



SENTRYNET
America's Leading Monitoring Network

ViewPoint

Vol. 12 No. 1

Serving The Independent Dealer Since 1987

March 2009

1987 - 2009

22

YEARS OF
EXCELLENCE

SENTRYNET

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Conference

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EHX
Orlando, FL
March 10 - 14

ISC WEST
Las Vegas, NV
April 1 - 3

SentryNet Conference
Greenville, Ms
April 29 - 30

ALOA
Las Vegas, NV
August 15

CEDIA
Atlanta, GA
September 9 - 13



I found out the other day from a friend that one of our long time dealers was shopping around for another central station because I didn't appreciate him. His reasoning was that I personally never called to check on him. Guess what? **Guilty as charged!** I haven't called him in millennia. In fact, I have not talked to most of you in a very long time, if at all.

However, give me some credit. When compared to most other central station owners, I think I'm in touch more than the average bear. First of all, show me a major central station that is owned by an individual. (We've narrowed the field. Most are owned by investors or corporations.) Now, out of the ones left, find an owner that is actively involved in the day to day business of the central. (Field is narrowing.) Now show me an owner that is active in all trade associations to make sure that your interests as small alarm companies are recognized. (Any company left?) Now show me an owner that spends about 50% of his time

dealing with dealer issues and helping them grow their businesses, sell their businesses, buy other alarm companies or just plain taking care of disasters that nobody else in our office can handle. (I live with a telephone to my ear.) The rest of my waking hours are dealing with normal employee/business issues.

Enough tooting my own horn. The point is that I am engaged in the day to day business of SentryNet. Yes, I know that I should stay on the phone more with you all. However, you have to admit I call from time to time and most of the time I just get a voice mail or an answering machine at your office. However, I ALWAYS return your calls when you need me. I answer each and every email that is sent to me. I talk to dozens of you on a weekly basis giving advice or helping work through industry or business issues. I consider that my job. That is what I do.

It's not that we have gotten so big that I'm out of touch. It's that we have gotten big enough to fund some of the best technology in the industry and hire the greatest central station staff in the country.



SENTRYNET Directory

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Cindy Dantzler - Mississippi Office

Acy Forsythe - Pensacola Office

Customer Care / Data Entry

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Tommy Thompson - Florida Office

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Rusty Rumley - Technical Advisor - MS Office

Harry Rossmoine - Technical Advisor - FL Office

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I now share the work load and I have tremendous faith in my staff that they will take care of you. They are professionals and extremely knowledgeable.

I always conclude every editorial with the phrase line, 'call us if you need anything. We're only a phone call away.' I sincerely mean this. If you have any issue you need help with, give me a call. I'm here at the office every day. You have our number. In fact, here is my cell number if you can't get me at the office. (But please try the office first.) It's 850-293-3403. How many other central station owners are willing to do that!

I do appreciate your business and I would like to give a global 'I love you, man' to everyone out there. Its way overdue, so please accept it. I do appreciate your business and your confidence.

Please join us at the ISC in Vegas on April 1-3. The ISC is THE industry event of the year. It's the largest and the best. You can get round trip air to Vegas from most anyplace in the country with three nights' hotel for about \$600. Can you afford not to be there? We're at booth # 25141. Please stop by and see us.

We at SentryNet appreciate your business and we aren't shy to ask for more. We know our success is dependent on your satisfaction, so talk to us!

Sincerely,

David J. Avritt

Pictured on cover: Rusty Rumley, Tech Support - Greenville; Michael Joseph, Vice President Operations; David Avritt, President; and Kurt Erdman, Sales on an outing in Red Rocks Park - Denver at the end of CEDIA.

"Perhaps the most valuable result of all education is the ability to make yourself do the thing you have to do, when it ought to be done, whether you like it or not; it is the first lesson that ought to be learned; and however early a man's training begins, it is probably the last lesson that he learns thoroughly."

-Thomas H. Huxley (1825 - 1895)

May we help you?

Subscriber Billing

Let us Collect For You!

You install the system and we will take care of the recurring billing.

SentryNet is pleased to offer the services of our top rate accounting department to assist you. We will do your invoicing for you. All you'll have to do is go to the mailbox and collect the checks.

For a minimal monthly fee, our accounting department will send your customers their monitoring bill with a return envelope addressed to you. You can provide us with your preprinted envelope. We will provide you with a report detailing the invoices. It's like having your own billing department without the cost of postage and stationery. Give Kurt Erdman a call now at 800-932-3304.



Dealer Spotlight

Joe Purdy and Pat Torre *Endless Mountain Security*

Joe Purdy and Pat Torre opened Endless Mountain Security for business in 2007. Their niche is the residential market, installing security in homes of all sizes. They comment they don't have any downtime as they are just too young and too busy to take a break.



They are in the security industry because they love being able to provide their customers with peace of mind. They don't mind the RMR (Recurring Monthly Revenue), either! SentryNet is their central station of choice because of the quick response time and the confidence that there will always be a live person answering the phone who will do everything they can to take care of the situation.

The advice they would offer to all new and existing security companies is to: "Keep it fair and keep it honest." We at SentryNet hold this advice to heart as well and are proud to have Endless Mountain Security and their team on our team.

Honesty, the quality of being honest, is a value which can be defined in multiple ways. In the context of human communication, people are generally said to be honest when they tell the truth to the best of their knowledge and do not hide what they know or think. Apart from being truthful, honesty is also generally thought to involve abstaining from unfair behavior, such as stealing or cheating on a test. It is the quality of being honest. Youth tells the truth when it is not easy to tell.

No man, for any considerable period, can wear one face to himself, and another to the multitude, without finally getting bewildered as to which may be true.

--Nathaniel Hawthorne

APRIL 1-3, 2009 • SANDS EXPO AND CONVENTION CENTER • LAS VEGAS

Where the world of security converges.

Join manufacturers, dealers/installers, system integrators, and corporate end-users of security from across the globe at ISC West 2009. You'll source, learn, and connect with the security industry for a greater return on investment with more products, more world-class education and more networking opportunities.



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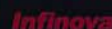
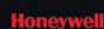
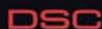
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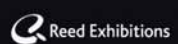
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2009 Annual Conference

April 29th - 30th
Greenville, MS

You are invited to our 2009 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.

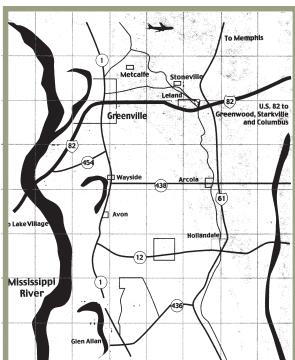


CEU classes begin at the GHEC (Greenville Higher Educational Center) on Wednesday afternoon with breaks held in the exhibit room where vendors will be set up for the annual trade show. Our traditional Wednesday Meet and Greet will be charter bused to a Greenville hot spot known as “The Bourbon Mall” where you shop for great steaks, cold beer, live Delta Blues and Southern Rock. The creaky floorboards, and narrow passages from building to building in the middle of cotton fields make you feel like Robert Johnson’s spirit is still there.

Classes resume on Thursday back at the GHEC. We continue the theme of “Back to Basics” and focus on ways of building RMR (Recurring Monthly Revenue) with SentryNet programs featuring new technologies and services highlighted by our Vendor friends and partners. All classes are bookended by breaks with refreshments served in the exhibit room. We want to provide quality time for your colleagues and vendors to establish relationships and arrange for detailed training and education.

Our traditional Thursday evening banquet will be held at the Greenville Country Club where you will dine with dealers and enjoy the live music of The Earth Angels. So join us for a superb meal, enjoy some great music, and dance the night away if you so choose.

Sign up now using the enclosed form or go to www.sentrynet.com. Everything you need is on the website. Check the website often for event updates. You will also receive updates in your email and USPS mail box. For questions or further information call Peggy Rossmoine at 800-932-3304.



HOTEL INFORMATION

We are holding two blocks of rooms in Greenville. To receive the discounted rate you must mention you are with SentryNet and use the appropriate code. 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.

Book your room by April 9th:

- Harlows, 866-524-5825, code: SentryNet0409, \$69 per night
- Greenville Inn & Suites, 662-332-6900, Code: SentryNet, \$63 per night



SENTRYNET

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(800) 932-3304

-- or --

121 Harvey Street
Greenville, MS 38701
(800) 635-9754

We're on the web!
Sentrynet.com

AL - 004&600 ■ AR - E0168 ■ CA - ACO5944 ■ FL - EF1066 ■ FM - 3016873
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Security Industry Recruiting Center

One of the greatest challenges facing the security industry today is the shortage of qualified labor. While there may be many young men and women seeking fulfilling jobs, a great majority of these potential employees are unaware of what the security industry has to offer and that, for some, security training is a viable alternative to a four-year degree, earning some security professionals as much as, or more than, many college graduates.

For this reason, the NBFSA and the CSAA have joined forces to launch the Security Industry Recruiting Center, providing an online source for matching qualified job seekers with security industry employers. Designed to be simple and cost-effective, the recruiting center will allow employers in the industry to post available career opportunities, as well as review resumes posted by new industry recruits.

"Both associations were going down the path of creating a job board for the industry, and it just made sense to join forces. This alignment will allow us to have an even greater impact than we might have had on our own. Together, we'll have the opportunity to attract a very comprehensive listing of potential employees and employers," said Bud Wulforst, CSAA president.

"The security industry is rapidly changing and needs employees who are interested in being a part of this new, high-tech world. We're excited to offer this online resource to men and women seeking employment in the security industry. We encourage employers looking for individuals specifically interested in a career in this industry to post their open positions on our board. It has all the functionality of services like CareerBuilder.com or Monster.com but is priced at a fraction of the cost," said NBFSA president Mike Miller.

For more information about the Security Industry Recruiting Center, logon to www.alarm.org or www.csaaul.org and click on the Security Industry Recruiting Center link.