how to use

them properly, and questions are answered by trained customer service operators.

3. **Customer Satisfaction:** Superior customer service is possible, but it takes training. When employees understand the technology, support your customers, and troubleshoot issues quickly and effectively, customers are more likely to be satisfied with the service they receive and continue their contracts.

4. **Compliance with Regulations:** Our industry is subject to many regulations and standards. Training employees to understand and adhere to these regulations is essential to avoid legal issues, reduce losses, and maintain industry credibility.

5. **Security Threat Mitigation:** With continually growing security threats, employees must be educated about potential vulnerabilities and the latest security measures, both on behalf of customers and your company.

6. **Efficient, Effective Operations:** Training lets employees work more efficiently, effectively, and accurately, reducing operational costs and downtime. This leads to increased profitability for alarm companies.

7. **Adapting to Technological Advances:** Our industry is constantly evolving with advancements in technology. To stay competitive, companies must have employees who are well-versed in the latest technologies and can integrate them into their system designs and solutions. Training is a necessary ongoing requirement.

8. **Reducing Liability:** Poorly trained employees make mistakes that can result in costly lawsuits, even when you win. Proper and regular training helps reduce the risk of legal liability by ensuring employees understand their responsibilities and perform their duties correctly.

9. **Employee Retention and Morale:** Offering training and development opportunities boosts employee morale and job satisfaction. Employees who feel valued and empowered through training are more likely to stay with the company and contribute positively to its success. They are also likely to aid in the recruitment of additional team members.

10. **Maintaining Reputation:** Reputation is crucial in any industry and especially in life safety. Companies known for having well-trained and competent employees are more likely to be trusted by customers resulting in more referrals and loyal, profitable customers.

Prioritizing training for all employees in the alarm industry is essential for enhancing safety, reducing costs, ensuring compliance, and maintaining a positive reputation. Well-trained employees are better equipped to provide high-quality service, protect customers, and adapt to the evolving landscape of security technology and threats.

Audrey is a 35-year veteran of the electronic security industry who advises, trains, and coaches security sales teams and alarm dealers to achieve success. Her Security Sales Academy delivers online training and live coaching to participants to expand their skills, gain self-confidence, and increase sales. She operates the Virtual Security Sales Manager program, assisting companies with sales supervision for one-to-many sales reps without incurring the expense of a full-time manager. Audrey also presents the Security Industry QuickStart program, providing new hires with the A-Zs of our industry. Audrey can be reached at www.audreypierson.com, 831-277-7447, or audrey@audreypierson.com.



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Security Industry Association Announces 2024 SIA RISE Scholarship Awardees

The Security Industry Association (SIA) has named 18 recipients for the 2024 SIA RISE Scholarship, a program offered through SIA's RISE community, which supports the education and career development goals of young industry talent and emerging leaders. Through this scholarship program – open to SIA student members and RISE members who are employees at SIA member companies – each awardee will receive a \$3,000 scholarship to use toward continuing education and professional development courses, SIA program offerings and/or other academic or education programs. Scholarship funds can be used to expand knowledge in the areas of business, human resources (HR), information technology (IT), marketing, sales,



project management, security engineering and/or risk management. "The 2024 class of SIA RISE Scholarship awardees is an inspiring, accomplished and

dedicated group of individuals who are making a difference in the security industry and actively pursuing their educational and career development goals," said SIA CEO Don Erickson. "We are proud to present these 18 honorees with scholarship funds to support them as they grow their knowledge and expertise and foster their leadership in this industry and in the larger community."

The winners for the 2024 SIA RISE Scholarship are:

- Brian Abraham, area sales manager, Software House
- Kiara Bell, lead information and security compliance analyst, Arcules
- Callie Buzzeo, technical program manager, Meta
- Chasity Cope, HR admin, Down East Protection Systems

- Olivia Doherty, consulting coordinator, Northland Controls
- Devin Gonzalez, product champion, i-PRO Americas
- Amanda Hahn, director of digital marketing, LRG Marketing
- Alisha Hippert, project manager of customer experience, dormakaba
- Alicia Janowicz, HR business partner, Axis Communications
- Justin Lei, senior engineer, i-PRO Americas
- Jennifer Lemoine, program administrator, Convergent
- Pamela Madey, channel sales specialist, BCD
- Dan Metz, intelligence analyst, TAM-C Solutions
- James Robles, technical trainer, HID
- Rachel Salina, product marketing coordinator, Axis Communications
- Maya Sears, mechanical engineer associate, dormakaba
- Mustafa Shahriyar, escalation engineer, i-PRO Americas
- Shaunté Sivas, business development manager, Systems Distributors, Inc.

More information about each of the honorees can be found on SIA's website.



Interface Systems Appoints Sean Foley as Chief Revenue Officer and Sunita Mani as Chief Marketing Officer

INTERFACE SYSTEMS announced that Sean Foley has been appointed to the role of Chief Revenue Officer and Sunita Mani to the role of Chief Marketing Officer. "Building the Customer Success organization while serving some of the most recognizable brands in the U.S. has been a rewarding journey. I am thrilled to take on this new challenge," said Foley. "Interface has a proven track record of delivering cutting-edge solutions to our clients, and I am committed to driving revenue growth and fostering exceptional customer relationships. Together with our talented teams, I am confident that we will continue to achieve new heights and reinforce Interface's position as a technology leader in the retail and restaurant industries."

Sunita Mani joined Interface in 2019. During this time, she was instrumental in elevating Interface's brand visibility, driving

revenue growth, and enriching customer experiences. In her new position, Mani will be responsible for leading Interface's Marketing, Sales Enablement, Strategic Alliance and Business Development, and Governance teams. "Over the past few years, I've witnessed the incredible passion and dedication of our team in driving innovation and building a brand that truly resonates with our customers," said Mani. "We will continue to increase our market share, foster strategic alliances, and elevate the overall customer experience. I look forward to working alongside a talented team to further enhance Interface's presence in the market and contribute to Interface's continued success and growth."

Interface's CEO, Brent Duncan, added: "Sean and Sunita have made impactful contributions to Interface's ongoing success. They are amazing team leaders and trusted stewards of our business. Together, they bring a wealth of expertise to our executive team. I have full confidence that their strategic vision and integrity will further propel Interface Systems to new heights, reinforcing our position as a leading managed service provider in the industry."

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From The Editor: Jerry Lenander

In 1989 I attended my first ISC Expo as a member of the SIA staff, and in those days, there were four total expos each year.

Alan Forman of Altronix was my running around buddy, and when my parents visited me in Anaheim, I took them by the booth to meet Alan and his father Hyman at their booth.

It was a 10x10 on the corner, and they were both gracious to my parents, and Alan made quite an impression. Nearly 30 years later my Mom asks how Alan is doing.

Not sure what Altronix does, but some years later at ISC West I visited Alan in the two-story booth on the floor in Las Vegas. Bravo for the good guys.

I was in a meeting with a state association Board recently and the discussion turned to "why is there an association, and why do people join." It is a discussion that has occurred for centuries, if not millennia.

My instinct is to say associations exist to protect the interests

of a defined group, to safeguard the market, to fight off threats to the livelihood of the people in the business, to serve as a platform for new products and services. And the cost for most is less than the revenue from one monthly monitored account.

After 40 years, I know that associations are a critical part of the networking scenario. You don't know what you don't know, so it's worth a few hours a year to join your peers and colleagues to determine if there are threats, and more important, opportunities.

I know Altronix is a leader in associations at the state, national and international level. Did it help them grow from a 10x10 booth to a two-story booth at ISC West? I don't know, but I'm sure it didn't hurt.

Our magazines provide a forum for the electronic security industry providing an opportunity to share insights from industry leaders. We also distribute FIRST THING MONDAY, and executive briefing for those with leadership responsibility in the industry.

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Mitch Reitman has much more than a pencil now, he still has the desire and ability to serve the industry.

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Cheers to new beginnings and successful transactions! As we embrace the New Year, Davis Mergers and Acquisitions Group extends heartfelt wishes for a journey marked by growth and prosperity. May your business endeavors flourish, and may success align with your every vision.

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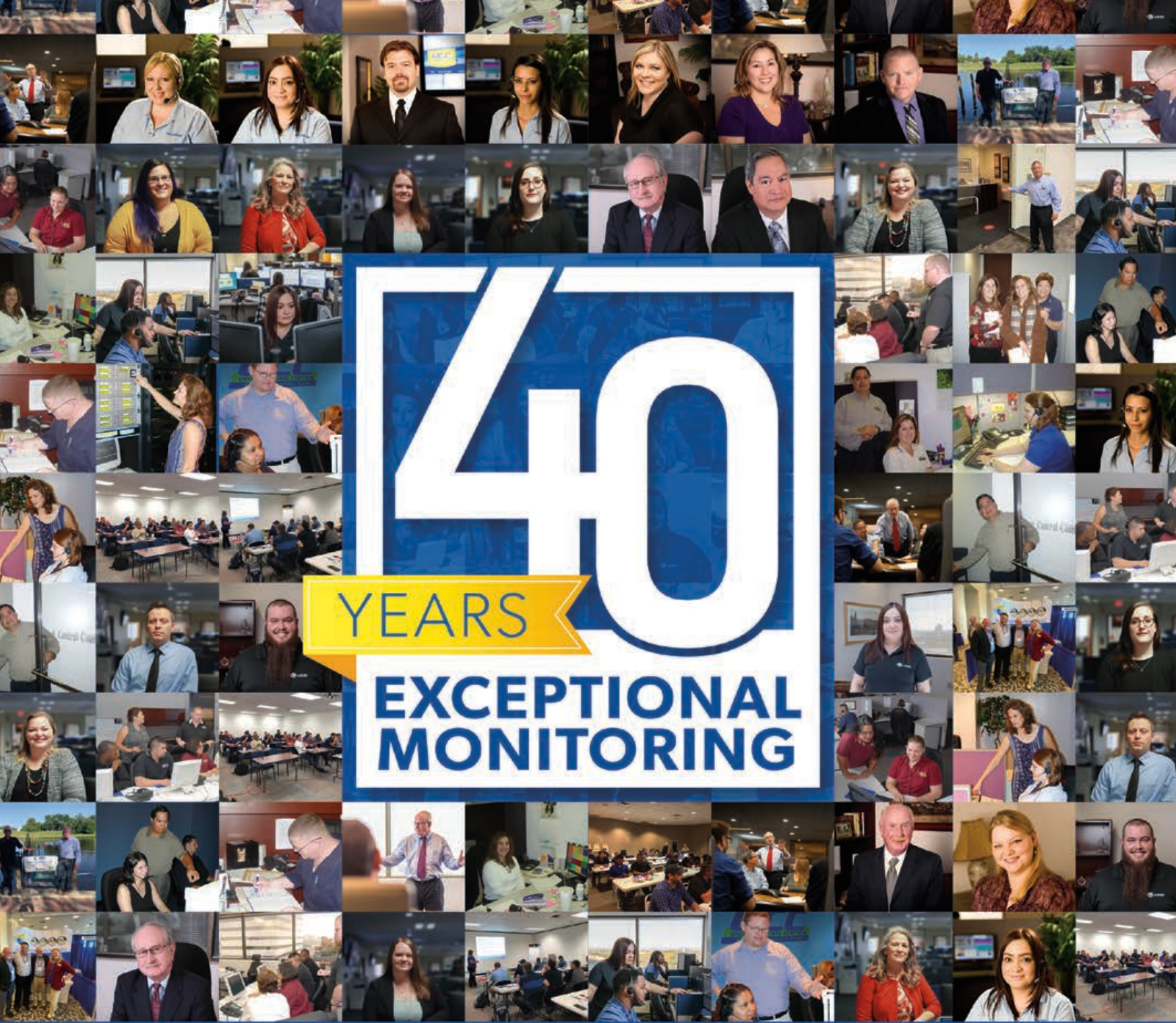
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TRAINING

CASIA Training Class Registration forms available online at www.casiact.org. Please contact Pat Shea Remes at premes@casiact.org for information.

NTC National Training Center - nationaltrainingcenter.com

The **NYELSA** offers the 81 Hour Prep Training course for NYS Certification mandated by the State of New York. The 2024 schedule and registration form is now available to view on NYELSA's website www.nyelsa.org.

CASIA MEETINGS

We're shaking things up: Every CASIA dinner meeting will be a VENDOR Display Event and Tabletops will be complimentary with dinner. Space will be on a first come first serve basis and we request you reserve your spot (at least a week) prior. Each meeting will give one vendor an opportunity to speak for 20 minutes about their products and/or services plus new technologies. If a vendor feels he can accomplish his/her sales presentation in 10 minutes, will have two speakers per event. Please just give Pat Remes a call and you will be put on the schedule. As to meetings, we are going back to a monthly event upstairs at Eli's on Whitney, Hamden, except for the noted exceptions. (See Calendar page) We hope this new direction will excite our valued associate members in that you will be able to have on-on-one time with multiple CT's dealers on a monthly basis. We trust this opportunity will be a win/win for everyone.



CASIA'S meetings are held on the 3rd Thursday of the month (unless otherwise noted) at Eli's on Whitney, Hamden, CT Social hour: 6:15 p.m.; dinner meeting to follow. Meeting topics will be announced prior to events

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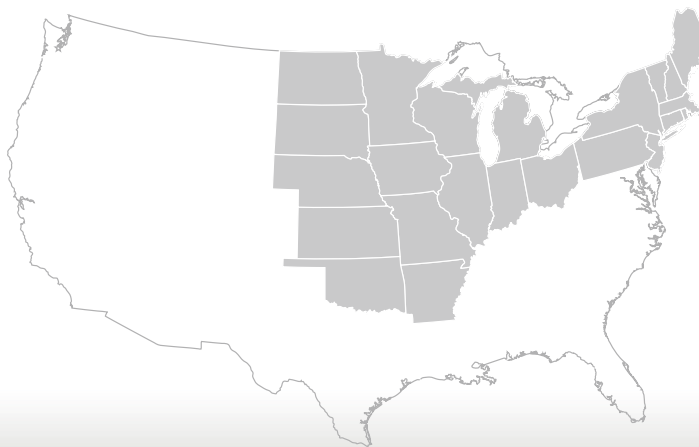
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