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**Executive Leadership Consultant to Deliver Keynote Address at  
2024 TMA OPSTech, Nov. 11th**

*Message to explore the three primary factors that drain energy in the workplace*

**October 31, 2024, McLean, Va.** – The Monitoring Association (TMA) is pleased to announce executive leadership consultant Kevin Waters, Clear Leader Group, will deliver the keynote address, *Energizing Your Workforce: Overcoming Fatigue Through Mindset, Role Alignment, and Leadership*, at the 2024 TMA OPSTech on Monday, Nov. 11<sup>th</sup> at 9:05AM/ET. The four-day meeting will be held in-person in Charlotte, NC, Nov. 10-13<sup>th</sup>, with portions being offered for virtual attendance. TMA member and meeting host Security Central is sponsoring Mr. Water’s presentation.

“Kevin brings more than 30 years of experience in assisting executive and sales teams to realign their focus and drive meaningful results across their organizations,” stated TMA CEO Celia T. Besore. “He has a powerful message to share with our attendees that offers a combination of strategic insights and practical leadership techniques – together designed to empower managers to foster a more positive and energized work environment.”

In his presentation, Waters will share his insights into the importance of aligning employees with the right roles to increase job satisfaction and productivity. He’ll also explore how managers can recognize, and best address energy drains to prevent monitoring fatigue, improve focus, and increase job satisfaction in monitoring centers.

Specializing in leadership and team dynamics, Waters helps executive and sales teams realign their focus and drive meaningful results. He is known for helping businesses regain clarity in their mission, meet customer needs, and ensure the right people are in the right roles.

Preview the full program and register at <https://tma.us/events/2024-opstech/>

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## **About The Monitoring Association**

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