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## State Approves TNSI Security & Fire Certification Courses

The Tennessee Network of Security Integrators (TNSI) offers its own TN Security Certification Course and TN Fire Certification Course in 2021. Both courses

ARE APPROVED by the TN Alarm Systems Contractors Board for initial application for a Tennessee Qualified Agent license in Burg and Fire. The TN Security Course meets the new employee training requirement set forth in Tennessee Code 62-32-312(g). These NEW TN courses will also be available to take online through our new training provider Innovative Resources.

Tennessee also offers 8 hours of FREE CEU's to members twice a year. TNSI hosts a traveling CEU day in February of each year with stops in Memphis, Nashville, Johnson City, Knoxville and Chattanooga. TNSI also offers 8 CEU hours at their annual Convention in September of each year. You are welcome to view our 2021 Training Schedule at any time on our website at [www.theTNSI.org](http://www.theTNSI.org).

If you have any questions about Tennessee Training, please call or Email TNSI Executive Director Penny Brooks at 615.791.9590 or [ExecutiveDirector@theTNSI.org](mailto:ExecutiveDirector@theTNSI.org).

This page shows a schedule of training that TNSI will offer through December 2021. TNSI accepts VISA and MASTERCARD.

DEADLINE to register is two weeks prior to each course. Payment must be received before your attendance is confirmed. All courses require at least 10 students.

Fees listed are for TNSI members, non-members pay an additional \$200/course.

QUESTIONS? Please call or e-mail the TNSI OFFICE: 615-791-9590 or [ExecutiveDirector@theTNSI.org](mailto:ExecutiveDirector@theTNSI.org)



### TN SECURITY & FIRE CERTIFICATION

**Cost \$390 TNSI Members (\$590 non-members)**

|                     |  |              |
|---------------------|--|--------------|
| March 5-7 .....     | TN Security Certification (24 hours) ..... | Chattanooga  |
| March 13-14 .....   | TN FIRE Certification (16 hours) .....     | Knoxville    |
| March 20-21 .....   | TN FIRE Certification (16 hours) .....     | Germantown   |
| April 9-11 .....    | TN Security Certification (24 hours) ..... | Johnson City |
| April 17-18 .....   | TN FIRE Certification (16 hours) .....     | Chattanooga  |
| April 24-25 .....   | TN FIRE Certification (16 hours) .....     | Nashville    |
| May 1-2 .....       | TN FIRE Certification (16 hours) .....     | Johnson City |
| May 14-16 .....     | TN Security Certification (24 hours) ..... | Nashville    |
| May 21-23 .....     | TN Security Certification (24 hours) ..... | Germantown   |
| June 4-6 .....      | TN Security Certification (24 hours) ..... | Knoxville    |
| June 12-13 .....    | TN FIRE Certification (16 hours) .....     | Germantown   |
| July 9-11 .....     | TN Security Certification (24 hours) ..... | Chattanooga  |
| July 17-18 .....    | TN FIRE Certification (16 hours) .....     | Knoxville    |
| July 23-25 .....    | TN Security Certification (24 hours) ..... | Nashville    |
| August 7-8 .....    | TN FIRE Certification (16 hours) .....     | Nashville    |
| August 27-29 .....  | TN Security Certification (24 hours) ..... | Germantown   |
| Sept 8-10 .....     | TNSI ANNUAL CONVENTION .....               | Franklin     |
| Sept 17-19 .....    | TN Security Certification (24 hours) ..... | Johnson City |
| Sept 25-26 .....    | TN FIRE Certification (16 hours) .....     | Germantown   |
| October 8-10 .....  | TN Security Certification (24 hours) ..... | Knoxville    |
| October 23-24 ..... | TN FIRE Certification (16 hours) .....     | Knoxville    |
| November 5-7 .....  | TN Security Certification (24 hours) ..... | Germantown   |
| Nov 12-14 .....     | TN Security Certification (24 hours) ..... | Nashville    |
| Nov 20-21 .....     | TN FIRE Certification (16 hours) .....     | Germantown   |
| December 4-5 .....  | TN FIRE Certification (16 hours) .....     | Nashville    |

Questions: Please call or Email the TNSI office at 615-791-9590 or [ExecutiveDirector@theTNSI.org](mailto:ExecutiveDirector@theTNSI.org)

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

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



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| Northern GA      | \$1.3 Million |
| Jackson Hole, WY | \$1.8 Million |

|                 |                |
|-----------------|----------------|
| Clifton, NJ     | \$1.8 Million  |
| Ft Meyers, FL   | \$5.5 Million  |
| Los Angeles, CA | \$10.4 Million |
| Orlando, FL     | \$11 Million   |

|                 |               |
|-----------------|---------------|
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**UNITED CENTRAL CONTROL (UCC)** announced the retirement of 40-year industry veteran Sonny Sampson. Sonny began his career as an alarm installer and later made a transition into security distribution and finally into security sales where he realized his greatest potential. During his tenure, Sonny has been known for his extensive involvement with numerous security events along with several alarm associations across the country and he was named the “Security Person of the Year” by the Texas Burglar & Fire Alarm Association in 2017. “There’s no doubt of the value Sonny brought to UCC,” said UCC’s Director of Dealer Services Ron Bowden. “Sonny has definitely left his mark of uncompromised commitment on many of our dealers, employees, and the security industry as a whole”.

**UNITED CENTRAL CONTROL (UCC)** announced the promotion of Sarah Salazar to Account Executive. Sarah began her career at UCC as an alarm dispatcher. Through her hard work, dedication and commitment to upholding UCC’s high standards, She has progressed through a variety of key positions at UCC over the past 20 years. Since 2014, Sarah has served UCC dealers as an Account Manager and conducted CE Training to hundreds of dealers through UCC’s exclusive Grow Your Business (“GYB”) program. In 2016 Sarah was awarded the False Alarm Reduction Association (FARA) W. Rex Bell Associate Member of the Year Award for her outstanding

commitment and support. “I am extremely proud of Sarah and her important contributions over the past two decades,” stated Teresa Gonzalez, President of UCC. “Her extensive knowledge, experience, and thorough knowledge of our company’s solutions coupled with her direct relationships with our dealers made Sarah a natural choice for the position.” For more information visit [TeamUCC.com](http://TeamUCC.com) or contact [kschultz@teamucc.com](mailto:kschultz@teamucc.com).

**DMP** now manufactures a wireless translator that allows alarm companies to upgrade their customers’ existing wireless sensors, and do so without wasting a lot of time and money. The new 1100 Wireless Translator is designed to translate various one-way, low-frequency wireless transmitters, specifically DSC — 433 MHz, • Interlogix — 319.5 MHz, • Honeywell 5800 — 345 MHz, and 2GIG Series — 345 MHz. Any one of these systems can now be upgraded to DMP panels, receivers and software management tools. Also, the new translator is certified for commercial and residential smoke detection and is therefore compatible with life safety devices. For more information, contact Mark Hillenburg at [MHillenburg@DMP.com](mailto:MHillenburg@DMP.com) or visit [DMP.com](http://DMP.com).



For access-only applications, security companies can now get exactly the features and functionality they need without wasting money on a more complicated system. **DMP’s** new cloud-based X1 Series delivers a solution that’s simple to program, fast to install, easy to use and most important, it’s very reasonably priced. “If you’re using Brivo, Prodatakey, OpenPath, Feenics or any other access control product, you owe it to your business to give the X1 a closer look,” says Jon Adams, executive director of business development. “The X1 is uniquely designed with combined features you can’t find anywhere else.” This stand-alone system offers network and cellular-based connectivity so customers’ access control functions are never vulnerable to normal network outages. The X1’s optional cellular module can be used as the primary or backup for an entire system to ensure constant communication with the cloud. Those who are interested in learning more about the X1 Series should call 877-757-4367 to speak with a member of DMP’s dedicated X1 sales team or visit [DMP.com/X1](http://DMP.com/X1).



**OPTEX** is expanding its Intelligent Visual Verification solution by introducing a 12 Channel Visual Verification Bridge (Model: CKB-312). This powerful gateway is the new hardware device that allows security professionals to connect ONVIF compatible cameras and alarm sensors to the Cloud based Visual Verification Portal powered by CHeKT. Aimed primarily to monitored alarm systems, the solution provides central station operators the ability to visually verify alarm threats within seconds, and respond accordingly. The solution allows the operator to share video alarm event with the site emergency contacts to validate or dismiss the alarm. The CKB-312 allows the integrator to pair up to twelve cameras with twelve sensors for visual verification of events. It simplifies the installation for larger sites using a single device to transmit twelve event driven cameras feeds. “The 12 channel Bridge perfectly complements

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the existing 4 channel Bridge and gives more options to the installer,” says Rob Blair, CEO of Optex Inc. “Offering a cost-effective solution to add video to monitored alarm systems increases the benefits significantly to the end users. Integrators can confidently bring the security solution outside by adding external intrusion sensors to deter any break-ins” For more information visit [www.optexamerica.com](http://www.optexamerica.com) and [www.chekt.com](http://www.chekt.com)

**POTTER ELECTRIC SIGNAL COMPANY** announced the hiring of Tim Baechle to the position of Senior Vice President of Operations and Supply Chain. Baechle is joining Potter after previously serving as Vice President of Fulfillment, Inventory, and Logistics at Clarios in Milwaukee, WI. Prior to his time at Clarios, He is taking over for the current Executive Vice President of Global Operations & Supply Chain, Jon Veldman, who will be moving into a part-time role with Potter later in the spring. Gerry Connolly, Chief Executive Officer at Potter, said, “Jon has done an exceptional job updating our operations and supply chain functions. Under his leadership, our operations and processes have improved dramatically, and we are grateful for his time and dedication over these past three years. I am



very excited that we have hired an excellent successor for him in Tim Baechle, whose operations expertise and focus on manufacturing excellence will be a great asset to Potter in its continued growth.”

**TANE ALARM PRODUCTS** adds two New Wireless Door & Window Alarm Contacts, and an Interior PIR Motion Detector to our product assortment. Our New TWC 345R Wireless Door & Window Alarm Contacts are compatible with most Honeywell® and 2GIG® systems. Our New TWC 319.5R Wireless Door & Window Alarm Contacts

are compatible with most Interlogix® and Qolsys® systems. Our New TWC PIR345 Wireless Interior PIR Motion detector, compatible with most Honeywell® and 2GIG® systems, is FCC and ISED certified for installations throughout the USA and Canada. Since 1984 Tane Alarm Products has been a leading manufacturer and distributor of the highest quality hard-wired alarm contacts to alarm installers, distributors and integrators located throughout the world. Our Tane alarm contacts are designed and engineered to American standards, and shipped from either our headquarters in New Hyde Park, NY or from our wholly American owned and managed factory located in Suzhou, China. Our products are featured in advertisement in this magazine or visit [WWW.TANEALARM.COM](http://WWW.TANEALARM.COM) or call 516-328-3351.

**ALARM LOCK SYSTEMS**, a division of **NAPCO Security Technologies, Inc.**, announced Peter Lowenstein as the new Alarm Lock Vice President of Sales. Peter comes to Alarm Lock with a proven track record of driving sales and growing revenue in all facets of locking, including distribution and other top manufacturers in security and access control. Peter is responsible for energizing and driving sales in the Alarm Lock Division, overseeing the Alarm Lock sales team of Regional Sales Managers, and Independent Reps, reporting to Stephen Spinelli, SVP of Sales for all NAPCO divisions. Based in Arizona, Peter’s accomplished career includes 20-years in sales management with 18-years in the security industry and a B.S. from Arizona State University. Feel free to reach out to Peter Lowenstein at [PLowenstein@napcosecurity.com](mailto:PLowenstein@napcosecurity.com) or cell 631-263-4049.

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CKB-304



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**THE SOUTHEASTERN SENTRY**  
 APRIL 2020  
 Vol. IX, Number 4  
 PUBLISHED FOR THE SOUTHEASTERN ELECTRONIC SECURITY INDUSTRY

**ISC West Rescheduled to July 20-22**

ISC West 2020 was originally scheduled for the week of April 13-15, but due to the COVID-19 pandemic, the event has been rescheduled to July 20-22. The event will be held at the Hyatt Regency in Las Vegas, NV. The event will feature a variety of sessions, including keynote addresses, technical sessions, and networking opportunities. The event is expected to be a major success for the industry.

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**THE SOUTHEASTERN SENTRY**  
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 Vol. IX, Number 1  
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**Make Sales Training Sessions Effective**

A question that every corporate sales manager should ask is why your sales training sessions are not effective. The answer is often found in the way the training is conducted. To make sales training sessions effective, the program must be aligned with management's objectives and goals. This requires a focus on the results of the training and a commitment to ongoing evaluation and improvement.

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**DEALER PERSPECTIVE... #25**

By Tony Smith  
**"Defund the LAPD by 50% - Executive Force Against Protest"**

These headlines reflect a serious and timely issue that has become a national topic of discussion. The defunding of the LAPD is a complex issue that involves a variety of factors, including budget cuts, community relations, and the impact of the COVID-19 pandemic. The Executive Force Against Protest is a group of professionals who are committed to addressing these issues and finding solutions that benefit the community.

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**Business As Usual: Going Virtual And Maintaining Business Continuity**

By Tony Smith  
**NATIONAL EMERGENCY FOR BUSINESS CONTINUITY**

What is your company doing to ensure business continuity in the event of a disaster? The COVID-19 pandemic has highlighted the importance of having a business continuity plan in place. This plan should include procedures for remote work, data backup, and communication. The National Emergency for Business Continuity is a resource that provides guidance and support for businesses looking to improve their business continuity plans.

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**SIAC's Glen Mowrey Receives NCACP Award**

By Tony Smith  
**SIAC's Glen Mowrey Receives NCACP Award**

The North Carolina Association of Police (NCACP) has awarded Glen Mowrey, SIAC's Director of Security, with the NCACP Award. This award recognizes Mowrey's leadership and commitment to the security industry. Mowrey has been instrumental in the development and implementation of SIAC's security programs, which have helped to protect many of the state's most important facilities.

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**THE SOUTHEASTERN SENTRY**  
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**2020 Annual Meeting - Oct. 24-28**

The 2020 Annual Meeting of the Southeastern Electronic Security Industry Association (SESIA) will be held from October 24-28 at the Ritz-Carlton in Las Vegas, NV. The meeting will feature a variety of sessions, including keynote addresses, technical sessions, and networking opportunities. The meeting is expected to be a major success for the industry.

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**THE SOUTHEASTERN SENTRY**  
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**TNESA Releases 2020 Training Schedule**

TNESA is excited to be releasing its 2020 Training Schedule. The schedule includes a variety of courses, including the Certified Security Officer (CSO) course, the Certified Security Supervisor (CSS) course, and the Certified Security Instructor (CSI) course. The courses are designed to provide security professionals with the skills and knowledge they need to succeed in their careers.

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**Equalizer Finally Settles For \$1.38 Billion Dollars**

After a long and contentious legal battle, the Equalizer has finally settled for \$1.38 billion dollars. The settlement is the result of a series of court rulings that have found the Equalizer liable for a variety of damages. The settlement is expected to be a major victory for the Equalizer's legal team.

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**THE SOUTHEASTERN SENTRY**  
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**Monitoring**

Monitoring is a critical component of any security program. It involves the use of cameras, sensors, and other devices to detect and respond to security threats. Monitoring is essential for protecting the safety and security of people and property.

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**THE SOUTHEASTERN SENTRY**  
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**Tennessee Hosts an Unprecedented 2020 Convention!**

The Tennessee Security Association (TNSA) has hosted an unprecedented 2020 convention. The convention was held in Nashville, TN, and featured a variety of sessions, including keynote addresses, technical sessions, and networking opportunities. The convention was a major success for the industry.

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**THE SOUTHEASTERN SENTRY**  
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**How Well Do You Know Your Payroll Service?**

By Mitch Reardon  
**How Well Do You Know Your Payroll Service?**

Payroll is a critical component of any business. It involves the payment of wages and benefits to employees. It is important for businesses to choose a reliable payroll service and to ensure that their payroll records are accurate and up-to-date.

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**THE SOUTHEASTERN SENTRY**  
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**TNESA IS CELEBRATING 40 Years as an Association!!!**

The Tennessee Electronic Security Association (TESA) is celebrating its 40th anniversary. The association has been a leading voice for the security industry in Tennessee for over four decades. It has provided a variety of services, including training, certification, and advocacy. The association is proud of its long history and its commitment to the industry.

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By Mitch Reitman

### PPP Round Two

The U.S. Small Business Administration (SBA) announced changes designed to reduce delays in the Paycheck Protection Program (PPP) approval process. A significant number of applications have been held up by process and system issues stemming from additional validation checks put in place to flag potential fraudulent applicants.

Often the system didn't allow lenders to submit the documentation or directly address other errors, such as data mismatches, that were preventing otherwise acceptable applications from being approved. To address the concerns raised about the PPP process, the SBA said it would allow lenders to directly certify the eligibility of borrowers for first- and second-draw loans and would not require lenders to submit supporting documentation of borrowers with validation errors until they apply for loan forgiveness.

The changes are designed to speed up the flow of funds to PPP applicants while "maintaining the integrity" of the program, according to the SBA. The SBA also said it would create additional communication channels with lenders, including an immediate call with national lenders to brief them on the PPP platform's added capabilities.

Most of our clients are finding that their round 2 PPP loans are quickly approved and funded. If you are having issues, or would like assistance in the application process, please reach out to us.

*Mitch Reitman is the Managing Principal of Reitman Consulting Group, Inc. and is an inductee into the Electronic Security Hall of Fame. He can be reached at [MReitman@Reitman.US](mailto:MReitman@Reitman.US).*



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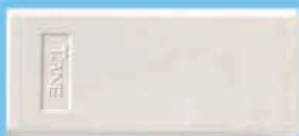


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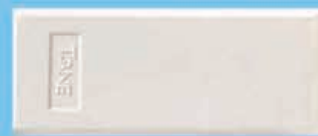
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## Digital Marketing Insights



By Brian Plant, Ignite Marketing Group

Digital marketing trends are constantly changing. Each year, there are new strategies being introduced as “the next big thing” every business needs to implement in order to maximize their online marketing budgets. Of course, the bottom line of all these strategies is to improve the business’s website visibility and online leads.

Here are some of the most current strategies for boosting online leads this year.

### 1. Optimize your email strategy.

Email marketing is nothing new – but it’s not on its way out, either. Marketing experts report that close to 80% of business owners have realized an increase in email engagement over the past year. That means businesses should keep email in their toolkits and optimize their current email efforts. Take a little time to revisit the text of your emails; is the message clear, concise and delivered in an engaging way? After making sure that it is, consider adding on these simple strategies: segmenting your emails to match your customer base, offering incentives, and creating discount codes. These are home runs when it comes to email strategy.

### 2. Rely on the AIDA formula.

AIDA is a timeless marketing formula that stands for “attention, desire, interest and action.” Using this model means grabbing the reader’s attention, creating an urge for your product or service, giving them more information to strengthen the connection, and presenting a solution to their problem. The fact is, the simplicity of the AIDA formula works as well today as it did when it was first coined in 1898. But like any online marketing strategy, it only works if you use it.

### 3. Incorporate video marketing.

Video continues to be a driving force for digital marketing. If you’re unsure about using it as a strategy, rest assured that video is here to stay. When Cisco released its annual Internet Report in 2018, there was a prediction that videos would make up 82% of consumer internet traffic by 2021. Now that we’re in 2021, it’s time to embrace that by experimenting with both live videos and produced, branded videos. Both are popular trends for video content that prove to be highly effective lead generation tools. You can optimize your video with relevant keywords to make it more visible (this is especially important on YouTube). But whether your video is going on YouTube or a more fluid social media channel, the key is to make your videos highly informational and solutions oriented.

### 4. Create innovative, unique content.

Content is like marketing currency. Blog and article content is good for generating traffic, but it’s the bare minimum. We’ve already addressed videos, so consider other content you can use to truly engage the audience: polls, quizzes and contests. Audiences enjoy voting, sharing opinions and other types of participation. But just as your videos should be purpose-driven, this content does too. Make sure all these engagement opportunities are relevant to your business. ROI should always be the end game.

### 5. Distinguish marketing from branding.

Sometimes, these two terms are used interchangeably, but it can be a little misleading. From a consumer standpoint, your brand is not your product or service; it’s everything you use to present your business to the public. That means your logo, website design and messaging. In other words, branding is how the audience will perceive your business. Marketing is what you use to reinforce your branding efforts; they enhance your brand’s message and build the audience you will present your branding to. In 2021, effective digital marketing is less about promoting a product or service, and more about building the audience that will come to know your brand.

### 6. Try using local services ads.

Similar to Google ads, local services ads (LSAs) are pay-per-lead ads that appear at the top of Google search results. Although they’ve been an option since 2017, LSAs took some time to catch on. Now, they are a great way for service providers in the home improvement space to reach a local audience of qualified leads. With LSAs, you can set a weekly budget based on the average amount of leads you expect to receive. As you are served the leads, you can accept or dispute them based on their usefulness. If successful, the leads are credited back to you later. LSAs are great to try if you are using an established marketing strategy and ready to try something new.

### 7. Update your SEO.

Search engine optimization is more important than ever when it comes to making your website visible. If it’s been a long time since you adjusted your SEO strategy, now is the time to revisit it. For example, Google now differentiates between search and intent. When someone enters a queries, Google can now tell when the user is searching for a service provider versus a job. By segmenting queries, you want to rank for and competing for the terms your competitors are using, you can make a big difference in your SEO.

Trends change, but one thing remains true: Simple digital marketing strategies still work. Begin incorporating these now, and you can see major improvements in your digital marketing ROI throughout 2021.

Brian Plant is Founder/CEO of Ignite Marketing Group and can be reached at 877-655-3779, ext. 1. or [bplant@igniteleads.com](mailto:bplant@igniteleads.com).



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*"This is a seamless procedure allowing alarm companies to transfer alarm activations and the data associated directly to our computer aided dispatch system," said Denise Spingler, Cayuga County 9-1-1 Administrator. "This allows for a more expedited dispatch of emergency services."*



## TMA's ASAP-to-PSAP Program Marks its 79th and 80th ECCs

The Monitoring Association (TMA) announced the addition of the 79th and 80th municipalities to go live with its expanding ASAP-to-PSAP program. Launched in 2011 as a public-private partnership, TMA's ASAP-to-PSAP service is designed to increase the accuracy and efficiency of calls for service from alarm companies to PSAPs.

"TMA's ASAP-to-PSAP program experienced nice momentum in 2020 with a new annual adoption record of 18 ECCs across the country," stated TMA President Don Young. "As the network of ASAP compatible ECCs continues to grow, those not yet using the service are learning firsthand from their colleagues about the time and accuracy improvements that come with ASAP and therefore the enhanced capability for saving lives in the alarm response process. TMA remains proud to deliver this unique service to its members and accomplish their mission for providing professional monitoring capabilities to help better protect life and property in both residential and commercial settings."

TMA welcomed its 79th ECC, the Cayuga County NY 9-1-1 Center and the 6th ECC in the state of New York to implement ASAP. Cayuga County first went live with Vector Security and Rapid Response Monitoring. A second wave of companies including ADT, Amherst Alarm, Affiliated Monitoring, AT&T Digital Life, Guardian Protection, Brinks Home Security, National Monitoring Center, Protection One, Security Central, Tyco (Johnson Controls), Vivint, and Doyle went live with Cayuga County just days later.

"This is a seamless procedure allowing alarm companies to transfer alarm activations and the data associated directly to our computer aided dispatch system", said Denise Spingler, Cayuga County 9-1-1 Administrator. "This allows for a more expedited dispatch of emergency services."

The Paradise Valley AZ Police Communications Center is the 80th Emergency Communications Center (ECC) in the United States and 4th ECC in the state of Arizona to implement ASAP. Paradise Valley went live with Affiliated Monitoring, AT&T Digital Life, ADT, Alert 360, Guardian Protection, Brinks Home Security, National Monitoring Center, Protection One, Rapid Response Monitoring (plus A3 Smart Home), Security Central, Tyco (Johnson Controls), Vivint, and Securitas over a two day period in mid-December.

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## How COVID-19 Leads To 30 Million Solar Homes In 5 Years



By Tony Smith

Last month, we asked the question... "Is solar in the future for your company?" This month, we will try to give you some answers, but they may be different than you might expect.

There is a massive effort underway to create 30 million solar homes as part of our nation's recovery from COVID-19. On February 11, 2021 there was a public launch event of this initiative involving more than 225 organizations from around the country. Most

of these entities are non-profit conservation related organizations. The intent, however, goes way beyond the Green aspect. This means jobs, good paying jobs, lower energy costs, and a head start on the transformation of our energy usage from fossil fuels to solar. If done properly, these benefits will accrue first to those who need them the most. 30 million solar homes are equal to approximately 25% of all our homes and would provide 5%

of our energy requirements. It would lower energy bills by \$20 billion per year, helping families with the highest energy burdens. Putting solar on the rooftops puts money in their pockets. If we were to focus efforts on the low-middle income communities, that money would quickly circulate back into the economy. The net result would be a 1.5% reduction in annual U.S. emissions.

If this rooftop solar growth is going to happen it will have to include qualified electricians, roofing contractors, and yes, security alarm dealers. Vivint has already seen the light, but if you plan to be there when the Smart Home business really accelerates, you better be able to supply and protect the electricity that will fuel it. There will be a need to extend solar tax credits and provide cash grants along with new and existing solar financing initiatives. We foresee that the upgrading and rehabbing of existing homes will be more than bathrooms and kitchens, but solar rooftops, solar batteries, Smart Home devices, and monitoring all of those on your Smart Phone. The technology is already here... have you seen the roofing shingle that thinks it is a solar cell?

Here in California, the Big Boys, by that I mean unions and the major utilities, are all aflutter over a plan to place exceptionally large windmills off the California coast and connect them with a 200-mile undersea cable to carry the electricity to various points along the coast. These are the same folks who built enormous gas generators and coal plants in other states, and who now must find a way to meet the California commitment to 100% clean power by 2045. Big, ugly, lesser efficient ocean wind turbines are purportedly able to generate electricity into the night, but no one seems to know how reliable that is. Battery power added to every rooftop solar unit will lessen the need for extensive high power grid transmission towers, which require significant maintenance and will continue to cause wildfires as long as they are there.

Governor Newsom has complicated the issue by setting a goal of 2035 to ban the sale of Oil-powered cars. That followed his pledge to fast-track the state's climate efforts after all the Northern California wildfires this past summer.

Bureaucratic politics will continue to play a major role in the decision making, but the move to rooftop solar is ongoing. The secret will be the incentives. If those incentives last for more than 5 years, there will be an excellent opportunity to put rooftop solar on virtually all of the homes in California and the west. In particular, if local utility districts and the big utilities begin installing rooftop solar, even if only reluctantly, we will not need offshore windmills or to continue the building of transmission lines.

Players in the alarm industry need to take a long term look at their companies and decide if they want to make the investment. The hiring and training of new employees, and the development of relationships with roofers and electricians will all take time. I like to think of the customer a few years from now and whether he wants to deal with a roofer, an electrician, or a qualified professional alarm dealer who will help him manage the process of adding solar and learning how to monitor and manage it.

*Tony Smith is a Past President of the CAA and a former member of the Board of ESA. He is the Founder, President and CEO of Security Funding Associates, a leading industry financial services firm. He may be reached at [tsmith@securityfundingsolutions.com](mailto:tsmith@securityfundingsolutions.com) or (855) 723-2229.*

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The Louisiana Life Safety & Security Association will offer certification courses for Louisiana technicians and sales reps in the cities of Jefferson, Lafayette and Monroe. Students can attend class in person or participate via Zoom webinar. Registration is available at <http://training.llssa.org/>.

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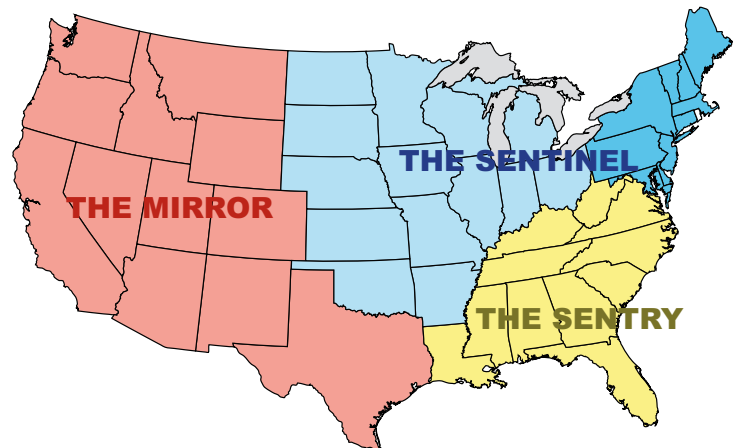
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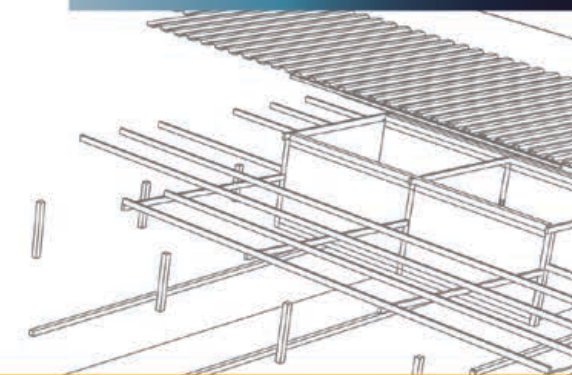
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