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The Secret Power of Collaboration

Playing nice with others is one of the very first lessons most of us were taught. Little did we know how very important the skills we learned then would have such an impact on our success in business. One of the common phrases that you'll often hear chanted in an office is, "There's no I in team." While it's said with a sarcastic undertone, the truth is "we" achieve more by working together than any single one of us could alone. Read the thoughts of some TMA leaders and partners on the subject in this issue's cover story.

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And So it Goes

All great things must come to an end

This is my final President's column.

The last two years have been a ride for certain – for all of us. When I took office in October of 2019, I had the same passion for leading TMA that we all have for the industry we love. I approached the role with a clear set of goals for my term. I was confident that I had the right team in place to achieve each and every one. Full steam ahead. Then, COVID-19 hit. Shift gears. Reset priorities. None of us could have ever fathomed the impact this unprecedented pandemic would have on our lives and businesses. Admirably, TMA members and staff quickly rallied to share and promote new best practices and ideas to meet the unexpected tactical needs of members. We all came together like never before.

From my first exposure to the Central Station Alarm Association, and through the many years leading up to the waning days of my presidency, I have continually witnessed the selfless dedication and support our association community puts forth. I leave the presidency with great gratitude to all

those who contributed both time and treasure to TMA during my tenure. I am honored that TMA members gave me the opportunity to lead this great organization.

As the pandemic sadly raged across our nation and the world, our businesses executed strategies that enabled us to continue to provide crucial fire and security services to our customers. It was impressive to see TMA put member needs for dealing with the pandemic on the front burner, as staff and volunteers continued to support the associations strategic goals. Here are some brief highlights of key program advancements and achievements that have taken place over the last two years:

PANDEMIC RESPONSE

Virtual Town Halls

Early in the pandemic, TMA launched a series of weekly Virtual Town Halls focused on pandemic-related business operations solutions. Participation on the webinars continually grew, validating that the content was timely and helpful. TMA's Executive Director Celia Besore

and her staff arranged to have a host of subject-matter experts speak on important issues such as insurance, HR, relief financing, and legal.

COVID-19 Resources

In February of 2020, a dedicated web page was created to provide TMA members with quick and easy access to the latest information from federal and state guidelines and requirements. The page continues to be updated and serve as a valuable resource.

Essential Workers

As the nation closed businesses and placed strict restrictions on travel, TMA worked to secure explicit essential worker designation for monitoring center employees. The essential designation allowed our associates to travel to and from their workplace as needed, without interruption or penalty.

Work-from-Home

TMA was instrumental in the development of emergency Work-from-Home guidelines for monitoring centers early in the pandemic. The initial effort served as the impetus for formal inclusion of emergency Work-from-Home language in the UL 827 and NFPA 72 standards.

PROGRAMS

FirstNet Launch

TMA launched its FirstNet certification in partnership with AT&T in October 2019. The FirstNet National Public Safety Broadband Network (NPSBN) provides TMA access to the same robust network used by Public Safety in their mission to protect the public. TMA is issuing certificates to those companies who meet accepted alarm industry standards, allowing them to use the NPSBN for transmission of alarm signals to central station monitoring centers

IQ Acquisition and Launch

In January 2020, TMA assumed control of the Installation Quality Certification

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

Program “IQ Certification”, the only quality control program for installations, maintenance and service of electronic security systems.

ASAP-to-PSAP

TMA’s ASAP-to-PSAP service has demonstrated remarkable growth over the last two years. In October 2019, 53 ECCs were active. As of today, TMA has 90 active ECCs and anticipates reaching 100 by the end of 2021. The ASAP infrastructure is being moved to a virtualized cloud environment, eliminating future obsolescence challenges, as well as enabling exciting new enhancements.

Five Diamond Recertification Program

Monitoring center operator certification is an important pillar of the Five Diamond designation. With the value of continuing education in mind, an operator recertification program was created to assist in keeping operator’s skills and knowledge current with regulations and rules essential to their role.

STANDARDS

Standards Committee Reorganization

TMA’s Standards Committee was restructured, creating dedicated workgroups to individually manage TMA efforts for each standard. This model builds on the success of the UL 827 workgroup.

Work-from-Home

(Emergency and Permanent)

Building on the success of the emergency WFH effort, TMA has submitted proposals for permanent WFH inclusion in UL827. As I write this, the public comment period for the proposal had just concluded. Permanent WFH allows our industry to keep pace with what are now accepted workplace norms.

Alarm Validation Standard

TMA-AVS-01

The Alarm Validation Standard uses data relative to alarm activations to evaluate what is occurring at the protected premises and to provide that

information to public safety. I hope you were able to join the town hall dedicated to the Alarm Validation Standard. A replay of the townhall is available in the TMA website.

NFPA 730/731 Subcommittee

NFPA 730 – Guide for Premises Security and NFPA 731 – Standard for the Installation of Electronic Premises Security Systems are “in cycle” for the 2023 editions. A dedicated 730/731 workgroup has been established to coordinate TMA actions.

EDUCATION

Launch of the New Online Operator Level 2

As I took office, TMA was launching an updated version of its highly-regarded Operator Level 2 Training Program. Here again, TMA volunteers and staff came together to build six new modules covering advanced operator skills in areas of leadership, conflict resolution, advanced call handling, industry standards, telecommunications and enhanced technology, and cybersecurity.

Virtual Meetings

COVID-19 caused us to virtualize the 2020 Annual Meeting. Volunteers and staff invested endless hours to transition from the in-person event to virtual delivery. The same herculean efforts went into transitioning the first OPSTech to a virtual event, as well as our Mid-Year meeting. All three events succeeded in delivering timely and compelling education sessions in the virtual model. Many thanks to our generous sponsors who transitioned to the new model with us and without whom the events would not have been possible.

TMATraining.org Upgrade

Staff and the education committee have been working diligently with the CMOOR Group to update our learning management system – TMATraining.org. By the time you read this, the new site should be live! I encourage you to visit and take a tour.

New Hire Assessment Tool

The “New Hire Assessment Tool” is an exciting new education program being launched in tandem with the redesigned learning management system. The tool, designed in a survey format and to be used as part of the hiring process, gives companies an instrument with which to determine prospective and/or new employees’ level of knowledge in various areas: communication, critical thinking, customer service, cybersecurity, leadership and operations.

GENERAL

Excellence Awards Update

In preparation for the 2021 Excellence Awards, I appointed a task force to review and evaluate various aspects of the program. The task groups charter was to review all aspects of the awards process with particular emphasis on fairness, member benefit, and general appeal of the program. A significant change, which I believe was very well received and appreciated, was creating new Monitoring Center of the Year categories based on company size.

NextGen Meet Your Mentor Series

In 2021, TMA’s NextGen group initiated its Meet Your Mentor Series, which hosts live video interviews with accomplished and respected industry leaders. I was pleased to be their guest in June of this year. It is personally rewarding to share your experiences with young careerists in our industry.

Financial Health

At the close of 2020, TMA was in one of the strongest financial positions in its 70+ year history. This success can be attributed to a combination of excellent budget management by Celia and team, as well as the unwavering, generous trust and support of our members.

I trust you agree that those programs show the value of being a member of The Monitoring Association. My deepest gratitude to all those who supported my aspirations and goals for TMA over

continued on page 7



Stepping in with Courage

I recently came across a review of a book by Jim Detert titled *Choosing Courage: The Everyday Guide to Being Brave at Work*. Upon reading it, I found myself reflecting on how being courageous has increasingly become an important quality for leaders. Being a leader implies sometimes having to make the least popular decision, many times with limited information. And with the uncertainty of the last 20 months, many of us have had to engage in moments of courage. Author John Izzo, in *The Five Secrets You Must Discover Before You Die*, numbered living with no regrets as one of the secrets to a happy life, and “to leave with no regrets we must live with courage, moving toward what we want rather than away from what we fear.”

I am sure that by now you must be aware that my favorite Brit is Sir Winston Churchill. Perhaps it is because I have always rooted for the underdog, which Great Britain was at a time during World War II, and by extension its leaders. I have also always admired many of the qualities that Churchill exhibited during Britain’s “darkest hour.” He was a visionary, steadfast, persistent,

and courageous, among other qualities. In 1931, Churchill said “courage is rightly esteemed the first of human qualities, because it has been said, it is the quality which guarantees all others.” While we most likely will not be called to face the challenges he faced, courage to do the right thing, or to stand for what is right, will always be critical. With an increasingly polarized society, learning how to speak courageously and effectively will be more and more important each day. So how can we increase our chances of success when acting or speaking courageously?

Jim Detert identifies a five-step process to follow to improve the chances courageous acts will be successful:

- Create the right conditions – it is critical to have a reputation as someone who is humble, kind, who is a consistent high-performer and that has the organization’s and others’ interest at heart. Related to channeling the emotions, it is important to demonstrate emotional ability and stability.
- Choose your battles – unlike Don Quixote, we must carefully pick

when we should “engage in battle.” Not all battles are worth fighting. In fact, turning everything into a battle will label one as a troublemaker and all influence will be lost. We need to ask whether the issue is congruent with our values and goals; whether emotions are controlling our actions vs. informing them; and whether the “win” is part of a bigger picture. And, as always, when making decisions, timing is critical.

- Manage the message – Why are we engaging in this act? How are we engaging? What type of data is available to you and others? Are you able to listen attentively to the other? Knowing the answers to these questions can help you better present your viewpoint. Because “courage is what it takes to stand up and speak, it’s also what it takes to sit down and listen.¹”
- Channel the emotions – failure to control your emotions will undermine success every time. While emotions may be needed to inspire the action, they must not control how you act. We must keep in mind that many times you are offering one of many perspectives.
- After the act – as with any process, it is important to review the outcome of the action. One must also handle any negatives that may have arisen from the courageous act, even if it requires another courageous act. Winston said, “One ought never to turn one’s back on a threatened danger and try to run away from it. If you do that, you will double the danger. But if you meet it promptly and without flinching, you will reduce the danger by half.”

continued on page 7

**“to live with no
regrets we must
live with courage...”**

President's column, continued from page 5

the course of my presidency. There is an extraordinary list of people who deserve individual recognition for the successes listed above. I wish it was possible to individually name and thank each of you here. However, I would be remiss if I did not express my appreciation for the support and learned guidance from Celia, our executive director. Trade associations depend on volunteers to be successful, but staff and the staff leader are the glue that holds everything together. Thank you, Celia, for your personal dedication and leadership that were crucial to what has been accomplished the last two years.

Leading TMA has been a dream realized for me. It is and will always be one of the greatest honors of my life to have served TMA members and to have led the advancement of programs and key initiatives that strengthen our members and further assists them with continued success.

Thank you, one and all.

Don Young
Immediate Past President, TMA

CEO Column, continued from page 6

And on the subject of courageous decisions, I want to thank the TMA Board of Directors for making the difficult, but courageous decision, to change the 2021 TMA Annual Meeting to a virtual format. To the generous sponsors, who took a chance in continuing with their sponsorship level despite an uncertain outcome, we extend our deep gratitude. With their generous support, TMA was able to host for free 500+ TMA members for the Virtual Annual Meeting. It was the first time for many to experience the education of our Annual Meeting. 

Thanks to our 2021 TMA Virtual Annual Meeting:

Platinum

Alarm.com, JCI, MAS/Carrier, and Resideo

Gold

ADI Global, ADT, and UL LLC

Silver

Altronix Corp., CIBC Bank USA, DMP, and Salesforce

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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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Thanks for inspiring us

UL joins in celebrating the dedication, guidance and outstanding leadership that Don Young has provided over the last two years to the monitoring industry through The Monitoring Association. Don, you have inspired us with your commitment to the safety of monitoring industry colleagues and to the continued safety of civilians and first responders alike.



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MEMBER NEWS >>

PEOPLE MAKING NEWS



Michael Venoit Joins Continental Access as Division's New Vice President of Sales

Continental Access, a division of NAPCO Security Technologies, Inc., is pleased to introduce Michael Venoit as the new Continental Access Vice President of Sales. Michael comes to Continental with a successful track record of strategically driving sales and growing revenue in security and access control, having worked for several well-known industry manufacturers.

Eva Estrada-Gooden Joins AvantGuard Monitoring Centers

Eva Estrada-Gooden has joined the sales team at AvantGuard Monitoring Centers. As a Regional Sales Manager, she is focused on the Northeast, Eastern Canada and Puerto Rico territories.

Axis Communications HR Director Recipient of SIA Award

Elaine Palome, Human Resources Director, Axis Communications will be honored by SIA with its 2021 Progress Award on November 17th. The SIA Progress Award, presented by the Security Industry Association's Women in Security Forum, celebrates an individual who is advancing opportunities and paving the way to success for women in the security industry.

Two TMA Members Receive Scholarship
The Security Industry Association (SIA) selected six women in the security industry to receive the inaugural SIA Women in Security Forum Scholarship. Two of the six women honored are TMA members. Congratulations to Carrie Caldwell, technical trainer, Axis Communications, and Tiffany Rojas, human resource business partner, Stanley Security.

Lichty Joins Bold Group as Senior Vice President of Product Management

In her new position, Julie Lichty will be responsible for driving the vision and expansion of our product strategy and solutions for Bold Group. Lichty's experience, most recently at Panasonic Aviations, reflects her background driving the growth of multibillion dollar portfolios.



Mark Taylor to Serve as Southeast Dealer Development Manager

DMP welcomed Mark Taylor to its East Sales team as Dealer Development Manager for the Southeast region. Dealers in South Carolina, Georgia, and the Florida Panhandle will be reporting to Mark for guidance and support.

Before accepting the position at DMP, Mark worked for 15 years in the alarm industry. Since 2005, he had been employed at both ADT and Protection One. His first industry job was with a local dealer in Georgia, where he learned useful skills in working on the dealer side of the industry.

PRODUCTS MAKING NEWS

OpenEye Introduces New MV-Series
OpenEye's new MV-Series cloud-managed appliance is a compact and cost-effective cloud-managed video recording appliance with an optional integrated PoE switch. Models are available with 8 or 16-channel integrated PoE switch for single cable, plug-n-play installation, or customers can choose their own switch hardware and select the non-PoE model with dedicated camera NIC.

Calipsa Adds Advanced Real-Time and Forensic Analytic Capabilities to Its False Alarm Reduction Software

The new Calipsa Pro Analytics software suite adds four tiers of advanced analytics, incorporating customizable real-time alerts, camera health checks, object tracking and forensic video analysis.

Telguard Announced First 5G LTE-M Communicators with Internet and Cellular Dual Path

Telguard announced its first line of dual-path communicators with an Internet pathway. The communicators connects to the Internet via a wired LAN connection, and if the LAN goes down, 5G LTE-M immediately steps in to deliver signals. The TG-7FE and TG-7E allow customers to cut traditional landlines and use Internet connectivity and cellular for a flexible dual path solution.

FireLink FACP Now with Cloud Programming

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 &/or wireless devices.

Inovonics Fire Now UL864 Listed and CSFM Approved

The EH1115EOL EchoStream® Single Input Fire RF Transmitter and the EH4104R Single Zone Fire RF Receiver with Relays commercial fire devices operate on the scalable Inovonics network, designed to integrate easily into fire alarm systems. The commercial wireless is now UL864 listed and CSFM approved.

MEMBERS MAKING NEWS

TMA Members Receive 2021 SAMMY Awards

Join in congratulating the following TMA members whose marketing excellence was recognized by *Security Sales and Integration* Magazine:

Best Promotional Giveaway Item

ADT Commercial
Romeoville, Illinois

Best Promotional Video or Audio ADT Commercial Romeoville, Illinois	Installer of the Year (Large Company) Acadian Total Security Lafayette, Louisiana	Alula Services Platform Optimization Alula Installation/ Service Tools/Residential - Systems Design/LifeCycle Maintenance
Best Sales Brochure Acadian Total Security Lafayette, Louisiana	Integrated Installation of the Year Stanley Security Indianapolis, Indiana	AXIS Camera Station Secure Entry Axis Communications, Inc. Access Control/Entry Control
Best Social Media Campaign Vector Security Warrendale, Pennsylvania	Security Systems News Magazine Honors TMA Members' Innovation Join in congratulating the following TMA members who received an SSN 2021 Innovation Award for product innovation.	X1 Series DMP Access Control/Controllers - Stand Alone
Best Newsletter or Content Marketing Stanley Security Indianapolis, Indiana	Flex IO Alarm.com Smart Home - Electronics / Control Systems / Networking Internet of Things (IoT) Device	Instant Connect Dynamark Monitoring, Inc. Monitoring Station/Alarm Monitoring for End User
Best Display Advertisement (Print or Electronic) ADT Commercial Romeoville, Illinois	Video Analytics Doorbell Alarm.com Video Surveillance	Brivo Access Brivo Access Control/Hosted/Managed Access Systems
Best Overall Integrated Marketing Program Large Company Stanley Security Indianapolis, Indiana		

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Resideo Wins CE Pro Award
Resideo's ProSeries security and life safety platform won the 2021 CE Pro best product award for an integrated security system. ProSeries end-to-end solution brings security, life-safety and smart control together in one simple platform.

Doyle Security Acquires STAT Communications
Doyle Security Systems, Inc. announced the acquisition of STAT Communications, a privately held company founded in Watertown, NY in the 1950s. STAT's 3,800 security accounts and 1,200 medical monitoring accounts will now be monitored by Doyle Security's emergency response center, while service and installation work will continue to be provided by STAT team members who will be joining the Doyle team.

Alarm Detection Systems Acquires Break Point Security
Alarm Detection Systems, Inc. (ADS) acquired Littleton, Colorado-based Break Point Security. The acquisition will enhance ADS' protective services capabilities within the Denver Metropolitan Area.

ADS conducts business under the name Safe Systems, Inc. (SSI) within the state of Colorado. SSI provides business alarms, fire alarms, card access, security cameras, and home security systems for Denver, Boulder County, Northern Colorado, the Eastern Plains, and Colorado Springs.

Break Point Security formerly monitored a mix of residential, small and medium-sized businesses.

Calipsa's False Alarm Reduction Platform Chosen by GPS Security Group
Calipsa announced that Edmonton, Alberta-based GPS Security Group is using its false alarm filtering platform. GPS, which offers a complete range of security services across Alberta, British Columbia and other parts of Western Canada, is the third Canadian central monitoring station to adopt the cloud-based Calipsa technology.

Security Alarm Corporation Acquires Alert Alarm Systems Plus
Security Alarm Corporation (SAC) of Port Charlotte, Fla., has acquired Alert Alarm Systems Plus Inc. (AASP) of Sarasota, Fla.

Eastern Bank Welcomes A-COM Integrated Solutions as a Commercial Customer
Eastern Bank announced A-COM Integrated Solutions (A-COM) as a new commercial banking customer. Founded in 1973, A-COM is a family-owned security, home and business automation company offering services to benefit increasingly mobile lifestyles. With decades of experience in the safety and fire protection industry, it serves more than 20,000 customers with advanced business management and security in such areas as intrusion, access, surveillance, cyber security risk assessment and proactive IT monitoring. Eastern is providing a full banking solution to A-COM, which includes a revolving line of credit.

The New DICE Announces Expansion into Latin America
The New Dice announced it has increased its focus on the Latin American market. While DICE Corporation has always been a global company, there is now an increased resources for the region based on the company's successes in the U.S. and Canada.

Phase one will consist of introducing software as a service that enables interactive and advanced video monitoring services with video analytics

that includes artificial intelligence for enterprise end-users, guard companies, central stations and integrators. Spanish translation is now available on the company's website. There are also plans to hold virtual introductory events, as well as new marketing initiatives.

Per Mar Security Services Acquires Armor Security

Per Mar Security Services is pleased to announce it has acquired Armor Security, a residential and commercial security and locksmith provider in the Twin Cities. Per Mar has hired the team from Armor Security, and is operating out of its Bloomington, Minnesota location. Floyd Lock and Safe, Per Mar's locksmith division, is also located there, and able to provide residential and commercial locksmith services.

INDUSTRY NEWS

International Association of Chiefs of Police Endorse Model Alarm Ordinance

The International Association of Chiefs of Police (IACP) recently passed a resolution that endorses the Model Alarm Ordinance as a tool for promoting "bests practices" to achieve a reduction in alarm dispatches and recommends the ordinance to its 31,000 members in 165 countries.

The ordinance, already in use in approximately 1,000 jurisdictions, was developed and tested in a cooperative effort between the Security Industry Alarm Coalition (SIAC), the IACP, and the National Sheriffs' Association. 

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A professional headshot of a man with short brown hair, blue eyes, and a warm smile. He is wearing a dark suit jacket over a light-colored dress shirt. The background is a solid dark blue.

**THANK YOU, DON
YOUNG, FOR YOUR
SERVICE TO THE
INDUSTRY.**

**“Don is a person who
wants the best for
everyone involved.**

**Working with him was
inspirational in the way
he approached every
situation as an
opportunity to build
lasting solutions and
relationships.”**

- ESA Chairman, Jamie Vos

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New Realities for Monitoring

Predictions for the future of interactive video monitoring

By Avi Lupo, The New Dice



Much has changed since I led a video company in the early 2000s. We introduced video as a service, suggested RMR for these services and helped set video standards within the monitoring industry.

At that time, videos were sent to the central station to verify the alarm, as well as to end users who could also receive them on their phones. They would click on an email and see the video. Of course, this was before high-speed Internet. The platform used dial-up. At that time, there was a heavy push against using video at the central station.

I am so grateful to see how far we have come. Video is much more accepted, and it is a service that most, if not all, central stations offer to their dealers. In fact, we have gotten to the point where there is an overabundance today

of cameras and recorded video. It has become a bit overwhelming for central station operators and security directors. I am again involved with TMA in helping set standards for today and for new video monitoring services in central stations in the future.

My vision for tomorrow in the security space takes past services and bring them several steps further. Here are some of my “predictions” based on what is being developed and what I see for the industry. Some of these predictions are in place today, but I believe will go even further.

Artificial Intelligence

I see a rise in artificial intelligence (AI) and deep learning, enabling video surveillance systems to ‘learn’ what a potential threat may look like. AI will continuously learn what typical activity

in a scene looks like and then detect and flag unusual events, adding a new level of automation to AI and Searches.

Deep learning AI video search engine help operators quickly locate a specific person or vehicle of interest across all cameras within a site.

AI and Integrated Technologies with Video

It also makes sense for AI to be integrated with other technologies such as access control. It too has a wide array of inputs that it constantly evaluates. The more connections and integrations there are with security systems and non-security applications and data, the more informed it will be. By leveraging AI, the modern access control system can characterize activity and incoming data to identify patterns and recognize certain conditions that increase the threat to a facility and to the people inside the facility.

For central stations, there will be quite a number of changes from my viewpoint thanks to enhanced analytics and artificial intelligence that are being added to video surveillance.

- Total manpower needed to handle tasks will be decreased.
- Operators will only handle the highest priority situations.
- The entire platform (including data) will be powered from a centralized, redundant, and secure data center.
- Omnichannel communications provide a singular experience for consumers.
- No need to constantly watch alarm events, video screens, etc.

- Increased collaboration and connection to 911 centers.
- All new innovative line of services beyond security with new recurring revenue.
- AI and deep learning in security will help reduce false alarms.
- Advanced multi-camera search capabilities will be standard practice.
- Central stations will provide video services for insight to the business that go beyond security.

In addition, IoT (the Internet of Things) is becoming more and more a part of everyday life and, as such, will play a bigger role when it comes to central station monitoring. I see IoT sensors streaming lifestyle data to a virtual software platform to monitor behavior activities. Think of it as the next generation of PERS services for senior citizens, and others living alone with challenges concerning safety and security. Here is how I see it being used:

- Everything inside and outside the home will be connected including the refrigerator, washing machine, oven, and much more.
- The system will learn the behavior profile of the person so that any abrupt changes will trigger an alarm and depending on the situation and parameters, could result in an action such as automatically contacting the central station, family, doctor and/or 911.
- For instance, if a person normally goes to the bathroom around 3 in the morning, but doesn't get up out of bed in that set time, an operator can call to make sure all is okay.
- There will be no privacy concerns despite monitoring the person's lifestyle.
- It will be an affordable option for a person living in a costly nursing home that will provide an independence that may not have been possible before.

If all this sounds like the Jetson's (who remembers that cartoon from the 60's?) I would agree. It is amazing how far we

have come. Think about it...if I made these same predictions in the 60's, most people would have laughed and seen it as science fiction. Not today. Yes, the world is changing, and technology is changing. Central station should now take advantage of these changes and prepare for a "Jetson's future." M

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.

Are you a veteran?

Do you have a colleague that is a veteran?

If so, we'll be honoring veterans on Veteran's Day, November 11th.

Please send an email to Imcguire@tma.us by Nov. 10th with the name, title, and company of the veteran along with a brief description of his/her service and a photo, if available.



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The Secret Power of Collaboration

By Leigh A. McGuire, TMA

The act of collaborating is simply defined as “to work one with another.” Do you recall when or how you first learned to work (or perhaps play may be more accurate) with others? I suspect you may not remember exactly when, but in all likelihood your parents or grandparents played an instrumental role in teaching you the appropriate protocols for getting along well with others. Little did you know then how very important such

collaboration skills and abilities would prove to be as you journeyed through your education, and ultimately into your career.

Who hasn’t been in a business setting and heard the sarcastic chants of colleagues, enthusiastically repeating, “There’s no ‘I’ in team!” The truth is “we” achieve more by working together than any single one of us could alone. Interestingly, the former

President and CEO of Yahoo, Marissa Mayer said of collaboration, “When you need to innovate, you need to collaborate.”

Steve Schmit, senior staff engineer, UL, LLC, is one of TMA’s most respected partners. The immeasurable power and value of collaboration was fully recognized at the onset of the COVID pandemic when TMA leaders and staff turned to Schmit

and his team at UL to identify viable solutions for the imminent challenges facing monitoring centers. In speaking with Schmit on the nature and value of partnerships, he commented, “To me, the key to effective partnerships is focus on shared values and mission.” He went on to add, “What I’ve always admired about TMA is how members recognize that what binds them together is so much stronger than what separates them. Partnering on issues like standards, effective industry relationships with public safety, and serving customer communities creates an environment that benefits everyone.”

In researching for this feature, I reached out to the chairs of TMA’s NextGen group to gain some insights from our young professionals. Jessica Lambert, director of Monitoring Operations, General Monitoring Services, Inc., stated, “Every security company, monitoring service provider, AI company, or supplier relies on the idea of partnering to expand their business.” She went on to call special attention to the importance of partnerships with organizations, like TMA. “But just like any other relationship, creating the right partnership is more valuable than how many, so it is important to evaluate and ensure that you seek partnerships that will bring value for you professionally or your company.”

Like Lambert, NextGen group Chair Ryan Brady, Associate, TRG Associates, Inc., addressed the inherent value of collaboration in business, observing that successful partnerships require genuine nurturing. “The human experience is better together and that knowledge can be used to inform moments that will enrich you and your partners’ lives consistently into the future,” Brady suggested.



Coming together is a beginning. Keeping together is progress. Working together is success.”

~Henry Ford

“The word partnership is often used, but seldom practiced or perfected,” observed TMA member Kirk MacDowell, president, MacGuard Security Advisors, Inc., adding, “Partnerships in the truest sense need to benefit all parties, but not necessarily all equally.” MacDowell went on to call attention to his experience within the TMA community, saying, “The most successful industry partnerships I have seen at TMA are those where each partner focuses on the needs of the other side first, placing their own interests behind that of their partner.” This was definitely on full display as the TMA community came together at the onset of the pandemic in March 2020.

Throughout our history, TMA and its members have contributed to, witnessed, and drawn great value from acts of collaboration across the organization. I suppose one could say it is the very nature of a trade association, like TMA, to convene its members and leverage their combined resources to advance the industry and its professionals.

In recent months, TMA members have joined together with AICC in the fight to push back AT&T’s 3G sunset date. Through letter writing and personal calls to Senate and House representatives, TMA and AICC members have actively collaborated to influence and bring about this necessary extension.

Standards, as referenced previously by UL’s Schmit, is one area within TMA and the industry that not only lends itself to collaboration, but actually demands it. As an ANSI Standards Development Organization (SDO), TMA must have balanced representation in all of its standards activities. Members and non-members come together to contribute their knowledge and experience to standards that will guide processes and the use of technology industry-wide. Education is another area within TMA where collaboration is paramount. Subject matter experts within member companies come together investing their time and expertise into the creation of high-quality training for professionals at all levels within the monitoring center.

In Robert Fulghum’s poem, *All I Ever Needed to Know, I Learned in Kindergarten*, he writes, “And it is still true, no matter how old you are – when you go out into the world, it is best to hold hands and stick together.” M

Securing Your Intellectual Property Rights

How to protect your brand

By Calvin Nelson and Jordana Schacht-Levine, Venable, LLP



Whether you're a brand-new company or a more established one, your intellectual property may be your most valuable asset. While patents and copyrights can prevent competitors from copying your products, trademarks are the most effective means of protecting your brand and goodwill in your industry.

The Basics

A trademark distinguishes the goods and services of one party from those of another, for example by its brand name, logo, or unique product packaging. If you use a trademark in commerce, common law trademark rights are created. However, these common law rights are limited because they apply only within the region where the goods/services have been sold in commerce.

Federal trademark registration, if available, is almost always recommended because it provides substantial additional rights and advantages not afforded by the common law, including presumptive nationwide rights (which provide notice and the ability to be searchable to others on the USPTO database); the ability to sue in federal court and obtain enhanced and/or statutory damages; and a basis for foreign trademark registrations. A federal registration can also facilitate social media and UDRP takedowns, and empower U.S. Customs and Border Protection to block imports that infringe the trademark.

Cultivated over 120 years, Venable's capabilities span virtually every industry and all areas of regulatory and government affairs, corporate and business law, intellectual property, and complex litigation. Learn more about the practice at www.venable.com.

When Should I File a Trademark Application?

If you are currently doing business or have plans to do business in the United States, it is recommended to file a trademark application to ensure your brand is adequately protected. Additionally, if there is any risk of another seller appearing in the market with potentially infringing goods or services, having registered intellectual property (a registered trademark/copyright) will help with enforcement.

For most applicants, "use in commerce" must be shown before a mark can register. However, in certain instances, the application can be filed based on an applicant's intent to use the mark. By filing an "intent to use" application, the applicant's place in line is preserved while it completes its business plans, R&D, and other merchandising efforts. Both use and intended use applications give nationwide notice of the mark.

For these reasons, it is critical to register your trademark or company name as soon as possible. In fact, many business owners start to explore trademarks before forming their company to ensure that the company name is available, as it can be quite costly to amend at a later date if the company name infringes someone else's registered trademark. M

Don Young,

Thank You..



Over your two years as TMA president, you have endeavored to earn the trust of those in your charge and gained ever-deeper respect from the industry without ever demanding it.

In the face of unprecedented challenges, your decades of experience provided the invaluable leadership we needed. Thank you.



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Managing Contractual Exposures

As 3rd-party risks increase

By Robert Tockarszewsky, USI Insurance Services



Lawyers do an excellent job advising their clients on the legal risks associated with entering into a contract. In my many years involved with the security and life safety industries, I have worked with an impressive array of highly skilled lawyers; some of the best are actually members of this very association.

Insurance brokers (at least the more knowledgeable ones) do an excellent job advising their clients on the financial risks due to contractual compliance. Did you know that according to the International Association for Contract & Commercial Management, on average, almost 9% of total income is lost when

companies manage their contracts poorly? Even more staggering is that more than 56% of businesses actually recently renegotiated their 3rd party contracts.

Think back to the last contract you signed. Did you ask your insurance professional to review the terms and conditions to confirm that your existing liability coverages met or exceeded what was being requested of you?

By and large, companies that enter into agreements often focus solely on what is required within the contract – not the insurance required to protect them from

the risks they assume. Some of these provisions could make the company liable for expenses should an issue arise. Some of these expenses would be related to Product liability, Product recall, Professional liability, Cyber liability, Damage to reputation, or Environmental losses, just to name a few.

Business relationships, supply chains, and operations evolve over time. Now more than ever, contract language needs to align with contractual obligations AND insurance policy terms. Otherwise, companies can be (and in many cases are being) held financially liable for massive uninsured losses.

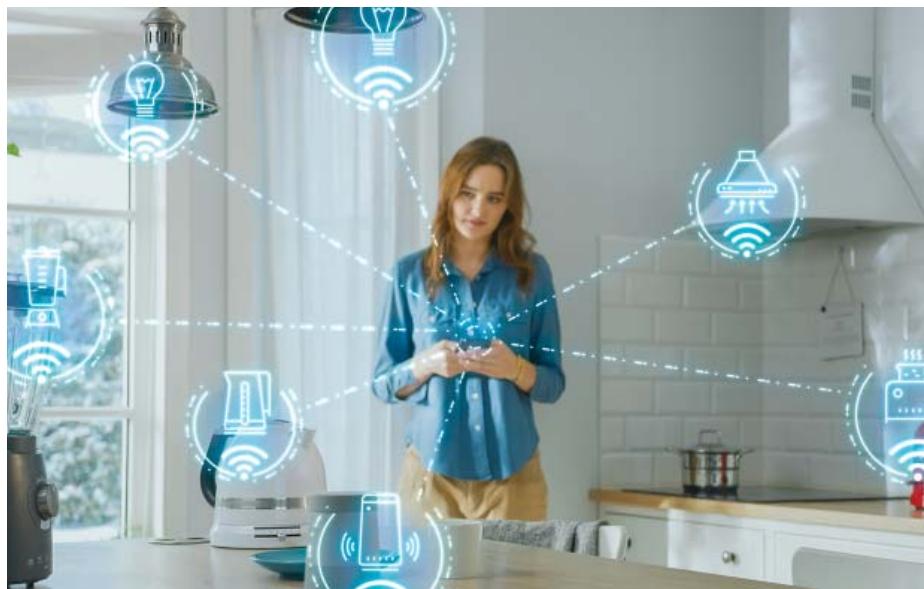
3 Steps for Managing Contractual Exposures from an Insurance / Risk Management Perspective:

- Review contracts to determine where risk(s) can be transferred to a 3rd party.
- Establish most favorable contract language for retained and assumed risks.
- Evaluate aggregate contract exposures and insurance policies, aligning coverage to fully protect contractual obligations.

By following these simple steps, companies can help reduce contractual risks, lower costs, save on insurance premiums, and prevent breach of contracts. 

A New World of Consumer and Business Behaviors Driving Connected Solutions

By Mark Vena, Senior Director, Smart Home and Strategy, Parks Associates



While the COVID-19 virus continues to surge in the US, consumers are moving forward and businesses are starting to open up, but with new behaviors and expectations. Interest in features and applications centered on connectivity has increased dramatically among property managers, building owners, MDU residents and the general population. Historically, smart home players have been focused on single-family home owners as the target buyer segment, but the MDU segment has exploded in the past 18 months, offering opportunities for scaling connected solutions.

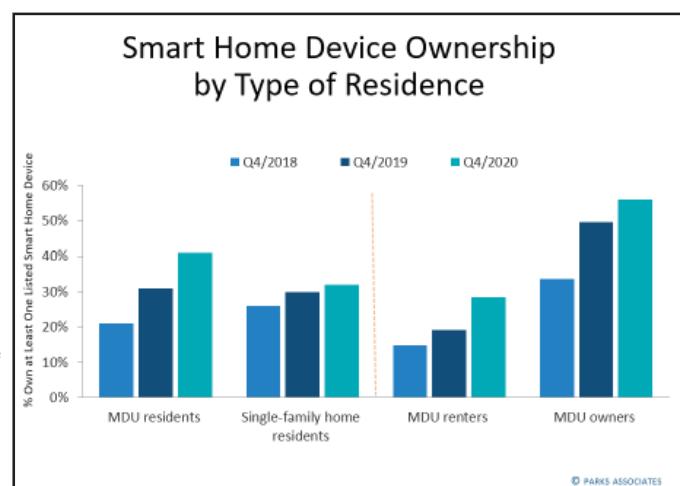
Parks Associates research reveals that just over 30% of US broadband households live in multi-dwelling (MDU) housing. The multifamily housing market has become increasingly important to device manufacturers. Industry players

they seek to drive overall adoption of smart home products. Forty-one percent of MDU broadband households own at least one smart home device, compared to 34% of single-family households. As the smart home evolves, one of the most promising trends is the growth in consumer adoption of standalone products, rather than bundled devices or services. However, services are an important part of the smart home experience and revenue opportunity, as the recurring revenues are very necessary to offset the ongoing costs from device manufacturers. Industry players

are noting that smart home hardware is becoming commoditized, and smart home services will be the key differentiator among new offerings moving forward.

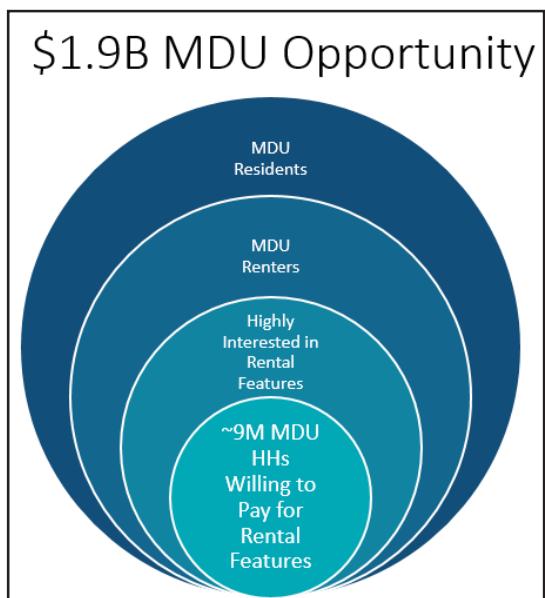
With core connected businesses established, companies look to generate incremental revenues through value-added services that leverage core assets in new ways. Common approaches include layering a service layer on top of product hardware sales, adding product or service features that drive user engagement with the core business model, and expanding the use cases that can be addressed by existing services.

Companies are offering valuable services — like home security, home health, energy monitoring, in-home delivery, and broadband value-added services — in creative ways to drive revenues. Security system companies are seeing their roles expand from solely that of provider to becoming advisors or consultants to educate consumers on



the service capabilities and personalized benefits of smart home technology. This support role will be very critical going forward and many players, including security system providers, home service providers, and traditional technical support providers, are welcoming the opportunity to take on that role.

Multifamily rental properties represent a particularly lucrative opportunity. Service providers and device manufacturers are able to sell products and services at scale, leveraging the broad-scale benefits of these solutions to both property managers and residents to help to drive product adoption. Property owners and managers have strong reasons to invest in advanced networking



solutions and IoT solutions to streamline operations, increase the value of their properties, attract and retain residents, and ultimately develop new revenue streams.

As residents' interest in the smart home ecosystem grows, property owners are able to distribute smart home device packages to multiple units at a time, charging higher rent and also benefiting from operational efficiencies. In addition, bulk Internet provides a viable business model for MDUs, effectively allowing the resident to receive the benefits of connectivity while avoiding the logistical challenges.

Parks Associates research finds that MDU renters are willing to pay an average of \$18 additional rent per month for smart home-related products and services, such as keyless/touchless entry, touchless lighting controls, and remote climate control with a smart thermostat. This equates to roughly \$1.9 billion in add-on revenue opportunity annually.

Building on a high-performing broadband backbone, MDU property managers can leverage connected devices and smart platforms that integrate connected solutions to streamline property management tasks and lower operating costs, attract and retain residents, and increase rental

revenues. Eighty-three percent of multifamily builders report the ability to integrate smart home technology with property management software as "very important," and 65% report that smart home technology differentiates properties and adds value. Increased rental revenue is considered the most important smart home value proposition for multifamily property managers and owners, though savings from energy efficiency and access control follow close behind.

As we continue to move through the different stages of COVID-19 and beyond, we anticipate a continuance of major increases in household connectivity demands, both on the broadband coming into the house, as well as on the functioning of the home network. Consumer familiarity with and use of a variety of technology solutions and services also continue to rise, along with consumers' overall attitude towards technology.

Smart home companies face the challenge of communicating the value of the smart home in new ways that matter to consumers coming out of the COVID-19 crisis. However, the growing interest in the smart home ecosystem across more diverse housing categories

should encourage industry players to understand new consumer needs and modify or invent solutions that meet them.

If you are interested in this type of research please attend Parks Associates' 25th annual CONNECTIONS. Learn more on the Parks Associates' website - <https://www.parksassociates.com/>. 

Congratulations to the winners of TMA's Virtual 2021 Annual Meeting Games!

Sponsor Hawaii Icon Contest

- **Jean Davison**, Washington Alarm, First Prize - \$100 Amazon Gift Card
- **Teresa Gonzalez**, United Central Control, Second Prize - \$50 Amazon Gift Card
- **Rick May**, Vector Security, Third Prize - \$25 Amazon Gift Card

Leader Board Contest

- **Jeanie Erwin**, Security Dealer Marketing, First Prize - \$100 Amazon Gift Card (190,100 points)
- **Brittany Burch**, Allstate Security Industries, Second Prize - \$75 Amazon Gift Card (170,400 points)
- **Sascha Kylau**, OneTel, Third Prize - \$50 Amazon Gift Card (142,900 points)

Photo Contest

- **Katie Money**, ADT, "Carolina Beach" – First Prize - \$50 Amazon Gift Card
- **Lori Jordan**, ADT, "Alaska Railroad" – Second Prize - \$25 Amazon Gift Card

Best Hawaii Outfit at the NextGen Meet Your Mentor Session

- **Brandon Abrahams**, A-3 Smart Home, First Prize - \$100 Amazon Gift Card
- **Joey Rao-Russell**, Sonitrol, Second Prize - \$50 Amazon Gift Card
- **Steve Schmit**, UL, Third Prize \$25 - Amazon Gift Card
- **Peter Giacalone**, Cloud Communications Technologies - Honorable Mention

Virtual OPSTech21: Today's Challenges; Tomorrow's Solutions

Four days of education and networking - November 30-December 3

By Leigh A. McGuire, TMA



One of TMA's most popular events is just around the corner. The four-day Virtual TMA OPSTech21 is set to begin on Tuesday, November 30th. This year opens with a powerful full day of video management-focused sessions. It's a don't-miss for certain – most especially for those whose companies have recently added video to their service offerings or those that are considering adding video services.

Peer-to-peer networking makes this meeting exceptionally valuable. Beyond learning from a host of subject-matter-experts, attendees will have multiple opportunities to take part in live, real-time discussions around challenges, solutions, and best practices. And, it's

likely additional discussions will take place within our host platform, Whova!

As always, we've also added in some fun and games (and prizes)! We've seen some outstanding competition take place at our virtual events over the last 18 months.

Three TMA committees collaborated on the meeting program – Education, Surveillance and Video Verification, and Technology. The full meeting program follows below.

Registration is now open! Visit www.tma.us/events/2021-Ops-Tech for full details.

We look forward to seeing you there.

DAY ONE - Tues., Nov. 30, 2021

11:00 AM-12:15 PM

Welcome | Introduction to Video Monitoring Services

In this session, panelists will discuss things to consider when transitioning into video monitoring services. Avoid reinventing the wheel and join the conversation about first steps and realistic expectations for expanding your business.

Speakers:

Chris Brown (Immix); Doug Jackson (SighLogix); Avi Lupo (DICE Corp); Brandon Niles (Acadian Monitoring)

12:15 PM-12:45 PM

Lunch

Join your colleagues for 30-minute networking lunch break and recharge for an afternoon of more education.

12:45 PM-1:50 PM

Managing and Setting Customer Expectations for Video

Join in the discussion to weed through the common challenges monitoring centers experience when introducing video services to your customers. In this session, panelists will discuss what services can be provided effectively, and more importantly, what services cannot be provided. They will also discuss how to effectively communicate these services to a potential client.

Speakers: Sonny Tai (Actuate); Nicole Pitts (Calipsa); Tommie Van Fossen (OPTEX INC.)

1:50 PM-2:00 PM Transition Break	redundancy and minimize expenses. Speaker: Shaun Blair (The Bold Group)	Speaker: Jeffrey Zwirn (IDS Research & Development, Incorporated)
2:00 PM-3:00 PM Best Practices for Remote Video Monitoring In this session, panelists will discuss effective ways to accurately detect human activity, while minimizing unwanted signals into the monitoring center. Understanding best practices can help you avoid costly mistakes. Speakers: Wes Usie (Guardian Alarm Systems); John Romanowich (SightLogix); Daniel Forrest (EyeForce)	12:15 PM-12:45 PM Lunch	DAY THREE - Thurs., Dec. 2, 2021 11:00 AM-12:30 PM Daily Recap How to Market Your Wins-Maximizing Your Monitoring Center Stories to Build Your Brand Learn how to successfully differentiate and market your professional monitoring services to potential customers, existing customers and your own employees with vivid storytelling and gripping examples of how we save lives every day. Speaker: David Morgan (Security Dealer Marketing)
3:00 PM-4:00 PM Video Analytics and Artificial Intelligence Demystified Join a lively discussion that will cover the following key takeaways: <ul style="list-style-type: none"> • How does computer vision work? • What are the current capabilities and limitations of video analytics? • What does the future look like for the role of analytics in the monitoring industry? Speakers: Jason Caldwell (Immix); Avi Lupo (DICE Corp); Boris Ploix (Calipsa); Sonny Tai (Actuate); Charles Volschenk (Davantis Technologies Inc.)	12:45 PM-1:50 PM The Changing Landscape of Privacy Regulation Privacy regulations are changing on the International, Federal, and State level. These changes provide for greater enforcement, right to Private Action and increased jurisdictional reach. Attendees should be ever more familiar with these changes and future trends to increase the value and long-term importance of their services. They should be competent to direct, respond to and or engage outside experts. Specific examples will be shared to enhance compliance, regulatory reporting and defensive protocols. Speaker: TBA	12:30 PM-1:00 PM Lunch
4:00 PM- 5:00 PM Proprietary Council Members of the Proprietary Council will convene to discuss topics that are of specific interest to companies that monitoring themselves. This casual forum is a perfect place to field new ideas and address common challenges.	1:50 PM-2:00 PM Break	1:00 PM-3:00 PM Breakout Discussion Groups
DAY TWO - Wed., Dec. 1, 2021 11:00 AM-12:15 PM Daily Recap More than Monitoring: Customizing Cloud Technology to Meet Your Specific Business Needs Geared for the not-so-tech-savvy, learn more about how monitoring centers can use cloud technology in so many customized ways to fulfill their business needs. Hosted services can be used for more than just offsite monitoring; and when you can become less reliant on a single location, you can increase	2:00 PM-3:00 PM Cybersecurity Update: How to Manage Your Electronic Communications and Other Tips for Non-Techy People Hear about the latest trends in combatting cyber attacks. Every employee in your monitoring center is on the frontline protecting your business. Don't fall prey to all the click bait! We all rely so heavily on electronic communications. This session will provide simple tips about on-going and new methodology to help you and your staff avoid giving up the keys to the kingdom. Speaker: Kimberly Pease (Miller Kaplan)	3:00 PM-3:30 PM What You Should Be Keeping an Eye on in Industry News We will cover the latest standard updates, AVS-01, Work From Home (UL-827), 3G/5G --all issues that are important to the security and professional monitoring industry.
	3:00 PM-4:00 PM Risk Management: What Alarm Contractors and Monitoring Centers Need to Do Now to Help Better Protect their Subscribers and Minimize Their Liability The session will cover case overviews and will offer solutions and strategies to keep you, your employees and your company from appearing under the litigation microscope when it could and/or may have been avoided.	3:30 PM-4:00 PM Open Forum for Operations Topics
		DAY FOUR- Fri., Dec. 3, 2021 11:00 AM-12:15 PM Welcome Keynote: Artificial Intelligence - Your Digital Transformation Simplified You are invited to hear from our Microsoft Keynote about the state of things in computer vision as it stands today and the direction the company is taking for the future as various industries continue their journey in digital transformation and even more so within the detection and monitoring space.
		Our speaker will cover how Azure allows users to deliver breakthrough experiences in your apps using industry-

leading AI models. Hear more about solutions that provide task-specific AI and business logic to streamline common business processes, including, for example, automating document processing, scale customer service with bots, and extract insights from content.

12:15 PM-12:45 PM

Lunch

12:45 PM-1:50 PM

Two-Way Texting: Easy Steps to Increase Your Efficiency

Hear from companies that are successfully using two-way texting to improve customer relationships and increase your efficiency.

1:50 PM-2:00 PM

Break

2:00 PM-3:00 PM

Steps to Cyberhealth in 2021 (Part 1)

In this two-part series, leaders in cybersecurity will help guide you through how to stay cyber healthy in 2021 and beyond. Even if you already have a plan in place, annual reviews are always a good idea. In Part 1, attendees will go through the process of creating a Cyber Incident Response Plan.

Understanding why and what should be included as well as how the new UL827 requirements for Cyber Security will affect the monitoring centers. We will also help you prioritize what goes in your plan based on your business needs.

Take advantage of the subject matter experts to ask and verify your understanding of the impact of various parts of your own response plans.

3:00 PM-3:10 PM

Break

3:10 PM-4:10 PM

Steps to Cyberhealth in 2021 (Part 2)

You have been hit by a Ransomware Attack! Now What?

During this session we will go through the next steps of following your Cyber Incident Response Plan with expertise from a boots on the ground Cyber team and how they help their clients. This action-based session will review the most current Ransomware response tactics, how to avoid common pitfalls that will keep you from a speedy recovery.

4:10 PM-4:30 PM

Wrap-Up Session for Technology Topics

This closing session will address any unfinished conversations and will be an opportunity to provide feedback for future events. 

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1

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3

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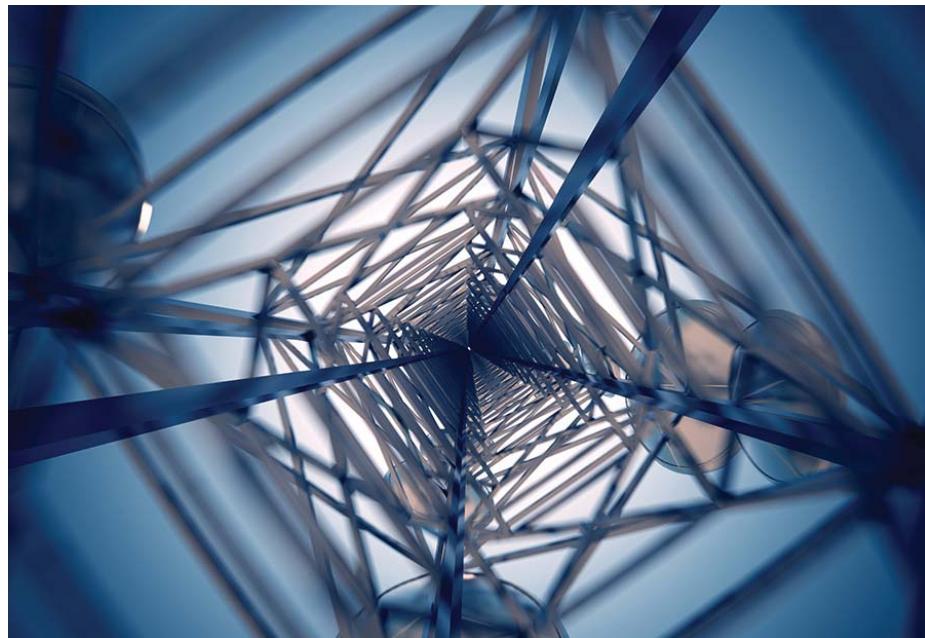
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Defining the Cellular Sunset

A simple expression that is plaguing our industry (again)

By Lou Fiore, Chairman, AICC



If you are not interested in protecting your ability to communicate, don't bother reading this.

In this issue of the *TMA Dispatch*, I would AGAIN like to beat an old drum. Much of this below you have probably already read. I am compelled to try again anyway.

Since 1969, listed alarm companies have enjoyed the exclusive use of a portion of the 450 to 470 MHz business band for alarm usage, both voice and data. In recent years, voice usage on these frequencies has fallen off dramatically because of the transition to commercial cellular networks. In recent months, with a very large portion of the US workforce working at home, use of the Internet and commercial cellular have been overloaded. With people going on-line to a much greater extent in the pandemic, Internet traffic has exploded.

That is taking a toll on our download speeds and video quality. Besides increased cellular traffic, one alternative is to use the hotspot feature on many smart phones, further stressing the cellular networks.

While these frequencies have been coveted by other industries, seeking to use them for trunked radio systems, TMA still retains the ability to coordinate a certain group of frequencies between 460 and 466 MHz. But we no longer have the exclusive use. We must now share these frequencies with others on a non-interfering co-channel basis.

We are now seeing high-powered trucking systems using our unused voice channels. We are powerless to stop this, since they are legally allowed to be coordinated on these frequencies. The result is an increase in adjacent channel interference from these high

powered trucking systems to our offset frequencies. Adjacent channel interference from a high-powered neighbor is often difficult, if not impossible to mitigate.

For alarm companies, the coordination process will yield an FCC license for your company to operate on these frequencies. After licensing, there is then a one-year construction requirement to build out a system. In this frequency band there are numerous channels that can be licensed. The low power channels between the high power channels (the so-called "offsets") are typically used for alarm data transmission by systems such as AES-Intellinet. But the high power channels, spaced 5 MHz apart for repeater use, are there to be used for voice as well as data. A few of you have found them useful for fire testing, where a couple of your employees can easily communicate with each other inside a building.

These voice channels have been used for decades by central station companies wishing to communicate with its field personnel such as sales, installers, service, runners, guards, etc. Slowly, over the years, this function has been replaced by the use of cellular telephones. Our lack of use of these voice channels have been noted by others and an appeal to the FCC by other coordinators left us in the current situation of having to share these frequencies.

With recent episodes showing the vulnerability of the cellular networks, it is still within easy reach of alarm companies to create an alternate communication network, if for no other

continued on page 27

The Wireline Report

The latest in FCC actions

By Mary J. Sisak, Partner, Blooston Law (mjs@bloostonlaw.com)



Reassigned Numbers Database Available for Testing

Callers and third-party caller agents will be able to use the FCC's reassigned numbers database for free during a beta test period until September 30, 2021. The database was established to prevent callers, including alarm companies, from placing unwanted calls to consumers who have been assigned phone numbers that previously were assigned to parties who consented to receive calls. By accessing the database, callers and caller agents will be able to use it to determine whether a telephone number has been reassigned from the consumer they intend to reach and, as a result, avoid calling consumers with reassigned numbers. Callers who use the database will qualify for a safe harbor from liability under the Telephone Consumer Protection Act for calls placed to consumers who did not consent. After the test period, when the database is operational, callers and caller agents will

need to sign up for a paid subscription to access the database.

The FCC states that the beta test will be used by the database administrator to determine appropriate subscription tiers and rates for the database when it is fully operational. It is not known when subscription tiers and rates will be announced for database users.

Mechanism to Report Robocall Complaints

The FCC has authorized the creation of an on-line portal to collect complaints about robocalls and spoofing from private entities, such as alarm companies and other businesses, medical practices, service providers and other entities. A form on the FCC portal will be used to collect contact information and details about the suspected violations, which the FCC's Enforcement Bureau would use in any investigation it undertakes. The FCC did not specify a date when they expect the portal to be available for use.

The portal is separate from the informal complaint process available for individual consumers who may submit complaints to the Consumer and Governmental Affairs Bureau.

FCC Second Report on Call Blocking Finds Few Calls Blocked in Error
The FCC released its Second Report on Call Blocking, which was required by its 2019 Call Blocking Declaratory Ruling, which allowed voice service providers to block suspected robocalls based on analytics. The report compiles information on a number of call blocking issues such as the impact of the FCC's actions on illegal calls and the impact of call blocking on 911 services and public safety.

According to the report, voice service providers and analytics companies report that few calls are incorrectly identified as being spam or fraudulent, and then blocked in error. They also report that they have found no public safety issues related to call blocking.

As a reminder, if your calls are blocked or labeled as fraud in error, the voice service provider blocking your calls should have available on its website the contact person who can resolve this issue.

Colorado Joins States Protecting Privacy

Colorado joins California and Virginia in adopting state consumer privacy regulations that create personal data privacy rights for Colorado consumers and allow them to opt out of the processing, sale, and collection of their personal data.

continued on page 34

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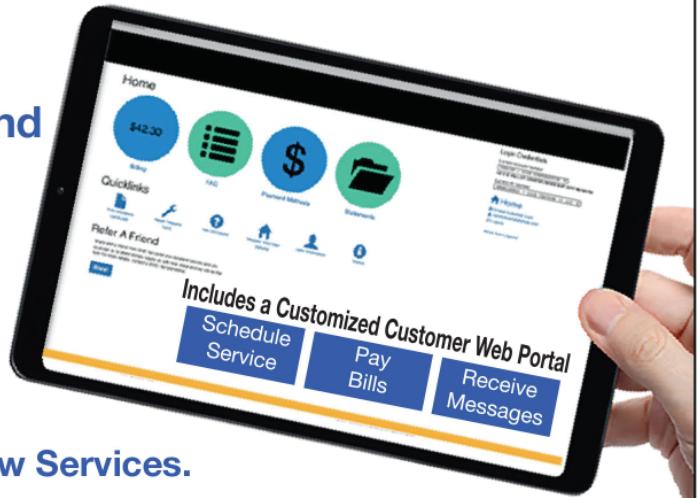
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AICC Report, *continued from page 25*

reason than to have an affordable, in-place backup should it be needed.

Of course, an alarm company may also wish to invest in a trunked radio system.

In a simple repeater system, the most expensive components are a repeater and base antenna, typically procured new in the few thousands of dollar range. With quick search on eBay at this writing, there are several usable repeaters for less than \$1,000. The field radios can be procured at a reasonable cost depending on features and complexity. Some are available for less than \$100.00 per handheld. A listed alarm company wishing to set up its own repeater can do so rather inexpensively. If an alarm company has the height or a tower at its own facility, there should be no need for any recurring cost to pay for rooftop or tower rentals. If a company's service area is greater than can be accommodated by a centrally located repeater, a network of repeaters can be set up using the services of a local radio shop.

I have written about and spoke about this at various CSAA/TMA functions many times over the years. A few companies heeded my words. Disappointingly, many more just told me that they are happy with the cellular networks and did not see the need to go this way. But tropical storms, earthquakes, derechos and even our current pandemic have shown the vulnerability of the cellular networks.

I sincerely hope you will consider using your own radio system at this point before no voice channels are available to our industry. This may be your last opportunity. 



**Today's
Challenges;
Tomorrow's
Solutions**



REGISTER NOW!

Preview the final program on page 22 or go on-line to www.tma.us/events/2021-ops-tech

The Wireless Report

Get the latest legislative news impacting your business

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



Update on AICC Petition for Emergency Relief regarding AT&T 3G Sunset

On May 10 AICC filed a Petition for Emergency Relief, asking the FCC to require a ten-month extension of the February 2022 3G service termination of AT&T Mobility LLC and its affiliates. The requested relief is necessary because the COVID-19 pandemic has caused significant delays in being able to replace 3G alarm signaling radios in customer premises for more than a year. The alarm industry has had great difficulty over the past fourteen-plus months accessing customer premises in order to replace the 3G alarm radios, because most consumers and businesses are fearful of letting strangers into their homes or offices during COVID.

On July 30, the FCC issued a Public Notice seeking input on AICC's Emergency Petition, in newly created GN Docket No. 21-304. Comments are due by August 30, with reply comments due September 14. AICC welcomes any input describing the risks faced by alarm

companies and their customers if the 3G sunset is not extended.

AICC Files Comments on Potential Impact of Semiconductor Shortage

On May 11, the FCC issued Public Notice seeking on the impact that the continuing global shortage of semiconductors may have on the U.S. communications sector and on FCC initiatives. The semiconductor shortage is affecting the alarm industry's efforts to replace 3G-based alarm radios ahead of the impending 3G sunset, and perhaps other aspects of equipment manufacturing.

Comment has been sought on the following questions, among others:

- Has the global semiconductor shortage spread to the communications sector?
- What is the short- and long-term capacity of manufacturers of semiconductors and semiconductor components to keep up with the communication sector's demand?

- How long is the current shortage expected to last?
- What are the factors impacting the supply of semiconductors and other manufacturing components which are critical to the communications sector?
- What are the impacts of shortages of semiconductors or other critical components on the communications sector, including on consumers, enterprise system users, private network operators (such as critical infrastructure), and service providers?
- What are the impacts of these shortages on the public interest?
- What steps can be taken by the Commission, either working on its own or in concert with Federal partners, to help address these current challenges?

On June 10, AICC filed comments identifying the impact that the microchip shortage has had on acquiring alarm radios needed to replace those that will be rendered inoperable by the 3G Sunset.

FCC Releases OET Filing Fee Guides

As part of the rolling implementation of its new application filing fee structure that was to have been effective in April 2021, the FCC released its new filing fee guide and announced that its new filing fees for the Office of Engineering and Technology (OET) became effective on July 15, 2021. These fees will govern registration and certification of alarm equipment.

The fee filing guide for OET covers radio frequency device equipment authorization services and experimental radio services. For the radio frequency device equipment authorization services,



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Alice Cornett
Giacalone for a
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review of your
current program
and quotes.**

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As an insurance professional focused on the security and alarm monitoring industry for twenty five years, **Alice Cornett Giacalone** is known throughout the United States as the premier specialist to this industry. Her client list includes the “who’s who” of the security, medical monitoring and low voltage contracting industry.

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fees are associated with the assignment of an Applicant / Grantee Code. For the experimental radio services, fees are associated with the following application types: New Station Authorization; Modification of Authorization; Renewal of Station Authorization; Assignment of License or Transfer of Control; and Special Temporary Authority. In addition, requests for withholding from public inspection that are associated with any of these applications require an additional, separate fee. Additionally, the FCC has indicated that it will no longer accept paper checks and thus, filing fee payments for OET must be made electronically – either by credit/debit card or ACH payment.

Application fees that may be of interest are, as follows:

- Assignment of Grantee Code - \$35.00
- Experimental Station Authorization

- (New) - \$125.00
- Experimental Station Authorization (Modification) - \$125.00
- Experimental Station Authorization (Renewal) - \$125.00
- Experimental Station Authorization (Assignment/Transfer) - \$125.00
- Experimental Station Special Temporary Authority - \$125.00
- Request for Confidential Treatment - \$60.00

FCC Proposes Updates to Short Range Radar Sensing Technology Rules

On July 13, the FCC adopted a Notice of Proposed Rulemaking (“NPRM”) in which it proposes updated rules for short-range radars in the 60 GHz spectrum band. Cutting edge radar sensing technology has been used to enable in-car radar-based technology to monitor for children left in dangerous, hot cars and touchless control of devices, including to promote accessibility for users with mobility or speech

impairments. Comments will be due 30 days after publication in the Federal Register; Reply Comments are due 60 days after publication in the Federal Register.

Specifically, the NPRM proposes expanding the permissible uses for short-range radars in the 57 to 64 GHz band while promoting coexistence with other unlicensed users and not interfering with licensed and authorized users in the band. This item proposes allowing unlicensed field disturbance sensors like radar devices to operate in mobile environments at a higher power level than authorized today, modeled after successful waivers previously granted by the FCC’s Office of Engineering and Technology for Google’s gesture control device and to a number of parties for applications including hot car sensors. It also seeks comments on the use of sensing technology such as Listen-Before-Talk to allow transmission at the

same power level as other unlicensed devices in this band.

Under current FCC rules, unlicensed devices that operate in the 57 to 71 GHz band generally include devices such as wireless local area networking devices, outdoor fixed point-to-point communication links, and radar devices that are used in fixed applications or mobile short-range interactive motion sensors. The rule proposal seeks to open the door for additional technological uses in the 57 to 64 GHz portion of that band while asking questions about the applicability in the broader 57 to 71 GHz band, and proposing rules and seeking comment on how best to ensure coexistence among new and existing users. The alarm industry should monitor this development and determine if in-cabin radar technology can augment current alarm services, or create new service opportunities.

Electronic Filing for All Wireless Radio Service Applications Mandatory Now in Effect

The FCC has issued a Public Notice reminding all applicants, licensees, registrants, and interested parties about the upcoming date on which the FCC's changes to its e-licensing rules will go into effect. Specifically, beginning June 29, 2021, all applicants, licensees, registrants, and interested parties must: (1) file all applications for Wireless Radio Services electronically via the Universal Licensing System (ULS) and/or the Antenna Structure Registration System (ASR); (2) file all pleadings (and delivery of service) related to these systems electronically; and (3) provide an email address on all related FCC Forms.

Perhaps more importantly, as of June 29, 2021, all FCC correspondence related to Wireless Radio Services will be delivered electronically to the email address on file for a licensee, registrant, or applicant. The FCC encourages all parties without a valid email address on file to submit an administrative update and/or application amendment to include a valid e-mail address, which

can be obtained for free from many sources. Without a valid e-mail address, licensees, registrants, and applicants risk missing important correspondence from the FCC, including application return letters, license construction reminders, and license renewal reminders.

We recommend that alarm companies set up an email address such as "FCC-filing@[YOUR DOMAIN NAME]" to include on any filings with the FCC, and have any emails to that address go to multiple employees, so that any communications from the Commission are not missed.

FCC to Retire Legacy CORES Registration System, Mandate Use of New System

Background – In 2000, the FCC established its Commission Registration System (CORES) to facilitate the assignment of FCC Registration Numbers (FRNs) to all persons and entities seeking to do business with the FCC. In 2016, the FCC's Office of Managing Director (OMD) posted an upgraded version of CORES on the FCC's website, providing FRN registrants more user-friendly and secure features such as enabling existing and new users to designate usernames to access FRNs, and allowing registrants to establish multiple usernames for each FRN with different levels of access. Although the new CORES has been available since 2016, the original "legacy" version of CORES has also remained available for FRN registration, to allow for an orderly transition.

The FCC is now amending its rules to require entities and individuals doing business with the FCC to provide their e-mail addresses when they register for FRNs and to keep the e-mail information current along with other information used to register. The FCC believes that this step will allow the OMD to remove the legacy COES system from its website at a later date so that it will only be required to maintain the new "modernized" version of CORES for FRN registrations. The FCC believes

that the newer CORES system is more efficient and secure for managing the FCC's financial and management matters and that the change will be more user-friendly and streamlined for CORES registrants that must currently decide between the two versions. Because the modernized CORES has been available since 2016, users do not need to wait for legacy CORES to be retired or for the rule change announced here to go into effect to take this step.

Entities and individuals that register for FRNs in the new version of CORES must provide e-mail address information which is verified through an e-mail verification link in the FCC User Registration System. An e-mail address remains an optional information request in legacy CORES. The current version of the paper forms for obtaining or updating an FRN, FCC Forms 160 and 161, however, require filers to provide a contact e-mail address as part of the registration process.

After the retirement of the legacy CORES system, the FCC will permit users that obtained their FRN through legacy CORES and have not yet associated a valid e-mail address with their FRN, to continue to use that FRN without an associated valid e-mail address for a limited period. OMD, in consultation with the FCC's Chief Information Officer, will determine what steps to take to bring such users into compliance and ensure that the benefits of the rule change are fully utilized. We note, however, that this limited flexibility with respect to CORES does not negate the fact that certain FCC information systems and applications currently require, or may in the future require, valid e-mail address information to gain entry or otherwise use such systems.

Unauthorized Transfers and Assignments Lead to Significant Civil Penalties

Recently, the FCC has entered into two consent decrees that imposed significant

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Your leadership of TMA through these unprecedented times is worthy of praise.

Don, from everyone at ADT, thank you for your guidance of TMA through the past two years, especially throughout the pandemic. With your help, TMA members were able to continue providing essential security services uninterrupted. Unprecedented times call for unparalleled leadership. You're leaving TMA in a stronger position than ever. Both TMA and ADT are fortunate to have had you guiding us these past two years.



civil penalties on licensees for engaging in unauthorized transactions affecting their FCC licenses. Such significant fines have been rare, especially when in the case of Private Land Mobile and microwave licensees. In particular, the FCC has imposed the civil penalties on Broadband VI, LLC and SUEZ North America, Inc. et. al. (“SUEZ”) for \$28,000 and \$104,000, respectively in order to resolve investigations in connection with the unauthorized transfers and assignments of various FCC radio licenses in the wireless common carrier and private land mobile services. This may be a harbinger of things to come.

Broadband VI, LLC – Broadband VI, LLC (“Broadband”) is a fixed wireless Internet service provider that serves the US Virgin Islands. During the course of an investigation into Broadband’s compliance with the FCC’s rules and regulations, the FCC learned that Broadband had consummated an agreement in which it obtained the licenses to seven (7) common carrier fixed point-to-point microwave licenses from Surge Communications, LLC without the prior consent of the FCC. In order to settle this matter, Broadband agreed to a civil penalty of \$28,000 among other conditions.

SUEZ – Over the past 20 years, SUEZ has acquired licenses through several transactions with third parties, as well as internal corporate reorganizations. In particular, SUEZ acquired United Water Resources, Inc. on July 27, 2000, which held both Conventional Industrial and private microwave licenses. Further, over the years SUEZ had engaged in several pro forma transfers of control and/or assignments of radio assets as the result of internal corporate reorganizations, without first obtaining the required prior approvals of the FCC. Of significance to the FCC was the fact that some of the transactions had been completed more than 20 years ago.

These cases reinforce the need for alarm

companies to determine whether ANY transactions involving third parties or internal corporate reorganizations may trigger any FCC regulatory requirements. Any transaction involving a third party will very often require an application for prior FCC approval of the transaction. The same can generally be said of pro forma transactions, even though the ultimate beneficial owner may be unchanged. These cases demonstrate that a failure to obtain the required FCC approvals could very well lead to substantial monetary penalties and fines where the Commission might not have done so in the past.

FCC Updates Radio Frequency Device Marketing/Importation Rules

The FCC has adopted a Report and Order revising the FCC’s equipment authorization program, which ensures that newly developed devices comply with FCC rules. According to a press release, the new rules are designed to “allow manufacturers to gauge consumer interest for new products and take advantage of new mechanisms for marketing devices—like crowdfunding—while ensuring that the FCC retains appropriate oversight over the proper authorization of such devices.”

Specifically, under the revised rules, this early-stage flexibility will allow limited marketing and pre-sale of wireless devices to consumers so long as the devices are not provided to consumers until those devices achieve full compliance with FCC equipment authorization requirements and consumers are informed about the conditions of the sale. The rule changes also will allow limited pre-authorization importation of radiofrequency devices into the United States for certain pre-sale activities, such as packaging and shipping to retail locations.

FCC Proposes Ban on Equipment Authorizations for Devices Deemed a Threat to Security

The FCC has adopted a Notice of Proposed Rulemaking (NPRM) and Notice of Inquiry (NOI) in which it

proposed to prohibit authorization of equipment that poses “an unacceptable risk to national security,” and seeks comment on possible changes to the competitive bidding rules for auctions to protect national security.

Specifically, the NPRM seeks comment on a proposal to prohibit all future authorizations of communications equipment that has been determined to pose an unacceptable risk to U.S. national security, as identified on the Covered List published by the FCC. The proposal would prohibit the authorization of equipment through either the FCC’s Certification or Supplier’s Declaration of Conformity equipment authorization processes. The proposal also seeks comment on whether to revise rules concerning equipment currently exempted from the equipment authorization requirements to no longer permit this exemption for equipment on the Covered List.

The FCC also seeks comment on whether it should revoke prior authorizations for any equipment on the Covered List and, if so, the procedures it should use to do so. Finally, with regard to the FCC’s competitive bidding rules, the FCC seeks comment on whether to require applicants who wish to participate in FCC auctions to provide additional certifications relating to national security.

The NOI seeks comment on other actions that could create incentives in the equipment authorization processes for improved trust through adoption of cybersecurity best practices in consumer devices. The alarm industry should determine if any equipment from the watchlist companies is utilized in providing wireless alarm monitoring, or if equipment or components from other companies likely to be added to the watchlist are used.

Inhofe Introduces Bill to Require Ligado to Pay GPS Interference Costs
On June 22, U.S. Sens. Jim Inhofe (R-Okla.), ranking member of the

Senate Armed Services Committee, Tammy Duckworth (D-Ill.) and Mike Rounds (R-S.D.) introduced S. 2166, the Recognizing and Ensuring Taxpayer Access to Infrastructure Necessary for GPS and Satellite Communications Act or RETAIN GPS and Satellite Communications Act. If enacted, this bill would require Ligado to cover the cost for correcting any interference their operations create for the public or private sector. This bill specifically outlines that all the areas of potential costs that must be borne by Ligado, including but not limited to engineering, construction, site acquisition, research, personnel or contracting staff, labor costs, etc., and specifically notes that these apply to those impacted in the private sector as well.

"GPS and satellite communications don't only impact our military—we rely on it for so much of our day to day lives, which is why we need to take steps to protect not just the federal government from the harmful decision, but all state and local governments, private entities and consumers too," Inhofe said. "As a founding co-chair of the Congressional GPS Caucus, I'm proud to help Senator Inhofe introduce bipartisan legislation that will help make sure Ligado Networks is accountable for covering the costs of addressing any harmful interference that results from deployment of its proposed wireless network," said Duckworth. "Countless Americans, including our military personnel and agriculture workers, rely on GPS and satellite communications to do their jobs, making protecting these signals a matter of both national and economic security," Rounds said.

AICC has previously expressed concern at the FCC over potential interference to GPS operations, given the use of that technology by the alarm industry. M

TMA NextGen

Brought to you by TMA's NextGen, we are pleased to introduce an exciting virtual meeting series - Meet Your Mentor. Each broadcast will welcome a respected TMA leader in an informal, interview-style format that invites attendees to ask questions and share comments.

With this series The Monitoring Association has created a platform for some of its most influential and successful members to share their personal journeys. In doing so we hope to guide and shape the next generation of leaders and through their invaluable insight.

On September 21, 2021, TMA NextGen Co-Chairs Ryan Brady, TRG Associates, Inc., and Jessica Lambert, General Monitoring Services, hoisted a conversation with Teresa Gonzalez, president, United Central Control (UCC). Below is a summary of their conversation.

Step in. Step up.



*Teresa Gonzalez, President,
United Central Control*

Longtime TMA member and volunteer leader Teresa Gonzalez, President, United Central Control (UCC), revealed the importance of a positive attitude and flexibility for young professionals during Episode 3 of TMA's Meet your Mentor interview series in September. She spoke directly and emphatically to those who aspire to reach the executive suite within the business of monitoring. For Gonzalez herself, who was the oldest of seven children, she learned very early in life the fundamentals of being a valued team player and strong

leader. "My mother was my greatest fan," shared Gonzalez, "She taught us that we could achieve whatever we wanted in life."

While her mother was her first mentor, Gonzalez openly credits other professionals who significantly impacted her career and her development as a leader. At the top of her list is UCC's former owner Don Munford. "Don was very business savvy," noted Gonzalez, adding, "He was a people person who believed in his team." An IT manager from San Francisco-based National Guardian Security is credited with introducing her to central station technology which she notes as her background to the executive position she now holds. "When it comes to computer programming and technology, Hadi Saidi mentored me," recalls Gonzalez. "Technology became my passion. He even helped me to understand how the receiver worked and how to run wire cabling," stated Gonzalez.

Joe Thompson, Operations Manager for National Guardian Security, taught Gonzalez about leading, managing, and motivating people. "Joe taught me to learn and adapt, but most importantly, he showed me how to speak the language of the employees so that, as a leader, I would have the capacity to understand their challenges and to motivate them."

Throughout her interview, Gonzalez proudly shared the depth of her commitment to her "home" family and her "work" family. When asked specifically about her secret to maintaining a healthy work/life balance by NextGen Co-Chair Jessica Lambert, Gonzalez commented on its obvious difficulties "Family is very, very important," she emphasized, but noted that monitoring is a 24/7 job. "I've always made the most of special events such as vacation and sports. My family understands."

Continued on page 34

FirstNet Certified Companies

- ADT, LLC, Boca Raton, FL
- Advance Alarms Inc., Broken Arrow, OK
- 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
- AvantGuard Monitoring Centers, LLC, Ogden, UT
- Bay Alarm Systems, Pacheco, CA
- Central Alarm Control, Miami, FL
- Central Monitoring & Dispatch, Pittsburgh, PA
- Convergint Technologies, LLC, Renton, WA
- 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
- Force Security Solutions, LLC, Manassas, VA
- Global Monitoring Solutions, Denham Springs, LA
- Grand Central Station, Inc., Livermore, CA
- Habitec Security, Inc., Holland, OH
- Holmes Security Systems, Fayetteville, NC
- Interface Security Systems, Earth City, MO
- Intruder Alert Systems of San Antonio, San Antonio, TX
- Johnson Controls Security Solutions, LLC, Boca Raton, FL
- Kings III of America, Coppell, TX
- Matson Alarm Co., Inc., Fresno, CA
- Metrodial Corporation, Inc., Hicksville, NY
- Midwest Alarm Company, Inc., Sioux Falls, SD
- NAPCO Security Systems, Inc., Amityville, NY
- National Monitoring Center (NMC), Lake Forest, CA
- New Jersey Fire & Technology, LLC, Freehold, NJ
- Per Mar Security Services, Davenport, IA
- Rapid Response Monitoring, Syracuse, NY
- Safe Tech USA, Ltd., Melville, NY
- SCN Security Communication Network, Inc., Corona, CA
- Security Equipment, Inc., Omaha, NE
- Security Partners, LLC, Lancaster, PA
- Securityhunter, Inc., Baltimore, MD
- Sentinel Alarm Company, Stowe, VT
- Southwest Dispatch Center, Richardson, TX
- Stanley Convergent Security Solutions, Plymouth, MN
- Statewide Monitoring Corp., Staten Island, NY
- Telular, Atlanta, GA
- Triple S Alarm Co., Little Rock, AR
- Vanguard Alarm Technologies, LLC, Stockton, CA
- Vector Security, Inc., Warrendale, PA
- Vigilante Security, Inc., Troy, MI
- Vyanet Operating Group, Inc., Bend, OR
- Washington Alarm, Inc., Seattle, WA
- Wayne Alarm Systems, Inc., Lynn, MA

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

TMA NextGen, *continued from page 33*

In closing, Gonzalez offered three points of advice to those who have a desire to assume higher levels of responsibility within their businesses. She advised young professionals to have a positive attitude. "Do whatever it takes to get the job done and done well."

Secondly, she called on attendees to be team players, as no one is an island. Lastly, Gonzalez emphasized the need to demonstrate a willingness to learn and encouraged the rising professionals to be flexible. "Step in. Step up!"

Coming up will be a post of the interview with Morgan Hertel, VP of Technology and Innovation, Rapid Response Monitoring, that took place during TMA's Annual Meeting in October.

To view recordings and register for an upcoming episode, learn more about this group, or to join TMA NextGen visit us on-line. 

Wireline Report, continued from page 26

The new law (SB 190), which will go into effect on July 1, 2023, gives consumers the right to access, delete, and prevent the sale of their personal information. It also requires certain companies to show why they are collecting the data, how they use it, and to minimize the use of personal data.

Violators of the law face potential penalties imposed by the state attorney general and Colorado's district attorneys. The law does not authorize a private right of action for a violation.

If this trend continues, other states may adopt similar laws or federal legislation may be promoted. While the Computer & Communications Industry Association said it supported protections for consumer privacy, it stated that it favors the adoption of federal standards and not a "piecemeal" state approach. 

Welcome!

Join us in welcoming our newest members to TMA's vibrant community! To view a complete list of new members, go to <https://tma.us/membership/new-members/>.

NON-LISTED NON-TRADITIONAL MONITORING

Colosseum On-line Inc.

Toronto, ON
+1 (877) 739-7873
www.colosseum.com
info@colosseum.com

Colosseum On-line Inc. went on-line in 1998, providing basic Internet services to residents of the City of Toronto, Vaughan and the surrounding Greater Toronto Areas (GTA). Evolving into a comprehensive Internet Service Provider (ISP), offering high-speed Internet, fibre & colocation services to local and international clients.

We are very proud and passionate about owning and operating our own datacenter in Toronto, ON Canada. We have been offering 24/7/365 Live, local phone support for 22+ years, and we are still hosting and supporting many of the same clients.

In 2017, Colosseum On-line Inc. added an offsite video storage product for storing security footage in the cloud. Our goal is to be recognized as a world-class service provider of Colocation, Internet connectivity, Alarm & Security solution services for both national and international customers. By offering one-stop shopping and the latest technology and services,

Colosseum On-line Inc. has always and will continue to provide our customers with professional, efficient, effective and reliable Internet and Security solutions for their business needs. This vision will be achieved through key partnerships and alliances with leading technology manufacturers, focused sales and initiatives, and our commitment to learning and developing relationships that will improve the use of innovative products and services for our customers. Colosseum On-line Inc. is growing and adapting to our ever changing world of technologies and is constantly expanding to meet our clients' demands.

~Joined June 2021

Swissguard USA, LLC

Miami, FL
+1 (305) 423-3543
www.swissguardusa.com

Swissguard is an established international security service provider with headquarters in Zurich, Switzerland. Swissguard first launched its monitoring service in Europe in 2016. Currently, Swissguard operates in 7 countries: England, Germany, Switzerland, Hungary, Poland, and Italy. Most recently, Swissguard launched in the United States with the Miami, Florida-based Swissguard USA LLC. As opposed to traditional active monitoring solutions, Swissguard boasts 24/7

viewing by trained guards, w/ 32 screens (max per officer). Between AI, motion sensing, and active viewing (cameras ALWAYS on screen), Swissguard offers truly proactive, redundant solutions to end users.

~Joined October 2021

LISTED MONITORING

EyeQ Monitoring, LLC

Marietta, GA
+1 (888) 675-6555
www.eyeqmonitoring.com

Established in 2007, EyeQ Monitoring is one of the largest and most experienced focused-providers of live video monitoring in the United States. Our solutions not only keep businesses and people safe, but also deliver timely actionable intelligence that drives value in the areas of loss prevention, customer experience, and inventory & process management. Last year alone, we issued over 3,000 police reports

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Email communications@tma.us for information on how you can reach members of the TMA community. Sponsorships are also available for our 2021 events. Contact John McDonald at jmcdonald@tma.us to discuss available options.

and saved clients \$20,000,000 in potential losses.

Previously National Video Monitoring Co. (NVMC Solutions), EyeQ was acquired in May 2015 by Lighthouse Equity Partners, a security-focused, operator-led investment group, in order to fund growth. The new management team and board of directors has well over 300 years of collective experience buying and building security alarm and technology companies and is passionate about protecting people and their assets.

EyeQ's core monitoring services are delivered by our Security Operations Center, based at our headquarters in Atlanta, GA. Unlike many of our competitors, we avoid simply throwing people at the problem of video surveillance. We distinguish ourselves by using only the latest and most reliable in surveillance and asset tracking technology. Each surveillance device we deploy is connected to our cloud-based artificial intelligence solutions that minimize false alarms and predict when a connected device will experience downtime. The end result is a suite of solutions that proactively and reliably work for you, at a fraction of the cost of traditional onsite guards and our competition.

~ Joined July 2021

OHZ Security

Brooklyn, NY
+1 (212) 671-3355
www.ohzsecurity.com
Contact: Joseph
info@ohzsecurity.com

OHZ Security provides, experienced human virtual guards, guided by artificial intelligence, monitoring your camera systems in real-time, ensuring that your properties are safe and secure 24/7.
~ Returned July 2021

CONSULTANT

Egan Security Group

Lancaster, PA
1+(844) 950-2606
www.egansecuritygroup.com

We are Alarm Industry Business Brokers and Consultants helping business owners maximize value. With over 50 years of experience in the security alarm industry, we'll help you buy, sell or grow a business.

As a seasoned leader in the security alarm industry, Egan Security Group provides a wealth of expertise and strategic thinking to alarm dealers nationwide. Whether helping owners sell their businesses, buy a business, or expand their reach through mergers and acquisitions, Patrick Egan and his team will help you realize maximum success.

Explore our website to learn more about our services, our philosophy and how we work. And contact Patrick and his team today to discuss your businesses' challenges and opportunities. Egan Security Group is standing by to help!

~ Joined July 2021

ASSOCIATE

CSR Privacy Solutions, Inc.

Jensen Beach, FL
+1 (772) 225-0007
www.csrps.com
Contact: info@csrps.com

CSR Privacy Solutions, Inc. (CSR) was founded in 2014 when CSR spun out of the pre-existing company CSRSI.

CSR Privacy Solution's Inc (CSR) focus is Cyber-Privacy and is the world's largest provider of privacy regulatory compliance programs for the SMB population. CSR has a substantial consulting practice

providing services to global 500 corporations, governments, and non-profits. Our services are actively used throughout North America, Europe and APAC. We currently work with over 150 resellers and service over 250,000 global SMB. CSR subject matter experts (SMEs) are utilized by governments, multi-nationals and law firms.

CSR maintains all relevant certifications including SOC II certification. CSR employees hold over one dozen privacy and security certifications from the IAPP, ISC2, and ISACA.

~ Joined August 2021

Evolon Technology, Inc.

Dallas, TX
+1 (469) 501-7500
www.evolontech.com

Evolon develops advanced, highly accurate perimeter surveillance software solutions for critical infrastructure protection and central station monitoring. From the Edge to the Cloud, Evolon's award-winning solutions deliver detection of objects of interest with fewer false alarms.

~ Joined August 2021

Turing Video

San Mateo, CA
+1 (877) 730-8222
www.turing.ai
Contact: Ron Rothman, President
ron.rothman@turingvideo.com

Founded in the heart of Silicon Valley in 2017, Turing AI's mission is to reimagine the safety and security industry with AI. At our very core, we develop complex, machine learning models to integrate with industry-proven robotics, video analytics, and health solutions to create interconnected AI-enabled solutions unlike any other in the world. Our diverse team of

engineers and entrepreneurs creates an environment rich in ideas, explorations, and solutions. Turing AI is the winner of the A.I.Excellence Award (Business Intelligence Group), CRN Emerging Vendor Award, and was recognized as a finalist for the Edison Awards.

~Joined September 2021

PROPRIETARY MONITORING

Energy Transfer

Dallas, TX

+1 (214) 981-0700

www.energytransfer.com

Energy Transfer is celebrating 25 years as the U.S. midstream energy leader. Co-founded in 1996 by Kelcy Warren and Ray Davis, Energy Transfer is now one of the most diversified, publicly traded energy infrastructure Partnerships in the country with more than 90,000 miles of pipeline and associated infrastructure traversing 38 states and Canada, international offices in Canada and Beijing, and nearly 10,000 employees. Energy Transfer is now one of the most diversified publicly traded energy infrastructure Partnerships in the country.

~ Joined August 2021

SECURITY TECHNOLOGY SERVICES PROVIDER

Statewide Security

Redmond, WA

±1 (800) 215-6555

www.statewide-security.com

Contact: office@statewide-security.com

Statewide Security is the premier provider of Homeland Security consulting and design in the Pacific NW. Our client list includes government agencies, Fortune 100 companies and hundreds of other commercial and residential clients throughout the region. Our technical team offers more

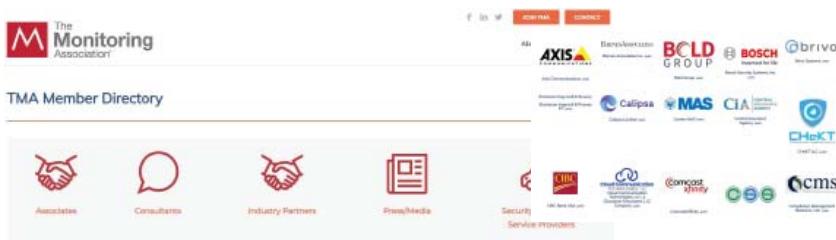
than a 100 years of progressive experience in the security and law enforcement industries. Since our founding in 1978, we've performed over 10,000 Risk and Vulnerability Assessments (RVA). We currently consult, design, install, monitor and maintain hundreds of complex intrusion, fire, access control, gate automation and video surveillance systems for governmental, commercial and residential clients.

We utilize a robust, thorough and realistic approach to security because we know—from experience—

how buildings and grounds are encroached. Our design-build systems utilize current and emerging technologies to deter, detect and verify intruders. Our loyal relationships with equipment vendors—particularly combined with our design-build expertise—enable us to offer economical and effective systems that provide maximum protection and minimal inconvenience. Because we assess risks and vulnerabilities on a daily basis, we know what deterrents are effective and worthwhile.

~Joined September 2021

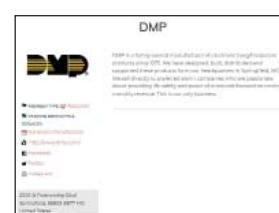
TMA's NEW Membership Directory



Take a look at TMA's NEW Membership Directory! The project was initiated at the request of TMA's Associate Members' Liaison Committee, which had requested that TMA members have the ability to search for products and services produced by other TMA members.

The new resource incorporates a series of visual icons (designed by Team DMP!) so you can quickly and easily search for and identify TMA member companies based on:

- Products and services
 - Company name
 - Member type
 - Key word search



Currently, Associate, Security Technology Services Provider, and Consultant members are listed. In Phase Two of development, we will include all member companies. The New TMA Directory is planned to be completed by 01 2022.



Congratulate TMA's 2021-22 Five Diamond Designees!

This designation marks a commitment to the highest industry standards. Find out more about this distinguished program on-line at <https://tma.us/programs/fivediamond/> or email us questions at fivediamond@tma.us.

Acadian Monitoring Services, LLC
Baton Rouge, LA
www.acadianmonitoringservices.com
Wholesale Monitoring
 Designated since 05/2009

Acadian Monitoring Services, LLC
Elk Grove Village, IL
www.acadianmonitoringservices.com
Wholesale Monitoring
 Designated since 12/2010

Acadian Monitoring Services, LLC
Lafayette, LA
www.acadianmonitoringservices.com
Wholesale Monitoring
 Designated since 01/2005

ADS Security, L.P.
Nashville, TN
www.adssecurity.com
Full Service Monitoring
 Designated since 09/2003

ADT by Telus
Saint Leonard, QC
www.adt.ca
Full Service Monitoring – Canada
 Designated since 08/2007

ADT by Telus (AB)
Calgary, AB
www.adt.ca
Full Service Monitoring – Canada
 Designated since 12/2020

ADT by Telus (ON)
Ottawa, ON
www.adt.ca
Full Service Monitoring – Canada
 Designated since 12/2020

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

AFA Protective Systems, Inc.
Syosset, NY
www.afap.com
Full Service Monitoring
 Designated since 01/2014

Affiliated Monitoring
Union, NJ
www.affiliated.com
Wholesale Monitoring
 Designated since 09/2005

Alarm Central, LLC
Independence, MO
www.alarmcentral.net
Wholesale Monitoring
 Designated since 03/2006

Alarm Detection Systems, Inc.
Aurora, IL
www.adsalarm.com
Full Service Monitoring
 Designated since 08/ 2003

Alarm Systems
Belleville, ON
www.alarmsys.com
Full Service Monitoring - Canada
 Designated since 03/2014

Alarm Tech Central Services, Inc.
Ronkonkoma, NY
www.alarmtechcentral.com
Wholesale Monitoring
 Designated since 12/2009

Alarmco, Inc.
Las Vegas, NV
www.alarmco.com
Full Service Monitoring
 Designated since 06/2006

Alarme Sentinelle / Sentinel Alarm
Montreal, QC
www.sentinelalarm.com
Full Service Monitoring - Canada
 Designated since 12/2010

Alert 360
Tulsa, OK
www.alert360.com
Full Service Monitoring
 Designated since 08/2018

All American Monitoring
Sarasota, FL
www.allamericanmonitoring.com
Wholesale Monitoring
 Designated since 01/2011

Allied Universal Technology Services
Wyoming, MI
www.aus.com
Full Service Monitoring
 Designated since 06/2021
New in 2021!

Allied Universal Technology Services
Richardson, TX
www.aus.com
Full Service Monitoring
 Designated since 07/2013

Allstate Security Industries, Inc.
Amarillo, TX
www.allstatesecurity.com
Full Service Monitoring
 Designated since 09/2006

American Alarm and Communications, Inc.
Arlington, MA
www.americanalarm.com
Full Service Monitoring
 Designated since 04/2004

American Burglary & Fire
Fenton, MO
www.abfsecurity.com
Full Service Monitoring
 Designated since 11/2005

American Electric Power
Columbus, OH
www.aep.com
Proprietary Monitoring
 Designated since 11/2020

Amherst Alarm Inc.
Amherst, NY
www.amherstalarm.com
Full Service Monitoring
 Designated since 03/2004

AT&T Digital Life, Inc.
Richardson, TX
www.att.com
Full Service Monitoring
 Designated since 07/2013

Atlantic Coast Alarm
Mays Landing, NJ
www.atlanticcoastalarm.com
Full Service Monitoring
 Designated since 12/2009

Atlas Security Service, Inc. Springfield, MO www.atlassecurity.com Full Service Monitoring Designated since 03/2005	Centra-Larm Monitoring Inc. Manchester, NH www.centra-larm.com Wholesale Monitoring Designated since 06/2009	CPI Security Systems Charlotte, NC www.episecurity.com Full Service Monitoring Designated since 08/2009
AvantGuard Monitoring Centers Ogden, UT www.agmonitoring.com Wholesale Monitoring Designated since 01/2007	Central Security Systems, Inc. Indianapolis, IN www.central-security.net Full Service Monitoring Designated since 08/2013	Damar Security Systems Sarnia, ON https://damarsecuritysystems.com/ Full Service Monitoring - Canada Designated since 11/2012
AvantGuard Monitoring Centers Rexburg, ID www.agmonitoring.com Wholesale Monitoring Designated since 08/2016	CenturyLink Security Monroe, LA www.centurylinksecurity.biz Full Service Monitoring Designated since 02/2005	DGA Security Systems, Inc. New York, NY www.dgasecurity.com Full Service Monitoring Designated since 02/2005
Barcom Security, Inc. Swansea, IL www.barcomsecurity.com Full Service Monitoring Designated since 11/2007	Comporium SMA Solutions Inc. Rock Hill, SC www.comporiumsma.com Full Service Monitoring Designated since 04/2012	Dispatch Center, Ltd. San Antonio, TX www.dispatchcenter.net Wholesale Monitoring Designated since 01/2019
Bay Alarm Company Concord, CA www.bayalarm.com Full Service Monitoring Designated since 01/2006	Cooperative Response Center, Inc. (CRC) Austin, MN www.crc.coop Full Service Monitoring Designated since 03/2011	DMC Security Services Inc. Midlothian, IL www.dmcsecurity.com Full Service Monitoring Designated since 09/2005
Bell Canada Toronto, ON www.bell.ca/smart-home Full Service Monitoring - Canada Designated since 04/2015	COPS Monitoring Boca Raton, FL www.copsmonitoring.com Wholesale Monitoring Designated since 04/2014	Dynamark Monitoring, Inc. Hagerstown, MD www.dynamarkmonitoring.com Wholesale Monitoring Designated since 02/2012
Bell Canada Winnipeg, MB www.bell.ca/smart-home Full Service Monitoring - Canada Designated since 04/2020	COPS Monitoring Hunt Valley, MD www.copsmonitoring.com Wholesale Monitoring Designated since 01/2018	Electronix Systems Central Station Alarms, Inc. Huntington Station, NY www.electronixsystems.com Full Service Monitoring Designated since 06/2005
Blackline Safety Calgary, AB www.blacklinesafety.com Full Service Monitoring - Canada Designated since 04/2018	COPS Monitoring Lewisville, TX www.copsmonitoring.com Wholesale Monitoring Designated since 06/2014	Ellijay Telephone Company Ellijay, GA www.etcbusiness.com Full Service Monitoring Designated since 04/2015
Blue Ridge Monitoring (BRM) Anderson, SC www.blueridgemonitoring.com Wholesale Monitoring Designated since 07/2018	COPS Monitoring Nashville, TN www.copsmonitoring.com Wholesale Monitoring Designated since 01/2012	Engineered Protection Systems, Inc. (EPS Security) Grand Rapids, MI www.epssecurity.com Full Service Monitoring Designated since 06/2004
Brinks Home Security (formerly Monitronics International) Farmers Branch, TX www.brinkshome.com Wholesale Monitoring Designated since 02/2005	COPS Monitoring Scottsdale, AZ www.copsmonitoring.com Wholesale Monitoring Designated since 02/2008	Federal Response Center Springfield, MO www.federalprotection.com Wholesale Monitoring Designated since 01/2006
	COPS Monitoring Williamstown, NJ www.copsmonitoring.com Wholesale Monitoring Designated since 05/2014	

Fire Monitoring of Canada, Inc. St. Catharines, ON www.fire-monitoring.com Full Service Monitoring - Canada Designated since 05/2009	Kastle Systems Falls Church, VA www.kastle.com Full Service Monitoring Designated since 06/2014	Nationwide Central Station Monitoring Corp. Freeport, NY www.nationwidigital.com Full Service Monitoring Designated since 04/2007
Gillmore Security Systems Inc. Cleveland, OH www.gillmoresecurity.com Full Service Monitoring Designated since 01/2009	Kroger Central Alarm Control Portland, OR www.kroger.com Proprietary Monitoring Designated since 07/2015	Northern911 Sudbury, ON www.northern911.com Full Service Monitoring - Canada Designated since 05/2014
GM Security Technologies San Juan, PR www.gmsectec.com Wholesale Monitoring Designated since 10/2011	Life Alert Emergency Response, Inc. Encino, CA www.lifealert.com Full Service Monitoring Designated since 11/2014	OHZ Security Brooklyn, NY www.ohzsecurity.com Full Service Monitoring Designated since 08/2021 <i>New in 2021!</i>
Guardian Alarm Systems Shreveport, LA www.guardianalarmsystems.com Full Service Monitoring Designated since 08/2017	Life Safety Monitoring, LLC Munhall, PA www.mylifesafetymonitoring.com Wholesale Monitoring Designated since 01/2018	Paladin Technologies Burnaby, BC www.paladinsecurity.com Full Service Monitoring - Canada Designated since 04/2008
Guardian Protection Services Inc. Butler, PA www.guardianprotection.com Full Service Monitoring Designated since 06/2020	Matson Alarm Co Inc. Fresno, CA www.matsonalarm.com Full Service Monitoring Designated since 06/2008	Paladin Technologies Victoria, BC www.paladinsecurity.com Full Service Monitoring - Canada Designated since 06/2016
Guardian Protection Services Inc. Warrendale, PA www.guardianprotection.com Full Service Monitoring Designated since 09/2006	Metrodial Corporation, Inc. Hicksville, NY www.metrodial.com Full Service Monitoring Designated since 11/2004	Peak Alarm Company, Inc. Salt Lake City, UT www.peakalarm.com Full Service Monitoring Designated since 02/2006
Holmes Security Systems Fayetteville, NC www.holmeselectricsecurity.com Full Service Monitoring Designated since 12/2017	Midwest Central Dispatch (SMG Security) Elk Grove Village, IL www.smgssecurity.com Wholesale Monitoring Designated since 11/2015	Per Mar Security Services Davenport, IA www.permarsecurity.com Full Service Monitoring Designated since 06/2005
Huronia Alarm & Fire Security, Inc. Midland, ON www.huroniaalarms.com Full Service Monitoring - Canada Designated since 06/2013	Mutual Security Services/a Kastle Systems Company New York, NY www.4mutual.com Full Service Monitoring Designated since 05/2009	Quick Response Cleveland, OH www.quickresponse.net Wholesale Monitoring Designated since 10/2005
Interface Security Earth City, MO www.interfacesystems.com Full Service Monitoring Designated since 08/2004	National Monitoring Center Irving, TX www.nmccentral.com Wholesale Monitoring Designated since 06/2016	RBS Central Station (Retail Business Services) Salisbury, NC www.aholddelhaize.com Full Service Monitoring Designated since 03/2020
Interface Security Plano, TX www.interfacesystems.com Full Service Monitoring Designated since 11/2012	National Monitoring Center Lake Forest, CA www.nmccentral.com Wholesale Monitoring Designated since 06/2016	Retail Business Services (MD) (formerly Ahold USA) Columbia, MD www.aholddelhaize.com Proprietary Monitoring Designated since 02/2012
iWatch Communications Beaverton, OR www.iwatchcomm.com Full Service Monitoring Designated since 01/2008		

Safe Systems Louisville, CO www.safe-systems.com Full Service Monitoring Designated since 08/2004	Simon Operational Intelligence Center Indianapolis, IN Full Service Monitoring Designated since 01/2020	United Central Control San Antonio, TX www.teamucc.com Wholesale Monitoring Designated since 08/2004
Securitas Electronic Security, Inc. Honolulu, HI www.securitases.com Full Service Monitoring Designated since 12/2003	Statewide Central Station Staten Island, NY www.statewidecs.com Wholesale Monitoring Designated since 06/2011	United Monitoring Services, Inc. Columbus, GA www.ums247.com Full Service Monitoring Designated since 04/2004
Securitas Electronic Security, Inc. (formerly known as FE Moran Security Solutions, LLC) Champaign, IL www.securitases.com Full Service Monitoring Designated since 12/2006	Superior Central Station, Inc. McAllen, TX www.superiorcentral.com Full Service Monitoring Designated since 06/2007	Universal Atlantic Systems (UAS) Paoli, PA www.uas.com Full Service Monitoring Designated since 04/2004
Securitas Electronic Security, Inc. Uniontown, OH www.securitases.com Full Service Monitoring Designated since 11/2003	Supreme Security Systems, Inc. Union, NJ www.supremealarm.com Full Service Monitoring Designated since 12/2004	Universal Monitoring, LLC Charlotte, NC https://fedorasecurity.com/universal-monitoring/ Wholesale Monitoring Designated since 02/2018
Security Alarm Corporation Port Charlotte, FL www.securityalarmcorp.com Full Service Monitoring Designated since 06/2012	Tech Systems Inc. Buford, GA www.techsystemsinc.com Wholesale Monitoring Designated since 12/2019	Valley Security and Alarm Fresno, CA www.valleysecurityandalarm.com Full Service Monitoring Designated since 10/2017
Security Alarm Monitoring, Inc. Woodlyn, PA www.electronicsecuritycorp.com Wholesale Monitoring Designated since 05/2009	Telsco Security Systems Edmonton, AB www.telsco.com Full Service Monitoring - CA Designated since 02/2016	Vancouver Fire & Security Richmond, BC www.radiussecurity.ca Wholesale Monitoring - Canada Designated since 07/2012
Security Central, Inc. Englewood, CO www.securitycentraline.com Five Diamond DEALER for AvantGuard.	The Church of Jesus Christ of Latter-day Saints Salt Lake City http://churchofjesuschrist.org Proprietary Monitoring Designated since 05/2012	Vector (East) Plymouth Meeting, PA www.vectorsecurity.com Full Service Monitoring Designated since 08/2003
Security Equipment, Inc. (SEI) Omaha, NE www.sei-security.com Full Service Monitoring Designated since 07/2004	The Protection Bureau Exton, PA www.protectionbureau.com Full Service Monitoring Designated since 11/2007	Vector (West) Warrendale, PA www.vectorsecurity.com Full Service Monitoring Designated since 08/2003
Security Solutions Norwalk, CT www.securitysolutionsinc.com Full Service Monitoring Designated since 1/2012	The Watchlight Corporation El Cajon, CA www.watchlight.com Full Service Monitoring Designated since 03/2014	Vigilante Security, Inc. Troy, MI www.vigilantesecurity.com Full Service Monitoring Designated since 05/2016
SecurTek Monitoring Solutions, Inc. Yorkton, SK www.securtek.com Full Service Monitoring - Canada Designated since 05/2010	Total Monitoring Services, Inc. Sacramento, CA www.tmscentral.org Full Service Monitoring Designated since 01/2012	Vivint Inc. - MN Eagan, MN www.vivint.com Full Service Monitoring Designated since 03/2014
Siemens Industry, Inc. Irving, TX www.siemens.com Full Service Monitoring Designated since 03/2004	U.S. Monitoring, Inc. Oklahoma City, OK www.usm-ok.com Wholesale Monitoring Designated since 08/2018	

Vivint Inc. - UT
Provo, UT
www.vivint.com
Full Service Monitoring
Designated since 03/2014

VRI-The Care Center
Franklin, OH
www.monitoringcare.com
Full Service Monitoring
Designated since 04/2006

Vyanet Operating Group, Inc.
Bend, OR
www.vyanet.com
Full Service Monitoring
Designated since 12/2014

Washington Alarm, Inc.
Seattle, WA
www.washingtonalarm.com
Full Service Monitoring
Designated since 12/2006

Wayne Alarm Systems, Inc.
Lynn, MA
www.waynealarm.com
Full Service Monitoring
Designated since 11/2003

Wegmans Food Markets, Inc.
Rochester, NY
www.wegmans.com
Proprietary Monitoring
Designated since 04/2008

WH International Response Center
Rockford, MN
www.whirc.com
Full Service Monitoring
Designated since 12/2004



We love to hear from you! Share a testimonial or photos of your Five Diamond team, by emailing us at fivediamond@tma.us. Let us know if we may publish it on TMA's website and in our publications.

Learn how to earn your Five Diamond certification. Visit www.tma.us/programs/tma-five-diamond/



INSTALLATION QUALITY
for Electronic Security and Life Safety

IQ Certified Companies

TMA is pleased to introduce and recognize the following companies who have become IQ certified as of October 20, 2021.

- Advance Alarms, Inc.,
Broken Arrow, OK
- Advanced Alarm, Inc.,
Tonawanda, NY
- Allstate Security Industries, Inc.
Amarillo, TX
- Amherst Alarm, Inc.,
Amherst, NY
- Genesis Security Services,
Carolina, PR
- Guardian Protection,
Warrendale, PA
- National Monitoring Center,
Lake Forest, CA
- New Jersey Fire & Technology, LLC,
Freehold, NJ
- Rapid Response Monitoring Services,
Inc., Syracuse, NY
- S S C Services Inc. dba Cen-Signal,
Columbus, GA
- Securityhunter, Inc., Baltimore, MD
- Vanguard Alarm Technologies, LLC,
Stockton, CA
- Wayne Alarm Systems, Inc.,
Lynn, MA

Already IQ certified?

Email iqprogram@tma.us to learn more about the new marketing resources that are available!

One
community
together...

RENEW
2022

The Monitoring Association

Monitoring Center Operator Level 1

Training Graduates

*USA and international
graduates completed
May 1, 2021 to
July 31, 2021*

Student Name	Company	Graduated	Student Name	Company	Graduated
Chelsey Ackley	VRI	7/13/2021	Andrea Capistran	Life Alert Emergency Response	5/2/2021
Taija Adams	Alert 360	5/6/2021	Bryan Carballo	Life Alert Emergency Response	5/1/2021
Daniel Alaniz	United Central Control	5/25/2021	Josue Cardenas	Superior Central Station Inc.	5/27/2021
Angela Alcantar	Life Alert Emergency Response	5/21/2021	Martin Carmona	Life Alert Emergency Response	5/12/2021
Juan Alcantar	Life Alert Emergency Response	5/18/2021	Trevor Carr	Turner Security Systems, Inc.	6/7/2021
Beth Allen	ADT	5/18/2021	Margaret Carranza	Life Alert Emergency Response	5/12/2021
Andrea Allen	Dynamark Monitoring	5/7/2021	Joshua Carson	Vivint, Inc.	5/28/2021
Taylor Alloc	Wegmans Asset Protection	6/20/2021	Delia Carten	Vigilante Security, Inc	5/20/2021
Antonio Almanza	Per Mar Security Services	6/1/2021	Carlisle Carter	Securitas Electronic Security	7/27/2021
Avalina Anderson	Vector WEST	7/7/2021	Diego Carvajalyiptong	ADT By Telus (CA)	7/27/2021
Shyann Anderson	Vivint, Inc.	5/31/2021	Jecenia Castaneda	Interface Security	6/8/2021
Brian Andriario	The Protection Bureau	6/18/2021	Victor Castillo	Superior Central Station Inc.	5/5/2021
Max Andrews	Hunter Security Inc	5/20/2021	Alexandria Cerdá	Valley Security & Alarm	6/4/2021
Rigobert Anye Neng	Paladin Technologies (CA)	6/4/2021	Andy Cerritos	Life Alert Emergency Response	5/27/2021
Don Aquino	Life Alert Emergency Response	5/26/2021	Danielle Charles	VRI	5/4/2021
Juan Argueta	Life Alert Emergency Response	5/1/2021	Aracely Chavez	Superior Central Station Inc.	5/26/2021
Ashley Armstrong	Interface Security Systems	5/21/2021	Steven Chin	City Of Toronto (CA)	7/1/2021
Francisco Avellaneda	Affiliated Monitoring	5/6/2021	Marouen Chock	Brink's (CA)	5/9/2021
Linda Bakalis	Tech Systems Inc	5/12/2021	Katelyn Christopher	Paladin Technologies (CA)	5/20/2021
Devhin Baker	Securitas Electronic Security	7/19/2021	Novia Chudha	Bay Alarm	5/20/2021
Angela Barker	Habitec Security	6/16/2021	Claudia Chung	Life Alert Emergency Response	5/27/2021
Rhonda Barker	Alert 360	5/14/2021	Marcus Clark	ADT	5/29/2021
Mandy Barnard	ADT	7/9/2021	Bradley Clark	Vivint, Inc.	6/15/2021
Tim Barry	SMART Security Pros, LLC		Thomas Clarke	Vivint, Inc.	5/26/2021
	dba Mobile Video Guard	5/4/2021	Tammy Coates	Vivint, Inc.	5/26/2021
Victoria Bates	OHZ Security	7/25/2021	Brandy Coleman	ESC Central	7/9/2021
Calista Batres	Peak Alarm Company	7/14/2021	Elizabeth Collins	VRI	6/11/2021
Shemeice Beck	ADT	5/20/2021	Robert Conners	SMART Security Pros, LLC	
Chris Behnsen	Paladin Technologies (CA)	5/22/2021		dba Mobile Video Guard	5/1/2021
Martine Belleville	BMO (CA)	7/16/2021	Martin Contreras	Life Alert Emergency Response	5/6/2021
RacQuell Belton	VRI	6/10/2021	Patricia Cook	ADT	5/25/2021
Matt Bennett	Atlas Security	5/20/2021	Alicia Cooper	SecurTek (CA)	5/18/2021
Edward Berg	Vivint, Inc.	6/16/2021	Jolon Cotter	Vivint, Inc.	6/16/2021
Jeffrey Best	Johnson Controls	6/30/2021	Madison Covington	Avantguard Monitoring Centers	5/9/2021
Zanetta Bey	Affiliated Monitoring	5/7/2021	Bill Craig	Johnson Controls Security	5/26/2021
Isaac Boateng	SMART Security Pros, LLC		Catherine Crusoe	SMART Security Pros, LLC	
	dba Mobile Video Guard	5/4/2021		dba Mobile Video Guard	5/10/2021
J'Dabriion Boger	Statewide Central Station	7/26/2021	Chloe Darnell	Interface Security	6/22/2021
Dana Brackett	VRI	5/4/2021	Keaundria Datcher	Security One Inc	6/13/2021
Lynne Brawner	Safe Systems/Alarm		Marisa Davis	COPS Monitoring - NJ	5/25/2021
	Detection Systems	5/27/2021	Michael Davis	Vector WEST	5/5/2021
Dakota Bretecher	SecurTek (CA)	6/28/2021	Enock Ddamulira	Interface Security	6/12/2021
Travonte Brewer	Kings III of America	5/26/2021	Simon Ddamulira	Interface Security	6/16/2021
Stephanie Brock	Certified Alarm Co.		Miguel De La Fuente	Interface Security	6/15/2021
	of Alabama	6/27/2021	Angie De La Rosa	Life Alert Emergency Response	6/17/2021
Tradarrius Buckmon	Certified Alarm Co.		Petra Deelman	Paladin Technologies (CA)	6/18/2021
	of Alabama	6/30/2021	Dawn Devine	Vector EAST	5/24/2021
Kevin Bullock	SMART Security Pros, LLC		Ashley DeWitt	Affiliated Monitoring	5/13/2021
	dba Mobile Video Guard	5/4/2021	Pamela Diaz	Vector WEST	5/4/2021
Shanna Burleson	Vivint, Inc.	5/31/2021	Destanie Dillard	Matson Alarm	6/21/2021
Brentley Burnham	Vivint, Inc.	5/27/2021	Jason Dillon	Commissionaires Manitoba (CA)	6/13/2021
Jean Bush	ADT	6/28/2021	Angela Dilworth	ADT	5/13/2021
Albert Bustamante	Sony	6/8/2021	Patricia Dior	United Central Control	5/27/2021
Ryan Butt	Quick Response Monitoring	5/26/2021	April Dominguez	Post Alarms Systems	5/23/2021
Ayana Byrd	DGA Security	5/12/2021	Cheryl Drab	Vector WEST	7/8/2021
Anais Byrd	SMART Security Pros, LLC		Jasmine Dreger	SecurTek (CA)	5/21/2021
	dba Mobile Video Guard	5/5/2021	Lizeth Duran	Life Alert Emergency Response	6/1/2021
Matt Byron	Life Alert Emergency Response	5/4/2021	Riley Egan	Vivint, Inc.	5/26/2021
Chelsea Cadanes	Avantguard Monitoring Centers	5/4/2021	Kristen Ellerman	Interface Security Systems	5/21/2021
Wilma Camarillo	ADT	7/7/2021			
Laura Campbell	Central Security Group				
	Nation Wide	5/3/2021			

French Canadian
Spanish

Student Name	Company	Graduated	Student Name	Company	Graduated
Kira Ely	Interface Security Systems	5/22/2021	Edward Jackson	Affiliated Monitoring	7/22/2021
Bianca Enriquez	Life Alert Emergency Response	5/6/2021	Andrew James	SMART Security Pros, LLC	
Brandi Faver	Scarsdale Security Systems, Inc.	5/13/2021		dba Mobile Video Guard	5/24/2021
Wilmary Feliciano	Security Data Processing Center Inc.	7/8/2021	Angela Jamis	ADT	5/28/2021
Maya Fikes	Securitas Electronic Security	7/2/2021	Anthony Jenkins	Allied Universal	
Kasey Fisher	American Alarm & Communications, Inc.	5/22/2021	Keith Jenkins	Technology Services	5/12/2021
Marjorie Fitton	Dice Corporation	7/28/2021	Luis Jimenez	Interface Security	7/8/2021
Laura Flanagan	Allied Universal		Adam Johns	Life Alert Emergency Response	5/12/2021
Diana Flores	Technology Services	7/21/2021	Kim Johnson	OHZ Security	7/21/2021
Matthew Fortson	Matson Alarm	7/29/2021	Kanika Johnson	Barcom	5/4/2021
Crystal Gaminio	Vivint, Inc.	5/28/2021	Leila Johnson	Brink's (CA)	5/1/2021
Erika Garcia	Life Alert Emergency Response	5/29/2021	Eric Johnson	ESC Central	7/19/2021
Jacqueline Garcia	ADT	7/6/2021	Tiffany Johnson	SMART Security Pros, LLC	
J. Cesar Garcia	Life Alert Emergency Response	5/27/2021		dba Mobile Video Guard	5/6/2021
Palmira Garcia	Life Alert Emergency Response	5/5/2021	Brandon Johnston	SMART Security Pros, LLC	
Melissa Garman	Superior Central Station Inc.	5/26/2021		dba Mobile Video Guard	5/4/2021
Lamika Garris	Paladin Technologies (CA)	5/5/2021	Brenda Jones	Guardian Alarm Systems	6/11/2021
Donald Garvin	SMART Security Pros, LLC		Jeremy Jones	ADT	5/11/2021
Brittany Glaum	dba Mobile Video Guard	5/5/2021	Mary Jones	Life Alert Emergency Response	5/17/2021
Elvia Gonzalez	Kings III of America	5/24/2021	Egbinda Juanah	Vigilante Security, Inc	6/7/2021
Elizabeth Gonzalez	Vector EAST	7/13/2021	Jeff Kahn	Interface Security	6/25/2021
Kelly Gonzalez	ADT	7/1/2021	Yuri Kang	Wayne Alarm Systems, Inc.	7/17/2021
Richard Gonzalez Frech	Affiliated Monitoring	7/22/2021	Jenna Kelley	Life Alert Emergency Response	5/7/2021
Shirley Goulbourne	Life Alert Emergency Response	6/2/2021	Maurice Kerrick	American Alarm & Communications, Inc.	6/3/2021
Julia Gramke	G4S (CR)	7/3/2021		SMART Security Pros, LLC	
Terra Grant	Vector EAST	5/13/2021	Chelsie Ketchersid	dba Mobile Video Guard	5/26/2021
Joyce Granville	Kings III of America	6/25/2021	Marissa Kimmich	ADT	7/28/2021
Justin Gravette	Barcom	5/4/2021	Justin King	Dispatch Center, LTD	6/3/2021
Karina Gutierrez	Metrodial	5/19/2021	Alyson Kiteley	Affiliated Monitoring	5/10/2021
Kimberly Guzman	Center for Domestic Preparedness	7/13/2021		Allied Universal	
Kaylin Habibullah	Life Alert Emergency Response	5/22/2021	Rebecca Knight	Technology Services	7/20/2021
Catherine Hall	Brinks Home Security	5/20/2021	Meaghan Knowles	VRI	7/13/2021
Athena Harmon	Affiliated Monitoring	5/7/2021	Oliver Kochendorfer	COPS Monitoring - NJ	5/15/2021
Caleb Harringa	Allied Universal		Mary Kuziw	Paladin Security Group (CA)	6/2/2021
Courtney Harrington	Technology Services	5/25/2021	Laura LaFontsee	Vector EAST	5/5/2021
Tiffany Harris	Avantguard Monitoring Centers	5/6/2021		Allied Universal	
Shaundrai Harrison	Brinks Home Security	5/19/2021	Ashanta Lane	Technology Services	7/21/2021
Rasheeka Hart	ADT	5/11/2021	Dominic Lanzillo	Securitas Electronic Security	7/2/2021
Mohamed Hassan	SMART Security Pros, LLC		Harold Lara	Paladin Security Group (CA)	5/5/2021
Dustin Hauser	dba Mobile Video Guard	5/4/2021		SMART Security Pros, LLC	
Benjamin Hawley	Commissionaires Manitoba (CA)	5/20/2021	Chris Laroe	dba Mobile Video Guard	5/4/2021
Evin Hayes	Commissionaires Manitoba (CA)	7/12/2021		American Alarm & Communications, Inc.	6/1/2021
Phillip Haywood	Vector WEST	7/1/2021	Jeffery Lasher	Paladin Security Group (CA)	6/1/2021
Adam Hendrikson	Acadian	7/16/2021	Lisa Leal	Dispatch Center, LTD	5/8/2021
Sheila Hern	Life Alert Emergency Response	5/14/2021	Ricardo Ledesma	Turner Security Systems, Inc.	7/19/2021
Josue Hernandez	CRC	7/24/2021	Michael Lisieski	American Alarm & Communications, Inc.	7/5/2021
Grecia Hernandez	The Monitoring Center (CA)	5/21/2021	Felix Llanes	Total Monitoring Service	7/15/2021
Ashton Hill	Interface Security	7/29/2021	Tre'Lana Lockett	ESC Central	5/25/2021
Brad Hill	Life Alert Emergency Response	6/5/2021	Wendy Loera	Brinks Home Security	5/20/2021
Garrett Hill	ADT	5/26/2021	Payton Lohrke	Vivint, Inc.	6/16/2021
Irech Hill-Souaia	Fire Monitoring of Canada, Inc. (CA)	7/2/2021	Erlinda Lopez	ADT	7/1/2021
Ashley Hoffman	Interface Security	7/20/2021	Shomari Louden	Blue Ridge Monitoring	6/11/2021
Ruby Hollingsworth	Dynamark Monitoring	5/16/2021	Alexandra Louis	VRI	6/8/2021
Greta Hull	Vivint, Inc.	6/15/2021	Stephen Lowery	Securitas Electronic Security	6/4/2021
James Hulser	ESC Central	6/28/2021	David Lusich	Securitas Electronic Security	7/19/2021
Darlene Hulsey	Securitas Electronic Security	5/21/2021	Megan M	The Monitoring Center (CA)	5/22/2021
Jermichael Hurt	Interface Security Systems	5/21/2021	Maureen M	The Monitoring Center (CA)	7/13/2021
Seth Hurvitz	Matson Alarm	6/17/2021	Nick MacGregor	Fleenor Security System	7/30/2021
Sarah Husselman	Vigilante Security, Inc	5/24/2021	Don Maden	COPS Monitoring - NJ	5/14/2021
John Hust	Tech Systems Inc	5/12/2021	Brittney Mahek	Security Instrument Corp.	5/21/2021
Karl Ide	ADT	5/25/2021	Andi Malinowski	G4S SECURE INTEGRATION LLC	7/23/2021
Brixxy Islas	Guardian Alarm Systems	6/10/2021	Kristine Marcelo	Life Alert Emergency Response	5/4/2021
Robert Jackson	Securitas Electronic Security	5/1/2021	Erick Marin Rojas	G4S (CR)	7/3/2021
	Life Alert Emergency Response	5/14/2021	Kaylee Marsh	Valley Security & Alarm	7/19/2021
	ADT	7/1/2021	Angelica Martinez	ADT	5/11/2021
			Rosie Martinez	Pro-Vigil, Inc.	5/1/2021
			Daniel Martinez	Turner Security Systems, Inc.	6/2/2021

Student Name	Company	Graduated	Student Name	Company	Graduated
Kendall Matamoros	G4S (CR)	7/22/2021	Samantha Riley	Avantguard Monitoring Centers	5/12/2021
Barquero	Vector WEST	5/4/2021	Lillian Roberson	Kings III of America	7/6/2021
Nicole McCloskey	Barcom	5/19/2021	Angelica Rocha	Interface Security	6/18/2021
Candace McCoy	Compass Security Solutions	6/4/2021	Lynsey Rockwood	Avantguard Monitoring Centers	6/9/2021
Coswaine McDonald	United Central Control	5/27/2021	Vanessa Rodriguez	ADT	6/29/2021
Scott McGauvran	ADT	5/20/2021	Oscar Rodriguez	Ranger American (PR)	5/4/2021
Sandra Medina	Life Alert Emergency Response	6/6/2021	Diana Romero	VRI	6/8/2021
Roxana Mejia	Operational Intelligence Center	6/13/2021	David Roney	G4S SECURE INTEGRATION LLC	7/22/2021
Ramon Mella	Life Alert Emergency Response	5/5/2021	Jasiona Roney	VRI	5/7/2021
Maite Mendes	Life Alert Emergency Response	5/7/2021	Raffi Roubinian	Life Alert Emergency Response	5/28/2021
Himelda Mendez	Life Alert Emergency Response	5/7/2021	Ronald Russell	Tech Systems Inc	6/30/2021
Madison Middledorf	Avantguard Monitoring Centers	6/15/2021	Angela Sabol	Life Safety Monitoring, LLC	6/17/2021
Ronald Miel	Life Alert Emergency Response	5/26/2021	Fernando Salinas	Brinks Home Security	5/19/2021
Cedetria Miller	Interface Security	6/12/2021	Jordan Salvador	DGA Security	5/12/2021
Terry Milner	Alert 360	5/4/2021	Chiffion Samuel	Guardian Alarm Systems	5/15/2021
Lance Minor	Vigilante Security, Inc	5/16/2021	David Sanchez	Life Alert Emergency Response	5/4/2021
Kristina Miranda	Pro-Vigil	7/26/2021	Sidney Sanchez	Life Alert Emergency Response	5/5/2021
Alexandria Mitchell	Paladin Technologies (CA)	5/7/2021	Larry Santiago	Affiliated Monitoring	7/12/2021
Vladymir Mogene	Commissionaires Ottawa (CA)	5/21/2021	Tammie Scavello	The Protection Bureau	6/15/2021
Madilyn Montgomery	Certified Alarm Co. of Alabama	6/29/2021	Daniel Schwab	OHZ Security	7/22/2021
Nelson Morales	iWatch Communications	6/23/2021	Jesse Scott	Avantguard Monitoring Centers	6/16/2021
Carlos Moreno	Life Alert Emergency Response	5/29/2021	Nicole Serenil	United Central Control	5/30/2021
Monique Morentin	Life Alert Emergency Response	6/1/2021	Eric Settemire	Vector WEST	6/17/2021
Karos Morton	Paladin Technologies (CA)	7/14/2021	Brittney Shaver	Blue Ridge Monitoring	6/18/2021
Alexus Mosley	SMART Security Pros, LLC	5/3/2021	Justin Shelley	The Monitoring Center (CA)	5/17/2021
Christian Munoz	dba Mobile Video Guard	5/27/2021	Sophia Shepherd	Watchlight Corporation	5/1/2021
Sandy Nace	Life Alert Emergency Response	6/6/2021	Kristall Shiepe	Vivint, Inc.	5/27/2021
Julie Naillon	Towne Monitoring Service	5/4/2021	Rachel Shike	ADT	6/29/2021
Brenna Nations	Avantguard Monitoring Centers	6/17/2021	Jacob Shoemaker	Blue Ridge Monitoring	5/23/2021
Navil Navarro	Interface Security	7/5/2021	Cynthia Siller	Life Alert Emergency Response	5/11/2021
Nathaniel Neighbors	ETC Communications	7/15/2021	Marimar Silva	Life Alert Emergency Response	5/29/2021
Jeraldo Newsome	Allied Universal Technology Services	5/25/2021	Christopher Simidian	Sony	5/25/2021
Tina Olinger	Vivint, Inc.	6/16/2021	Connor Sinclair	Vivint, Inc.	5/25/2021
Bradi Ore	Kings III of America	5/25/2021	Chloe Sinegal	Acadian	7/8/2021
Sean Osgood	American Alarm & Communications, Inc.	7/4/2021	Marvette Skinner	Kings III of America	6/25/2021
Leeann Owens	Compass Security Solutions	6/2/2021	Jacob Slevin	Allied Universal Technology Services	5/18/2021
Roby N. Paguio	Life Alert Emergency Response	5/12/2021	Caitlin Smith	ADT	6/29/2021
Brandon Parks	Securitas Electronic Security	7/19/2021	Quanisha Smith	Alarmco	6/12/2021
Thomas Pecoraino	DGA Security	5/12/2021	Charles Smith	Matson Alarm	7/20/2021
Aaron Pepe	Vector WEST	5/4/2021	Alex Smith	OHZ Security	7/30/2021
Alexa Perez	Pro-Vigil	5/3/2021	Tina Smith	OHZ Security	7/31/2021
Edgar Perez	Pro-Vigil, Inc.	5/15/2021	Maria Smith	OHZ Security	7/21/2021
Aminah Perez	Vivint, Inc.	6/4/2021	Cierra Smith	SMART Security Pros, LLC	
Rachel Peschong	Johnson Controls	6/1/2021	Sandra Smith	dba Mobile Video Guard	7/7/2021
Diane Pfeffer	Vivint, Inc.	6/15/2021	Jenifer Solesbee	Vector EAST	5/13/2021
Ivyrose Phillips-Howe	Vigilante Security, Inc	5/11/2021	Tammy Solomon	Comporium SMA Solutions Inc	6/11/2021
Jerome Pinckney	Crothall HealthCare	5/19/2021	Amanda Speer	Hunter Security Inc	6/17/2021
Louisa Ponce	Life Alert Emergency Response	5/14/2021	Stacy Spivey	COPS Monitoring - NJ	5/31/2021
Brandyn Posadas	Life Alert Emergency Response	6/8/2021	Alan-Michael Steele	Blue Ridge Monitoring	6/4/2021
Tianna Prettyman	Vivint, Inc.	5/26/2021	Quinte Kawartha	Quinte Kawartha	
Marie Price	ADT	6/28/2021	Michael Stellmack	Alarm Systems (CA)	5/11/2021
Melanie Prince	Statewide Central Station	5/23/2021	Tesa Stephens	Alarm Detection Systems, Inc.	6/17/2021
Josh Profitt	ETC Communications	6/18/2021	Mike Stevenson	iWatch Communications	6/7/2021
Kate Pruner	Avantguard Monitoring Centers	5/4/2021	John Stilwell	OHZ Security	7/30/2021
Claudia Quezada	Life Alert Emergency Response	6/7/2021	Jacob Stire	The Protection Bureau	7/4/2021
Natasha Ragsdale	VRI	6/8/2021	Lisa Stover	Bank Of Montreal (CA)	6/29/2021
Christian Ramirez	Vivint, Inc.	6/21/2021	Cheryl T	Life Safety Monitoring, LLC	6/17/2021
Enrique Ramos	COPS Monitoring - Scottsdale	5/11/2021	Noah Tallman	The Monitoring Center (CA)	5/19/2021
Esmeralda Ramos	Life Alert Emergency Response	6/3/2021	Gabrielle Taylor	Avantguard Monitoring Centers	7/20/2021
Hernandez	VRI	7/13/2021	Jacob Teebles	Interface Security Systems	5/23/2021
Stephanie Ramsey Losardo	ADT	6/28/2021	Crystal Torres	Avantguard Monitoring Centers	6/10/2021
Toby Renteria	VRI	7/13/2021	Kevin Torres	Life Alert Emergency Response	6/5/2021
Erica Retallicl	ADT	6/30/2021	Michelle Totten	Superior Central Station Inc.	5/27/2021
Cindy Reyes	Alert 360	5/4/2021	David Townsend	Life Alert Emergency Response	5/4/2021
Zulma Reyes	Vector WEST	5/12/2021	Paula Trojan	Alert 360	5/4/2021
Cooper Ridenour	Safety Systems	7/5/2021	Kaitlyn Trout	COPS Monitoring - NJ	5/13/2021
			Angelique Troyer	Paladin Security Group (CA)	5/19/2021
			Dondre Tuck	G4S SECURE INTEGRATION LLC	7/21/2021

Student Name	Company	Graduated
Catrina Tween	Life Alert Emergency Response	6/30/2021
Lisa V	The Monitoring Center (CA)	5/19/2021
Nathaniel Valdez	United Central Control	7/18/2021
Kaia Van Tassell	Avantguard Monitoring Centers	7/21/2021
Scott Vanbuskirk	Vector WEST	6/16/2021
Amanda Vargas	Life Alert Emergency Response	5/10/2021
Enmanuel Vargas	Life Alert Emergency Response	6/4/2021
Frank Vasquez	Life Alert Emergency Response	5/7/2021
Kimberly Vasquez	Life Alert Emergency Response	6/6/2021
Pedro Vasquez	Superior Central Station Inc.	5/10/2021
Alyssa Vazquez	Life Alert Emergency Response	6/9/2021
Elijah Villa	Watchlight Corporation	5/6/2021
Alan Villarreal	Affiliated Monitoring	5/12/2021
Shelia Vink	Certified Alarm Co. of Alabama	6/26/2021
Andrea Walker	VRI	5/3/2021
Destiny Walton	Allied Universal Technology Services	6/24/2021
Kellie Warners	Engineered Protection Systems, Inc.	5/4/2021
Melanie Warych	Vector WEST	6/17/2021
Steve Watkins	Alert 360	5/12/2021
Danica Watson	Dispatch Center, LTD	7/27/2021
Arin Webster	Centralarm	5/5/2021
Wade Wedel	ADT	6/29/2021
Hannah White	Avantguard Monitoring Centers	5/6/2021
Erma White	VRI	5/4/2021
Keiara Whitehead	Kings III of America	5/28/2021
Matt Wiggins	CenturyTel Security Systems	7/21/2021
Cortney Williams	Affiliated Monitoring	5/9/2021
Daysha Williams	Interface Security Systems	5/23/2021
Desiree Wilmoth	Securitas Electronic Security	7/9/2021
Caitlyn Wilson	Securitas Electronic Security	5/21/2021
Lakesha Wilson	Securitas Electronic Security	7/23/2021
Tracy Wilson-Gansen	Securitas Electronic Security	7/23/2021
Rachel Wisecarver	CenturyTel Security Systems	5/28/2021
Jeremy Wynn	Interface Security	7/14/2021
Edilberto Yanez	Interface Security	5/14/2021
Jessica Yanez	Post Alarm System	6/1/2021
Frances Yeomen	VRI	7/13/2021
Damonique Young	Allied Universal Technology Services	7/13/2021
Christina Zelman	OHZ Security	7/20/2021
Timothy Zupancic	The Zupancic Group	6/10/2021
Stephanie Zupancic	The Zupancic Group	6/30/2021

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Operator Level 2 Training Graduates

Student Name	Company	Graduated
Andrea Allen	Dynamark Monitoring	5/13/2021
Antonio Almanza	Per Mar Security Services	7/13/2021
Portia Anderson	COPS Monitoring - Scottsdale	6/25/2021
Rigobert Anye Neng	Paladin Technologies (CA)	7/5/2021
William Beard	Dynamark Monitoring	5/17/2021
Patricia Blight	Paladin Technologies (CA)	7/21/2021
Karen Bryant	Kings III of America	5/27/2021
Albert Bustamante	Sony	6/9/2021
Krysta Cash	Federal Protection	5/16/2021
Vickie Chaisson	Watchlight Corporation	6/8/2021
Meghann Corey	Wegmans	6/26/2021
Bill Craig	Johnson Controls Security	5/28/2021
Brittany Dierks	Federal Response Center	7/13/2021
Destanie Dillard	Matson Alarm	6/23/2021
Tyler Elrod	Compass Security Solutions	6/12/2021
Luz Espinoza	Superior Central Station Inc.	5/27/2021
Crystal Evans	COPS Monitoring - Boca Raton	5/10/2021
Sheri Fils	DGA Security	7/25/2021
Diana Flores	Matson Alarm	7/29/2021
Shannon Franceschi	Bay Alarm	5/12/2021
Samuel Freund	Pro-Vigil, Inc.	7/26/2021
Daniel Garcia	Kings III of America	7/27/2021
Travis Gough	Superior Central Station Inc.	5/5/2021
Shayna Haden	Kings III of America	5/4/2021
Darlene Hulsey	Matson Alarm	6/17/2021
Linda Jensen	Security Equipment Inc	6/22/2021
Don Maden	COPS Monitoring - NJ	5/25/2021
Andi Malinowski	G4S Secure Integration LLC	7/24/2021
Cyndee Mars	Quick Response Monitoring	7/30/2021
Ed Marshall	Dynamark Monitoring	5/8/2021
Heron Martinez	Superior Cerntral Station Inc	5/27/2021
Marlena McDade	Watchlight Corporation	6/4/2021
Melanie McNally	Watchlight Corporation	5/28/2021
Grady Medcalf	Comcast	5/13/2021
Ramon Mella	Operational Intelligence Center	6/16/2021
Blanche Mentesana	Watchlight Corporation	6/8/2021
Josh Mezzoprete	Wegmans Asset Protection	7/10/2021
Ronda Norsworthy	Kings III of America	5/11/2021
Alfonso Ochoa	Superior Central Station Inc.	5/13/2021
Leeann Owens	Compass Security Solutions	6/3/2021
Linda Reed	Dynamark Monitoring	6/6/2021
Carmen Rice	Alarm Specialist Corp	5/4/2021
Jessica Rodriguez	Superior Central Station Inc.	5/27/2021
Eva Rodriguez	Superior Central Station Inc.	5/27/2021
David Roney	G4S Secure Integration LLC	7/23/2021
Anitsha Salgado	Genesis Security Services, Inc (PR)	7/30/2021
Travis Schipper	Kings III of America	5/10/2021
Christopher Simidian	Sony	5/26/2021
Charles Smith	Matson Alarm	7/22/2021
Daviece Thompson	Statewide Central Station	5/18/2021
Dondre Tuck	G4S Secure Integration LLC	7/23/2021
Raysene Tyler	Kings III of America	6/3/2021
Jessica Valdez	Superior Central Station Inc.	5/27/2021
Shannon Valencia	Watchlight Corporation	5/28/2021
Emerald Velasco	Bay Alarm	6/8/2021
Sandi Dee Villanueva	Superior Central Station Inc.	5/27/2021
Ian Vitale	Alarm Specialist Corp	5/13/2021
Sandra Welsh	Watchlight Corporation	5/28/2021
Carlotta Wickham-O'Reilly	DGA Security	7/18/2021
Julie Williams	Electronics Systems CSA, Inc.	6/30/2021
Timothy Zupancic	The Zupancic Group	6/14/2021
Stephanie Zupancic	The Zupancic Group	7/1/2021

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Bradenton
Charlotte County
Collier County
Manatee County
Riviera Beach
Pasco City
Sarasota County
West Palm Beach
Volusia County

Georgia

Alpharetta
Augusta/Richmond
Dekalb County

Indiana

Indianapolis/Marion
County

Maryland

Prince George's County

Minnesota

Anoka County
Ramsey County

Missouri

Boone County
North Carolina
Cary, Apex and
Morrisville
Durham

Mississippi

Fayetteville/
Cumberland County
Guilford County
High Point
Iredell County
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City of Richmond
Hanover County
Harrisonburg-Rothingham
Henrico County
James City County
Loudoun County
Martinsville-Henry County VA
Newport News
Portsmouth
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Wisconsin

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Washington DC

PSAP's in Testing or Implementation

Alabama

Birmingham

Colorado

Denver

Florida

Lee County

Illinois

Aurora Police
Department

Indiana

Indianapolis

Louisiana

Orleans Parish

Maryland

Fredrick County

North Carolina

Brunswick County

Ohio

Chagrin Valley-Bedford
Mansfield

Pennsylvania

Elk County

Texas

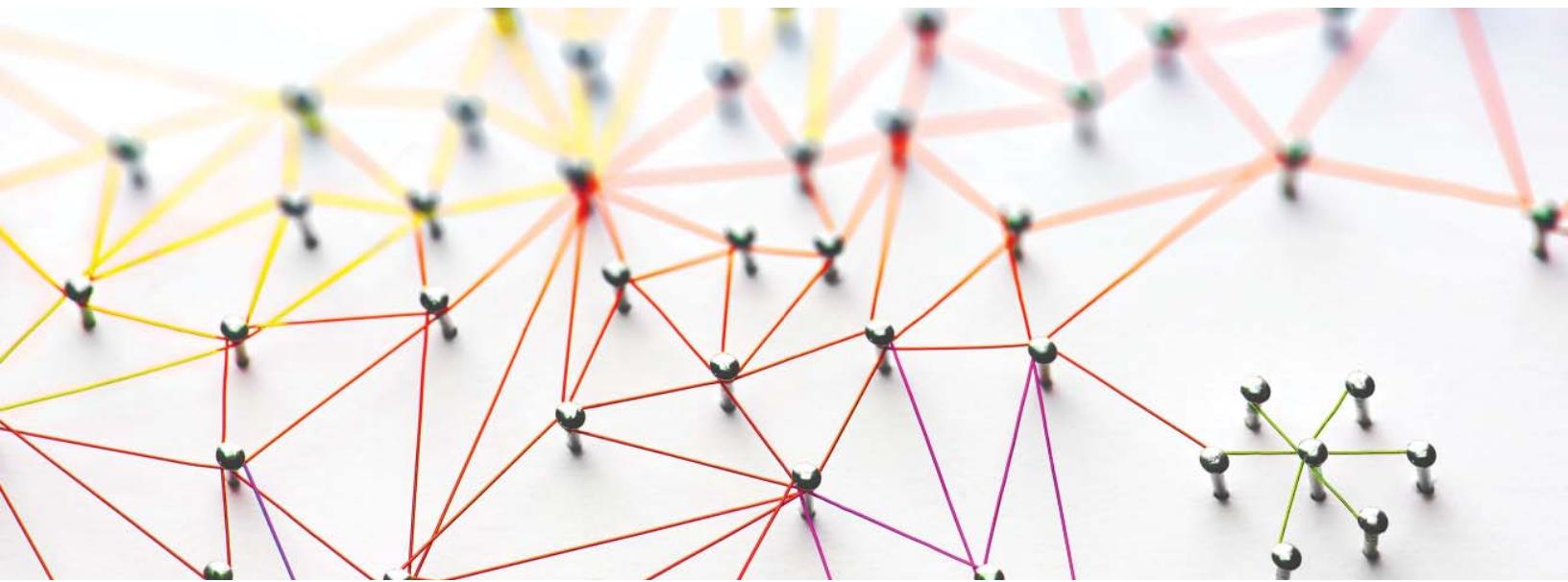
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Making a Difference...Why We Do What We Do

Furry pets saved in house fire

By Bob Tucker, ADT

Protecting our furry friends is important, especially when they are left home alone. Sometimes, hunger and curiosity lead pets to start fires. A Michigan doctor recently experienced a home fire sparked by his Golden Retriever.

When reviewing video from his security cameras after the fire, Dr. Richard Veyna was amazed to see the dog reaching up on the stove to get food and accidentally turning on a gas burner with his paw. Minutes later, the video showed flames leaping from the stove. The flames filled the home with smoke which then triggered alarms, resulting in a call from Veyna's security provider.

"I was driving home from dropping my kids off at school when the monitoring center called," said Veyna. "When I arrived, the fire department was already there, they had put out the fire and rescued my pets."



The quick response, due to monitored protection, clearly saved the family's pets, and prevented their house from being destroyed.

"Our investigation indicated this was an accidental fire, caused by the dog," said Jeff Williams, Fire Marshal of

Orion Township Fire Department. Firefighters say, while unusual, pets can start fires. Cats knocking over lit candles is the most common.

"Life can change in an instant," Veyna said. "Everything is replaceable but not my family nor my

pets. The best thing I did after buying my house a few years ago was to get a monitored security system."

According to the National Fire Protection Association, about 500,000 pets are affected by home fires each year and 40,000 die, mostly in homes without monitored protection.

At TMA's annual conference, which took place virtually in October, a panel discussed how TMA and its members can provide actionable, real-world ideas on showcasing the unique value of professional monitoring and how it helps save lives, including pets.

The presentation, titled, "Professional Monitoring: Telling our Extraordinary Story," was moderated by David Morgan, Co-Founder and VP, Security Dealer Marketing. The three panelists were Daniel Oppenheim, CEO, Affiliated Marketing, Nathan Raustad, Marketing Director, Wayne Alarm Systems, and Bob Tucker, Corporate Communications, ADT.

Note: A recording of the session is now available through Whova for those who attended the event. 

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