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**Security Industry Leader to Deliver Leadership Keynote Presentation at the  
2024 TMA Virtual Mid-Year Meeting, April 22nd**

**March 19, 2024, McLean, Va.** – The Monitoring Association (TMA) is pleased to announce Kirk MacDowell, president, MacGuard Security Advisors, Inc., will present the opening keynote for its 2024 Virtual Mid-Year Meeting on Monday, April 22<sup>nd</sup> at 11:00 AM/ET. TMA’s Virtual Mid-Year Meeting explores topics from leadership excellence to cutting-edge technology to operational strategies. In 2024, the virtual education and networking conference event will take place April 22-24.

MacDowell will delve into the pivotal traits of effective leadership within the alarm monitoring industry, guided by recent survey results that underscore the profound impact of leadership on a company's success. He'll explore the essential qualities that distinguish great leaders in this rapidly evolving industry, drawing on comprehensive data and real-world examples. Attendees will gain invaluable insights into how leadership styles, decision-making processes, and the cultivation of innovation drive operational excellence and customer satisfaction.

This presentation will not only highlight the direct correlation between visionary leadership and organizational achievements but also offer actionable strategies for current and aspiring leaders to enhance their impact. By focusing on the critical elements that contribute to a thriving monitoring business—such as adaptability, technological foresight, and an unwavering commitment to quality—this keynote will chart a course for leadership excellence in the face of industry challenges and opportunities.

Learn more at <https://tma.us/events/2024-virtual-mid-year-meeting/>.

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## **About The Monitoring Association**

The Monitoring Association (TMA), formerly the Central Station Alarm Association (CSAA), is an internationally-recognized non-profit trade association that represents professional monitoring companies, security systems integrators, and providers of products and services to the industry. Incorporated in 1950, TMA is legally entitled to represent its members before Congress and regulatory agencies on the local, state, and federal levels, and other authorities having jurisdiction (AHJs) over the industry. Learn more online at <https://tma.us/about-tma/>.