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TMA Mid-year  
Meeting Preview

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# DISPATCH

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The  
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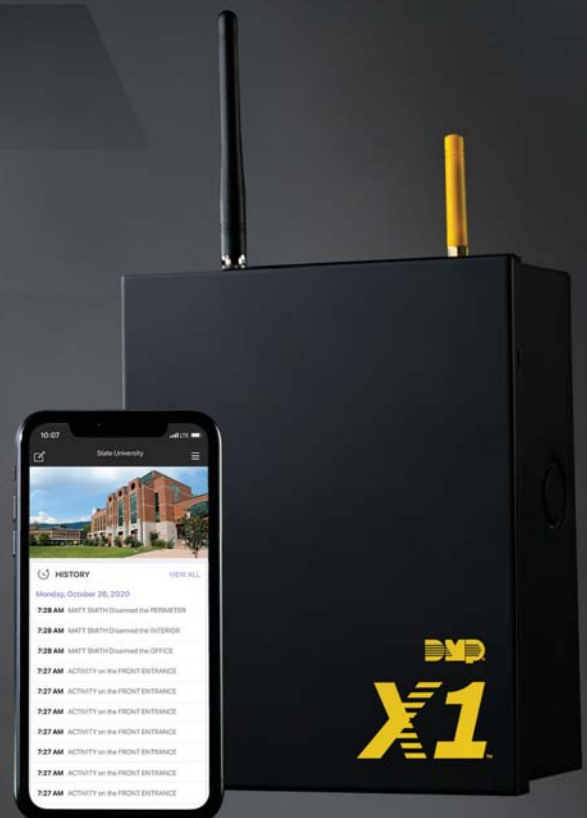
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# CONTENTS



## Spotlight on Education

TMA successfully transitioned to virtual learning in 2020...and you came along! Find out how TMA member companies are approaching education and training of their team. TMA's Vice President of Education and Training Julie N. Webber takes you behind the scenes to provide timely insights into TMA's training methods, sources, and benefits. Learn more about operator recertification for TMA's Five Diamond certification. And, lastly, get a glimpse ahead into our 2021 education programs.

## DEPARTMENTS

### 12 TECHNOLOGY

FirstNet - what is it exactly? What should you know about it? Should your company apply for certification? Learn all you need to know for your company here.

### 19 LAW

With the number of COVID cases falling across the U.S. and vaccines on the rise, are you considering bringing your employees back to the workplace? Read this issue's Law column to make certain you and your business are protected.

### 20 BUSINESS

Every business has risks. Take a closer look at how to effectively manage threats to your company in this, Part 2, of industry consultant Kirk MacDowell's special series.

### 21 MEETINGS

TMA's 2021 Mid-Year Meeting is just around the corner, April 20-22<sup>nd</sup>. Get all of the very latest details on programming, exhibits, socializing, and games (which means prizes!) in this topical meeting preview.

### 22 RESEARCH

You've heard the rumored rise of consumer demand for home-based health monitoring services. Now, get the real picture of this potential RMR, with metrics you can trust to make smart business decisions

### 46 IMPACT

Read how professional monitoring saved a hearing-impaired woman and her family from a terrible, consuming home fire in Boston, MA.

## IN EVERY ISSUE

04 President's Message

05 Executive Director's Message

07 Member News

21 Meetings

24 AICC Report

26 Wireline Report

27 Wireless Report

30 FirstNet Certified

31 New Members

34 IQ Certified

35 Five Diamond

40 Operator Online Graduates

45 ASAP-to-PSAP



## Obsolescence

One hundred and fifty years ago, data communications helped create the alarm monitoring industry, using dedicated copper wire between a protected location and a central station to transmit one bit of data. That single data bit was enough to summon help whenever needed and we've certainly come a long way since then. Technological advancement continues at an unprecedented rate. Nowhere in our industry is this more prevalent than with advances in cellular data capabilities that have enabled amazing experiences for our customers. New norms are being defined with astonishing frequency.

These technology advancements naturally drive product obsolescence, and accordingly, product innovation. Technology-dependent businesses such as ours are impacted by ever-shortening product-life cycles. TMA members, like all service providers, are experienced in dealing with conventional product and service obsolescence, but the elimination of a fully functioning service, such as the 3G sunset, falls outside this convention. The announced shutdown of the cellular 3G network has widespread and unprecedented impact on our members

and their customers. The overall consequence of the 3G sunset exceeds previous cellular sunsets given the increased dependency all of our solutions have on cellular data communication as the primary means of protecting over 30 million homes and businesses. This includes over 1,000,000 seniors, many of whom are disabled, who depend on this communication for responding to medical emergencies. TMA's Alarm Industry Communications Committee (AICC) reports there are approximately 6,000,000 3G-radio units that must be replaced prior to the February 22, 2022 AT&T 3G sunset. Verizon has announced December 2022 as their 3G/CDMA sunset date.

The security industry has considerable experience with cellular technology updates, having gone through the analog AMPS and 2G sunsets. However, the logistical realities of the 3G shutdown are presenting very different challenges, starting with the transition period to move customers off the 3G network being a full 18 months shorter than the last 2G sunset period. Add to this the fact that we now have 3 times the number of radios that need to be

replaced and you can easily appreciate the daunting task our members face with this problem.

Many of our members had asked repeatedly about the sunset dates before they were announced, understandably nervous about the lead time, but were told those dates hadn't been decided and would be provided in the future while ensuring the 3G network remained viable in the meantime. When the sunset dates were eventually announced, there was no dialog with TMA in advance to determine the impact to our businesses or the safety of our customers. We were all informed that the decision was made to benefit the advancement of their network migrations and there would be no negotiation or consideration for delaying these dates.

Although many in our industry felt this timing was arbitrary and unfair, we began the unenviable task of replacing these radios as quickly and cost-efficiently as possible, until early last year when we were hit by the COVID-19 pandemic. Few would argue the unprecedented impact this has had to our businesses and has compounded an already daunting task to something much more challenging and, most importantly, unforeseen by anyone involved in the sunset decision process.

Upgrading fixed cellular equipment requires alarm technicians to enter homes and businesses to accomplish the conversion. Understandably, most of our customers have been reluctant to provide technicians the needed access to their premises. When there will be a return to normal that allows traditional access to customers locations is anyone's guess.

In speaking with TMA member Kevin Stone, COO Doyle Security, he shared "Quite frankly, the industry is up against a tremendous challenge. We are well underway on our journey to replace

*Continued on page 6*

*The views, thoughts and opinions in this article belong solely to the author and not necessarily to his employer.*





handle the speed of change.” With the knowledge that we absolutely needed to be unwavering in our commitment to protect the people, property, and information in our care, we rose to the unfortunate occasion and did what had to be done, quickly, with the guidance and support of one another. At our recent Voice of the TMA Member survey participants pointed out how grateful they were to hear their peers openly share their challenges and their solutions during last year’s Virtual Town Halls.

We routinely speak of partnerships, connections, and networks as part of the interworkings of our businesses. These relationships take on different meanings and are evaluated independently by each of us. But, the manner in which our community came together in that instance, and continues to rally on one another’s behalf today, is a testament to the character and the commitment that binds us together.

“When sustainability is viewed as being a matter of survival for your business, I believe you can create massive change,” observed Cameron Sinclair, co-founder of Architecture for Humanity, a nonprofit that seeks architecture solutions to global crises.

The pandemic challenged us in ways we’d never experienced before as business owners and operators. We, essentially, had no choice but to change if we wanted to survive. And, in changing, we

discovered things that we didn’t know about ourselves, our teams, and our peers. We found strength we didn’t know we possessed. We gathered support and fortitude from those we never expected to be there for us.

We are the fittest. We survived. And as always, **T**ogether we **M**ove **A**head. 

Celia T. Besore, CAE  
Executive Director, TMA

## Survival of the Fittest

The phrase “survival of the fittest” originated in the fifth edition of British naturalist Charles Darwin’s *On the Origin of Species*, which was published in 1869. While many believe that physical strength is the secret to survival, Darwin actually asserts that those who best adjust to their environment are the most likely to succeed and thrive. Darwin himself stated, “It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change.”

customers. There was a very definite and decisive sense of urgency for change.

One of the ways our members adapted to the new reality was to include work-

**“Your greatest and most powerful business survival strategy is going to be the speed at which you handle the speed of change.”**

Each of our capacity to adapt to change has been put to the test over the last year—in both our professional and personal lives. Once the pandemic reached our shores in March of 2020 and the virus rapidly took hold, our members faced intense and unprecedented challenges to their businesses and the means by which they provide life-saving services to millions of residential, commercial, and government


from-home solutions, either in the administration-related areas of the company or in the monitoring station.

Now, some 12 months later, we know that, as a community and as an industry, we have what it takes to survive.

Entrepreneur and investor Ajaero Tony Martins said, “Your greatest and most powerful business survival strategy is going to be the speed at which you

*President's column, continued from page 4*

radios and upgrade systems, but it's most certainly a race against time."

The AICC and TMA have taken a pro-active posture on multiple fronts to have AT&T postpone its 3G sunset. AICC has been working with House and Senate Commerce Committee staffs to make them aware of the impact the sunset has on the critical life safety and security services we provide. You received correspondence from TMA, asking for you and your employees to contact your congressional representatives. Please contact [communications@tma.us](mailto:communications@tma.us) if you would like to have the communication resent to you. Our industry needs everyone's support. 

Don Young  
President  
The Monitoring Association

## **TMA MEMBER COMPANY GIVING BACK**

### **Vector Security and NHL Pittsburgh Penguins® Present 'Defender of the Year' Award to Local VA Hospital Nurse**



*Ms. Nadeau (r) and her husband at the virtual award presentation.*

Vector Security, in partnership with the National Hockey League's (NHL) Pittsburgh Penguins®, presented the 2020 Vector Security Defender of the Year award to Melissa Nadeau

of Monroeville, PA. The Vector Security Defender of the Year award honors a frontline worker for their service during the COVID-19 pandemic. Nadeau was selected jointly by Vector Security and the Pittsburgh Penguins from a number of entries submitted during the contest period. An ICU nurse for 18 years, Nadeau has worked at the VA Hospital in Oakland for the last two years. When the Coronavirus pandemic began impacting the Pittsburgh region, she started to work with hospital patients who were impacted by the virus.

**Do you have a feel-good story to share?**

**We know many TMA members reach out to their communities every day and lend support to their neighbors in so many ways.**

**Email your story and photos to share with other members to [communications@tma.us](mailto:communications@tma.us).**

**You may inspire great works in others!**

## **TMA Dispatch, Spring 2021**

7918 Jones Branch Drive, Suite 510  
McLean, VA 22102  
703-242-4670; Fax 703-242-4675

### **About TMA**

The Monitoring Association (TMA) is the trade association representing the professional monitoring industry. Our membership community is comprised of companies spanning all industry sectors, including monitoring centers, systems integrators, service providers, installers, consultants, and product manufacturers. TMA is dedicated to the advancement of the professional monitoring industry through education, advocacy, standards, and public-safety relationships.

### **Our Mission**

Our mission is to promote and advance professional monitoring to consumers and first responders through education, advocacy, and the creation of standards.

### **Our Vision**

A safer world through professional monitoring.

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### **TMA Officers**

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Information Systems Manager, ASAP Service Manager  
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Tara Compher

**MEMBERS MAKING NEWS****ADI Announced its 2020 Supplier Award Recipients**

Each year, ADI recognizes key suppliers across North America for their support and contributions towards the growth and success of ADI. Suppliers are evaluated based on revenue, sales support, marketing initiatives, inventory results and feedback from ADI's sales leadership team. The ADI Supplier Awards were presented during the ADI 2021 Supplier Symposium. ADI selected Digital Watchdog as Supplier of the Year for North America. ADI also recognized suppliers in the categories of Operations Support, Marketing Support, Sales Support, New Product of the Year, and Rookie of the Year.

**2020 ADI Supplier Award Recipients: Supplier of the Year:**

Digital Watchdog

**Best Marketing Support:**

Aiphone

**Best Operations Support:**

Hanwha Techwin America

**Best Sales Support - United States:**

CDVI Americas

**Best Sales Support - Canada:**

Axis Communications

**New Product of the Year:**

Resideo's ProSeries Security and Life Safety Platform

**Rookie of the Year:**

Alarm.com

**ADI Expands with Addition of New Texas Location**

ADI announced it opened a new branch location in Fort Worth, Texas. This marks ADI's second location to serve the Dallas-Fort Worth (DFW) area and seventh location across the state.

The new ADI Fort Worth branch, located at 5036 Saunders Road, Fort Worth, TX 76119 (Phone: 817-516-3820), will provide dealers with access to ADI's full range of products and services.

**ADT and Branch Insurance Partnering**  
Branch Insurance announced a strategic partnership with ADT to offer ADT home security customers discounts on their home and car insurance. This collaborative effort blends ADT's professional monitoring service for intrusion, smoke, carbon monoxide and flood detection, with Branch's instant-pricing model to create "quicker, easier and more affordable insurance for those who protect their home with ADT," Branch said, noting that customers who protect their home with ADT can now get up to a 29 percent discount on home and auto insurance with Branch.

**Alert 360 Opens First Home Security, Business Security, and Home Automation Retail Center**

The new Alert 360 Retail Experience Center offers area families and business owners a user-friendly, hands-on experience with some of the best home security, business security, and smart home solutions available, including the new Alert 360 Smart Video Doorbell 2.0.

**Eastern Bank Announces New Commercial Customer - ADS**

Eastern Bank is pleased to announce Alarm Detection Systems, Inc. as a new commercial banking customer. Illinois-based Alarm Detection Systems (ADS) is one of the largest security companies in the United States and offers both business and home security systems. Eastern is providing a full banking solution to ADS, which includes a revolving line of credit for working capital and expansion plans as well as comprehensive cash management services and solutions.

**Immix Software Announces Sale to Norland Capital**

Immix Software, a global provider in video monitoring security software,

announced its sale to Norland Capital, a global private equity firm focused on investing in and growing software and technology companies.

**Interface Security Systems and Video Analytics Company, Ignite Prism, Form Exclusive Partnership**

Interface Security Systems announced that it has entered into a strategic partnership with Ignite Prism, a developer of cloud-based business intelligence solutions. As part of this partnership, Interface will have exclusive rights to Ignite Prism's video analytics technology in North America.

**Johnson Controls Unveils Ambitious Sustainability Commitments, Accelerates Vision for a Healthy, Sustainable Planet**

Johnson Controls announced new environmental, social and governance (ESG) commitments, science-based targets, as well as a net-zero carbon pledge, to support a healthy, more sustainable planet over the next two decades. The company's and customers' emissions reduction will be driven by Johnson Controls' OpenBlue technologies and innovations which leverage big data and artificial intelligence to optimize buildings sustainability.

**Johnson Controls Named IoT Partner Ecosystem of the Year in 2021 IoT Breakthrough Awards**

Johnson Controls was awarded "IoT Partner Ecosystem of the Year" in the 2021 IoT Breakthrough Awards. The company was honored for its OpenBlue digital platform and extensive work implementing a network of OpenBlue Innovation Centers around the world. Both are part of Johnson Controls' commitment to deliver healthy people, healthy places and a healthy planet.

**OpenEye Announces Product Update**

The first generation of OpenEye's MA-Series Cloud-managed Hybrid Appliance

*Continued on page 9*





# ALTRONIX PACKS A 1-2 PUNCH!

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*Member News, continued from page 7*

is being updated with a new chipset and enhanced functionality. The OE-MA Gen. 1 will be sold while supplies last.

### **Johnson Controls' Sensormatic Solutions Continues to Power Retail with Google Cloud**

Johnson Controls announced that its global retail solutions provider, Sensormatic Solutions, continues to innovate through its partnership and joint investment with Google Cloud. The long-term strategic partnership is helping to power Sensormatic IQ, the new intelligent operating platform for retail, delivering improved shopper experiences and retail outcomes as the industry continues to evolve and meet new challenges.

### **Vivint Latest Company to Join Z-Wave Alliance**

Vivint Smart Home has joined the Z-Wave Alliance as its newest principal member. The Z-Wave Alliance is a standards organization dedicated to developing and advancing the popular Z-Wave wireless smart home protocol. Vivint will also have a seat on the organization's Board of Directors.

## **COMPANIES MAKING MOVES**

### **ADT Acquires the Assets of and Partners with Ackerman Security**

ADT announced that it has acquired assets from Atlanta-based Ackerman Security Systems, which will join the ADT Authorized Dealer Program and will sell and install ADT smart home security services to its new customers.

### **Alarm Detection Systems Acquires Illini Security Systems**

Alarm Detection Systems (ADS) acquired Illini Security Systems of Sycamore, Ill., for undisclosed terms. Illini Security, owned and operated by Gene and Margaret Deisz since 1984, serves residential and business customers in Northern Illinois.

### **Brinks Home Security Acquires Select Security**

Brinks Home Security announced that it has acquired approximately 30,000 residential and small business and 8,000 large commercial alarm monitoring contracts from Select Security, totaling approximately \$2.0 million in RMR. Brinks Home Security will retain the majority of Select Security's commercial sales, field technicians, and customer service employees, as well as certain office locations to offer the highest level of service to these customers.

### **Kimberlite Corporation Announces Purchase of Security First Alarm King**

Kimberlite Corporation recently acquired Visalia, California-based Security First Alarm King (SFAK). SFAK, a security systems integrator, that designs, installs, monitors, and services security and fire systems for industrial, commercial and residential customers throughout Tulare County.

## **PRODUCTS MAKING NEWS**

### **Alarm.com Unveils New Sensor to Extend Security, Awareness Across a Property**

The Alarm.com Flex IO, a battery-powered device that is weatherproofed for use outdoors, uses the latest LTE-M technology to operate anywhere there is LTE coverage and without a panel, hub, or WiFi. The sensor works as a standalone solution or as an expansion of a person's existing Alarm.com-powered system. The Flex IO sensor has an expected battery life of more than two years and seamlessly integrates with the existing Alarm.com ecosystem of connected smart home devices.

### **Altronix Releases New Environmentally-Hardened Products**

Altronix announced the release of new environmentally hardened PoE Switches and powered media converters supporting the latest 802.3bt PoE devices. These end-to-end PoE and fiber long-distance solutions allow multiple high-powered IP devices such as multi-sensor cameras, IR or White Light

illuminators and wireless access points to be deployed in remote locations with or without local power.

### **Anixter Introduces LONGSPAN Max™ High-Power POE and Ethernet Extenders**

LONGSPAN Max products are high-power versions of Veracity's extremely successful LONGSPAN range of long-distance network extenders for Cat5e or Cat6 cable. Like all LONGSPAN products, these new high-power models are fully automatic, simple to install and maintenance-free. They are compliant with the 90W POE standard, 802.3bt and designed to deliver unrestricted 100Base-TX with 802.3bt high-power POE at distances far beyond the normal Ethernet limits for problem-free external PTZ IP camera installation.

### **Bosch Launches AI-Backed Skin Temperature Detection Solution**

The Human Skin Temperature Detection solution from Bosch is a contactless screening tool that can scan employees, customers, visitors and contractors for elevated skin temperature.

### **Bosch Releases a New Version of Intelligent Insights**

The latest release of Intelligent Insights from Bosch offers a software widget update that supports safe social distancing. Intelligent Insights is an AIoT video software solution that gives customers the power to predict based on live and historical data. Intelligent Insights taps data from Bosch video cameras with built-in Artificial Intelligence (AI) and pulls it into a single dashboard to support informed decision making before a potential situation occurs.

### **Continental Access Introduces E-Access Embedded Platform**

Continental Access, a division of NAPCO Security Technologies, announced the debut of the all-new E-Access platform. E-Access is a new easy-to-use platform of 1- to 4-Door Self-Contained Controllers with embedded software. It

## MEMBER NEWS >>

*Continued from page 9*

offers hybrid access control in a cloud-based system, with the advantages of an on-premise access system. E-Access is available in 1-Door, 2-Door and 4-Door controller models, fully scalable 8 doors expandable to 256.

### **Immix GF Enables Remote SOC Capability**

Immix GF provides the platform for operations to achieve the economies of scale needed to monitor multiple customers, who each have multiple systems, across multiple locations, all the while increasing the effectiveness of your physical security force and the security services you offer.

With its primary foundation being Access Control monitoring with Video Verification, it is designed for monitoring entities that have multiple enterprise-level customers that want to monitor their advanced security applications or that have a physical guard force that needs to be more closely tied the monitoring response platform.

### **NAPCO's FireLink FACP Now Offers Cloud Programming**

The StarLink® Fire Cellular Communicator is now with cloud-based programming. FireLink can be programmed from any smart device or tablet (no special software, training or laptop required) using easy drop-down menus. Beyond FireLink's default sprinkler supervisory 8Zn program, Cloud portal adds ease of expanding and customizing the FACP across its max. 32 zones, using any mix of conventional, addressable and/or wireless devices.

## **INSTALLATION STORIES**

### **Interface Security Helps Leading Restaurant Chain Reduce its False Alarms by 95%**

Interface Security Systems announced that El Pollo Loco, a national restaurant chain, is using Interface's managed video verified alarms and intrusion alarm monitoring to detect intrusions and minimize false alarms. With Interface,

El Pollo Loco has saved several thousand dollars in annual false alarm penalties across its 198 restaurants.

### **Genesis Security Services, Inc. Updates Security for Puerto Rico Schools**

Puerto Rico suffered extensive damages as a result of multiple hurricanes. In response, the Commonwealth opted to not just rebuild, but to update the security infrastructure and systems within its schools. The story was featured in the November/December 2020 *Security Technology Executive Magazine*. Read the full story at <https://editions.mydigitalpublication.com/publication/?m=60973&i=685898&p=20>.

## **PEOPLE MAKING NEWS**

### **Jon Kabrud, Channel Director at ADT Cybersecurity, Named One of CRN's 50 Most Influential Channel Chiefs of 2021**

During his first six months leading ADT's MSP channel, Jon Kabrud launched a three-tier partner program with benefits, established field engagement and partner support processes, significantly ramped up partner recruitment efforts, built a Partner Advisory Council, implemented a CRM system, updated ADT Cybersecurity's website and portal, restructured his team, and launched several marketing campaigns.

### **Johnson Controls CEO named Chair of Business RoundTable Energy and Environment Committee**

Johnson Controls Chairman and CEO George Oliver has been chosen by the Business Roundtable Chairman Doug McMillon, president and CEO of Walmart, to serve as chair of the organization's Energy & Environment Committee.

Business Roundtable is an association of chief executive officers of America's leading companies. Through research and advocacy, Business Roundtable supports policies to spur job creation, improve U.S. competitiveness and strengthen the economy. Its Energy

& Environment Committee is dedicated to advancing policies that encourage innovation and support an environmentally and economically sustainable future.

### **Brian Duffy Named CEO of Per Mar Security Services**



Per Mar Security Services announced Brian Duffy has been promoted from Chief Operating Officer of Per Mar to President and Chief Executive Officer effective January 1, 2021.

Duffy becomes the third generation of the Duffy family to lead Per Mar. The company was founded by John and Eleanor Duffy in Davenport, Iowa in 1953. Michael Duffy will continue with the company as Chairman of the Board.


### **Brivo's Van Till Addresses Impact of Pandemic on Customers in SIW Feature**

According to Steve Van Till, Co-Founder, President & CEO of Brivo, "There is no doubt that when we look back in 20 years to 2020, we will see a turning point in human history. In addition to the pandemic's impact on human health across the globe, it will be a defining moment when long held patterns of human behavior will be challenged." Read the full feature online.

### **MacGuard Welcomes New Senior Advisor - Bill Graham**



Bill Graham, a 45-year security industry veteran, joins MacGuard Security Advisors as Senior Advisor, Sales & Business

Development. With his vast experience in the builder segment, Bill will be responsible for helping Dealers take advantage of opportunities in this important vertical. 

## Make Your Reservations for TMA's 2021 Annual Meeting in Hawaii



The 2021 TMA Annual Meeting is set for October 9-13 at the Ritz-Carlton, Kapalua on Maui, Hawaii.

TMA has secured unbelievable room rates with the Ritz-Carlton, Kapalua for the 2021 TMA Annual. Rates available through the reservation link are more than 50% less than rack rates currently posted on the hotel's website over the same period. In addition, TMA has secured a resort fee of just \$15, a discount of almost 60% on the standard resort fee of \$35.

TMA exclusive room rates are from \$339 to \$389 per night. Rooms are available on a first-come, first-served basis with a limited quantity of rooms. ***Book early!***

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# FirstNet and the Alarm Industry

## Does your company need to be FirstNet-certified?

By Chief Harlin R. McEwen, Honorary President, IACP



Signed into law by President Obama on February 22, 2012, the Middle-Class Tax Relief and Job Creation Act created the First Responder Network Authority (FirstNet). The law gives FirstNet the mission to build, operate, and maintain the first high-speed, nationwide wireless broadband network dedicated to public safety. FirstNet is an independent authority within the U.S. Department of Commerce.

The FirstNet “Nationwide Public Safety Broadband Network” (NPSBN) is the country’s first nationwide communications platform dedicated to public safety to help first responders connect to the critical information they need every day and in every emergency. On January 13, 2016, following three years of developing the requirements for the PSBN, the First Net Authority (FNA) issued a Request for Proposals

(RFP) soliciting a partner or partners to build and maintain the NPSBN. On March 30, 2017, the FNA announced it had selected AT&T to build and maintain the network.

AT&T, under a contract awarded by the FNA, is building a separate communications platform operating on a physically separate dedicated core that is purpose-built for public safety, based on their specifications and requirements. The FirstNet evolved packet core includes coverage by 700 MHz Band Class 14 wireless spectrum. Band 14 is a nationwide, high-quality wireless spectrum set aside by the government specifically for FirstNet. It provides good coverage in urban and rural areas, penetrates buildings and walls easily and covers larger geographic areas with less infrastructure. Band 14 also allows high-power user equipment (HPUE) with the

ability to radiate at levels 6 times what is typically allowed on a commercial LTE system.

Built with AT&T, in a public-private partnership with the First Responder Network Authority (FNA), FirstNet Built with AT&T is bringing public safety a long overdue and much-needed technology upgrade. FirstNet Built with AT&T gives public safety 21<sup>st</sup> Century communication tools to help save lives, solve crimes, and keep our communities and emergency responders safe.

FirstNet is also available to a specific extended community that supports first responders – from the mitigation, remediation, overhaul, clean up and restoration, to the provisioning of other services required – during the time of an emergency or its aftermath. These are known as extended primary users and can include essential government services, transportation, and utilities. Certain services provided by the electronic security and life safety systems industry are included in this extended primary user category – including residential, business and government facility alarm monitoring services. Because FirstNet is a dedicated public-safety resource, primary users (first responders) and the extended community applications are reviewed before service is approved.

*Continued on page 18*

*From 2012 to 2017, Chief McEwen served as the Chair of the FirstNet Authority PSAC. In this role, he led the efforts of the 43-member PSAC to provide operational recommendations to the FirstNet Authority Board and staff as the FirstNet Authority worked to deploy the nationwide public safety broadband network.*

# Spotlight on Education

Get an up-close look at TMA's educational offerings and discover how members are using training to reach their business goals.

By Julie N. Webber, Vice President of Education and Training, TMA

## The World as a Classroom

We can all agree that 2020 was an education in itself! It is hard to imagine how we will all feel when we are back in the classroom together again and can meet in person to exchange ideas, catch up and even share a meal together. **The one thing that a pandemic has shown us is that community can still happen when we cannot be physically present.**

With the severity of our circumstances, TMA opened its doors to everyone who needed our help. This sense of community allowed for a safe place to share common concerns and address best practices. Members shared success stories around essential worker status, COVID safety practices, and practical advice about shift work adjustments to maintain a healthy work environment, among other resources.

Last year's virtual meetings allowed us to not only gather in a Zoom room but to connect in the Whova platform, through a community chat and a virtual exhibit hall. For many of us, this allowed us to get together in the midst of a lockdown situation. Seventy seasoned subject-matter experts gathered to present

27 different programs that offered actionable takeaways and a forum to encourage questions. Although not to everyone's preference, it worked! With Hawaii in our sightlines for the Annual Meeting in October, some have already pulled the trigger and hotel reservations and flights are booked.

## Learning by Association

In scientific terms, associative learning is a learning process in which a new response becomes associated with a particular incentive. In our own terms, learning by association is part of our mission to advance professional monitoring through education. TMA has been actively working on several important standards that will impact

how the industry handles their monitoring processes.

As an American National Standards Institute (ANSI) accredited Standards Development Organization (SDO), a priority for TMA is to offer education to help prepare our members for upcoming changes that can catch companies off guard. For example, two high impact standards are in progress, a permanent Work From Home and AVS-01, a public safety response solution, using real-time data from security providers that will improve situational awareness as well as first responder safety.

## Leading Transformation Through Education

Participating in our education program provides members the strategic advantage of receiving high-quality, actionable content to help prepare and navigate through change.

As we face a new normal existence in 2021, education and information sharing is at the forefront of our minds.

TMA is resurrecting its Mid-Year Meeting in April offering sessions geared to industry leaders, operations, and technology managers. It has been rebranded as MyMeeting to reflect the focus of topics for everyone. This virtual event will take place over three days, with registration options to attend one, two, or all three days.

The overarching theme is Renew, Refresh and Recharge. Starting at 11:00 AM Eastern each day, participants will hear focused 30-minute sessions on various strategies for business development, operations, and technology growth opportunities. Highlights include sessions on valuation, 3G sunset solutions, HR updates, best practices in marketing and

communications, succession planning, call blocking awareness, work from home solutions, and video monitoring services success tips. For details, see page 21 or <https://tma.us/virtual-mid-year-meeting/>.

### **TMATraining.org**


TMATraining.org is your portal to operator education. All operator online courses are accessible through this site. Not only can you purchase the full Level 1 and Level 2 courses, but you can also customize your individual training programs by selecting individual modules to meet the specific needs of your team.

Students can also research their certification expiration dates at

TMAtraining.org by logging in and checking their training history by selecting View My Transcript. Access questions may be directed to the TMA Training Helpdesk at [support@tmatraining.org](mailto:support@tmatraining.org)

Member companies that regularly purchase course licenses are encouraged to use the Training Manager Tool that allows managers to easily:

- Purchase and assign licenses
- Claim/Identify students
- Track re-certification Summary

Thank you for your continued support of TMA's Education Program! 

## **TMA Education Volunteer Spotlight**

**Interview with Brandon Niles, co-chair of the TMA Education Committee**

**Julie Webber, TMA Education:** Brandon, tell us about how you first became engaged in association work?

**Brandon Niles:** When I first started at Acadian Monitoring Services, I was asked to find ways to cut costs and grow our profit margin. One of the first places I looked was my company's membership with the Central Station Alarm Association (now The Monitoring Association) as I truly did not understand the value I was getting from them. It was not until I met with my central station managers that I started to understand part of the value proposition and it was not until a couple of years after that I truly started to realize the value of being part of this association.

**Julie:** Tell me more about your initial thoughts about membership?

**Brandon:** At first I thought being part of the association was something nice to have when making a sales pitch. I did not realize how much easier my job would become once I started taking advantage of the resources that TMA had to offer. Through its educational programs, I was able to create training programs customized to my company's needs, while ensuring the employee's knowledge on the elements of the monitoring industry in general that a very focused training may have overlooked.

**Julie:** What has been Acadian's experience with TMA education?

**Brandon:** I particularly see the value in the TMA's education programs in what my employees have been able to bring back

**"Tell me and I forget. Teach me and I remember. Involve me and I learn."**

**~Benjamin Franklin**

to the office from the special webinars and conferences they get to attend. In just the past year, we have implemented a number of new initiatives learned while at these sessions that have helped my business in small and large ways. At one of the sessions a speaker from ADT mentioned giving away gift baskets to remote employees and even new employees upon hiring. We've started doing that and morale has improved drastically.

**Julie:** What keeps your company engaged with association activities?

**Brandon:** I appreciate that TMA has implemented initiatives to help move the monitoring industry forward. From embracing video monitoring, putting efforts towards delaying the 3G sunset, and providing assistance with running a business during the pandemic, TMA has really stepped up this past year.

**Julie:** What are you personally looking forward to in 2021?

**Brandon:** I'm looking forward to seeing TMA expand its online education program to include video monitoring for operators and outdoor video installation best practices.

If you are interested in volunteering your time and expertise, please visit [tma.us/volunteer](https://tma.us/volunteer). Complete a quick survey to let us know your availability. Volunteering and sharing your knowledge is a concrete way to give back to your community and elevate the entire professional monitoring industry.



# 2021 TMA Online Operator Training Certification Program Changes

## *Introducing a New Recertification Requirement for the TMA Operator Certification Program*

As the trade association for professional monitoring, TMA has offered operator Level 1 and Level 2 training geared towards reinforcing key components of meaningful operator training.

Certification has been a vital component of TMA's Five Diamond designation and has offered continuing education opportunities essential in state license compliance training.

For many years, operators were only required to take the certification course once. Due to the changes in the industry and technology, TMA's leadership approved periodic recertification to demonstrate a commitment to maintaining competency. Recertification ensures your operators' skills and knowledge are up-to-date on the regulations and rules that are essential to their job and industry.

The training program will now contain a recertification component for the Operator courses; certified operators will be required to recertify every three years, beginning in 2021. For those participating in the Five Diamond Designation program, the new operator recertification requirement will begin with the 2021-2022 renewal cycle.

The new requirement will roll out over a two-year period. Operators must meet the new recertification requirement to remain in compliance. Graduates have a two-year transition period to meet the new requirement. At minimum, operators that last received their certification five years ago or longer must recertify in 2021. By the end of the two-year transition period, each operator must recertify within a three-year period. Full program compliance is expected by December 31, 2022. Requests for adjustment to program compliance deadlines will be reviewed on a case-by-case basis.

Several course options are available and discounted rates will be offered to those wishing to purchase multiple licenses.

### **Why now?**

In order to maintain the integrity of the certifications, we are implementing a recertification program:

- TMA has been providing operator certification training for almost two decades.
- TMA offers the premier operator training program for the TMA Five Diamond program.
- Both TMA operator courses (Level 1 and 2) have been completely reworked to meet the current needs of the monitoring center operator.
- Recertification is important to support your commitment to ongoing job-related education and testing.

### **What is the cost?**

- TMA will offer multiple options to complete recertification, for the price of \$99/student, every three years. For a limited time, member bulk pricing will be available for purchases of 10 or more recertification licenses.
- There is also a time commitment to complete the required recertification training (about 2 to 6 hours depending on the option you choose).

### **Compliance Requirements**

There are four options available to complete recertification:

1. Retake Level 1 (2017 version); pass the exam at 85%
2. If you have taken Level 1 (2017 version), you also have the option of taking Level 2 (2020 version); pass the exam at 85%
3. Test out: Student bypasses course material and must pass the Level 1 test at 90%

4. Complete/pass 1 of 3 bundles below:

### **Operations Bundle**

- Level 1/Module 4 – The Monitoring Process
- Level 1/Module 6 – Industry Readiness and Monitoring Center Security
- Level 2/Module 4 – Industry Standards: The Fundamental Building Blocks of Professional Monitoring
- Level 1/Module 7 – Monitoring Center Operator Code of Excellence

### **Technology Bundle**

- Level 1/Module 2 – Technology
- Level 2/Module 5 – Telecommunications and Enhanced Technology
- Level 2/Module 6 – Cybersecurity in the Monitoring Center
- Level 1/Module 7 – Monitoring Center Operator Code of Excellence

### **Customer Service Bundle**

- Level 1/Module 3 – Effective Communication
- Level 2/Module 2 – Conflict Resolution Using Effective Team Communications
- Level 2/Module 3 – Strategies for Advanced Call Handling in the Monitoring Center
- Level 1/Module 7 – Monitoring Center Operator Code of Excellence

### **Summary**

- Operators must recertify every three years, beginning in 2021
- To keep their certification status, operators that last received their certification five years ago or longer must recertify in 2021
- By the end of year two, all operators must be recertified within a three-year period
- Full program compliance is expected by December 31, 2022
- Requests for adjustment to program compliance deadlines will be reviewed on a case-by-case basis.

# What Our Members Say About Training and Education

“Some companies believe it will cost them too much money and loss of productivity to train their employees. The cost to not train your employees far outweighs the cost to train your employees. It will cost you less to train and retain your current employees than it will to hire new ones. We have found that by providing our employees with on-going training, they are happier, they work smarter and their productivity increases because they understand their job better.”

*Shannon Woodman, President/COO, Washington Alarm, Inc.*

“The global pandemic made us take a hard look at how we were training our operators and who in our organization could handle alarms if one of our central stations would have to close. It brought about a need to develop easy to understand training that could be utilized in an online setting, both live and pre-recorded, instead of relying solely on in classroom training.

It gave us the opportunity to cross train other departments who, in the event of an emergency, could step in and assist our customers when necessary. In developing this new training, we have built and strengthened relationships across all levels of the organization, and we are stronger for it.”

*Shaun P. Murphy Central Station Training and Development Specialist, Vector Security*

“Acadian Monitoring Services’ sister company, National EMS Academy, is one of the largest training academies in the EMS field that supports students all over the United States. In conjunction with them, Acadian has created a training program for most of its employees that encompasses multiple approaches at training that includes in person, on line, follow up and professional certification components.



It is our focus to have all employees certified through the relevant association by the time their training has ended. For our monitoring dispatchers, Acadian focuses on training all of its dispatchers up to Acadian’s standards and then utilizes educational classes offered by The Monitoring Association to demonstrate understanding of alarm monitoring principles to justify the dispatcher moving on to the supervised monitoring component of their training.”

*Brandon Niles, Senior Director, Acadian Monitoring Services*

“The TMA Education programs, web based presentations and meeting agenda all focus on providing education and updates on germane industry issues,

changing standards and employee development tools for the membership and beyond. Peer exchanges of ideas and “best practices” offer real value to your membership and your employee work force.”

“Especially today in the midst of the pandemic, virtual work environments make the training of new employees and updated training of your existing staff even more challenging. The TMA programs are prepared and offered by industry involved peers who are experienced on the topics they present.

Most of the “educators” are deeply involved in that respective segment of the business - central station, customer care, training and sales, that they are offering real experience and solid “take aways” from the programs provided.”  
*John Brady, TRG Associates, Inc. (Co-chair of the TMA Education Committee)*

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**“Investing in your employees is an investment in your company.”**

*Ivan Spector, Alarme Sentinelle*

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# A New Reality for Monitoring

## Get your head into the cloud

By Avi Lupo, DICE Corporation



The evolution of technology has transformed the world we live in. This new reality brings with it many exciting opportunities for central stations. It is my goal to share this new reality and its benefits. This time, I would like to start by sharing why it is time to “put your head in the cloud.”

Cloud computing has been around for a while and despite its benefits, many companies continue to operate without it. In fact, you have been using it for years. If you are Googling something, using a smartphone, or accessing your Facebook account, or any other mobile application, you are using the cloud. A study made by Dell reports that companies that invest in big data, cloud, mobility, and security enjoy up to 53% faster revenue growth than their competitors. They use this technology to run their organizations more efficiently, better serve their customers, and

dramatically increase their overall profit margins.

The cloud includes software as a service (SaaS), platform as a service (PaaS) and infrastructure as a service (IaaS). Following is a list of the benefits of the cloud. As you read through, imagine what each can do for your central station.

### Accessibility

Cloud-based applications and data are accessible from virtually any internet-connected device.

### Data Security

Hardware failures do not result in data loss because of backups. Once the data is stored in a cloud, it is easier to get the back-up and recovery. Recovery of data lost on-premises can be an exceptionally long process.

### Equipment Savings

Cloud computing uses remote resources, saving organizations the cost of servers and other equipment.

### Pay Structure

You only pay for the resources you use.

### Flexibility

Users can scale services to fit their needs, customize applications and access services from anywhere with an Internet connection.

### Strategic Value

Cloud services give enterprises a competitive advantage by providing the most innovative technology available.

### Regular Updates

Service providers regularly provide updates to give users the most current technology.

### Cost Savings

Cost saving is one of the biggest cloud benefits, especially substantial savings on capital costs as there is no need to invest in any physical hardware. Also, you do not need trained personnel to maintain the hardware.


*Continued on page 18*

*Avi Lupo is co-president of the New DICE. He served as the CEO of FST21 America, a security technology company with offices in Israel and the U.S. and also served as co-founder and president of OzVision Global, a leading developer of advanced video solutions in the international security monitoring market. Among his many accomplishments, Avi formed strategic alliances that introduced Video as a Service (VaaS) to the security industry, establishing industry standards.*



For the alarm industry, approved Alarm Cellular Communicators are eligible for FirstNet Service as Extended Primary Users.

The Monitoring Association (TMA) has coordinated with FirstNet Built with AT&T and has developed a certification process that facilitates an orderly way for the alarm industry to use FirstNet services as a way to transmit public safety related alarms to an alarm central monitoring facility for verification and further relay to a 911 center or public safety answering point (PSAP).

Details on the process for the alarm industry are available on the TMA website at <https://tma.us/programs/tnet/>. 


Guest Column, continued from page 17

### Unlimited Storage Capacity

The cloud offers almost limitless storage capacity. At any time, you can quickly expand your storage capacity with very nominal monthly fees (including video storage).

I hope that this helps you to understand the many benefits of the cloud for your central station and the success you will enjoy once you “put your head in the cloud.”

Think broadly and not just evaluate the potential savings, but also think about improved productivity, more speed and lowered risk. This is where I believe the industry is heading.

Hockey great Wayne Gretzky once commented that you will miss 100 percent of the shots that you don't take. Are you ready to take your shot and realize the benefits? There has never been a better time to bring your central station into the new reality, which is in part, the cloud. 

## TMA Member Appears on TV Show - Meet the Drapers



will be that superpower, and it will come as a Virtual Security Guard cape that turns a hero into a superhero. That was the vision that Sentry AI presented on February 6<sup>th</sup> on an episode of “Meet The Drapers,” a TV show on a hunt for the next big idea in technology.


Security monitoring: search for the superpower!

You can't be a superhero without a superpower - a very wise person said!

What superpower can we give to our hardworking security professionals?

What if monitoring agents can easily tell a real suspicious activity from false alerts and security guards know exactly where to be to ward-off an intruder? No more watching security cameras to identify all the bug species at a customer site or making the entirely predictable 23<sup>rd</sup> patrol of the night. AI

The idea received huge interest from both the public and the futurists. The judges and audience were amazed at the virtual guard's ability to think like a human, monitor tirelessly, and use self-learning to improve itself over time. The AI is designed to work with any legacy security system and operating procedure and is also tailor-made to identify security and safety threats.

Don't miss the next round of the show on Game Show Network (4/10) to see how the AI-powered virtual security guard empowers our security heroes. 



## Renew. Refresh. Recharge.

TMA Mid-year Meeting | April 20-22, 2021 | Virtual

Three days.

Day 1: Leadership

Day 2: Operations

Day 3: Technology

Two ways to engage.

1. Education sessions

2. Exhibits

One GREAT meeting.

Register to attend now on the TMA website.

# Practical Considerations for Employers in a Pandemic

## Employers must monitor and control COVID in the workplace

By R. Andrew Arculin, Evan Minsberg, Makalia Griffith, Venable, LLP



With the roll-out of vaccinations and increased guidance from regulatory bodies, the light at the end of the tunnel is starting to shine brighter for businesses thinking about reopening. However, employers must continue to monitor and control COVID-19 in the workplace.

### Returning Employees to the Workplace

Businesses that have not reopened should first prepare and implement a reopening plan. The plan should address how and when employees will return (e.g., staggered shifts, phases, etc.), requirements for entering the workplace (e.g., passing temperature or wellness screenings), mask wearing and distancing, cleaning protocols, procedures for responding to positive COVID-19 cases and requests for sick leave, among other things.

Businesses that previously reopened should periodically review their COVID-19 policies to ensure compliance with relevant and changing laws and best practices. All returning employees should be trained and understand any COVID-19 policies.

### Employee Health, Screening, and Accommodations

The Equal Employment Opportunity Commission (“EEOC”) has approved of temperature or wellness screenings during the pandemic. Screenings should comply with EEOC guidance and Americans with Disabilities Act (“ADA”) requirements, such as confidentiality. Be prepared to respond to infected employees and notify employees through contact tracing. Employees exhibiting symptoms or who fail a temperature or wellness screening should be required to return home until they are cleared by a

doctor, test negative, or otherwise comply with applicable quarantine guidelines.

Review and confirm that your sick leave policies comply with applicable leave laws, and be flexible with current sick leave and paid time off policies as necessary. Federal, state, and local governments continue to evaluate the need for mandatory paid leave during the pandemic, and laws and best practices in this area remain fluid.

### Vaccinations

Many employers are hopeful that vaccines could be the answer to reopening. The EEOC’s COVID-19 vaccination guidance confirms that, generally, employers may require employees to be vaccinated prior to returning. However, before implementing mandatory vaccination policies, employers should consider the administrative and practical considerations of such a policy.

Alternatively, some employers are considering offering incentives to employees to vaccinate. The EEOC has yet to weigh in on whether and what employer-provided incentives may be permissible; we will continue to monitor for this guidance. Until then, employers debating incentive programs should evaluate the potential risks and benefits.

*Continued on page 25*

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# Risk Management Close to Home

## The second in a series of managing risks to your company

By Kirk MacDowell, MacGuard Security Advisors



Our last TMA article on Risk Management examined catastrophic events impacting three independent security alarm companies. As a refresher, in scenario one, an armed guard, while working for the alarm and response company, murdered a young woman in a brutal attack. The suspect was arrested for murder and the parents of the victim sued the company for negligent hiring, retention, and supervision. The incident garnered national news, and the company was featured in a 60-minute segment. The owner sold the company, and 72 employees had to seek alternative employment. In the second scenario, a central station employee was stabbed by her ex-boyfriend in the company parking lot and subsequently ran over by the assailant; all witnessed by the employees on video located inside the secured central station. In the third scenario, an employee, while driving home, stopped at a bar and consumed alcohol. While driving home later that evening, the

employee was involved in a catastrophic accident, the other driver lost their life, and the alarm company employee was arrested for driving under the influence and vehicular manslaughter.


Although different in nature, these three events have had an impact on hundreds of people. The most directly impacted are the surviving victims' families. They experience the grief and hardship of losing a loved one. Though catastrophic, these victims have support mechanisms such as friends, Church community, supportive family members, and the court system, be it criminal, civil, or both.

When a company gets sued for acts committed by their employees, as in two of these scenarios, there is no support system, no one to turn to. Your company has substantial contracts, vital legal help, and insurance coverage, but they are in place to protect the company, not your well-being, nor the well-being of

your employees. Sure, we have EAP programs that help the employees, but they are generally offered as a free and confidential assessment, short-term counseling, and follow-up services to employees who have personal or work-related problems.

So who takes care of your company and your employees long term? The answer is you. No one said leadership is easy, and it's tested more during a crisis than any other time in a career.

Planning for a catastrophic event begins long before the event occurs, and by taking the necessary steps up front, you'll be an influential trailblazer by leading the company and managing the crisis. Many CEOs try to do both. You simply can't. And although pre-event planning may not entail knowing the exact situation that may impact your company, if the plan is solid and the team knows how to activate and follow the program, the chances of business survival are excellent.

In part three of this series, we'll outline the four steps in crisis planning, and in part four, we'll demonstrate the financial benefit afforded to your company, your employees, and stakeholders in leading your way out of a crisis. 

*Kirk MacDowell, CEO and Founder of MacGuard Security Advisors, LLC, a consultancy specializing in the electronic security industry. Services include business operations assessment, critical projects leadership, and industry analysis. He also assists companies in identifying various growth opportunities such as attrition mitigation, new channels to market, strategic alliances and robust M&A candidates.*



# Renew, Refresh, Recharge At TMA's 2021 Mid-year Meeting

Leadership, operations, and technology sessions deliver new insights.



TMA's 2021 Mid-year Meeting is just a month away! The TMA Education Committee, in partnership with the Technology and Video Surveillance Committees, has built an outstanding, three-day program that is uniquely designed to offer compelling sessions for professionals of all experience levels. Take a few moments to preview our agenda and our amazing slate of speakers.

Sessions will be followed by a brief discussion and Q&A period.

As with our 2020 virtual meetings, you'll have an opportunity to interact with our sponsors/exhibitors throughout the event. There'll also be dedicated networking time to catch up with old friends and make some new ones, and some fun (and prizes) along the way.

*We look forward to seeing you there!*

## Day 1 - Renew

11:00 AM - 11:55 AM

### Welcome, Keynote: Leadership Lessons From an Old Jarhead

Ret. General James T. Conway, USMC

11:55 AM - 12:00 PM

### Transition Break

12:00 PM - 12:40 PM

### Financing 101 in 2021

A panel of commercial lenders and other experts discuss the current market for obtaining financing for your company. Session includes time for Q&A and discussion.

**Panel:** Megan Thompson, Esq., Buchanan, Ingersoll & Rooney PC; Greg Buscone, Eastern Bank; Mark Grudzien, CIBC Bank USA; and John Robuck, Capital One

12:40 PM - 1:10 PM

### Virtual Kitchen Catch-Up

Everyone congregates in the kitchen! Come join your colleagues for a networking opportunity to engage with your industry counterparts. Bring your laptop with you when you raid the fridge for mid-day snacks.

1:10 PM - 1:50 PM

### An Update on the Realities of the 3G/4G Migration

Hear from an industry expert on the top issues you should keep an eye on the realities of the 3G/4G migration. We will touch base on:

- Status of the transition with Providers
- Status of Product Constraints - Supply Chain issues
- Implementation challenges to date
- Metrics being tracked by companies in progress
- Cleaning up the Subscriber 3G data issues
- Shipping and delivery issues
- Problems getting into the residences - Burg and PERS
- AT&T progress with tower change outs - dark spots
- Prognosis on making it by 2/22
- Impact on deal structure today and assessment of Buyer's risk

**Speaker:** John Brady, TRG Associates

1:50 PM - 1:55 PM

### Transition Break

*Continued on page 33*



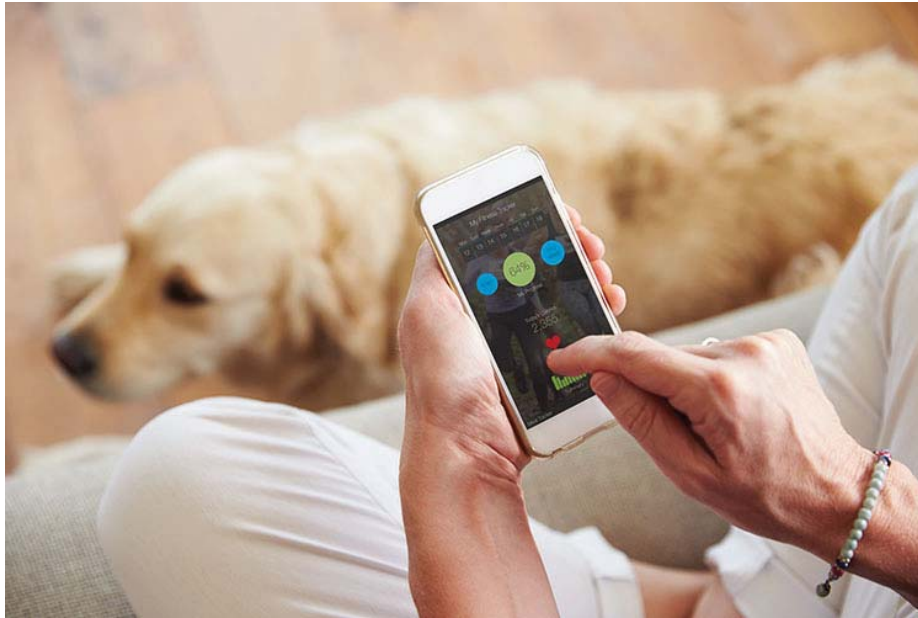
**Renew. Refresh. Recharge.**

TMA Mid-year Meeting | April 20-22, 2021 | Virtual

# Health Monitoring at Home

## Consumer demand for health data on the rise

By Jennifer Kent, Vice President, Research, Parks Associates



detecting, diagnosing, monitoring, and treating patients remotely. Connected health devices provide the vital sign data so critical to expanding the potential of remote care.

The focal point of care moved away from the care facility and into the home, where patients are encouraged to screen themselves for illness, seek consultative care remotely, and recover from illness at home where possible. Care providers and health systems have leaned on telehealth consultations to make this shift possible. Parks Associates data reveals that 41% of US broadband households used a telehealth service in the 12 months prior to May 2020, up from just 15% reporting such usage in May 2019.

Going into 2020, connected health solutions were making progress – much of the technology foundation had been laid to close the gap between the facility and the home, and to empower consumers with the apps, insights and devices they could use to manage their health and wellness. There has been a lot of innovation from vendors such as health care providers and health systems trialing approaches to make connected care or remote care work in their models, and a start on consumer education about the value of connected health products.

With the impact of COVID-19, telehealth and telemedicine solutions have been thrust to the forefront of health care for consumers. The need to avoid exposure suddenly reversed the well-established consumer preference for in-person over remote care. Payors, providers, and consumers have never been more aligned in the need to trial,

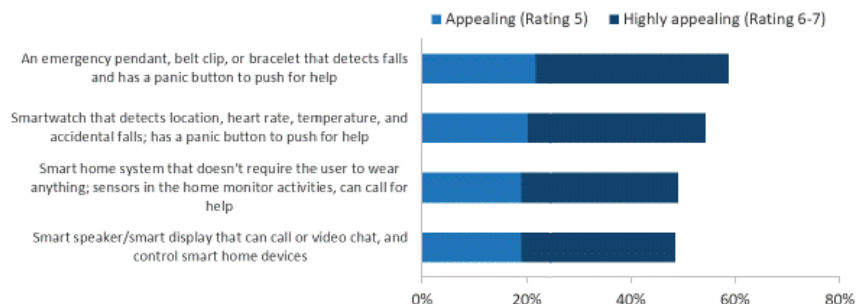
deploy, and pay for virtual care services. However, while the telehealth networks and services were largely built, robust, and ready to be massively scaled to respond to the COVID-19 pandemic, connected health device adoption and use is severely lagging. Telephone and video conversations only go so far to

Parks Associates research finds 52% of consumers in US broadband households want a telehealth service that uses data from connected health devices. The firm's research also shows interest in integrating connected health devices with telehealth consultations rises dramatically among those who have experienced COVID-19

### Caregivers Look to Smart Products for Loved Ones

CONNECTED  
HEALTH SUMMIT  
Consumer Engagement and Innovation

#### Appeal of Smart Products Used to Care for Loved Ones



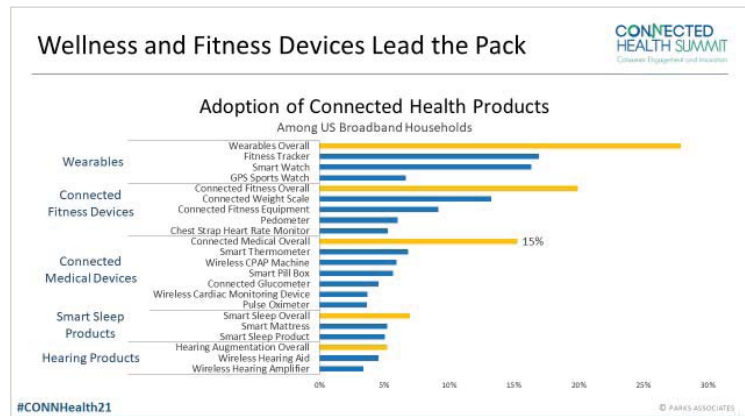
#CONNHealth21

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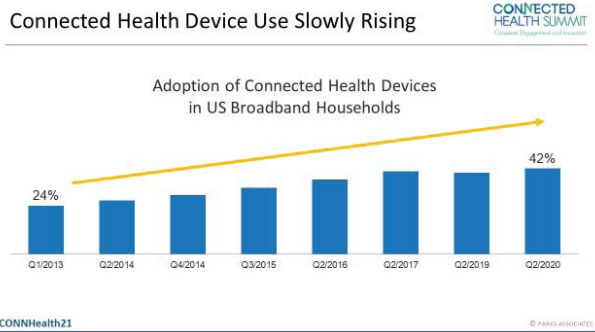
symptoms, 71% of whom find such an approach appealing.

Yet, coming into the pandemic, connected health in the home remained at the periphery of what we consider to be healthcare. The concept of “patient-centric care” still operationally meant facility-centric care. Most virtual care use cases are for ad hoc urgent care-type needs or ongoing treatment after a diagnosis when care plan is put in place and for a relatively small targeted part of the population. Proactive care, ongoing wellness, remote diagnosis, virtual monitoring of acute illness at home, has not been at the forefront of connected health.

The home is the place where most of healthcare (considered broadly) actually takes place - considering what we eat, whether we exercise, whether we are taking our prescriptions as prescribed, or how we interpret those discharge instructions. Home can now be the first place acute care can be received virtually and chronic care management can happen in an ongoing way. It's also the



place many of us may continue to work long-term. When we think of health broadly – and include fitness, diet, acute and ongoing care, caring for our mental health and the mental health of our children, caring for our elderly loved ones and helping them to live independently. You see the value in a new mindset about what home-centric care can mean. Changes in the healthcare



reimbursement landscape are fueling virtual growth.

The Centers of Medicare and Medicaid released emergency guidance widening the scope of reimbursable services and loosening restrictions on qualified telehealth platforms. Medicare patients no longer have to drive to an on-site facility in order to complete a qualified televisit – now healthcare providers can be reimbursed for visits completed in the comfort and safety of the patients' own home. Likewise, CMS is now reimbursing for audio-only visits – a popular options among many consumers.

Many in the health space expect demand for remote health platforms to increase

permanently, compared to 2019, among both consumers and care professionals. On the consumer side, widespread exposure to virtual care and its benefits,

as well as high levels of reported satisfaction among users, means that consumers will be reluctant to exchange the convenience of virtual visits for in-person services. On the professional side, many platforms offer greater operational efficiencies than in-person visits and in certain circumstances result in improved patient outcomes.

Changes in reimbursements have also helped accelerate the adoption of new approaches to monitoring that, in lieu of sending data straight to medical records and putting the burden of viewing and interpreting data on clinicians, call on third party monitoring services to interpret the data and escalate to clinicians if appropriate.

High levels of consumer demand for connected health devices point to a growing demand for health data, actionable insights, and monitoring solutions. Consumers want to be able to access this data and share it with their care providers. New solutions emerging continue to allow healthcare organizations to improve their internal operations and better diagnose and support their patients.

These solutions support various types of in-home monitoring and diagnostic devices, applications, and platforms, across a single common platform that solves many of the headaches of earlier technology.

For more information, please visit [www.ParksAssociates.com](http://www.ParksAssociates.com)



**Looking to hire or be hired?**

Check out TMA's NEW online Job Board.

Members can post open positions and search for free!

Visit <https://tma.us/job-board/>





# AICC's Life After COVID

## Will virtual be the accepted new meeting norm?

By Lou Fiore, Chairman, AICC



I am sure, you will see many articles with a similar title. This is my version and it is somewhat directed to AICC's future after COVID. It should be noted that these are only my views.

A recent article in *Security Systems News* pointed out that the industry seems uncertain about attending industry events in 2021. Only 19 percent said they would attend an in-person event, with 50 percent saying "maybe." Surprisingly, 31 percent have already made up their minds that they are not traveling in 2021. They all seem to be waiting until the vaccination threshold reaches the "herd immunity" level.

The recent CES show, billed as one of the largest shows in Las Vegas, was conducted entirely virtually.

For years I have resisted having AICC go online, even in a hybrid form, i.e. in-

person but with some members on-line. The argument, not only from me, but from other members, was that we would miss the in-person interaction. But, suddenly and dramatically without a choice, we were thrust into an online "virtual" experience.

For the record, we usually have four meetings a year – early in the months of March, June, September and December. We do our best to avoid any holidays, religious holidays, and any other industry functions. I like to joke I believe that we have made it when other organizations look at our meeting schedule to avoid a conflict.

After some experimentation, we evolved to use Zoom Webinar for our morning session, which is usually the presentation portion, and a regular Zoom session for our afternoon portion, which tends to be more interactive.

To my amazement, some members who originally opposed AICC's going online found the virtual venue more appealing. Among the reasons are less time away from the office and no travel to Washington, DC. But the lack of personal interaction is still given as one negative. It seems the positives outweigh the negative.

At our last meeting, I proposed that we try to have some meetings in person and some on-line. I proposed a 50-50 split. Perhaps we go on-line for the "bad weather" meetings, such as March and December.

I conducted an unofficial poll at our last AICC meeting, asking members how I should proceed. What came back is that whatever I decided was fine. At this point, no decision has been made, but I am leaning toward a hybrid schedule – two in person, two online. That is what 2022 will probably look like.

That leads me to my main subject, Life after COVID. What will our world look like after the pandemic is in the rearview mirror? I believe we will see a fundamental change in our business world. We have gotten so adept at doing business virtually that the expense to revert to our previous world will take a long time and, frankly, may never happen. The AICC experience I related above is just such an example.

With a new sense of apprehension, I believe we will see a revolution, more of an epiphany, in business travel that might last for a number of years. For those jobs that can "work from home," a certain percentage, albeit small, have




done so for many years. The pandemic forced all of us that can work that way into this mode.

Eventually, perhaps in some distant future, we will gradually go back to the 2019 model, but in the meantime, I can see less need for business flights, fewer business meals, less business room nights and the need for less business space.

With the performance of broadband virtually everywhere in the world (and getting even more ubiquitous), if many businesses can exist and thrive by conducting business virtually, why spend the money in the old traditional manner?

Even Underwriters Laboratories is allowing monitoring to be done remotely. I have recently heard from two successful salespeople, one in the security industry and the other in the computer field, that selling in a virtual world is actually easier.

So my message is that even when there is no longer a fear of the Coronavirus, the business pattern set by the year 2020 will endure. 

## View Recorded TMA Virtual Town Halls

Did you know that as a TMA member, you have exclusive access to previously broadcast and recorded TMA Virtual Town Halls?

Simply login and go to the webinar link under the Resources tab. Select Video Archives to view on-demand 24/7.

*Law, continued from page 19*

Employees who are vaccinated should continue to comply with all other COVID-19 safety policies, including mask wearing, social distancing, and hygiene protocols.

### Maintaining a Safe Workplace

Comply with all state, local, and federal guidelines, including maintaining six feet distance, prohibiting large gatherings and in-person meetings, and wearing a mask, among others. Employers may need to modify the workspace, post social distancing markers, or restrict elevator use.

Additional guidance from the Occupational Safety and Health Administration (“OSHA”) is likely on the horizon. Some state-equivalent agencies have already issued guidance which employers must follow if their workplace is open.

Conduct routine cleaning and disinfection of common areas, surfaces, and equipment in accordance with OSHA and the Centers for Disease Control and Prevention (“CDC”) guidelines.

### Litigation

COVID-19-related litigation is emerging. While the legal theories differ, common among them are allegations that the business failed to take proper precautions against COVID-19 by, among other things, failing to comply with CDC guidance and/or warn of the risk of exposure.

Complying with EEOC, CDC, OSHA, and other state, local, and federal guidelines will not only help to protect individuals in the workplace, but may also aid in limiting employers’ legal exposure.

Businesses seeking guidance on compliance with these guidelines, or any other questions, should feel free to contact Michael Volpe at [MJVolpe@Venable.com](mailto:MJVolpe@Venable.com), Robin Burroughs at [RSBurroughs@Venable.com](mailto:RSBurroughs@Venable.com), Sarah Fucci at [SAFucci@Venable.com](mailto:SAFucci@Venable.com), or any other member of Venable’s Labor and Employment Group.

For additional information regarding COVID-19 legal issues, please visit Venable’s COVID-19 Resources Page at <http://www.venable.com>.

## TMA 2021 Meetings

### 2021 TMA Mid-Year Meeting

April 20 – April 22  
*Virtual*

### 2021 TMA Annual Meeting

October 9 – October 13  
Ritz-Carlton, Kapalua  
Maui, HI

*To be determined:*  
2021 OPS-TECH

**Visit [www.tma.us](http://www.tma.us) for the latest meeting details.**

# The Wireline Report

## Latest News on Neutrality Laws and Robocall Legislation

By Mary J. Sisak, Partner, Blooston Law ([mjs@bloostonlaw.com](mailto:mjs@bloostonlaw.com))



### DOJ Opens the Door for States to Adopt Net Neutrality Laws

The U.S. Department of Justice has withdrawn its legal challenge of the California Internet Consumer Protection and Net Neutrality Act, which would impose net neutrality rules in the absence of federal rules. Challenges by various groups representing broadband Internet access service (BIAS) providers or Internet service providers (ISPs) remain, however, and it is not clear if the California law will survive those challenges.

Among other things, the California Act prohibits BIAS providers from “blocking lawful content, applications, services, or nonharmful devices, impairing or degrading lawful Internet traffic on the basis of Internet content, application, or service, or use of a nonharmful device, and specified practices relating to zero-rating.”

The DOJ’s action opens the door for other states to pursue net neutrality legislation.

FCC acting Chairwoman Jessica Rosenworcel issued a statement indicating support for states to “fill the void” caused by the FCC’s rollback of net neutrality policies with their own laws.

### Parties Encourage FCC to Reverse Direction and Reimpose Net Neutrality Rules

In separate filings, Parties are asking the FCC to reconsider the 2017 restoring Internet freedom (RIF) order, in which the FCC found broadband internet access service (BIAS) is not subject to FCC Title II regulation and its October remand order reaffirming the RIF order. In the October remand order, the FCC found its RIF decision would have no adverse impact on public safety in response to a 2019 decision by the U.S. Court of Appeals for the District of Columbia in *Mozilla Corp. v. FCC* that remanded this and other issues to the FCC for further consideration.

The county of Santa Clara, CA and the Santa Clara County Central Fire Protection District (Santa Clara) filed

a petition urging the FCC to reconsider its October decision and asking the FCC to return to the pre-2017 net neutrality rules. In its reconsideration petition, Santa Clara argued that the remand order “fails to grapple with the serious risks to life and property occasioned by the 2018 Order; wrongly suggests that the ex post remedies available under the 2018 Order are an adequate substitute for the ex ante conduct rules applicable under the Commission’s prior orders; and abdicates the FCC’s regulatory responsibility in favor of the wholly speculative assertion that individual corporate actors in an unregulated market will forgo revenue opportunities in favor of self-imposed restrictions that serve the collective good.” Santa Clara asked the FCC to conclude that “(1) the 2018 Order’s repeal of mandatory open internet conduct rules and disclaimer of authority to oversee and impose conduct requirements on Internet service providers (ISPs) offering broadband Internet access service (BIAS) poses unacceptable and unnecessary risks to public safety; and (2) those risks to public safety gravely outweigh the Order on Remand’s unsubstantiated guesswork that unregulated markets will generate expanded, upgraded, and more robust Internet infrastructure, as well as corporate policies that adequately protect consumer access to the Internet and the content providers through which they make use of that Internet access.” Santa Clara asked the FCC to reverse or vacate the remand order. Santa Clara also asked the FCC to “revert to the mandatory open internet conduct rules set out in the Commission’s 2015 Title II Order (‘Net Neutrality Rules’) while the Commission considers what modifications to the *Title II Order*, if any, would further advance its duty to protect the public.”

*Continued on page 29*



# The Wireless Report

## FCC opens 4.9 GHz spectrum; T-band repeal

By John A. Prendergast, Managing Partner, Blooston Law ([jap@bloostonlaw.com](mailto:jap@bloostonlaw.com))



### FCC Cancels T-Band Spectrum Auction; Announces Processing of Renewal Applications for Part 90 and Part 22 Systems Operating on 470-512 MHz (T-Band) Spectrum and Other Application Filing Procedures

The FY2021 Omnibus Appropriations Bill, which was signed into law at the end of December, repealed the provision of the 2012 Middle Class Tax Relief and Job Creation Act that had required the FCC to auction the 470-512 MHz band (also known as the “T-Band”). ***This is an important development for public safety, which uses the T-Band extensively for emergency communications with first responders. The development also allows licensing to resume on the portion of the T-Band that is available for private land mobile operations.***

Wireless use of the T-band consists of otherwise unused broadcast spectrum in TV channels 14 – 20 in 11 cities. The spectrum contains about 925 public-

safety entities and 700 industrial/business entities. This month, the FCC has taken steps to implement the repeal of the mandate to auction the T-Band by (i) ordering the termination the Notice of Proposed Rulemaking that was adopted in June 2020 to develop rules for the auction and (ii) issuing a Public Notice directing the Wireless Bureau and the Public Safety and Homeland Security Bureau to (a) resume the processing of T-Band license renewal applications and (b) process all other pending T-Band applications provided that those applications had not included a request for waiver of the filing freeze.

The FCC has announced that it will open a 90-day filing window (March 22, 2021 until June 21, 2021) in order to accept the following categories of applications from incumbent T-Band licensees:

- Applications for modification of license characterized as minor under sections 1.929 and 1.947(b) of the FCC’s rules.

- Applications characterized as major under Part 22 of the FCC’s rules;
- Applications governed by Part 90 of the FCC’s rules, but only if such applications;
  - Propose operation with 12.5 kHz bandwidth (11.25 kHz occupied bandwidth) or narrower channels, *or*
  - Employ a technology that achieves the narrowband equivalent of at least one channel per 12.5 kHz of channel bandwidth for voice, and transmission rates of at least 4800 bits per second per 6.25 kHz for data systems operating with bandwidths greater than 12.5 kHz (narrowband-equivalent technology).

The usefulness of the T-Band for low power fixed alarm signaling will depend on whether it can function in an environment with higher powered co- and adjacent-channel signals, and whether operation on a secondary basis is acceptable when new high power land mobile operations may crop up nearby.

That being said, there may be specific instances where no other suitable offset or Low Power Pool channels are available that a T-Band frequency may be a possible alternative. Also, if an alarm radio technology requires more power than allowed on central station offsets, the T-Band would allow up to 30 watts output power. In addition, the T-Band spectrum is available for mobile voice operations by an alarm company if needed.

### Jessica Rosenworcel Named Acting FCC Chairwoman

On January 21, 2021, President Joe Biden appointed Commissioner

Jessica Rosenworcel to serve as Acting Chairwoman of the FCC following the resignation of Ajit Pai as Chairman of the FCC the day before.

Ms. Rosenworcel previously served as Senior Communications Counsel to the United States Senate Committee on Commerce, Science and Transportation. Ms. Rosenworcel was first nominated to the FCC by President Obama in October 2011 and re-nominated by President Trump for a second term in June 2017.

“I am honored to be designated as the Acting Chairwoman of the Federal Communications Commission by President Biden,” Rosenworcel said in a statement Thursday. “I thank the President for the opportunity to lead an agency with such a vital mission and talented staff. It is a privilege to serve the American people and work on their behalf to expand the reach of communications opportunity in the digital age.”

On December 8, the U.S. Senate confirmed the nomination of Mr. Nathan Simington, a former Commerce Department official under President Trump, to the seat previously held by Republican Commissioner Michael O’Rielly on the FCC on a vote of 49-46. Until a fifth commissioner is confirmed by the Senate to replace Pai, the FCC will be composed of four commissioners, two Republican and two Democrat. This could hamstring the FCC’s implementation of the Administration’s agenda since there will not yet be a Democratic majority.

### Attention to License Construction Requirements is Critical

Over the past several weeks, the FCC has denied various Petitions from public safety and local governmental entities to reinstate licenses that were terminated for apparent non-construction. In general, the FCC provides a one-year construction period for land mobile licenses and an 18-month construction period for microwave. While the construction deadlines are reflected

on the face of the private land mobile licenses, they are not reflected on the face of the microwave licenses.

It is critically important that facilities be constructed in a timely manner and that the FCC be notified promptly of the construction. If for some reason you are not able to complete construction, you may be able to obtain an extension of time within which to complete construction provided that the extension request is filed prior to the expiration of the construction period and you are able to demonstrate that the reason is due to circumstances beyond the Company’s control. In this regard, the FCC’s rules provide that there will be a presumption of due diligence if you can demonstrate that the equipment was ordered within 90 days of the license grant.

The FCC currently mails construction coverage reminder letters to licensees approximately three months prior to the construction deadline. The FCC is transitioning away from mailing letters and other correspondence via US Mail to using licensee email addresses. ***In light of this development, licensees may want to start adding a licensee email address to any FCC application in addition to help ensure that they will receive correspondence from the FCC in the future. When establishing an email address, we recommend that a licensee consider a generic email address such as fcc@XXXXX.com that is set up to be received by multiple personnel rather than an individual specific email address.*** In that way, if there is a personnel change, the Company will still receive the notice while it updates its email system to add and drop people.


### FCC Proposes Amendments to Equipment Authorization/Marketing Rules to Bring Must-Have Devices to Market Faster

The FCC has adopted a Notice of Proposed Rulemaking ET Docket No. 20-382, in which it has proposed enhancements to its equipment authorization rules to grant limited,

early-stage flexibility to innovators to accelerate the deployment of common consumer devices like cellphones, laptops, and Wi-Fi routers after FCC authorization. ***The proposed rule changes may benefit alarm manufacturers in their efforts to introduce new products. The formal comment cycle closes February 26, although informal ex parte comments can be submitted up until the item is listed on the Sunshine Agenda for a vote.***

If adopted, the proposed rule changes would allow radiofrequency device manufacturers and marketers to bring their devices to market more quickly by allowing them to better position their devices for sale and distribution before a device has been authorized by the FCC. The FCC’s current rules provide a limited exception to permit conditional sales contracts—that is, sales whereby the actual delivery of the product to the buyer is postponed—to wholesalers and retailers. The NPRM proposes to modernize the rules to also allow conditional sales, but not delivery, of radiofrequency devices to **consumers** prior to authorization. The proposal would better align the rules to fit today’s consumer expectations and product development practices while retaining the protections that the overall marketing rules provide.

Additionally, the FCC is proposing to allow limited pre-authorization importation of RF devices for certain pre-sale activities such as packaging and shipping devices to retail locations, as well as pre-loading devices with specific software in order to demonstrate specific features and capabilities of the device.

The FCC stated that the proposed rule changes would allow equipment manufacturers to better gauge consumer interest and prepare for product launches – all of which is necessary due to the pace of innovation and accelerated product cycles in the Internet age. 

## Update on Actions to Deter Robocalls

### Reassigned Number Database May be Operational June 2021

The FCC has reported to Congress that the reassigned number database may be operational by June 2021. Alarm companies that make outgoing calls to consumers will be able to use the database to obtain some protection from the prohibitions in the Telephone Consumer Protection Act (TCPA). In the report, the FCC states: “In 2018 the Commission authorized establishment of the Reassigned Numbers Database (Database or RND) to prevent consumers from receiving unwanted calls intended for someone who previously held their number. Once operational, the Database will provide comprehensive and timely information to enable callers to avoid making calls to reassigned numbers, thereby potentially avoiding costly and time-consuming litigation.”

### TCPA Exemption from Use of Prerecorded/Artificial Voice Modified

The FCC issued an Order modifying the exemption provided in its rules implementing the Telephone Consumer Protection Act from the prohibition of the use of prerecorded or artificial voice calls to a residential number for informational calls. Prior express consent is required before initiating a telephone call to a residential line using a prerecorded or artificial voice to deliver a message except in certain specified cases. Among other things, an exemption is provided for a call not made for commercial purposes or a call made for a commercial purpose but does not include or introduce an advertisement or constitute telemarketing and other types of specified non-telemarketing calls. In the Order, the FCC modified the exemption for “commercial purposes” calls and limited the number of calls that may be placed under the exemption to three calls within any consecutive 30-

day period. A caller can place additional informational prerecorded or artificial voice calls to a residential number with the prior express consent of the called party. Entities placing calls also now are required to allow consumers to opt out of these calls.

An issue has been raised that the FCC made an error in the rule language it adopted in connection with this change. A group of associations argue that because of the error, “written” express consent will be required when delivering



informational content. Under the TCPA, calls delivering informational content generally only require express consent, not express written consent. The group has asked the FCC to issue an Erratum to correct this mistake.

### Blocking Safe Harbor Expanded

The FCC issued an Order expanding safe harbors for voice service providers to include network-based blocking of calls that are highly likely to be illegal and that have been identified using reasonable analytics, including caller ID authentication. This network-based blocking would not require consumers to opt-in. To qualify for the safe harbors, blocking providers must target only calls highly likely to be illegal, while providing sufficient human oversight and network monitoring to ensure that blocking is working as intended.

To ensure that blocking does not stop calls consumers want to receive, the

Commission required phone companies to immediately notify callers when calls are blocked, provide a list of calls blocked to subscribers on request, and provide a status update on call blocking disputes within 24 hours.

### FCC Proposes Web Portal to Report Robocalls and Spoofing


The FCC proposed the establishment of a web portal for private entities to submit information about violations of the prohibitions on unauthorized robocalls and caller ID spoofing.

The proposal outlined in a notice of proposed rulemaking adopted in December in EB docket 20-374 TRACED Act that directed the FCC to “establish regulations, no later than June 30, 2021, to create a process that ‘streamlines the ways in which a private entity may voluntarily share with the Commission information relating to’ a call or text message that violates the law regarding robocalls or spoofing.”

The FCC proposes to make the Information Portal distinct from the existing informal complaint process for consumers and it will be available for private organizations and others that intend to report broader patterns of suspected illegal robocalls and spoofing violations.

### Blocking of Numbers for One-Ring Scams Effective February 12, 2021

The FCC’s action implementing section 12 of the TRACED Act to enable voice service providers to block calls from numbers associated with a type of robocall known as a one-ring scam becomes effective on February 12, 2021.

The term *one-ring scam* means a scam in which a caller makes a call and allows the call to ring the called party for a short duration, in order to prompt the called party to return the call, thereby subjecting the called party to charges. 



# FirstNet Certified Companies

- Ackerman Security Systems, Norcross, GA
- ADT, LLC, Boca Raton, FL
- AFA Protective Systems, Inc., Syosset, NY
- Affiliated Monitoring, Union, NJ
- Allstate Security Industries, Inc., Amarillo, TX
- American Alarm and Communications, Arlington, MA
- Arco Security Central Station Corp., Miami, FL
- Atlas Security Service, Springfield, MO
- Bay Alarm Systems, Pacheco, CA
- Central Alarm Control, Miami, FL
- COPS Monitoring, Williamstown, NJ
- CPI Security Systems, Charlotte, NC
- DGA Security Systems, Inc., New York, NY
- Dispatch Center Ltd., San Antonio, TX
- DMP, Springfield, MO
- Electronix Systems Central Station Alarms, Inc., Huntington Station, NY
- Emergency 24, Des Plaines, IL
- Federal Response Center, Inc., Springfield, MO
- First Alarm, Aptos, CA
- Grand Central Station, Inc., Livermore, CA
- Hackett Security, Inc., St. Louis, MO
- Holmes Security Systems, Fayetteville, NC
- Integrated Security Group, Middletown, CT
- Interface Security Systems, Earth City, MO
- Intruder Alert Systems of San Antonio, San Antonio, TX
- Kings III of America, Coppell, TX
- Matson Alarm Co., Inc., Fresno, CA
- NAPCO Security Systems, Inc., Amityville, NY
- National Monitoring Center (NMC), Lake Forest, CA
- Per Mar Security Services, Davenport, IA
- Rapid Response Monitoring, Syracuse, NY
- SCN Security Communication Network, Inc., Corona, CA
- Security Equipment, Inc., Omaha, NE
- Security Partners, LLC, Lancaster, PA
- Sentinel Alarm Company, Stowe, VT
- Southwest Dispatch Center, Richardson, TX
- Statewide Monitoring Corp., Staten Island, NY
- Telular, Atlanta, GA
- Triple S Alarm Co., Little Rock, AR
- Vanguard Alarm Technologies, LLC, Stockton, CA
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- Vigilante Security, Inc., Troy, MI
- Washington Alarm, Inc., Seattle, WA
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[www.inovonics.com](http://www.inovonics.com)

**Contact:** Craig Dever, Vice President of Sales and Marketing  
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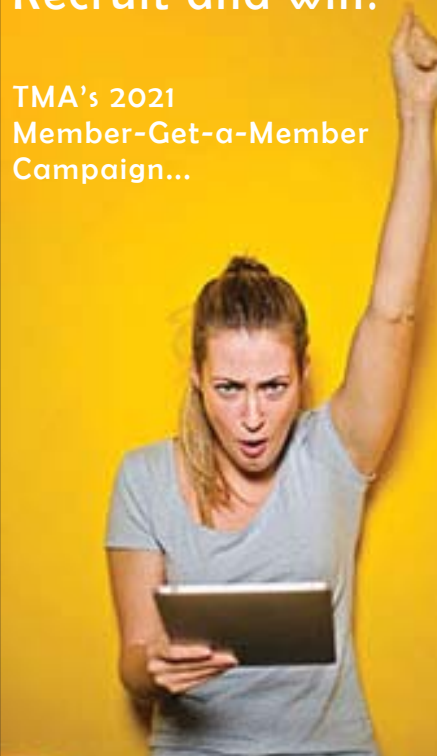
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*Continued on page 44*

## Recruit and win!

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**T-Mobile:**

Register online with T-Mobile at <https://www.calltransparency.com>. Report when a call has been incorrectly blocked or labeled at <https://feedback.fosrvt.com/>

**Verizon:**

Register with Verizon's third party vendor, Transaction Network Services (TNS), online at <https://voicespamfeedback.com>



**TMA DISPATCH, SPRING 2021  
ADVERTISERS INDEX**

- Actuate, page 30
- Altronix, page 8
- Bosch, page 32
- CIA, page 42
- DICE Corporation, page 11
- DMP, page 2
- NAPCO, page 47

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## Mid-Year Meeting, from page 21

1:55 PM - 2:35 PM

### **COVID, Biden and the Vaccine: Employment During and After the Pandemic**

Hear from a panel of employment lawyers and HR specialists about what you should be thinking about with respect to your workforce in 2021. Discussion will include changes that are coming under the new Biden administration.

**Moderator:** Jaime Tuite, Esq.,  
Buchanan, Ingersoll & Rooney PC

2:35 PM - 3:00 PM

### **Break, Exhibitor Center Activities**

3:00 PM - 3:40 PM

### **Value of Monitoring – Expanding Beyond the Traditional Use Cases**

Connectivity in the home and the number of connected devices continue to expand year-over-year. Consumers now have an average of 13 connected devices in their homes, and 34% of US broadband households own at least one smart home device from a list of 20 core devices. As more aspects of daily life get connected, new opportunities are emerging for professional monitoring services to deliver new benefits to today's connected consumers, including healthcare monitoring and asset tracking.

This research presentation shares adoption and consumer interest in wellness, remote patient monitoring, and independent living solutions and highlights interest and opportunities in asset tracking solutions like vehicle monitoring.

**Speaker:** Elizabeth Parks, Parks Associates

3:40 PM - 4:15 PM

### **Member Networking, Sponsor Showcase**

Spend quality time with your colleagues and learn about what your counterparts are doing to address common challenges.

## **Day 2 - Refresh**

11:00 AM - 11:55 AM

Welcome, Keynote Address on operations management

11:55 AM - 12:00 PM

### **Transition Break**

12:00 PM - 12:40 PM

### **Monitoring Centers: Communicate with Customers in the Year We Actually Live In**

Learn how to bridge the gap between various ways that monitoring centers communicate with customers. Discover more about five tested methods to reach customers that reflect current market preferences:

- Calling v. Texting
- Intelligent IVRs
- Leveraging text bots and self-service
- Group Chat
- Whats App

Receive actionable tips to improve customer communication; increase reach rates and reduce false alarms; and, improve customer satisfaction.

**Speaker:** Daniel Oppenheim, Affiliated Monitoring

12:40 PM - 1:10 PM

### **Virtual Kitchen Catch-Up**

1:10 PM - 1:50 PM

### **Success in the New Normal: Top Marketing Strategies for Monitoring Centers**

An extended time of social distancing has closed many channels the security industry uses to network and build customer relationships, such as trade shows and exhibitions. It has also changed consumer habits and mindsets in ways not likely to change even when social distancing restrictions are fully lifted. However, that does not mean opportunity has in any way diminished. It means we must pivot and implement a new marketing strategy to capture the new and huge opportunities that exist. In fact, customer behaviors have now never been more aligned for the monitoring center's marketing success!

Take-aways:

- Recognize new consumer trends and how to leverage them to propel your monitoring center

- Why you MUST master digital marketing

- Actionable tips you can easily leverage to boost your marketing

**Speaker:** David Morgan, SD Marketing

1:50 PM - 1:55 PM

### **Transition Break**

1:55 PM - 2:35 PM

### **Leadership Succession Planning: How's Your Bench Strength?**

Your leadership pipeline, or bench strength, is a topic that challenges every company whether you are a small, medium or large organization. Being unprepared to seamlessly face current and future challenges can shake up a company that relies too heavily on a small number of leaders. In order to survive and thrive, successful companies must be aware of their leadership talent and how to best develop it across all levels. Hear from your counterparts what activities can help develop and increase your bench strength.

**Panel:** Pam Petrow, Vector Security; Ralph Sevinor, Wayne Alarm; Brandon Freedman, Wayne Alarm; and, Brandon Niles, Acadian Monitoring Services

2:35 PM - 3:00 PM

### **Break, Exhibitor Center Activities**

3:00 PM - 3:40 PM

### **Alarm Industry Call Blocking Challenges**

Call blocking is an ongoing challenge for the alarm industry as more customers take advantage of tools used by phone companies to stop illegal and unwanted calls. Telecom providers are able to block billions of unwanted calls in the U.S. and Canada each year by enrolling customers in a service or by using call blocking apps. Hear from industry leaders about the legal and practical challenges associated with maintaining monitoring services when customers unintentionally block communications.

**Speakers:** Sascha Kylau, OneTel and Morgan Hertel, Rapid Response Monitoring Services

3:40 PM - 4:15 PM

### **Member Networking, Sponsor Showcase**

### Day 3 - Recharge

11:00 AM - 11:55 AM

#### Welcome, FirstNet Primer

The professional safety and security industry has worked cooperatively for several years with first responder organizations so that the professional safety and security industry can access a high-speed, robust cellular network designed for first responders, known as FirstNet.

The panel will cover what you need to know about the benefits of participation and a step-by-step overview of how it works from certified manufacturers.

Learn how to leverage your company's participation in FirstNet and grow your customer base.

**Panel:** Chief Harlin R. McEwen; Mark Hillenburg, DMP; Duane Warehime, NAPCO Security; Asha Shamdasani, AT&T FirstNet; Morgan Hertel, Rapid Response Monitoring Services

11:55 AM - 12:00 PM

#### Transition Break

12:00 PM - 12:40 PM

#### Working from Home Standard Updates

Hear from industry leaders about the latest developments in the new Work from Home standard.

**Speakers:** Sascha Kylau, OneTel Security and Joshua Greko, DICE Corporation

12:40 PM - 1:10 PM

#### Virtual Kitchen Catch-Up

1:10 PM - 1:50 PM

#### Work From Home Practical Applications

Industry leaders will provide step by step guidance on the procurement and installation of work from home products and services.

**Speakers:** Steve Butkovich, CPI Security and Joe Allen Gentry, Washington Alarm

1:50 PM - 1:55 PM

#### Transition Break

1:55 PM - 2:35 PM

#### Factoring in the Future— Is video monitoring part of your business model?

Video industry leaders will provide important insight on what to consider if you want to grow your business to include video monitoring services. Topics will include:

- Adding value for your customers with video monitoring.
- Simple verification to comprehensive video monitoring. What service level fits your business model?
- Video verification vs. Interactive video services
- Indoor detection vs Outdoor detection, when to transition
- Managing these solutions to success
- Understanding the value-add / Why did the customer initially subscribe?
- Avoiding pitfalls within each model

**Panel:** Greg Eusden, SimpliSafe; Grant Graham, National Monitoring Center; Avi Lupo, DICE Corporation; and Wes Usie, Guardian Alarm Systems

2:35 PM - 3:00 PM

#### Break, Exhibitor Center Activities

3:00 PM - 3:40 PM

#### Three Key Best Practices for Video Monitoring Success

This session will cover three key practices that will contribute to your organizational success when providing video monitoring services:

- Where to play: Commercial vertical markets where you can be successful; and those where you can't, and why
- How to win: KPIs for Sales Success: How to gain the results you want
- How to stay on top: Setting customer expectations; managing missed expectations to strengthen relationships

**Panel:** John Romanowich, SightLogix, Inc.; Rob Baxter, Radius Security; and, Steve Walker, Stanley Security

3:40 PM - 4:15 PM

#### Member Networking, Sponsor Showcase



## IQ Certified Companies

TMA is pleased to introduce and recognize the following companies who have become IQ certified as of March 18, 2021.

- Advanced Alarm, Inc., Tonawanda, NY
- Amherst Alarm, Inc., Amherst, NY
- Genesis Security Services, Carolina, PR
- Guardian Protection Warrendale, PA
- Rapid Response Monitoring Services, Inc., Syracuse, NY
- S S C Services Inc. dba Cen-Signal, Columbus, GA
- Vanguard Alarm Technologies, LLC, Stockton, CA
- Wayne Alarm Systems, Inc., Lynn, MA

Learn more about the IQ certification and how your company can benefit in an upcoming webinar - set for **March 29, 2021** at 11AM.

Tim Creenan, Amherst Alarm, Ralph Sevinor, Wayne Alarm Systems, and Amanda Hayden, Rapid Response will speak and share how their companies have benefitted from earning their IQ certification.

Register to attend this informative presentation on the TMA website.

# Congratulate TMA's 2020-21 Five Diamond Designees!

This designation marks a commitment to the highest industry standards. Find out more about this distinguished program online at <https://tma.us/programs/fivediamond/> or email us questions at [fivediamond@tma.us](mailto:fivediamond@tma.us).

Acadian Monitoring Services, LLC  
Baton Rouge, LA  
[www.acadianmonitoringservices.com](http://www.acadianmonitoringservices.com)  
Wholesale Monitoring  
Designated since 05/2009

Acadian Monitoring Services, LLC  
Elk Grove Village, IL  
[www.acadianmonitoringservices.com](http://www.acadianmonitoringservices.com)  
Wholesale Monitoring  
Designated since 12/2010

Acadian Monitoring Services, LLC  
Lafayette, LA  
[www.acadianmonitoringservices.com](http://www.acadianmonitoringservices.com)  
Wholesale Monitoring  
Designated since 01/2005

Ackerman Security Systems  
Norcross, GA  
[www.ackermansecurity.com](http://www.ackermansecurity.com)  
Full Service Monitoring  
Designated since 09/2008

ADS Security, L.P.  
Nashville, TN  
[www.adssecurity.com](http://www.adssecurity.com)  
Full Service Monitoring  
Designated since 09/2003

ADT Canada  
Calgary, AB  
[www.adt.ca](http://www.adt.ca)  
Full Service Monitoring Canada  
Designated since 12/2020  
**New in 2020!**

ADT Canada  
Montreal, QC  
[www.adt.ca](http://www.adt.ca)  
Full Service Monitoring Canada  
Designated since 08/2007

ADT Canada  
Ottawa, ON  
[www.adt.ca](http://www.adt.ca)  
Full Service Monitoring Canada  
Designated since 12/2020  
**New in 2020!**

ADT JCTX (formerly Protection One)  
Irving, TX  
[www.adt.com](http://www.adt.com)  
Full Service Monitoring  
Designated since 10/2014

AFA Protective Systems, Inc.  
Syosset, NY  
[www.afap.com](http://www.afap.com)  
Full Service Monitoring  
Designated since 01/2014

Affiliated Monitoring  
Union, NJ  
[www.affiliated.com](http://www.affiliated.com)  
Wholesale Monitoring  
Designated since 09/2005

Alarm Central, LLC  
Independence, MO  
[www.alarmcentral.net](http://www.alarmcentral.net)  
Wholesale Monitoring  
Designated since 03/2006

Alarm Detection Systems, Inc.  
Aurora, IL  
[www.adsalarm.com](http://www.adsalarm.com)  
Full Service Monitoring  
Designated since 08/2003

Alarm Systems  
Belleville, ON  
[www.alarmsys.com](http://www.alarmsys.com)  
Full Service Monitoring - Canada  
Designated since 03/2014

Alarm Tech Central Services, Inc.  
Ronkonkoma, NY  
[www.alarmtechcentral.com](http://www.alarmtechcentral.com)  
Wholesale Monitoring  
Designated since 12/2009

Alarmco, Inc.  
Las Vegas, NV  
[www.alarmco.com](http://www.alarmco.com)  
Full Service Monitoring  
Designated since 06/2006

Alarme Sentinelle / Sentinel Alarm  
Montreal, QC  
[www.sentinelalarm.com](http://www.sentinelalarm.com)  
Full Service Monitoring - Canada  
Designated since 12/2010

Alert 360  
Tulsa, OK  
[www.alert360.com](http://www.alert360.com)  
Full Service Monitoring  
Designated since 08/2018

All American Monitoring  
Sarasota, FL  
[www.allamericanmonitoring.com](http://www.allamericanmonitoring.com)  
Wholesale Monitoring  
Designated since 01/2011

Allstate Security Industries, Inc.  
Amarillo, TX  
[www.allstatesecurity.com](http://www.allstatesecurity.com)  
Full Service Monitoring  
Designated since 09/2006

American Alarm and Communications, Inc.  
Arlington, MA  
[www.americanalarm.com](http://www.americanalarm.com)  
Full Service Monitoring  
Designated since 04/2004

American Burglary & Fire  
Fenton, MO  
[www.abfsecurity.com](http://www.abfsecurity.com)  
Full Service Monitoring  
Designated since 11/2005

American Electric Power  
Columbus, OH  
[www.aep.com](http://www.aep.com)  
Proprietary Monitoring  
Designated since 11/2020  
**New in 2020!**

Amherst Alarm Inc.  
Amherst, NY  
[www.amherstalarm.com](http://www.amherstalarm.com)  
Full Service Monitoring  
Designated since 03/2004

AT&T Digital Life, Inc.  
Richardson, TX  
[www.att.com](http://www.att.com)  
Full Service Monitoring  
Designated since 07/2013

Atlantic Coast Alarm  
Mays Landing, NJ  
[www.atlanticcoastalarm.com](http://www.atlanticcoastalarm.com)  
Full Service Monitoring  
Designated since 12/2009

Atlas Security Service, Inc.  
Springfield, MO  
[www.atlassecurity.com](http://www.atlassecurity.com)  
Full Service Monitoring  
Designated since 03/2005



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AvantGuard Monitoring Centers  
Ogden, UT  
[www.agmonitoring.com](http://www.agmonitoring.com)  
Wholesale Monitoring  
Designated since 01/2007

AvantGuard Monitoring Centers  
Rexburg, ID  
[www.agmonitoring.com](http://www.agmonitoring.com)  
Wholesale Monitoring  
Designated since 08/2016

Barcom Security, Inc.  
Swansea, IL  
[www.barcomsecurity.com](http://www.barcomsecurity.com)  
Full Service Monitoring  
Designated since 11/2007

Bay Alarm Company  
Concord, CA  
[www.bayalarm.com](http://www.bayalarm.com)  
Full Service Monitoring  
Designated since 01/2006

Bell Canada  
Toronto, ON  
[www.bell.ca/smart-home](http://www.bell.ca/smart-home)  
Full Service Monitoring - Canada  
Designated since 04/2015

Bell Canada  
Winnipeg, MB  
[www.bell.ca/smart-home](http://www.bell.ca/smart-home)  
Full Service Monitoring - Canada  
Designated since 04/2020  
**New in 2020!**

Blackline Safety  
Calgary, AB  
[www.blacklinesafety.com](http://www.blacklinesafety.com)  
Full Service Monitoring - Canada  
Designated since 04/2018

Blue Ridge Monitoring (BRM)  
Anderson, SC  
[www.blueridgemonitoring.com](http://www.blueridgemonitoring.com)  
Wholesale Monitoring  
Designated since 07/2018

Brinks Home Security (formerly  
Monitronics International)  
Farmers Branch, TX  
[www.brinkshome.com](http://www.brinkshome.com)  
Wholesale Monitoring  
Designated since 02/2005

Centra-Larm Monitoring Inc.  
Manchester, NH  
[www.centra-larm.com](http://www.centra-larm.com)  
Wholesale Monitoring  
Designated since 06/2009

Central Security Systems, Inc  
Indianapolis, IN  
[www.central-security.net](http://www.central-security.net)  
Full Service Monitoring  
Designated since 08/2013

CenturyLink Security  
Monroe, LA  
[www.centurylinksecurity.biz](http://www.centurylinksecurity.biz)  
Full Service Monitoring  
Designated since 02/2005

Comporium SMA Solutions Inc.  
Rock Hill, SC  
[www.comporiumsma.com](http://www.comporiumsma.com)  
Full Service Monitoring  
Designated since 04/2012

Cooperative Response Center, Inc. (CRC)  
Austin, MN  
[www.crc.coop](http://www.crc.coop)  
Full Service Monitoring  
Designated since 03/2011

COPS Monitoring  
Boca Raton, FL  
[www.copsmonitoring.com](http://www.copsmonitoring.com)  
Wholesale Monitoring  
Designated since 04/2014

COPS Monitoring  
Hunt Valley, MD  
[www.copsmonitoring.com](http://www.copsmonitoring.com)  
Wholesale Monitoring  
Designated since 01/2018

COPS Monitoring  
Lewisville, TX  
[www.copsmonitoring.com](http://www.copsmonitoring.com)  
Wholesale Monitoring  
Designated since 06/2014

COPS Monitoring  
Nashville, TN  
[www.copsmonitoring.com](http://www.copsmonitoring.com)  
Wholesale Monitoring  
Designated since 01/2012

COPS Monitoring  
Scottsdale, AZ  
[www.copsmonitoring.com](http://www.copsmonitoring.com)  
Wholesale Monitoring  
Designated since 02/2008

COPS Monitoring  
Williamstown, NJ  
[www.copsmonitoring.com](http://www.copsmonitoring.com)  
Wholesale Monitoring  
Designated since 05/2014

CPI Security Systems  
Charlotte, NC  
[www.cpisecurity.com](http://www.cpisecurity.com)  
Full Service Monitoring  
Designated since 08/2009

Damar Security Systems  
Sarnia, ON  
<https://damarsecuritysystems.com/>  
Full Service Monitoring - Canada  
Designated since 11/2012

DGA Security Systems, Inc.  
New York, NY  
[www.dgasecurity.com](http://www.dgasecurity.com)  
Full Service Monitoring  
Designated since 02/2005

Dispatch Center, Ltd.  
San Antonio, TX  
[www.dispatchcenter.net](http://www.dispatchcenter.net)  
Wholesale Monitoring  
Designated since 01/2019

DMC Security Services Inc.  
Midlothian, IL  
[www.dmcsecurity.com](http://www.dmcsecurity.com)  
Full Service Monitoring  
Designated since 09/2005

Doyle Security Systems, Inc.  
Rochester, NY  
[www.godoyle.com](http://www.godoyle.com)  
Full Service Monitoring  
Designated since 02/2004

Dynamark Monitoring, Inc.  
Hagerstown, MD  
[www.dynamarkmonitoring.com](http://www.dynamarkmonitoring.com)  
Wholesale Monitoring  
Designated since 02/2012

ECAM Secure Inc.  
Long Beach, CA  
[www.ecamsecure.com](http://www.ecamsecure.com)  
Full Service Monitoring  
Designated since 06/2010

Electronix Systems Central Station Alarms, Inc.  
Huntington Station, NY  
[www.electronixsystems.com](http://www.electronixsystems.com)  
Full Service Monitoring  
Designated since 06/2005

Ellijay Telephone Company  
Ellijay, GA  
[www.etcbusiness.com](http://www.etcbusiness.com)  
Full Service Monitoring  
Designated since 04/2015

Engineered Protection Systems, Inc. (EPS  
Security)  
Grand Rapids, MI  
[www.epssecurity.com](http://www.epssecurity.com)  
Full Service Monitoring  
Designated since 06/2004

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FE Moran Security Solutions, LLC  
Champaign, IL  
www.femoransecurity.com  
Full Service Monitoring  
Designated since 12/2006

Federal Response Center  
Springfield, MO  
www.federalprotection.com  
Wholesale Monitoring  
Designated since 01/2006

Fire Monitoring of Canada, Inc.  
St. Catharines, ON  
www.fire-monitoring.com  
Full Service Monitoring - Canada  
Designated since 05/2009

Gillmore Security Systems Inc.  
Cleveland, OH  
www.gillmoresecurity.com  
Full Service Monitoring  
Designated since 01/2009

GM Security Technologies  
San Juan, PR  
www.gmsectec.com  
Wholesale Monitoring  
Designated since 10/2011

Guardian Alarm Systems  
Shreveport, LA  
www.guardianalarmsystems.com  
Full Service Monitoring  
Designated since 08/2017

Guardian Protection Services Inc.  
Butler, PA  
www.guardianprotection.com  
Full Service Monitoring  
Designated since 06/2020  
**New in 2020!**

Guardian Protection Services Inc.  
Warrendale, PA  
www.guardianprotection.com  
Full Service Monitoring  
Designated since 09/2006

H.E.B. Grocery Co.  
San Antonio, TX  
www.heb.com  
Proprietary Monitoring  
Designated since 03/2014

Holmes Security Systems  
Fayetteville, NC  
www.holmeselectricsecurity.com  
Full Service Monitoring  
Designated since 12/2017

Huronia Alarm & Fire Security, Inc.  
Midland, ON  
www.huroniaalarms.com  
Full Service Monitoring - Canada  
Designated since 06/2013

Interface Security  
Earth City, MO  
www.interfacesystems.com  
Full Service Monitoring  
Designated since 08/2004

Interface Security  
Plano, TX  
www.interfacesystems.com  
Full Service Monitoring  
Designated since 11/2012

iWatch Communications  
Beaverton, OR  
www.iwatchcomm.com  
Full Service Monitoring  
Designated since 01/2008

Kastle Systems  
Falls Church, VA  
www.kastle.com  
Full Service Monitoring  
Designated since 06/2014

Kroger Central Alarm Control  
Portland, OR  
www.kroger.com  
Proprietary Monitoring  
Designated since 07/2015

Life Alert Emergency Response, Inc.  
Encino, CA  
www.lifealert.com  
Full Service Monitoring  
Designated since 11/2014

Life Safety Monitoring, LLC  
Munhall, PA  
www.mylifesafetymonitoring.com  
Wholesale Monitoring  
Designated since 01/2018

Matson Alarm Co Inc.  
Fresno, CA  
www.matsonalarm.com  
Full Service Monitoring  
Designated since 06/2008

Metrodial Corporation, Inc.  
Hicksville, NY  
www.metrodial.com  
Full Service Monitoring  
Designated since 11/2004

Midwest Central Dispatch (SMG Security)  
Elk Grove Village, IL  
www.smgsecurity.com  
Wholesale Monitoring  
Designated since 11/2015

Moon Security  
Pasco, WA  
www.moonsecurity.com  
Full Service Monitoring  
Designated since 03/2012

Mutual Security Services/a Kastle  
Systems Company  
New York, NY  
www.4mutual.com  
Full Service Monitoring  
Designated since 05/2009

National Monitoring Center  
Irving, TX  
www.nmccentral.com  
Wholesale Monitoring  
Designated since 06/2016

National Monitoring Center  
Lake Forest, CA  
www.nmccentral.com  
Wholesale Monitoring  
Designated since 06/2016

Nationwide Central Station Monitoring Corp.  
Freeport, NY  
www.nationwidedigital.com  
Full Service Monitoring  
Designated since 04/2007

Northern911  
Sudbury, ON  
www.northern911.com  
Full Service Monitoring - Canada  
Designated since 05/2014

Paladin Technologies  
Burnaby, BC  
www.paladinsecurity.com  
Full Service Monitoring - Canada  
Designated since 04/2008

Paladin Technologies  
Victoria, BC  
www.paladinsecurity.com  
Full Service Monitoring - Canada  
Designated since 06/2016

Peak Alarm Company, Inc.  
Salt Lake City, UT  
www.peakalarm.com  
Full Service Monitoring  
Designated since 02/2006

Per Mar Security Services  
Davenport, IA  
www.permarsecurity.com  
Full Service Monitoring  
Designated since 06/2005

Post Alarm Systems  
Arcadia, CA  
[www.postalarm.com](http://www.postalarm.com)  
Full Service Monitoring  
Designated since 12/2014

Quick Response  
Cleveland, OH  
[www.quickresponse.net](http://www.quickresponse.net)  
Wholesale Monitoring  
Designated since 10/2005

RBS Central Station  
(Retail Business Services)  
Salisbury, NC  
[www.aholddelhaize.com](http://www.aholddelhaize.com)  
Full Service Monitoring  
Designated since 03/2020  
**New in 2020!**

Redwire  
Tallahassee, FL  
[www.redwireus.com](http://www.redwireus.com)  
Full Service Monitoring  
Designated since 03/2012

Retail Business Services (MD) (formerly  
Ahold USA)  
Columbia, MD  
[www.aholddelhaize.com](http://www.aholddelhaize.com)  
Proprietary Monitoring  
Designated since 02/2012

Richmond Alarm Company  
Midlothian, VA  
[www.richmondalarm.com](http://www.richmondalarm.com)  
Full Service Monitoring  
Designated since 06/2017

Safe Systems  
Louisville, CO  
[www.safe-systems.com](http://www.safe-systems.com)  
Full Service Monitoring  
Designated since 08/2004

Seacoast Security, Inc.  
West Rockport, ME  
[www.seacoastsecurity.com/](http://www.seacoastsecurity.com/)  
Full Service Monitoring  
Designated since 05/2014

Securitas Electronic Security, Inc.  
Honolulu, HI  
[www.securitases.com](http://www.securitases.com)  
Full Service Monitoring  
Designated since 12/2003

Securitas Electronic Security, Inc.  
Uniontown, OH  
[www.securitases.com](http://www.securitases.com)  
Full Service Monitoring  
Designated since 11/2003

Security Alarm Corporation  
Port Charlotte, FL  
[www.securityalarmcorp.com](http://www.securityalarmcorp.com)  
Full Service Monitoring  
Designated since 06/2012

Security Alarm Monitoring, Inc.  
Woodlyn, PA  
[www.electronicsecuritycorp.com](http://www.electronicsecuritycorp.com)  
Wholesale Monitoring  
Designated since 05/2009

Security Central, Inc.  
Englewood, CO  
[www.securitycentralinc.com](http://www.securitycentralinc.com)  
Five Diamond DEALER for AvantGuard.

Security Equipment, Inc. (SEI)  
Omaha, NE  
[www.sei-security.com](http://www.sei-security.com)  
Full Service Monitoring  
Designated since 07/2004

Security ONE Alarms, Inc. (KELCOM)  
Leamington, ON  
[www.securityonealarm.com](http://www.securityonealarm.com)  
Full Service Monitoring - Canada  
Designated since 05/2014

Security Partners, LLC  
Lancaster, PA  
[www.securitypartners.com](http://www.securitypartners.com)  
Wholesale Monitoring  
Designated since 04/2007

Security Partners, LLC  
Las Vegas, NV  
[www.securitypartners.com](http://www.securitypartners.com)  
Wholesale Monitoring  
Designated since 05/2016

Security Partners, LLC  
San Antonio, TX  
[www.securitypartners.com](http://www.securitypartners.com)  
Wholesale Monitoring  
Designated since 04/2014

Security Solutions  
Norwalk, CT  
[www.securitysolutionsinc.com](http://www.securitysolutionsinc.com)  
Full Service Monitoring  
Designated since 1/2012

SecurTek Monitoring Solutions, Inc.  
Yorkton, SK  
[www.securtek.com](http://www.securtek.com)  
Full Service Monitoring - Canada  
Designated since 05/2010

Siemens Industry, Inc.  
Irving, TX  
[www.siemens.com](http://www.siemens.com)  
Full Service Monitoring  
Designated since 03/2004

Simon Operational Intelligence Center  
Indianapolis, IN  
Full Service Monitoring  
Designated since 01/2020  
**New in 2020!**

Sony Pictures Entertainment  
Culver City, CA  
[www.spe.sony.com](http://www.spe.sony.com)  
Proprietary Monitoring  
Designated since 05/2014

Stanley Security (formerly Microtec)  
Montréal, QC  
[www.microtec.ca](http://www.microtec.ca)  
Full Service Monitoring - Canada  
Designated since 10/2011

Statewide Central Station  
Staten Island, NY  
[www.statewidecs.com](http://www.statewidecs.com)  
Wholesale Monitoring  
Designated since 06/2011

Superior Central Station, Inc.  
McAllen, TX  
[www.superiorcentral.com](http://www.superiorcentral.com)  
Full Service Monitoring  
Designated since 06/2007

Supreme Security Systems, Inc.  
Union, NJ  
[www.supremealarm.com](http://www.supremealarm.com)  
Full Service Monitoring  
Designated since 12/2004

Tech Systems Inc.  
Buford, GA  
[www.techsystemsinc.com](http://www.techsystemsinc.com)  
Wholesale Monitoring  
Designated since 12/2019  
**New in 2020!**

Telsco Security Systems  
Edmonton, AB  
[www.telsco.com](http://www.telsco.com)  
Full Service Monitoring - CA  
Designated since 02/2016

TELUS Custom Security Systems  
Vancouver, BC  
[www.telus.com](http://www.telus.com)  
Full Service Monitoring  
Designated since 09/2005

The Church of Jesus Christ of  
Latter-day Saints  
Salt Lake City  
<http://churchofjesuschrist.org>  
Proprietary Monitoring  
Designated since 05/2012



The Protection Bureau  
Exton, PA  
[www.protectionbureau.com](http://www.protectionbureau.com)  
Full Service Monitoring  
Designated since 11/2007

The Watchlight Corporation  
El Cajon, CA  
[www.watchlight.com](http://www.watchlight.com)  
Full Service Monitoring  
Designated since 03/2014

Total Monitoring Services, Inc.  
Sacramento, CA  
[www.tmscentral.org](http://www.tmscentral.org)  
Full Service Monitoring  
Designated since 01/2012

U.S. Monitoring, Inc.  
Oklahoma City, OK  
[www.usm-ok.com](http://www.usm-ok.com)  
Wholesale Monitoring  
Designated since 08/2018

United Central Control  
San Antonio, TX  
[www.teamucc.com](http://www.teamucc.com)  
Wholesale Monitoring  
Designated since 08/2004

United Monitoring Services, Inc.  
Columbus, GA  
[www.ums247.com](http://www.ums247.com)  
Full Service Monitoring  
Designated since 04/2004

Universal Atlantic Systems (UAS)  
Paoli, PA  
[www.uas.com](http://www.uas.com)  
Full Service Monitoring  
Designated since 04/2004

Universal Monitoring, LLC  
Charlotte, NC  
<https://fedorasecurity.com/universal-monitoring/>  
Wholesale Monitoring  
Designated since 02/2018

Allied Universal Technology Services  
Richardson, TX  
[www.aus.com](http://www.aus.com)  
Full Service Monitoring  
Designated since 07/2013

Valley Security and Alarm  
Fresno, CA  
[www.valleysecurityandalarm.com](http://www.valleysecurityandalarm.com)  
Full Service Monitoring  
Designated since 10/2017

Vancouver Fire & Security  
Richmond, BC  
[www.radiussecurity.ca](http://www.radiussecurity.ca)  
Wholesale Monitoring - Canada  
Designated since 07/2012

Vector (East)  
Plymouth Meeting, PA  
[www.vectorsecurity.com](http://www.vectorsecurity.com)  
Full Service Monitoring  
Designated since 08/2003

Vector (West)  
Warrendale, PA  
[www.vectorsecurity.com](http://www.vectorsecurity.com)  
Full Service Monitoring  
Designated since 08/2003

Vigilante Security, Inc.  
Troy, MI  
[www.vigilantesecurity.com](http://www.vigilantesecurity.com)  
Full Service Monitoring  
Designated since 05/2016

Vivint Inc. - MN  
Eagan, MN  
[www.vivint.com](http://www.vivint.com)  
Full Service Monitoring  
Designated since 03/2014

Vivint Inc. - UT  
Provo, UT  
[www.vivint.com](http://www.vivint.com)  
Full Service Monitoring  
Designated since 03/2014

VRI-The Care Center  
Franklin, OH  
[www.monitoringcare.com](http://www.monitoringcare.com)  
Full Service Monitoring  
Designated since 04/2006

Vyanet Operating Group, Inc.  
Bend, OR  
[www.vyanet.com](http://www.vyanet.com)  
Full Service Monitoring  
Designated since 12/2014

Walmart Alarm Central  
Bentonville, AR  
Proprietary Monitoring  
Designated since 06/2012

Washington Alarm, Inc.  
Seattle, WA  
[www.washingtonalarm.com](http://www.washingtonalarm.com)  
Full Service Monitoring  
Designated since 12/2006

Wayne Alarm Systems, Inc.  
Lynn, MA  
[www.waynealarm.com](http://www.waynealarm.com)  
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Wegmans Food Markets, Inc.  
Rochester, NY  
[www.wegmans.com](http://www.wegmans.com)  
Proprietary Monitoring  
Designated since 04/2008

WH International Response Center  
Rockford, MN  
[www.whirc.com](http://www.whirc.com)  
Full Service Monitoring  
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# Monitoring Center Operator Level 1 Training Graduates

*USA and international graduates completed November 1, 2020 to January 31, 2021*

First	Last	Company	Graduated	First	Last	Company	Graduated
Nina	Agnew	A3 Smart Home		Keydrick	Cole	Redwire	12/1/2020
		dba AAA Smart Home	12/21/2020	Rone`	Cole	Securitas Electronic	12/11/2020
Shirjil	Ahmad	Triple Canopy -		Conner	Coleman	Avantguard Monitoring	12/1/2020
		A Constellis Company	1/5/2021	Senna	Collings	Vector WEST	1/26/2021
Sumaiyah	Amatullah	Vivint, Inc.	1/12/2021	Tiyana	Conner	Alarmco	1/17/2021
Emily	Ard	Blue Ridge Monitoring	12/4/2020	Veronica	Contreras	VRI	1/13/2021
Shela	Ashley	VRI	12/3/2020	Sabrina	Cools-Lartigue	Scarsdale Security Systems	1/14/2021
Raven	Avecilla	Alarmco	1/16/2021	Annika	Copeland	Avantguard Monitoring	12/2/2020
Peter	Ayisi	Response One Ghana Ltd.	1/25/2021	Jesse	Corchnoy	Alarm Specialist Corp	12/8/2020
Ariel	Bailey	Ecarn Secure	12/14/2020	Lynn	Cordova	Washington Alarm	1/17/2021
Alexander	Balzer	Houle Electric (CA)	12/26/2020	Scott	Cornell	Mahoney Alarms	12/2/2020
Penny	Barnfather	Vector EAST	11/23/2020	Darryl	Costales	TELUS Custom Security Systems (CA)	11/25/2020
Brissa	Barra	Vivint, Inc.	11/11/2020	Hayley	Countryman	Vivint, Inc.	1/13/2021
Madysen	Beagley	Avantguard Monitoring	12/31/2020	Malachi	Cox	Security Systems of America	1/5/2021
Jurikat	Beccerra	VRI	11/10/2020	Michael	Craigmile	Vivint, Inc.	1/13/2021
Adam	Beck	Vivint, Inc.	1/13/2021	Kiana	Curtis	United Central Control	11/18/2020
Alia	Benmusa	Simplisafe	12/4/2020	Marquita	Cyrus	Vivint, Inc.	1/13/2021
Chanavia	Benson	VRI	1/20/2021	Macie	Davies	Matson Alarm	1/18/2021
Nathaniel	Bent	Vivint, Inc.	11/10/2020	Carmen	Davila	Brinks Home Security	12/19/2020
Wendy	Bernal	Interface Security	12/6/2020	Jackie	Davis	Triple Canopy -	
Adrian	Black	AT&T	1/27/2021			A Constellis Company	1/11/2021
Jessica	Bliss	Avantguard Monitoring	12/8/2020	Brinley	Davis	Vivint, Inc.	11/13/2020
Matthew	Block	Securitas	12/11/2020	Alexis	Dehner	DGA Security	11/13/2020
Angela	Bock	A3 Smart Home		Joey	Del Valle	VRI	12/31/2020
		dba AAA Smart Home	12/7/2020	Andrew	Dickenson	Ecarn Secure	12/8/2020
Tenese	Bognot	Ecarn Secure	12/14/2020	Brooklyn	Dixon	Avantguard Monitoring	12/1/2020
Robert	Bolar	Securitas	11/13/2020	Regina	Dixon	Scarsdale Security Systems	1/13/2021
Jaqueline	Bonilla	Brinks Home Security	12/15/2020	Joel	Doiron	Northern911	11/17/2020
Anthony	Bradford	Wayne Alarm Systems	1/16/2021	Arthur	Dolly	Eastern Credit Union	
Kylie	Brauer	Alarmco	1/3/2021			Cooperative Society Ltd. (TT)	11/9/2020
Stephon	Breazeale	Securitas	1/28/2021	Savannah	Douglas	Securitas Electronic	1/22/2021
Kayla	Brindley	Securitas	12/11/2020	Dustin	Dow	Mahoney Alarms	12/14/2020
Kafi	Brown	Essentia Limited (TT)	11/7/2020	Ryan	Doyle	Avantguard Monitoring	12/2/2020
Michelle	Brunelle	Mahoney Alarms	11/3/2020	Steven	Duarte	Securitas Electronic	12/11/2020
Kathy	Brunelle	Vivint, Inc.	1/12/2021	Justin	Ellis	Vivint, Inc.	11/5/2020
Ilona	Brutskiy	Vivint, Inc.	1/12/2021	Javier	Esquivel	Vivint, Inc.	1/13/2021
Joseph	Buhidar	Vivint, Inc.	11/4/2020	Kennedy	Essex	Vivint, Inc.	11/10/2020
Mike	Bunch	FE Moran	1/28/2021	Gabrielle	Evangelista	A3 Smart Home	
David	Burleigh	Vivint, Inc.	11/5/2020			dba AAA Smart Home	12/21/2020
Rekita	Burney	VRI	1/21/2021	Brady	Fackrell	Avantguard Monitoring	1/7/2021
Taylor	Bush	ESC Central	12/16/2020	Wilmary	Feliciano	Security Data Processing Center Inc.	1/31/2021
John	Caldwell	Stanley Security	11/25/2020			Securitas	1/9/2021
Sean	Callaghan	Associated Security Corp.	12/15/2020	Alisha	Fetuli	Ecarn Secure	12/16/2020
Cynthia	Calvo	VRI	1/19/2021	Maima	Filivao	Vivint, Inc.	1/13/2021
Dakota	Cameron	Avantguard Monitoring	11/2/2020	Lisa	Flodeen	Securitas Electronic	11/23/2020
Brianna	Campos	Post Alarms Systems	11/15/2020	Tyler	Forney	Avantguard Monitoring	1/29/2021
Danny	Carr	Tech Systems Inc	11/19/2020	Addie	Foster	Security Partners	1/13/2021
Alexis	Carrion	Guardian Protection Svcs	12/7/2020	Theodore	Fulton	Vivint, Inc.	1/12/2021
Karra	Castillo	THRIVE Intelligence	1/12/2021	Gloria	Garcia	Interface Security	12/11/2020
Chase	Chaffin	iWatch Communications	1/3/2021	Nancy	Garcia	United Central Control	1/4/2021
Daphney	Charitable	VRI	1/20/2021	Armando	Garza	Securitas Electronic	1/7/2021
Semaje	Clark	Ecarn Secure	12/9/2020	Malcolm	Gent		
Monique	Clark	Security Systems of America	1/8/2021				
Erin	Clark	VRI	12/15/2020				
Shasty	Clemente	Genesis Security Services	11/17/2020				
Aaron	Cobabe	Avantguard Monitoring	11/30/2020				

French Canadian

Spanish

Stefanie Gillespie	Interface Security	1/29/2021	Pierce Lewis	Avantguard Monitoring	11/5/2020
Ashley Golson	Securitas Electronic Security	12/11/2020	Todd Lindstrom	Security Systems of America	1/10/2021
James Gonzalex-Martinez	VRI	11/17/2020	Cheri Linville	VRI	1/20/2021
Christina Graff	Securitas Electronic	1/6/2021	Holley Littsey	Vivint, Inc.	1/13/2021
Clyve Grant	Securitas Electronic	11/23/2020	Tyler Long	Securitas	11/20/2020
Breann Gray	Avantguard Monitoring	1/26/2021	Stephanie Lopez	Post Alarms Systems	11/23/2020
Aniya Gray	Vector WEST	1/26/2021	Marvella Lopez	VRI	12/5/2020
Kramer Green	Avantguard Monitoring	12/1/2020	Karina Macias	Alarm Specialist Corp	12/7/2020
Ivannia Guzman	VRI	11/29/2020	Patrick Madden	Vivint, Inc.	11/11/2020
Shantal Halls	Essentia Limited (TT)	11/7/2020	Michelle Maddux	Vivint, Inc.	11/7/2020
Evan Hamilton	Interface Security Systems	1/6/2021	Jennie Mangiapane	Guardian Protection Services	12/8/2020
Joslyn Hamilton	Per Mar Security Services	11/6/2020	Gabriella Manwill	Vivint, Inc.	11/9/2020
Carly Hammond	Vivint, Inc.	11/10/2020	Anastasia Mareko	Securitas	12/15/2020
Cortney Hammond	VRI	12/8/2020	Tori Maro	SMG Security Systems	1/7/2021
Morgan Harrar	Towne Monitoring Service	1/3/2021	Chavier Marshall	FE Moran	12/26/2020
Lasha Harris	ADS Security L.P.	12/20/2020	Regine Martin-Benn	Vector EAST	1/20/2021
Maleeka Hartwell	Sonitrol Great Lakes	11/18/2020	Megan Mavrodis	Security Systems of America	1/11/2021
Dustin Hauff	Alert 360	11/4/2020	Siara McAuley	Per Mar Security Svcs.	11/6/2020
Roger Henderson	Washington Alarm	1/17/2021	Kelsey McCulloch	Avantguard	12/11/2020
Wraylynn Hendry	Alarmco	11/15/2020	Patrice McHaskell	Interface Security Sys.	1/8/2021
Tiffany Hercules	Triple Canopy - A Constellis Company	1/6/2021	Brian McKlesky	Triple Canopy - A Constellis Company	1/9/2021
Shawn Heyward	DGA Security	1/11/2021	Jocelyn McLean	Securitas	1/28/2021
Sharlee Hinshaw	Alert 360	1/11/2021	MiTeshia McMillian	ESC Central	12/7/2020
Jamall Holley	THRIVE Intelligence	1/12/2021	James Mead	Vivint, Inc.	11/5/2020
Samantha Horn	VRI	12/31/2020	Kiera Medina	Vivint, Inc.	11/5/2020
Julea Howard	Washington Alarm	1/17/2021	Kelvin Mendez	GM Security Technologies	12/30/2020
Alexander Hullaby-Hargraves	A3 Smart Home dba AAA Smart Home	12/21/2020	Carolina Mendoza	VRI	12/11/2020
Eric Humes	Securitas Electronic Security	11/13/2020	Jonathan Michaud-Lapierre	ADT By Telus (CA)	11/27/2020
Kalli Hunter	A3 Smart Home dba AAA Smart Home	12/25/2020	Sierra Milhoan	Securitas	1/22/2021
Michelle Hurtado	Alarmco	1/6/2021	Jake Miller	Life Safety Monitoring	1/21/2021
Ahmed Ibrahim	American Electric Power Security Operations Center	12/28/2020	Corrin Miller	Securitas	11/19/2020
Taniya Igles-Owens	Life Safety Monitoring, LLC	1/24/2021	Jesse Miller	THRIVE Intelligence	11/10/2020
Brittany Ilaban	Security Partners	1/6/2021	Shane Miller	Vivint, Inc.	1/15/2021
Sophia Imperial	Security Partners	1/28/2021	Jerry Miller	Washington Alarm	1/18/2021
Aveolefetuao Iopu	Ecamm Secure	12/9/2020	Kelly Mills	THRIVE Intelligence	1/12/2021
Dawson Jackson	Avantguard Monitoring	12/29/2020	Ashley Mims	Vivint, Inc.	1/13/2021
Gerice Jackson	United Central Control	11/23/2020	Tiffany Minton	AT&T	1/12/2021
Kellie James	Mahoney Alarms	1/1/2021	Tanya Mokrova	Washington Alarm	1/26/2021
Sondra Johnston	Acadian	1/18/2021	Kimberly Molina	Alert 360	12/1/2020
Glenn Jomisko	Alarm Specialist Corp	11/12/2020	Winston Montgomery	Universal Monitoring	12/12/2020
Sharnae Jones	Interface Security Systems	11/10/2020	Pedro Morales	Ecamm Secure	12/8/2020
Marie Joseph	VRI	11/12/2020	Katie Morgan	Vivint, Inc.	11/4/2020
Jennifer Juntunen	Vivint, Inc.	1/13/2021	Shaunice Murphy	Interface Security Sys.	11/3/2020
Mat Kancler	ADS Security L.P.	12/21/2020	Paxton Nations	Avantguard	1/28/2021
Jacob Kasperowicz	ADT Canada Inc. (CA)	11/27/2020	Bram Nauta	Vivint, Inc.	11/9/2020
Marissa Kim	Securitas Electronic Security	11/13/2020	Savannah Nay	Vivint, Inc.	11/10/2020
MacKenzie Kownack	Centralarm	11/3/2020	Haley Newberry	A3 Smart Home dba AAA Smart Home	1/18/2021
Elsbeth Lamarre	ADT By Telus (CA)	11/26/2020	Tracy Nobles	ESC Central	1/27/2021
Robert Lamb	Mahoney Alarms	12/4/2020	Irandy Nolasco	Alarm Specialist Corp	12/17/2020
Jennifer Laroche	Centralarm	12/22/2020	Elisnet Ojeda	VRI	12/17/2020
Corbin Layton	Avantguard Monitoring	12/10/2020	Chris Ormsbee	Mahoney Alarms	12/3/2020
Ebony Lazare	Acadian	11/19/2020	Sarah O'Rourke	Life Safety Monitoring	1/22/2021
Heather Lee	Avantguard Monitoring	12/4/2020	Sara Pagan	VRI	1/7/2021
Dante Lee	Interface Security	11/9/2020	Michelle Palmer	Tech Systems Inc	12/23/2020
Dalinda Lee	Washington Alarm	1/14/2021	Joshua Pandey	THRIVE Intelligence	11/3/2020
Nikkita Lehto	Vyanet Operating Group Inc.	1/24/2021	Andrew Pappas	Doyle Security	12/29/2020
Sujev Leiva	VRI	12/23/2020	Jessica Paredes	Brinks Home Security	12/6/2020
Clarissa Lemus	Bay Alarm	1/21/2021	Sandra Parmegiani	HVAC Concepts - A Fidelity Building Svcs Group Co.	11/24/2020
William Levenson	Vivint, Inc.	1/12/2021	Shreya Parmer	Interface Security Sys.	1/27/2021
			Bradley Pastine	Vector WEST	1/26/2021



Irene	Pech	Ecarn Secure	12/14/2020	Joshua	Reyes	Ecarn Secure	12/9/2020
Laura	Pena Uribe	VRI	12/10/2020	Crystal	Reyna	A3 Smart Home	
Tamika	Penn	AT&T	1/19/2021			dba AAA Smart Home	12/23/2020
Michel	Perera	A3 Smart Home		Tracey	Reynolds	Mahoney Alarms	11/17/2020
		dba AAA Smart Home	12/22/2020	Carmen	Rice	Alarm Specialist Corp	12/7/2020
Alondra	Perez	A3 Smart Home		ShaRon	Rice	COPS Monitoring - MD	1/7/2021
		dba AAA Smart Home	12/22/2020	Kaitlin	Ro	Avantguard	1/27/2021
Jill	Peterson	Securitas	11/19/2020	Decembra	Roberts	Per Mar Security Services	11/9/2020
Bryant	Phethmanh	Acadian	11/18/2020	Malachi	Roberts	Securitas	11/19/2020
John	Phillips	Ecarn Secure	12/7/2020	Pamela	Robertson	Vivint, Inc.	11/6/2020
Khalia	Pickering-Cowie			Shawnee	Robertson-Laforet		
		Associated Security Corp.	11/25/2020			Security ONE Alarms (CA)	1/2/2021
Mona	Pinlac	Ecarn Secure	12/17/2020	Christian	Rodriguez	United Central Control	1/5/2021
Jonika	Poitier	VRI	12/18/2020	Arianna	Rodriguez-Aicardo		
Andreay	Prater	Vivint, Inc.	1/14/2021			Vivint, Inc.	1/16/2021
Raynia	Price	DGA Security	1/19/2021	Kristi	Rogers	Valley Security & Alarm	11/11/2020
Chanelle	Proulx	Huronian Alarm &		JT	Rolling	Washington Alarm	1/22/2021
		Fire Security, Inc. (CA)	1/11/2021	Emmanuel	Romansillos	Ecarn Secure	12/16/2020
Marina	Prum	Ecarn Secure	12/12/2020	Ernesto	Rosales	AT&T	1/12/2021
Joyce	Pu'a	Securitas	1/14/2021	Madison	Roscoe	Vector WEST	11/3/2020
Jim	Pulito	Mahoney Alarms	11/2/2020	Kyle	Routsong	Vivint, Inc.	11/11/2020
Gabriel	Quinones	A3 Smart Home		Josea	Rubenstein	Vector WEST	11/3/2020
		dba AAA Smart Home	12/21/2020	Eric	Rud	Vivint, Inc.	1/13/2021
Krystal	Ratteray-Celesna			Dallin	Sargent	Avantguard	12/3/2020
		Compass Security Solutions	11/17/2020	Chaka	Savage	VRI	12/18/2020
Fabian	Razo-Betancourt			Kharmia	Schanks	Vivint, Inc.	1/15/2021
		VRI	12/29/2020	Kristen	Scherrer	Alert 360	12/4/2020
Marc	Redmond	Mahoney Alarms	1/3/2021	Mandy	Scully	Vivint, Inc.	1/15/2021
Corbin	Redmond	Washington Alarm	1/7/2021	Michael	Seabrooks	DGA Security	11/13/2020
Kaylin	Reed	Ecarn Secure	12/17/2020	Robyn	Sharp	VRI	12/9/2020
Korrinn	Reed	Securitas	12/11/2020	Indianna	Shosted	Vivint, Inc.	11/5/2020
Danhaile	Reid	Doyle Security	12/28/2020	Logan	Shuman	Avantguard	12/3/2020
Brooklyn	Reiman	Avantguard	12/2/2020	Kathryn	Siegel	FE Moran	12/8/2020
Nataly	Reyes	Brinks Home Security	12/1/2020	Emily	Simac	United Central Control	1/14/2021



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Sharlene	Sin	Ecamm Secure	12/8/2020	Alan	Whittington	Stanley Security	12/10/2020
Timothy	Smann-Seng	Ecamm Secure	12/11/2020	Tariq	Wiggins	Compass Security	
Shane	Smith	Alarmco	11/14/2020			Solutions	12/8/2020
Austin	Smith	Avantguard	11/6/2020	Denae	Wilkerson	Bay Alarm	1/23/2021
Brandon	Smith	Tech Systems Inc	11/17/2020	Peter	Wilkes	Avantguard	11/2/2020
Sonya	Smith	VRI	12/16/2020	Janine	Williams	THRIVE Intelligence	11/3/2020
Dovie	Smith	VRI	12/16/2020	Melissa	Williams	Vivint, Inc.	11/5/2020
Nancy	Solaita	Ecamm Secure	12/18/2020	Taiana	Williamson	Avantguard	11/5/2020
Jose	Soto	GM Security Tech.	12/30/2020	Sylvester	Willis	Alert 360	1/16/2021
Lydia	Soto Cubero	VRI	1/20/2021	Tiffany	Wilson	Vivint, Inc.	1/16/2021
Marcus	Starr	Securitas	1/6/2021	Jennifer	Winquist	VRI	1/20/2021
Andrue	Stevenson	A3 Smart Home dba		Ashley	Witt	Peak Alarm Company	11/18/2020
		AAA Smart Home	12/20/2020	Phillip	Wohlfahrt	Alarm Specialist Corp.	11/12/2020
Jean	Suazo	A3 Smart Home dba		Charon	Wood	Triple Canopy -	
		AAA Smart Home	12/21/2020			A Constellis Company	1/10/2021
Adria	Summers	Securitas	1/28/2021	Katherine	Wood	VRI	12/18/2020
Mark	Swindell Green	Triple Canopy -		William	Woodruff	Securitas	1/22/2021
		A Constellis Co.	1/18/2021	Daniel	Wright	Mahoney Alarms	12/19/2020
Zoe	Szok	Centralarm	11/4/2020	Sunshine	Xiong	Johnson Controls	1/25/2021
Fumiaki	Takezawa	FE Moran	1/25/2021	Amber	Zimbaum	Vivint, Inc.	11/5/2020
Lacresha	Taylor	Triple Canopy -					
		A Constellis Co.	1/25/2021				
Jordan	Temple	Associated Security Corporation					
11/27/2020							
Janneth	Tenorio	Sony	12/18/2020				
Sylvia	Thissell	Interface Security					
		Systems	1/19/2021				
Josephine	Thompson	Damar Security Services/					
		Security Response					
		Center (CA)	11/9/2020				
Vivian	Torres	Ecamm Secure	12/17/2020				
Dominique	Travers	COPS Monitoring-NJ	12/31/2020				
Daniel	Trottier	Fire Monitoring of					
		Canada, Inc. (CA)	11/28/2020				
Ange	Tuyizere	ADT By Telus (CA)	11/25/2020				
Idara	Udoh	A3 Smart Home dba					
		AAA Smart Home	1/16/2021				
David	Uresti	VRI	12/30/2020				
Marialosa	Vaivai	Alert Alarm of HI	1/26/2021				
Angel	Valenzuela	A3 Smart Home dba					
		AAA Smart Home	12/25/2020				
Anieleela	Validum	Vivint, Inc.	1/14/2021				
Dianna	Vasquez	Brinks Home Sec.	11/26/2020				
Kenneth	Vela	VRI	1/10/2021				
Roberto	Vélez	Genesis Security					
		Services, Inc	12/20/2020				
Ian	Vitale	Alarm Specialist Corp	12/7/2020				
Katherine	Waldron	Vyanet Operating					
		Group Inc.	1/31/2021				
Jazzalyn	Walker	AT&T	1/12/2021				
Michael	Wall	American Alarm &					
		Communications, Inc.	11/17/2020				
Samuel	Ward	Quick Response					
		Monitoring	1/13/2021				
Johnknesha	Washington	Bay Alarm	1/30/2021				
Deondre	Weathers	Securitas	1/6/2021				
Luke	Webb	AT&T	1/12/2021				
Samantha	White	Alert 360	1/17/2021				
Brandon	White	Amherst Alarm, Inc.	12/27/2020				
Daphne	White	Securitas	1/28/2021				
Jenna	White	United Central Control					
			1/31/2021				
Jordan	Whitmer	Vivint, Inc.	11/9/2020				
Angelique	Whitson	A3 Smart Home dba					
		AAA Smart Home	12/17/2020				

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# Operator Level 2 Training Graduates

## Legacy Operator 2 Training Graduates

First	Last	Company	Graduated
Cody	Allen	Amherst Alarm, Inc.	12/29/2020
Jennifer	Bagoon	Alarm Specialist Corp	12/7/2020
Alexander	Balzer	Houle Electric (CA)	12/27/2020
Tanya	Banks	Life Safety Monitoring	11/8/2020
Kylie	Brauer	Alarmco	1/14/2021
Eric	Brayman	Mahoney Alarms	1/11/2021
Mike	Bunch	FE Moran	1/29/2021
Chance	Burbank	COPS Monitoring - Scottsdale	1/1/2021
John	Caldwell	Stanley Security	11/24/2020
Jenny Natalie	Charles	Essentia Limited	11/21/2020
Shasty	Clemente	Genesis Security Svcs.	12/20/2020
Macie	Davies	Matson Alarm	1/20/2021
Sasha	Davis	Bay Alarm	1/14/2021
Ryan	Drohomyreckyj	SMG Security Systems	1/18/2021
Samantha	Estrada	COPS Monitoring - TX	11/17/2020
Valeria	Fierro	COPS Monitoring - Scottsdale	11/17/2020
Sarah	Freese	Guardian Protection Services	12/13/2020
Amy	Johanson	Kings III of America	1/14/2021
Christopher	Johnson	Alarmco	1/17/2021
Alana	Kostok	COPS Monitoring - NJ	1/30/2021
Jarod	McCoy	Thrivent Financial	12/1/2020
Vanessa	Ortiz	GMST	11/25/2020
Sandra	Parmegiani	HVAC Concepts - A Fidelity Building Services Group Company	11/27/2020
Lauryn	Paulus	COPS Monitoring - NJ	1/5/2021
Lance	Peterson	Centralarm	12/30/2020
Chanelle	Proulx	Huron Alarm & Fire Security, Inc. (CA)	1/21/2021
Rozlynn	Pulliam	Per Mar Security Svcs	11/25/2020
Krystal	Ratteray-Celesna	Compass Security Sol.	12/9/2020
Adrienne	Rodriguez	Alarm Detection Sys.	12/9/2020
Emily	Shackelford	Kings III of America	1/28/2021
Magda	Silva	Security Equipment Inc	1/27/2021
Shane	Slimmon	Quinte Kawartha Alarm Systems (CA)	1/4/2021
Ameena	Smith	COPS Monitoring - NJ	12/13/2020
Colin	Swayze	CCOPS Monitoring - NJ	1/12/2021
Janneth	Tenorio	Sony	12/19/2020
Dominique	Travers	COPS Monitoring - NJ	1/17/2021
Tatyanna	Vega	CCOPS Monitoring - NJ	1/24/2021
Alan	Whittington	Stanley Security	12/11/2020
Tariq	Wiggins	Compass Security Sol.	12/9/2020
Phillip	Wohlfahrt	Alarm Specialist Corp.	11/16/2020



*New Members, continued from page 31*

### NON-LISTED NON-TRADITIONAL MONITORING

#### **Eyeforce, Inc.**

Houston, TX

+1 (888) 393-3672

[www.eyeforce.com](http://www.eyeforce.com)

[info@eyeforce.com](mailto:info@eyeforce.com)

Eyeforce Inc. is a 100% U.S based, wholesale remote guarding station that allows for its dealers to offer high end video monitoring and access control services. Eyeforce has been providing remote guard services since 1998, and is unique in that remote guarding is all that they do.

As a nationwide remote guarding company, they offer a variety of monitoring services and specialize in the surveillance of critical areas. Their remote video monitoring capabilities excel where traditional central monitoring stations fail. This is made possible by their full range of products and services that utilize the latest technology innovations in the remote guarding space.

The Eyeforce command center is equipped with the very best technology and people to provide the most proactive video monitoring service on the market.

#### **Smart Security Pros, d.b.a.**

##### **Mobile Video Guard**

Lanham, MD

+1 (844) 732-3582

[www.mobilevideoguard.com](http://www.mobilevideoguard.com)

[info@mobilevideoguard.com](mailto:info@mobilevideoguard.com)

Founded in 2016, Mobile Video Guard provides its customers with its proprietary video surveillance units that are installed on site and then monitored live for motion alerts after hours. Our primary customer focus is construction general contractors and developers.



# TMA's ASAP-to-PSAP Reaches 82

ASAP saves time, improves accuracy, and increases efficiency between PSAPs and Monitoring Centers. Learn more on TMA's website.



## 82 ASAP Active PSAP's (As of March 16, 2021)

### Alabama

Montgomery  
Morgan County

### Arkansas

Little Rock

### Arizona

Chandler  
Paradise Valley  
Phoenix  
Tempe

### Colorado

Jefferson County

### Florida

Boca Raton  
Bradenton  
Charlotte County  
Collier County  
Manatee County  
Riviera Beach  
Sarasota County  
West Palm Beach

### Georgia

Alpharetta  
Augusta/Richmond  
County  
DeKalb County

### Maryland

Prince George's County

### Minnesota

Anoka County  
Ramsey County

### Missouri

Boone County

### North Carolina

Cary, Apex and  
Morrisville  
Durham  
Fayetteville/  
Cumberland County

Guilford County  
High Point  
Johnston County  
Kernersville  
Union County  
Wilson County

### New York

Broome County  
Cayuga County  
Monroe County  
Onondaga County  
Ontario County  
Suffolk County

### Ohio

Cincinnati  
Delaware County  
Dublin  
Hamilton County  
Westerville

### Pennsylvania

Bucks County  
Chester County  
Cumberland County  
Dauphin County  
Monroeville

### Tennessee

Bradley County  
Brentwood  
Hamilton County  
Memphis  
Murfreesboro  
Nashville  
Williamson County

### Texas

Burleson  
Denton County  
Galveston County  
Grand Prairie  
Harris County

Highland Park  
Houston  
Missouri City  
Plano  
Williamson County

### Virginia

Arlington County  
Chesapeake  
City of Richmond  
Hanover County  
Harrisonburg-  
Rockingham  
Henrico County  
James City County  
Loudoun County  
Martinsville-Henry  
County VA  
Newport News  
Powhatan County  
Roanoke  
Virginia Beach  
York County

### Wisconsin

Dane County

### Washington DC

## PSAP's in Testing or Implementation

### Alabama

Birmingham

### Colorado

Denver 911  
Communications

### Florida

Sarasota Public Safety  
Communications  
Lee County

### Illinois

Aurora Police  
Department

### Indiana

Indianapolis

### Louisiana

Orleans Parish

### Maryland

Fredrick County

### North Carolina

Brunswick County  
Raleigh-Wake County

### Ohio

Chagrin Valley-Bedford  
Mansfield

### Pennsylvania

Elk County

### Texas

Beaumont PD  
Allen

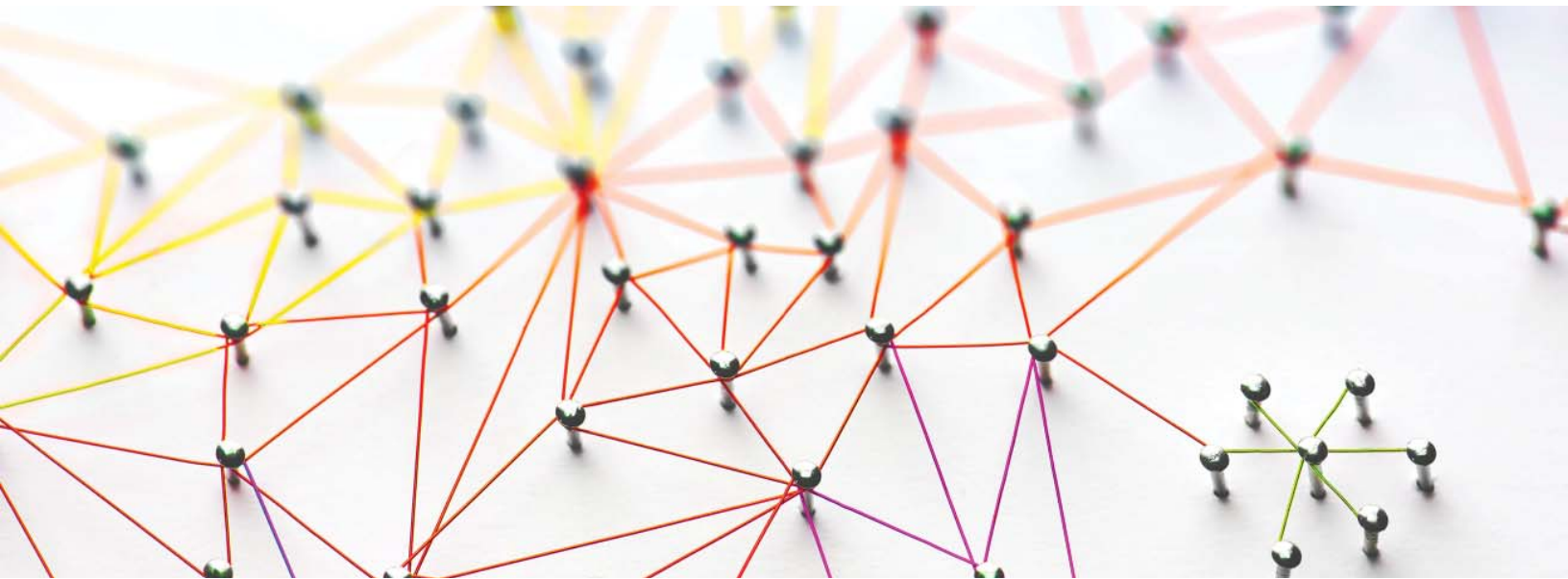
### Washington

Bremerton  
Tacoma-Pierce

## What if... SIAC Didn't Exist?

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[www.siacinc.org](http://www.siacinc.org)



## Making a Difference...Why We Do What We Do

### Monitored fire protection helps save Boston-area woman in house fire

By Brandon Freeman, Wayne Alarm

On Wednesday December 2, 2020, Wayne Alarm's Central Station received a fire alarm activation for a building in Boston's South End. Central station operators notified the Boston Fire Alarm Office. Engine 22 was dispatched and reported a four-story brick home with fire visible on the first floor.

Arriving on scene, District Chief Mulane reconfirmed "four story brick heavy fire alpha side extending, smoke all floors, occupied brownstone. Strike a second alarm." Tenants were using the fire escape to exit the upper floors.

On the fourth floor, tenant Alicia Soto and her two children were alerted to the fire alarm sounding by bright lights flashing in her apartment. Soto is hearing impaired and Wayne Alarm had fitted the apartment with several special devices to alert her of a fire alarm activation. One other device is a "bed shaker" which shakes the bed when the alarm sounds waking the sleeping resident.


As Ladder 4 approached the home, they had a perfect position to throw the stick to the Soto family and make the rescue. Firefighter Liam Pero, a fourth



*Pictured (l to r) Wayne Alarm's Karina Quintana, Monitoring Center Lead Operator and Alessandra Iraola, Data Entry Supervisor*

generation Boston Firefighter climb the aerial and brought the five year-old girl down first, followed by her infant sister and finally, using hand signals Pero was able to communicate with Soto and she was brought down the aerial safely.

All were un-injured.

The fire on the first floor was quickly distinguished with only heavy smoke damage to the upper floors. 

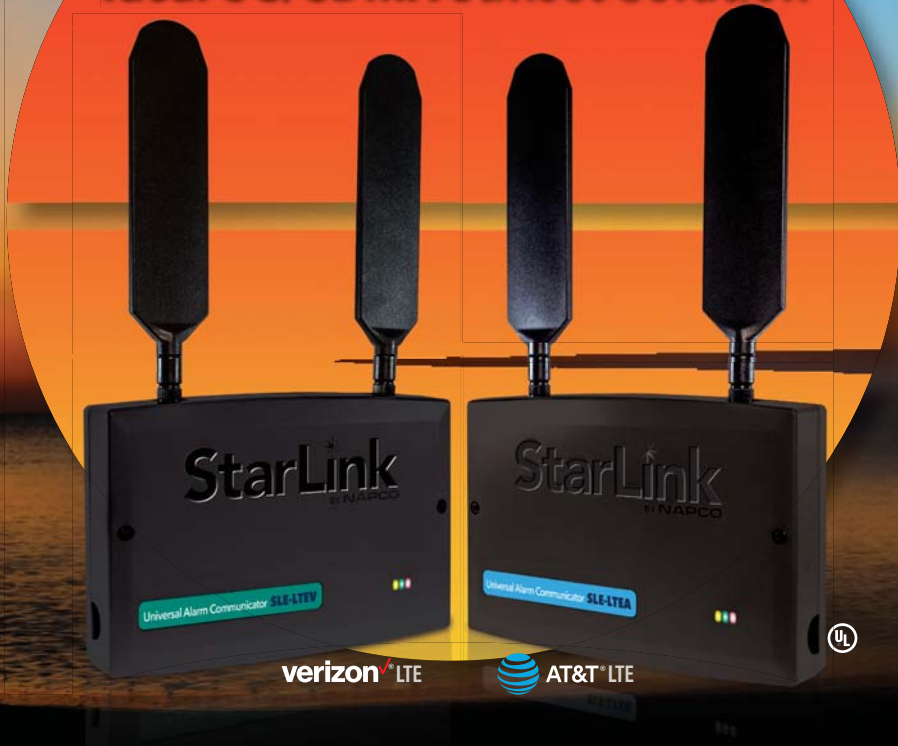
#### Share your life-saving stories with TMA members!

Have you or a colleague helped save someone's life in your role within the monitoring center? Let your story touch others and inspire more life-saving actions.

Submit your story and images to TMA Communications at [communications@tma.us](mailto:communications@tma.us).

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**BEST** Reporting Options - Choose any Central Monitoring Station - Easy Takeovers, too

**BEST** LTE Coverage Footprint in the Nation - AT&T LTE and Verizon LTE Network Models

**BEST** Performance - Proven to work Everywhere w/ Signal Boost & Dual Antennae,  
eliminating multipath effect signal clashes, as with single antenna designs

**BEST** Pre & Post Installation Support - Preactivated so you know they're working  
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