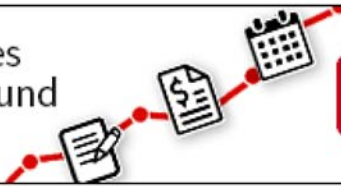


Our software streamlines processes, saving you around **50 hours a month.**



Schedule Your Demo Today

BOLD
GROUP



Signals

January 8, 2021



TMA NEWS

Speak at TMA's 2021 Mid-year Meeting

Planning for TMA's 2021 Mid-Year Meeting is well underway! TMA members with expertise to share in areas of leadership, operations, or technology are sought. **Submit your proposal by January 22nd [online](#).** Questions? Contact education@tma.us.

TMA's Virtual Town Hall series on Fire Codes picks up on Jan. 11th

Honeywell Fire Safety Industry Affairs Manager, Richard Roberts, will present on Monday, January 11, 2021 at 11-12:30pm [ET] an informative discussion that will provide an overview of the new requirements in the International Code Council (ICC) and National Fire Protection Association (NFPA). [REGISTER](#) (Special note: The webinar previously scheduled for 2/15 has been rescheduled for 2/22.)

Eighty ECCs now live with TMA's ASAP-to-PSAP

The Paradise Valley AZ Police Communications Center is the 80th Emergency Communications Center (ECC) in the United States to implement the Automated Secure Alarm Protocol (ASAP). Learn how your monitoring center can save time, improve accuracy, and increases efficiency between ECCs and your monitoring centers with [ASAP-to-PSAP](#).

SPONSORED CONTENT

Promoted by [Bold Group](#)



Our software streamlines processes, saving you around **50 hours a month.**

[Schedule Your Demo Today](#)

BOLD GROUP

- [Learn 5 ways to drive more revenue with the right software to help grow business.](#)
- [Don't be held back by back office inefficiencies! Check out this guide to resolve easily.](#)
- [Read how effective security companies are lowering costs, streamlining processes and increasing profit margin.](#)

TMA accepting applications for IQ and FirstNet certifications

TMA is now accepting application for two of its newest certification programs. The IQ Program is the only quality control program for installations, monitoring, maintenance, and service of electronic safety systems. FirstNet is a mobile broadband public-safety network that provides network communication that is faster than any commercial wireless network. Learn more about how your company can benefit from these certification programs:

- [IQ](#)
- [FirstNet](#)

Important Telecommunications News

• **Verizon 3G Sunset extension announcements false** — Two articles recently appeared in reputable media publications (one reiterating the other) regarding a delay of Verizon's 3G sunset. If your company has a longevity agreement with Verizon (either directly or through another company), which many of you do, your **3G sunset is still set for December 2022**. If you have any questions, please speak with your Verizon representative.

• **National Suicide Prevention Lifeline to alarm companies** — Changes need to be made by intrusion and fire services companies in preparation for the nationwide implementation of 988 as the 3-digit abbreviated dialing code for the National Suicide Prevention Lifeline. [LEARN MORE](#)

• **DC 202/771 area code overlay** — It is imperative that alarm companies reprogram alarm panels in customers' premises if they currently are programmed to dial out seven digits to reach the alarm monitoring bureau. If they are dialing out seven digits now, they must be reprogrammed to dial out a ten-digit number which includes the 202 area code plus telephone number. [LEARN MORE](#)

Join in welcoming our new members

TMA is pleased to introduce our newest members for 2021. Please extend a warm welcome to:

[Actuate](#), New York, NY

Actuate builds AI software to turn any security camera into a threat-detecting smart camera.

Associate Member

[AFA Protective Systems, Inc.](#), Syosset, NY

- Full Service Monitoring
- Five Diamond Designated

Listed Alarm Monitoring Member, Retuning

Security Data Processing Center Inc., Bayamon, PR

The Security Data Processing Center provides alarm and video monitoring services as a wholesales central station to the subscribers thru our registered Alarm Company's Representative.

Non-Listed Alarm Monitoring Member

Learn more about our new members on the [TMA website](#).

INDUSTRY NEWS

The changing role of security

Security Magazine

Traditionally, security leaders are tasked with protecting physical and digital assets and reduce risk utilizing preventive safeguards within the organization. In 2020, however, security leaders saw their roles change significantly and were forced to update emergency preparedness plans, undertake risk assessments and oversee health-related concerns and procedures in reaction to the COVID-19 outbreak, social and civil unrest, the election and more.

READ MORE

Five common excuses for lack of firmware security

Info Security Magazine

Firmware – software designed specifically for hardware such as hard drives, USB or UEFI – is critical for every business. Every computer and smart device is built from dozens of such components, and hardware security vulnerabilities are real and increasing.

READ MORE

An eye on video surveillance trends

Security Systems News

One of the trends that the report outlined is that there is more of a customer demand for cloud video security. The report states, “The shift to the benefits of cloud in the video surveillance space is powerful and undeniable, including major cost savings, heightened data security, remote access and maintenance, flexible storage and retention, scalability, increased stability, and disaster recovery.”

READ MORE

AI and cybersecurity: What do you need to know about smart security

Analytics Insight

Recent years have seen a host of new cybersecurity threats putting businesses' cybersecurity strategies at risk. Cybercriminals today are capitalizing on advanced technologies such as artificial intelligence to breach data and

confidential information. Combining AI technology can be an obvious solution to such threats if it is used correctly.

[READ MORE](#)

PROFESSIONAL DEVELOPMENT CORNER

3 tips to advance your career in the new year

Forbes

As the calendar turns to January 1st, we once again start imagining what the coming year will be like. This year, go beyond imagining and take action. You have the power to shape your career, and the key to doing so is already in your hands. Here are three actions you must take if you want to advance your career this year.

[READ MORE](#)

7 tips for creating a great business marketing plan

Business News Daily

There are few documents that rival the importance of a business plan, which outlines your company's course for success. One critical portion of that plan is your marketing strategy, one of the many smaller outlines that come together to form the entire vision.

[READ MORE](#)

5 business survival tips for 2021

Entrepreneur

The pandemic and everything related to it caught many business owners by surprise and, even worse, caused some businesses to fold. Yelp reported that permanent business closures have reached 97,966, representing 60% of closed businesses that won't be reopening.

[READ MORE](#)

Signals

Connect with The Monitoring Association



Dennis Hall, Director of Publishing, MultiView, 469-420-2656 | [Download media kit](#)

The Monitoring Association

7918 Jones Branch Drive, Suite 510 | McLean, VA 22102
703-242-4670 | [Contact Us](#) | [tma.us](#)

[Click here to unsubscribe.](#)



[ADVERTISE](#)

[SUBSCRIBE](#)

[Learn how](#) to add us to your safe sender list so our emails get to your inbox.

PAST ISSUES



Powered by **MULTIBRIEFS**
7701 Las Colinas Ridge, Ste. 800, Irving, TX 75063