



What's Inside

- SentryNet Directory
- Beyond the Recession Blues!
- You Were Spotted
- Our Vendors
- SentryNet Pets

Upcoming Events

- NFPA Expo
Las Vegas, NV
June 7 - 10
- ESX Exo
Pittsburg, PA
June 14 - 17
- MAA State Show
Jackson, MS
September 22 - 23
- TBFAA State Show
Galveston, TX
October 21 - 23
- ISC East
New York, NY
November 3 - 4

In the early days of the last century, the plight of the Black man in the Mississippi Delta was pretty bleak. Life was hard, money was scarce and the future looked dismal. The only bright spot he had in his life was his music. It gave him the power to keep going and also was his ticket, if he was good enough, to get away from these God forsaken cotton fields and get to the North where better times, hopefully, awaited.

It was at the crossroads of Hwy 61 and 49 (just gravel roads in those days) that Robert Johnson supposedly sold his soul to the devil in order to play the guitar. (This was depicted in "O Brother, Where Art Thou?" with George Clooney) At that moment, Robert Johnson became the father for what we now know as the "Blues".

We felt it fitting to have our annual conference in the birthplace of the Blues this year. The world economy has had reason to sing the Blues. It has been a tough year for our industry, as well. However, we fared better than most industries principally because of our

recurring revenue that we've had to fall back on. Our RMR has been our life savior. It has been our means to keep us going. Just as the Black man had his music to see him through, our RMR has been our means to get us through this recession.

It was decided by all at our conference that we are tired of singing the blues and are ready to get back to work. We had an awesome conference. The content was our best ever. The whole tone was to embrace the future positively and look for new opportunities, not just to sustain your business but to help it grow. Much of our conference centered on the demise of the POTS line and making inroads into the IP world. This transition is not a possibility but a reality and we need to embrace it and capitalize on it.

Looking forward, our 16th annual conference next April will be held on the Carnival Cruise ship Elation. We all decided that we would work hard this year, set some goals for ourselves,

Continued on page 2



SENTRYNET Directory

DAVID J. AVRITT

President

(800) 932-3304 - davavritt@sentrynet.com

IKIE LLOYD

Vice President

(662) 335-6400 - illoyd@sentrynet.com

MICHAEL JOSEPH

Vice President of Operations

(850) 434-0087 - mjoseph@sentrynet.com

KURT ERDMAN

Sales

(800) 289-0913 - kerdman@sentrynet.com

Accounting

Jack Early - Controller - Florida Office

Laurinda Frank - Florida Office

Betty Patterson - Mississippi Office

Central Station Manager

Cindy Dantzler - Mississippi Office

Acy Forsythe - Florida Office

Customer Care / Data Entry

Betty Mancini - Mississippi Office

Tommy Thompson - Florida Office

IT Department

Fred Belue - Network Administrator - MS Office

Robert Hinson - IT Technician - FL Office

Joint Operation Administrator

Betty Mancini - Mississippi Office

Mississippi Office

121 Harvey Street, Greenville, MS 38704

Phone: (800) 635-9754 - Fax: (662) 332-5072

Florida Office

517 North Baylen Street, Pensacola, FL 32501

Phone: (800) 932-3304 - Fax: (850) 434-0034

Email: info@sentrynet.com

Web Site: www.sentrynet.com

Continued page 1

achieve these and then play hard by rewarding ourselves and our top performers in our companies by setting sail for beautiful Cozumel. If you enjoyed the Blues in Lula, you'll love the Festivities in Cozumel! We'll see you there!

Thanks for joining us in Lula. If you weren't able to attend, please try to be with us next year for our maiden voyage on the Carnival Elation. If you've attended our conferences before, you know we have a good time. If you haven't been before, you don't know what you are missing out on! We appreciate the trust that you have placed in us to allow us to be 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 Cozumel!

Sincerely,

David J. Avritt

"It's arrogant to insist you can make it (success) happen, that it's all up to you to do on your own. You can get short-term success from that, but eventually something will go wrong that you won't be able to handle. Some people are making their millions in this economy, and it looks like they're using force of will. It seems like they can never have enough, and then they spend their careers managing these empires while sacrificing personal relationships, downtime and health. There's a difference between what looks like success and the experience of true success. Pay attention to the nurturing of your heart - your greatest experience of success will come as a byproduct of the growth of your spirit."



-- Carol Orsborn,
author, *Inner Excellence at Work: The Path to Meaning, Spirit and Success*



THE GREAT WALL

The Great Wall of China is one of the most famous landmarks in the world. It is a long, winding wall that stretches across the northern part of the country. The wall was built by the Chinese to protect their land from invasions. It is made of stone and brick, and is surrounded by a deep moat. The wall is over 21,000 kilometers long. It is a symbol of the strength and power of the Chinese empire.





SENTRYNET

SentryNet takes it's Dealers "Beyond the Recession

SentryNet took its Dealers "Beyond the Recession Blues" at their annual dealer conference, held the last week of April this year at the Isle of Capri Hotel and Casino located at the foot of the Mississippi River bridge from Lula, Mississippi to Helena, Arkansas.

Over 100 Alarm Dealers from 8 states attended the two day combination of fun, education, and camaraderie, along with vendors and SentryNet employees. In addition to CEU credits, the conference was focused on providing dealers with information, taking a look at new technology and tapping into the experience of a variety of speakers on a variety of topics.



David Avritt, SentryNet President, welcomed all and kicked off the meeting. He congratulated the dealers for surviving the recent economic meltdown and "Getting Beyond the Recession Blues" by working hard, focusing proactively on keeping their current customer base of RMR, and offering SentryNet Enhanced Services to existing and new customers alike.

Gordon Hope, Chairman of the Board of Directors at the Security Industry Association (SIA) and Vice President at Honeywell captured the group's immediate attention with a lively discussion on where communication in our industry is going. Gordon told the dealers that "a sea of change is rapidly transforming how people communicate, and security professionals who don't embrace this transformation are putting their businesses at risk." POTs is losing users at the rate of 700,000 subscribers per month to broadband or other wireless type services. It's not whether AT&T or Verizon stops supporting the

technology in the next several years, it's that consumers are abandoning POTs for wireless and internet at record rates and it is inevitable that if we want to continue to sell alarm systems to the public then we must move our focus to accommodate what they want to buy and not what we want to sell them.



After Gordon's look into the future, SentryNet took a new approach to CEU's by moderating a panel discussion of leading edge technology manufacturers. SentryNet filled the panel with some of their partners in Enhanced Services. They discussed the world of PERS with Jackie O'Neil of Visonic, radio communications on a mesh network with Jerry Phillips of AES-IntelliNet, video verification with Ben Kallas of Videofied and internet communications with Jack McCurdy of Emizon. Dealers voiced great interest in the new technologies and the discussion focused on marketing concepts for these specialized services. The group presented opportunities for developing new RMR from existing subscribers and finding an entire new marketplace for security professionals with these new technologies. Their discussions were focused on "who to sell to" and "how to sell" rather than the details of the products. The dealers learned what types of groups were buying each technology. It was extremely interesting to hear new uses for these types of products and services.

Day one finished off in grand style with an evening of blues in the heart of the Delta at the famous Ground Zero blues club. Legend has it that the great Robert Johnson sold his soul to the Devil at the "Crossroads" so he could play the guitar. He was later proclaimed the "Father of the Blues" and the legendary

on Blues"



"Crossroads" of highway 49 and 61 in Clarksdale, Mississippi, is where the Blues were born. Actor Morgan Freeman and business partners own Ground Zero in Clarksdale and over 140 SentryNet dealers, vendors and employees enjoyed a night of live music, good food, and great friends.

Day two started strong with noted speaker Don Hutson teaching us "How to keep customers happy for life." Don is the author of nine books, including the New York Times bestseller, *The One Minute Entrepreneur*, that he co-authored with Ken Blanchard. Don walked through his lively interactive presentation with great participation from the dealers. Ron Walters of SIAC (Security Industry Alarm Coalition) brought us all up to date on legislation around the country and the efforts of SIAC on our behalf to implement model ordinances across the country that keep our industry on a level field among cities and communities. His presentation focused on the efforts of "Dispatch Reduction" by manufacturers

and central stations nationwide. SentryNet has led the way as one of the first stations to formally adopt the policy of "Enhanced Call Verification". This policy was formulated and developed by SIAC and is now becoming a standard of the industry and states are beginning to legislate adoption of ECV as a standard.

After lunch SentryNet moderated a second panel discussion with panel members chosen from among the dealers themselves. Residential, commercial, big city and rural dealers were represented on the panel. They talked about their experiences through the recession and what they did to survive and even thrive while others were watching their businesses lose ground. The discussion circled from the moderators to the panel to the audience and back again picking up steam and excitement from the interaction and participation.



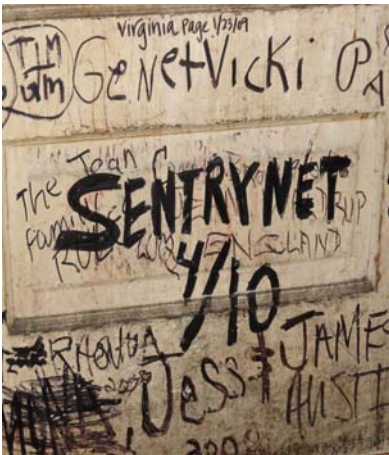
The satisfaction survey revealed that the dealers really enjoyed the new format and the call was for more panel type discussions in the future and less product CEU's. SentryNet proved that dealers can be part of a dynamic process of education, training, and sharing in an exciting and fun environment. Harold Moore of Alco Services of Southaven, Mississippi, commented, "Always a pleasure, SentryNet does a great job of hosting this conference and making us feel welcome." Bradley Dugger of SCT Systems said, "This event makes it difficult to listen to other central stations. SentryNet is a valuable asset to us." And finally Jimmy Braun of All Safe Technologies summed it up with, "Outstanding, this was my first time and I am looking forward to many more. I particularly enjoyed the panel discussions."





SENTRYNET

You Were Spotted in Lula, Mississippi!

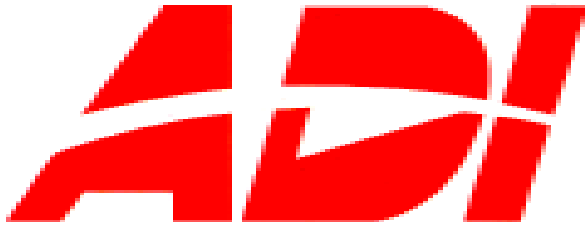






SENTRYNET

Our Vendors!



Contact Name: Tony Hayes
Email: thayes@adi-dist.com
Phone: 901-377-0033

• 24/7 Service Center
 • 24/7 Support
 • 24/7 Monitoring
 • 24/7 Incident Response
 • 24/7 Network Management
 • 24/7 Security Monitoring
 • 24/7 Compliance Reporting
 • 24/7 Audit Trail
 • 24/7 Reporting



AES IntelliNet
 Network Management & Security



Contact Name: Molly Bennett
Email: molly.bennett@att.com
Phone: 866-789-5657



Contact Name: Kevin Doyle
Email: kevin.doyle@axis.com
Phone: 978-614-2040



Contact Name: Jim dirkes
 Email: jdirkes@dsc.com
 Phone: 850-944-0454

Secure IP Alarm Signaling

Simply protected

EMiZON

Seriously secure

Call us on: 1-877.601.3794
www.emizon.com/us

SentryNet's Web Browser Access Control Service

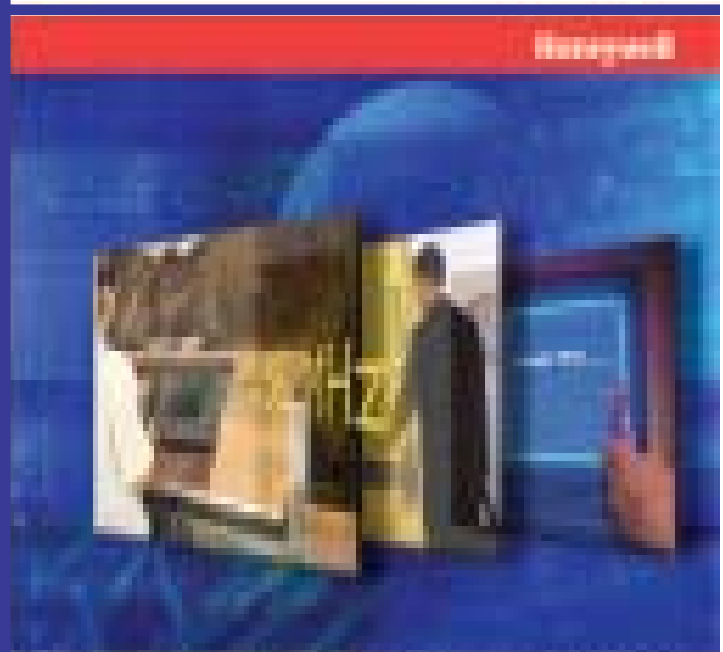
- Eliminates the need for a PC at your customer's location
- Eliminates the need for installed software at your customer's location
- Easily managed from any Internet-connected PC using Internet Explorer
- Control Your BMS from your desktop!!!



©2004 SentryNet Inc. All rights reserved. All other trademarks are the property of their respective owners.

800-333-8111
 850-944-0454
www.sentrynet.com

10/04/04 10:00 AM



Honeywell Access Systems offers advanced integrated access control, video management, advanced proximity systems, CCTV video and project management solutions.

800-333-8111 or www.honeywell.com

Honeywell



SENTRYNET

Our Vendors!

LogicMark advertisement featuring a mobile device and text: "Talk Listen LogicMark". The ad includes a photo of a man and a group of people, and lists features like "Emergency Preparedness Features", "Mobile Phone/Text Capabilities", "Video Playback Function", "Private Email Capabilities", "Live Behavior Watch", and "Support 24 Hours".

Kevin Kremposky
Napco Security Group
Regional Sales Manager

631-793-4713 Mobile
615-847-1464 Phone/Fax
KKremposky@napcosecurity.com

800-645-9330
Corp and Technical support

Please visit our Web-Site @ www.napcosecurity.com
Video Gateway @ www.videoalert.net

SES advertisement featuring a computer monitor and text: "Today wireless video". The ad includes a photo of a computer monitor displaying a video feed, and a list of features: "Real Time Video", "Remote Access", "Mobile Access", "Email Alerts", "Web Access", "Video Storage", "Video Playback", "Video Compression", "Video Encryption", "Video Archiving", "Video Backup", "Video Restoration", "Video Archiving", "Video Backup", "Video Restoration".



Contact Name: Ike Jackson
Email: ijackson@sesonline.com
Phone: 800-475-4850



SEQUEL TECHNOLOGIES

Security systems for the digital age.
Come grow with us.

www.sequeltechnologies.com
651-756-1528



Contact Name: Ron Walters

Email: ron@siacinc.org

Phone: 954-431-4552



Contact Name: Jackie O'Neil

Email: joneil@visonic.com

Phone: 800-223-0020

Congratulations to all our door prize winners & thank you to our vendors

Jimmy Braun, AST - *Logic Mark PERS Unit*

Tommy Esmon, Fant's Telephone - *\$50.00 from AES*

Craig Watkins, ASC - *DSC Wireless Mouse*

Steve Gilliland, Cellular Security - *DSC Wireless Mouse*

Alice Burkhardt, Dictograph - *MP3 Player from Napco*

Tracy Verser, A+ Alarms - *iPod Shuffle from Napco*

John Weston, GSI - *DSC Wireless Mouse*

Amy Braswell, Stay Safe - *Visonic Alarm Panel*

Billy Vick, Oxford Alarm - *DSC Wireless Mouse*

Lisa Avritt, Fortress Security - *Logic Mark PERS Unit*

Henry Burkhardt, Dictograph - *One Ticket for the SentryNet 2011 Cruise!*



SENTRYNET

517 N. Baylen Street
Pensacola, FL 32501
(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 - AC05944 ■ FL - EF1066 ■ FM - 3016873
IL - 128.00205 & 127.001347 ■ MD-107-1468 ■ OK - 435 ■ TN - 0092&1078
TX - B07791&ACR1536 ■ UL - S3479 ■ VA - 11-4793

PRESORTED
STANDARD
U.S. Postage
Paid
SENTRYNET
32501

Show us your SentryNet Pet!

You've wowed us over the years with the great places you have taken SentryNet by wearing our t-shirts and snapping pictures during your adventures around the globe. It's been recently brought to our attention that SentryNet has entered your home life as well and we have found some fans that we never would have suspected..... your pets! Now don't stop sending the pictures of all those wonderful places you get to play hard, after working so hard to build your business, because we love them. But, now show us some SentryNet Pet pride! Email your digital files to Peggy at prossmoine@sentrynet.com or mail them to her at 517 N. Baylen Street, Pensacola, FL 32501. Your original photos will be returned unharmed.



The next Tebow?

Theo is the best friend of Courtney Avritt. He loves to grab up the SentryNet Stress Football and go for the endzone. the only thing that will stop him from making a goal is a belly rub, but who can blame him!



Put me in coach!

Wizard, the best friend of Stephanie Rossmoine is ready to play ANYTIME! Just be sure not to use your hands, not to avoid a penalty but because he often carries the ball in his mouth.