



**SENTRYNET**  
America's Leading Monitoring Network

# ViewPoint

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Serving The Independent Dealer Since 1987

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1987 - 2010

**23**

YEARS OF  
EXCELLENCE

SENTRYNET

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EHX  
Orlando FL  
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SentryNet  
Dealer Conference  
Lula, MS  
April 28 - 29



ISC Bound...

It's that time of year. We are just around the corner from our industry's largest trade show, ISC in Las Vegas. Many of you have been before and some of you we see there every year. Those who have never been, I urge you to attend at least once. It really brings into focus the industry we are in. Sometimes we can get so consumed in our day to day business we fail to realize that we are only a small part of an enormous industry. You might even have the attitude that what the rest of the industry does doesn't affect you. But that's not necessarily true. You can judge the direction of the industry by the products and the exhibitors at the ISC. You will see the latest products and trends and set the course for your company accordingly. It's always worth the money to attend. I've been going for 20 years and always come away with information I can use in my business. And speaking of money, airfare and hotels are the cheapest they've been in years. Travelocity or Orbitz offer trip packages from most areas starting at \$400. If things have

been a little slow, maybe getting a fresh outlook on your business is just what you need.

Speaking of upcoming events, be sure to mark your calendars for our annual Dealer Conference in Lula, Mississippi April 28-29. Lula is a small town on the Mississippi River. I understand the facilities are great, the food is awesome and our classes and speakers will be the best yet. Look for a great night on the town as we party at Morgan Freeman's Ground Zero Blues Club. Promises to be fun and educational!

And last but not least, we're announcing our 2011 SentryNet Dealers' Cruise. That's right, a cruise for our dealers to beautiful Cozumel, Mexico! Look at the last page of this newsletter for information and watch for updates in the coming months. This is an awesome opportunity to grow your business and be rewarded for it. This is a great way for us to say 'thanks' for your business and let's keep growing

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together. (Let me also take the opportunity to ask those that are reading this newsletter and are not SentryNet dealers, "What does your central station do for you?" Come grow with us and let's party in Cozumel!!)

2010 is off and running and we have lots of things to look forward to. 2009 was the pits, but hopefully the recession is letting up. Be proactive with maintaining your existing accounts and aggressive with new growth and we are confident 2010 is going to be a great year!

We appreciate your trust that you have placed in us to allow us to be a part of your business. We strive to be successful and know that our success is dependent on your satisfaction, so talk to us! We're only a phone call away. See you in Vegas!

Sincerely,

David J. Avritt



Don Williams of All Safe Technologies in Gulfport, Mississippi insisting he was working during the recent snow storm.



**April 28 - 29th**  
**Lula, Mississippi**

You are invited to our 2010 annual dealer conference. This event has become a “must attend” event for dealers interested in finding out what is new, what works, and how to use it to grow their business.

You will also receive updates in your email and USPS mail box. For questions or further information call Ikie Lloyd at 800-635-9754 or Peggy Rossmoine at 800-932-3304

This year’s show site is nestled in the home of the Delta Blues. Classes will be held at the beautiful Isle of Capri Casino/Hotel and Convention Center.



We will begin Tuesday night with an Early Bird mixer for all of you who choose to arrive early. Sleep in on Wednesday and class will begin at 10 am. Classes will suggest ways for you to use what’s new in this industry to better grow your business. Lunch will be provided both days to all attendees.

**Hotel Accomodations**

We are holding a block of rooms at the Isle of Capri. To receive the discounted rate you must mention you are with SentryNet. Please book your room prior to April 9th as the block will expire at that time. After April 9th, reservations will be accepted on room and rate availability basis.

Wednesday evening we will all board a bus to one of the original speakeasies. Ground Zero Blues Club is Located on Blues Alley, in the heart of historic downtown Clarksdale, MS. Owned by attorney and businessman, Bill Lockett; Academy Award-winning actor and Mississippi Delta native, Morgan Freeman; and Clarksdale native and Memphis entertainment executive, Howard Stovall, Ground Zero Blues Club is the place to go when you’re looking for an authentic Delta Blues experience.

**Plan to see a little of the Blues!**

Be back in class at 10am on Thursday as you complete the 12 NTS CEUs needed to renew most state licenses. Each break there will be door prize drawings provided by our sponsors. And as always, make the most of your break time to meet with the vendors who come and support these annual conferences. For those not needing the CEUs we will host a Blues Site Seeing Tour.



Sign up now using the enclosed form or go to [www.sentrynet.com](http://www.sentrynet.com). Everything you need is on the website. Check the website often for event updates.



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## Life Safety = Value

*Michael Joseph, VP of Operations for SentryNet writes...*



The number of people killed or injured every year due to carbon monoxide (CO) poisoning rises during the winter months because of the cold weather and faulty heaters. Fireplaces, coal, oil and gas fired furnaces will leak CO if not properly maintained and even a small leak can lead to injury or even death. CO is the silent killer, it is colorless, odorless, and tasteless. Our friend Al Colombo in one of his "Fireside chat" articles in "Security Sales and Integration" magazine says that "As CO builds up in the bloodstream an individual's ability to think rationally is diminished and if not recognized and alleviated can lead to unconsciousness" and "in due time, damage to the brain can occur".

There is lots of information on CO Detectors including Webinars led by System Sensor and articles in "Security Dealer" and "Security Sales" magazines. Education is always key. One of the first objections to CO detectors was that CO detectors are prone to false alarms and are unreliable. Some of the early models that you could purchase at local retailers may have been. However, in the past few years the technology has improved immensely and Underwriters Laboratory (UL2075 and UL 2034) and the National Fire Protection Association (NFPA 720) have thoroughly tested and written standards for installation and monitoring of CO devices and systems.

Across the country there is a movement to install CO detection devices in new buildings. Twenty-three states have passed laws requiring CO detection in residential dwellings and some commercial developments. Life safety in our world means additional RMR. When you sell the value of Life Safety you increase the value of the security system to the end users. When times are tough and the economy is pushing against their paycheck they will be less likely to pull the plug on their life safety system.



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## Come Sail Away for SentryNet's 2011 Dealers' Cruise.....

*The 2011 SentryNet Dealer Conference is going to be a one of a kind experience so make plans now to attend.*

*Earn points to send you, your loved ones, and your employees to Cozumel, Mexico on the Carnival Elation April 28, 2011. Over the next 13 months grow your business and sail to success.*

*As the months progress we will keep you informed of your point total in each leg of this event and once we reach the finish line you can cash in your points for passes on the Carnival Elation Cruise with an easy buy in for additional tickets and amenities.*

*Have fun with this contest and get your employees onboard by making it a contest for them and watch as your sales increase as they vie for tickets of their own.*

*Keep your eye on your mailbox in the months ahead and we will help you make plans for your trip. Passport information, transportation to port, embarkation information and even the most dreaded questions about what to pack and expect while on the cruise will be included in our month "Cruise News". We will be by your side the whole way.*

*Once onboard you will have four days to unwind and enjoy the warm Caribbean. Plus we will provide you with class time to earn the NTS CEUs you need for your state licenses and time with vendors, making this trip not just a vacation but a 100% business expense to be written off come tax time.*

*So mark your calendars now and notify your employees. Start building excitement at the prospect of a long weekend at sea. Then sit back and watch as your business grows over the next 13 months.*

