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## **The Monitoring Association Welcomes New President**

*Security Industry Executive, Morgan Hertel, becomes TMA's 36<sup>th</sup> President*

**Oct. 19, 2021, McLean, Va.** – The Monitoring Association (TMA) is pleased to announce Morgan Hertel, Vice President of Technology and Innovation, Rapid Response Monitoring, Inc., is its new President. He officially began his two-year term on Thurs., Oct. 14<sup>th</sup> at the conclusion of TMA's 2021 Virtual Annual Meeting. Hertel recently served a two-year term as Vice President on the TMA Executive Committee leading up to his presidency. He succeeds Don Young, ADT. Young will serve an additional two-year term as Immediate Past President on the TMA Executive Committee.

"I am extremely excited about taking on the next two years," expressed Hertel. "TMA is a very unique trade association in that it supports a culture of inclusiveness that both encourages and nurtures positive, productive collaboration. Most members have deep connections with other members and are able and open to working together for the betterment of the industry."

As TMA's president, Hertel is focused on preparing TMA to meet the rapidly evolving needs of its members as technology increases at an exponential rate. While he acknowledges that much of the latest advances haven't yet reached today's monitoring centers, one of his primary goals is to bridge that gap. To him, this will require an active, healthy standards group; continued expansion of the ASAP-to-PSAP program; and expanded education to ensure monitoring centers possess a thorough understanding of the latest technologies.

"While I never consciously aspired to be the president of TMA, I have always been a strong, active proponent of the notion of giving back or paying it forward," said Hertel, adding, "I strongly believe that individuals are called to give back to the industry in which they work. While there are, admittedly, a myriad of ways to do that, for me, this is part of executing on that belief."

According to TMA CEO Celia T. Besore, “Morgan possesses an exceptional and distinctive depth of technical knowledge that has been, and will continue to be, a valued and strategic asset to TMA and its members. For years, he has consistently demonstrated an unwavering commitment to the advancement of TMA through his volunteer service as a member and as a leader. And now, as he begins his tenure as TMA’s president, I know, without hesitation, that this organization is on course for great success.”

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#### **About The Monitoring Association**

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

#### **About Rapid Response Monitoring, Inc.**

Rapid Response is a leading provider of professional monitoring services. Our fully redundant dual UL, FM and FDNY-certified monitoring centers are located in Syracuse, NY and Corona, CA and house rigorously trained and certified specialists providing those we protect with unmatched service. We specialize in leveraging our experience in protecting life and property and combining that with the technologies of today to develop customized interfaces, applications and workflows that are based on our Dealer’s business, their customers’ needs, device capabilities, and go-to-market strategy. As stewards of the industry, Rapid Response is committed to cultivating the future of professional monitoring through collaboration with partners, constant innovation, and our dedication to the protection of life and property. Our monitoring services include but are not limited to audio, video, SONITROL, GPS, PERS/mPERS, lone worker, mobile personal, IoT connected devices, residential and commercial protection which are augmented by advanced mobile connectivity for our Dealers and their Customers.