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- GELSSA Meeting
Georgia
November 13 - 14
- LLSSA Meeting
Kenner, LA
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- NCBFAA Tradeshow
Concord, NC
November 20
- CAA Convention
San Francisco, CA
December 10 - 12
- SentryNet
Dealer Conference
Lula, MS
April 28 - 29

I had another ill-informed alarm dealer call asking about our monitoring service. He was shopping for a new central. One of the criteria he was told to ask for, "Was I Five Diamond Certified?" My reply was, "Why would I want to see you go out of business." His response was justified. "Duh?" He didn't have a clue what he was asking for. He just knew that some central stations 'tooted' (yes, that's the word I wanted to use) that they were Five Diamond. However, the only companies that are Five Diamond are companies that are installing companies that would love to see you go out of business and monitoring stations that should probably be out of business because they are not looking out for your best interest. Let me explain.

Five Diamond is a program set up by the CSAA, of which I am a member. They came up with a grand money-making scheme several years ago that allowed them to sell a lot of education courses while supposedly improving the industry by starting the Five Diamond program. It's basically a voluntary

compliance program where you agree to have all your operators CSAA trained. Just send the check for dues, send the check for Five Diamond entries and send the checks for every one of your operators training. Nice little revenue stream.

Here's where you come in. CSAA then devised the concept of the CSAA Five Diamond Alarm Certificate Program. This is supposed to set your company apart from all the trunk slammers in the industry by saying you voluntarily use best practices to install the system and you use a Five Diamond Certified central station. The trunk slammers do not have access to this certification. The certificate PROVIDER (central station) has to inspect each system.

Who are the trunk slammers? In the CSAA's eyes, YOU! Meaning anyone that does not own and operate their own central station. (Criteria for joining the CSAA are that you have to be a UL installing company and/or have a UL

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SENTRYNET Directory

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central station.) A contract central station can become CSAA certified, but you as an independent dealer can't. IF YOU DON'T HAVE ACCESS TO THIS PROGRAM, WHY WOULD I WANT TO CONTRIBUTE TO A PROGRAM THAT WANTS TO PUT YOU OUT OF BUSINESS???(Duh, if you are out of business, I'm out of business! That's not good!)

This program is currently being peddled to AHJ's, insurance companies, and state licensing boards-anyone who will listen. It is the goal of the CSAA that this will become the gold standard that states will use for certification, insurance companies will look to for alarm installation credits and AHJ's will mandate into their specifications. If it should gain traction, it could limit your ability to sell alarms. It is a ploy by the CSAA to limit your growth and in turn, limit the competition for the large CSAA installing companies.

Do I need to say more? No, we aren't Five Diamond. I can also assure you that most of the large contract central stations (my competitors) are not either. It is in our best interest to watch out for your welfare. (Did I mention you keep us in business?) If you happen to monitor with a company that toots its Five Diamond credentials, maybe you should pick up the phone and call and ask them if they are trying to put you out of business or are they just dumb? It can only be one of the two! So why is 5 Diamond in your criteria?

Okay, off my soapbox! 2010 is just around the corner. May it be a better year than 2009. There are a lot of indicators that give hope that the economy has bottomed out and we are headed back up. We all hope so.

We appreciate your business and are never too shy to ask for more. Our goal is to help you grow your business and in turn allow us to grow. We are always looking out for your best interest. Talk to us!

Sincerely,

David J. Avritt
President

May we help you?

Personal Emergency Response Systems (PERS)

Growing numbers of seniors, people living alone and others with evolving health concerns are looking for solutions to help them manage their medication and safety and keep them in touch with emergency help. The goal: to maintain independent lives in their own homes and enable family members to continue their daily lives secure in the knowledge that their relatives are not alone.

Many PERS systems provide a uniquely complete answer by combining telehealth as well as lifestyle and safety management in a single, attractive solution. They incorporate an advanced home safety and intrusion alarm and a full-featured activity support system - so that emergency response, family contacts and health care providers are no further than a button click away.

SentryNet offers monitoring for these systems. Our SIA Certified operators are available 24 hours per day to respond to your customers individual alerts and notify the proper authorities, family members or health care provider of your choosing. For more information on PERS solutions for your customers contact Kurt Erdman at 800-289-0913.

Dealer Spotlight



Jim Anderson founded Allied Communications in 1990. After starting from scratch, Allied Communications was Nashville's fastest growing A/V firm, twice being recognized as a Future 50 Company. In the beginning, Allied strictly served commercial accounts, but later included residential accounts as the company continued to grow. Currently, Allied has offices in Nashville, TN and Fort Worth, TX. Jim loves this industry because of the constant challenge with each and every new system.

Jim's mission is the unrelenting pursuit of customer happiness. He believes his company should never be out to just sell some gear and move on, but rather to form a long term bond with the company's customers, assured that Allied would oversee all the technology in their lives and be responsible for its reliability and convenience.

Working hard and playing harder is something Jim does well. When not at the office he can be found at his house in the country piddling around or on his Harley Road King enjoying the road.

Allied chose SentryNet because of the courtesy and personal service they and their customers always receive. We at SentryNet are proud to say we live by the advice Jim shared with us as the best he's ever received: "Do what you do well, and do it ethically, no matter what business you're in."





SENTRYNET

Mark your Calendars **April 28 - 29, 2010**



The 2010 SentryNet Dealers Conference will be held in Lula, Ms at the IP Casino. By attending both days you receive at least 12 NTS CEU's for your state renewals. You will also experience one of the original Speak Easy's in Clarksdale, MS as you socialize with other industry professionals. Watch your mailbox and the SentryNet website for more updates in the next month.



Come Sail Away.....

Watch for details in the months ahead on how to earn a vacation for you and your staff while growing your business. This will be a vacation to rejuvenate your body, mind and spirit. As well, it will offer you educational and networking time with other industry leaders. So keep an eye on the mailbox, warn the staff to save some vacation time and sail away with SentryNet in 2011.

Video What?

Everyone in the industry is talking about Video Monitoring, but sometimes the terms used get confused in the translation. Here are the four main applications of Video and how you can use them to grow your business.

Video Verification: Municipalities across the country have adopted ordinances to address the false alarm issue, and many have gone as far as requiring verification prior to police being dispatched. SentryNet can now use video to make quick assessments of the event and respond to it accordingly. This process puts a stop to pulling valuable AHJ resources from more needed areas and saves the end users possible false alarm fines.

Video Event Notification: Are your customers worried about employee theft? Many video products can send email notification when the alarm system is armed and disarmed with video open/close reports. Now your customer will always know who it was, whether anyone was with them and if they carried anything away! This is a great way to monitor stock room supplies and other critical operations, such as the opening of a safe.

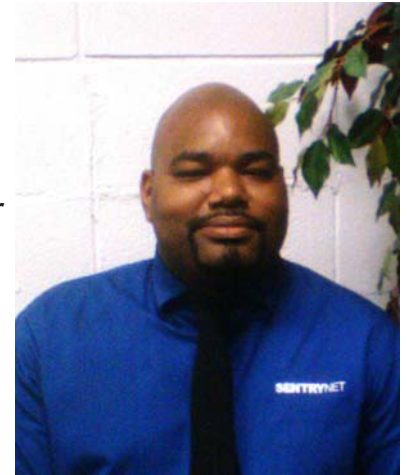
Video Guard Tours: Does your customer want to check on business? Scheduled tours of a premise can be viewed by an operator with specific instructions on response. The video can also be sent to the end-user. These video packets are often small enough to be sent to the users handheld device for viewing anywhere, anytime.

Video Storage: Has your customer been burglarized and the video footage been destroyed on site leaving him with no way to identify the culprit? Video storage removes the need for onsite DVR equipment. The Video is stored on a host server and accessible at all times. The footage can be watched live or pulled from the archives over a secure internet connection.

For more information on the many video applications that SentryNet offers contact Kurt Erdman at 800-289-0913.

Employee Spotlight

Mario Dickerson
Technical Advisor



Mario Dickerson joined our staff in August of 2002 as a Technical Advisor. He has an eagerness to resolve problems no matter how big or small. Mario has a background in telecommunications and IT which comes in handy as he helps dealers on a daily basis. Recently we have discovered he has a wonderful knack for taking complicated instructions and simplifying them into the most thorough of training manuals.

His co-workers consider him dependable, level-headed and believe it or not, a teddy bear. His smile has been said to brighten some of the most dreary days in the central station and his laugh is most certainly contagious.

When not at work you'll find him enjoying family time with his five children. He gives them complete credit for keeping him lighthearted and laughing. If not at home he'll be over at the Animal Shelter playing with his 4 legged stepchildren.

Mario is an asset to our team and you can reach him at the Greenville office, 800-635-9754.

Contrary to popular belief, change often starts at the bottom of a company, and with the very people who lack any kind of formal power.

One example of this is Ken Kutaragi, an engineer at Sony who spent years bucking criticism and opposition while he labored to develop a series of digital devices. His work led to the development of Playstation, which is now responsible for 40% of Sony's profits.

--adapted from *Leading the Revolution* by Gary Hamel

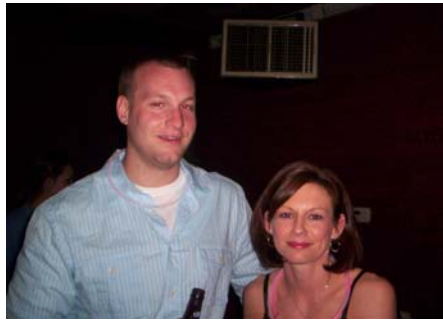


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You were Spotted at ISC in New York, NY



You were Spotted at MAA in Greenville, MS



You were Spotted at EHX in Orlando, FL



You were Spotted at TBFAA in Gatlingburg, TN



You were Spotted at CEDIA in Atlanta, GA





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-- or --

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We're on the web!
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Employee Contracts

Ken Kirschenbaum, Esq has spoken at many SentryNet functions over the years. Some of you have chosen to use his contracts to protect your company. The following is but a sample of the valuable information he shares with security professionals almost daily in his email news group. You can reach Ken at (516) 747-6700 x 201, or through email at ken@kirschenbaumesq.com.

QUESTION:

I just hired a new sales person who is working on 100% commission (no salary). Do you have a contract for this type of sales person that I could purchase? Of course I need to protect my existing customer base and ensure if he moves on he does not go after my customers for a specific length of time. Right now he is working for me and going after some of his old customers from his previous employment because he worked without a contract. Any help would be very much appreciated.

ANSWER:

You would be wise to have all employees sign an employment contract. It's inexpensive and fairly comprehensive.

The employment contract requires you to fill in the employees duties and benefits. For commission salespeople it makes it clear that draws are loans, not non recoverable advances. It makes clear that employment is "at will", which means terminable at

any time and for no reason. Be careful not to violate discrimination laws, however, even with an "at will" employee.

Some states, New York included, require written employment contracts for commission salespeople, specifying how the commission is calculated and paid. The penalty in New York for not having a written contract is that when a dispute arises the version given by the salesperson will bind the court.

The employment contract has a provision that prohibits the employee from competing during and after the employment, and does specify that the employer's business information, customer list, etc, is proprietary and confidential.

Contracts should also provide for the employee authorizing the employer to monitor telephone and internet, which is sufficient consent, even though it may be that employers have the right to monitor their own equipment for business purposes.

There is no downside to using the Employment Contract, and you should make it company policy to get it and use it.