

ISSUE 3 | SEPTEMBER 2022



Security Dealer DIGEST

70 YEARS IN THE MAKING: Per Mar Security's Secret to Success



SECURITY
SERVICES



Traction in the Workplace
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How to Get the "Easy" Sales? Put
DMP's Customer Referral Program
to Work for You!
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Giving Back Spotlight:
LOUD Security
pg. 62



ALARM MONITORING SERVICES FOR THE SECURITY PROFESSIONAL



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NOTE FROM HQ

"If the only tool you have is a hammer, **you tend to see every problem as a nail.**" This famous quote by Abraham Maslow refers to a concept commonly known as the "law of the instrument" or Maslow's hammer. It illustrates an over-reliance on a familiar or favorite tool. While such tools can be useful, overuse or extreme dependence can result in approaching problems in ways that may not be the most effective. Or worse, it can even result in dramatic negative impact on your business.

In speaking with many customers, I often hear similar stories about the challenges they are facing. The most common of these are mainly around people. Security companies struggle to find the right people or enough people to hire - particularly technical people. Then even after you hire new employees, you still have to face the challenges of training and ramp-up time until they are actually productive.

This is not to diminish the real need of adding people. But is that the **ONLY** tool in your tool belt? Is that your **ONLY** solution to growing backlogs, overtime hours for overworked technicians who are rushing to get jobs done - which can generate more "go backs," adding to your schedule problem? Perhaps the real problem is not people, but **TIME**. If jobs could get done in less time with less effort, the need for more people may not be the best solution or tool to address your problem.

In our last issue of the Digest, the featured article was about how Bay Alarm conducts training. They dedicate at least two full days for a brand-new technician to learn how to pull wire. This does not account for any programming training, and why should it? By using the various tools in your toolbox and even adopting new tools, you can start to make improvements in your people/time problem.

In this issue, we are going to discuss one of those new tools - Auto Programming in Dealer Admin™. This tool has the capacity to reduce the time it takes to deploy new intrusion and access panels by a significant amount. This allows you to do more with less that, in turn, brings down your backlog and allows you to become even more profitable with your existing employees. I encourage you to read about the Per Mar Security experience and contact your Dealer Development Manager if you would like to deploy this tool at your company.



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EVENTS RECAP



Product training at NMC (National Monitoring Center) corporate office, taught by Regional Training Managers Bob Spencer and Larry di Scipio.

Entré Certification Class Class #0712



In this class offered at DMP's Headquarters, participants get hands-on training and earn their certification in Entré.

It is a three-day course that gives technicians the opportunity for extensive, hands-on training. The certification is valid for one year.

Technician Bootcamp Class #0719



A few years ago, dealers asked DMP to create a paid training class they could send their technicians to, and the Technician Bootcamps were born.

"I'd like to start by saying this class is extremely beneficial and well put together. Thank you for this opportunity to learn." – Spencer Kent, Dallas Security Systems

UPCOMING



**DMP EXECUTIVE
ROUNDTABLE**
DEALER

OCTOBER 3-4



**DMP EXECUTIVE
ROUNDTABLE**
BANKING AND RETAIL

OCTOBER 25-26



**SALES MANAGEMENT
ACADEMY**

NOVEMBER 8-11

View all upcoming events and trainings here:



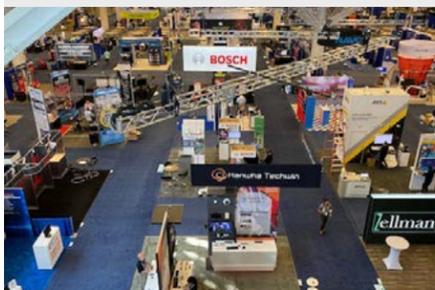
CELAES Bank Security Conference June 20-21



The CELAES Bank Security Conference is the leading financial security conference for Latin America.

The conference features a variety of keynote speakers discussing a variety of topics regarding financial cybersecurity including data, case studies, strategies and best practices.

NRF Protect June 21-23



NRF Protect brings federal, state and local agencies together to address changing threats with new strategies, identify top retail security priorities and discover new tools to help combat retail crime in an ever-changing environment. **United by a shared mission, loss prevention, digital fraud and cyber risk professionals attend to build community and advance as an industry.**

Expo Seguridad México June 28-30



Expo Seguridad México, the most important event for the security industry in Latin America, is a showcase for solutions and products, including alarms, surveillance, access control, cybersecurity, law enforcement, telecommunications, automation, artificial intelligence, vehicles and drones. Also included in this three-day event are educational programs and conferences.

Sales Academy Class #0809



Jack Conard travels the country providing sales training to DMP dealer salespeople — over 800 last year alone. Here is Jack at a recent Sales Academy at DMP's Headquarters in Springfield, Missouri. To find the next Sales Academy, scan the QR code in the lower right-hand side of the page.

Advanced Technician Bootcamp Class #0816



This is for technicians who have completed Technician Bootcamp or those with years of on-the-job experience.

Advanced Technician Bootcamp tests your knowledge on all the advanced features and applications. If you think you have what it takes, sign up for the class.

— PART TWO —

DMP Owners Forum Panel

Q & A



Mark Hillenburg,
Vice President
of Industry
Relations



Q:

“What are the top five things owners of alarm companies should be doing to increase the value of their companies?”

At the DMP Owners Forum this spring in Las Vegas, I had the privilege of moderating two panels comprised of the most esteemed group of industry leaders to assemble together onstage. It was an enlightening discussion with their main topic focused on the question, “What are the top five things owners of alarm companies should be doing to increase the value of their companies?” Additionally, the panelists also discussed how security companies can put those answers into practice.

In preparation for the discussion, I asked these esteemed panelists to send me their answers to the question. Although we didn't have time during the session to cover all the information they provided, it's no less a great source of rich information that could benefit us all. To that end, here is a recap of the second panel's answers.

A:



Pam Petrow, Vector Security & ADS Security
PRESIDENT & CEO

1. **Human capital** - Hire a really good team who will challenge you, bring in new ideas, drive their area of responsibility to the next level and bring expertise in the areas you are weak.
2. **Technology** - Invest in technology that will make your business more efficient and improve the customer experience — look for ways to make both of these a differentiator.
3. **Diversification** - Don't have all your “eggs in one basket” (residential, fire, government, etc.) because with diversification, you'll be better able to weather market segment volatility and potentially be more attractive to a buyer.
4. **Strong financial metrics** - You're running a business... you should be making money at it! Know and keep track of your financial metrics and have strong financial controls in place. Banks and smart buyers are looking at EBITDA to value your business then translating it back to some multiple of RMR.
5. **Growth strategy** - You need to grow and not just replace attrition, so develop a growth strategy, invest and execute on it.

Bonus item: If you can find some way to create a sustainable competitive advantage, do it.

A:



Matt Westphal, Bay Alarm
PRESIDENT

1. Make sure all management and employees have some part of their compensation aligned with the goals of the company.
2. Run internal rates of return on each venue of business and make sure sales compensation is properly aligned.
3. Make sure you take care of your executives and employees and treat all with the utmost respect. Long view: Don't act like a public company.
4. Be intimately aware of everything that goes into the cost to create a dollar of RMR and work on reducing it.
5. Constantly survey your customers and employees to help with direction and opportunities.

Bonus Item: Hire people smarter than you and let them run.

A:



Scott Elkins, Zeus Fire and Security & NetOne
CEO

1. Identify key metrics/KPI and manage to them — know your numbers!
2. Industry contracts for EVERY customer — liability protections, term, etc.
3. RMR growth at an appropriate creation multiple.
4. Control attrition - know the reason for every customer's attrition and work to eliminate the cause of controllable attrition.
5. Strong management team.

Bonus Item: Data Driven Decisions.



Morgan Hertel, Rapid Response & TMA
VICE PRESIDENT

1. Get your accounts off POTS lines and onto an alternative technology.
2. Know your metrics and work toward fixing the problem accounts. Part of this also includes fixing your false alarm problems and delivering something better than 95% false alarms to public service — you can't manage what you don't measure.
3. Re-evaluate your staff and start hiring deep versus wide. Today's needs are becoming specialized not general, so have the staff survive by either getting them additional training and certifications or hire new people.
4. Take the top five or six things that make money and focus on those. Stop doing the rest. You can't be all things to all people, and neither can your staff.
5. Redo your contracts and all of your other subscriber-facing materials and get it moved to digital delivery.

Bonus item: Designate one person on your staff to really focus on new technologies and standards. If you are doing video, intrusion or both, things like video analytics, computer vision and artificial intelligence need to be in your day-to-day world or you will be left behind in the next five years.



John Brady, TRG Associates
PRESIDENT

1. Review your employee compensation plan for service and install techs to make certain you are within market to avoid turnover.
2. Establish a "resign" policy and attach a representative compensation plan to foster employees facilitating a resign of cancelled protected locations.
3. Track gross-to-net attrition and understand the reasons for attrition that can help develop business practices to respond.
4. Implement a service tracking software system to track utilization of service techs that will increase planning and utilization to improve EBITDA.
5. Review all labor rates in effect today to make certain your operation can drive representative service margins and EBITDA.

Bonus item: Develop KPI metric reporting that tracks customer response, install margins, service margins, cash-to-revenue percentage and other key operating metrics.



John Loud, LOUD Security & ESA Chair
PRESIDENT

1. Get more focused on recurring managed services.
2. Build a strong, incredible workforce team.
3. Enhance customer care to retain customers and reduce attrition. Use technology to help achieve this.
4. Audit all your subscriber agreements, central station bills, third-party service bills and the list of your reoccurring revenue billing.
5. Sell your additional services to your existing subscribers. (Not every customer is buying all you're offering.)



Tim Whall
BOARD MEMBER

1. Grow RMR.
2. Grow earnings (EBITDA).
3. Grow cash flow.
4. Reduce attrition.
5. Reduce cost to acquire customers.



Activate your
Monitoring Center
and SecureCom[®]
wireless
in a push of a **single Button**

“Your Single Point of Data Entry”

2 way integrations





**DMP EXECUTIVE
ROUNDTABLE**
DEALER

REGISTER NOW
October 3 - 4, 2022

OMNI RICHMOND HOTEL
IN RICHMOND, VIRGINIA

The DMP Executive Dealer Roundtable is an event hosted by members of the DMP Executive Management Group including Owner & President, Rick Britton.

The objective is to provide DMP dealers with an opportunity to discuss best practices with other dealers or security personnel around the country. It consists of one-and-a-half days of dealer discussions and presentations.

Register here:



EXECUTIVE DEALER ROUNDTABLE SPEAKERS



Scott Elkins
CEO, Zeus Fire and Security



Tim Creenan
CEO, Amherst Alarm



Dean Belisle
National Sales Trainer, DMP



Mark NeSmith
Vice President of Sales, DMP



Ken Kocher
President, Force Security



Don Fruhwirth
Director of Product Management,
Interface Security Systems



Jeremy Bates
President, Bates Security



Barry Epstein
President, Vertex Capital



Aaron McGhee
Product Manager of
Control Panels, DMP



Kyle Heironimus
Vice President of
Advanced Products, DMP



Our business is building yours.

Join the electronic security and life safety industry's largest professional association of integrator and dealer companies.

- Training discounts on ESA's National Training School's online and virtual live courses ✓
- Exclusive rates on Security America's industry-specific insurance coverage ✓
- Discounts on sales training ✓
- ESA Member Savings Program with discounts on fuel, office supplies, shipping, credit card processing, tools/equipment and more ✓
- Lead generation through ESA's "find a professional" platform on Alarm.org ✓
- National networking and best practice sharing, free of competitive risks ✓
- Government advocacy and representation ✓
- Access to exclusive online resources for finding, hiring new talent, looking up licensing requirements, employee engagement surveys and more ✓
- Active PR efforts for enhancing your company exposure in local and national news outlets ✓
- Access to ESA's "Training as a Service" — concierge onboarding and personnel development program, including assessment testing and customized training paths ✓
- All NEW INTEGRATOR MEMBERS receive a \$250 online training gift card ✓



The Voice of the Electronic Security & Life Safety Industry

FEATURE UPDATES

Now a Recessed Door Contact That Installs in Minutes

Available to Order Today

For customers who prefer the discreet protection of a recessed door contact, DMP now offers the new 1132 model with an industry-standard size that's 3/4" in diameter and 2 1/2" long for easy and fast installations. When you're upgrading systems to DMP, this means there's no added work to replace the existing 3/4" sensor — just insert the transmitter

housing into the existing hole until the cap is flush with the door jamb.

More Information

Like all of DMP's wireless transmitters, the 1132 Recessed Door Contact has the same long battery life. The 1132's onboard LED also provides the same built-in survey capability to allow for one-person installations,



eliminating the requirement for an external survey kit. If you have any questions, please contact DMP Inside Sales at 877-757-4367 or at InsideSales@DMP.com.

Your "Express" Solution for Simple System Upgrades: DMP's New CellComEX Universal Communicator

When system upgrades call for a cell-only solution, the new CellComEX Universal Communicator offers the same feature-rich benefits as the CellCom modules. When you don't need four zones of expansion, the CellComEX makes upgrading legacy panels even faster and more affordable.

"EX" stands for Express

With one zone, one output and one tip and ring terminal, the CellComEX is extremely quick to deploy with minimal programming or setup steps. Plus, its compact enclosure is ideal for tight installations. But don't let its size fool you — this new communicator

is designed with:

- ECP and DSC bus integration
- Contact ID
- Bell Capture
- Zone input and output operation
- Intertek (ETL) Listed for commercial and residential burglary and residential fire (Pending)
- Fully managed via Dealer Admin and controlled by users via Virtual Keypad

Pricing

Take advantage of DMP's competitive pricing right now — there's no additional purchases necessary or rebates to wait on!



Supporting Software Updates:

- Dealer Admin Version 2.77.7
- Virtual Keypad Version 6.42.6 for iOS, Version 6.42.3 for Android and Version 2.39.7 for VirtualKeypad.com
- Remote Link Version 2.21

For more details about the CellComEX or DMP's Com Series, please visit DMP.com/Com Series. Contact one of our Inside Sales representatives at InsideSales@DMP.com or 877-757-4367 or one of our Technical Support technicians at TechSupport@DMP.com or 888-4-DMP-TEC (888-436-7832).

Entré NOC Adds API Support to Manage Badges and Personnel Automatically

Now your Entré NOC customers have even more ways to simplify their user management and eliminate wasted time maintaining two personnel directories. This release supports the new Entré NOC API (Application Programming Interface).

What does this new API mean for your Entré NOC customers?

Any time a panel user's name or user code is changed, there's no need for an operator to log into Entré to update that record. Now the changes they make in their personnel software will automatically be pushed to their panels in Entré.

An employee transfers to a new office, for example. A new badge will automatically be generated through the API and emailed to the user, streamlining the process of providing the access they need to their new location.

If your customers currently use Microsoft's Active

Directory and LDAP 3 Directory Services to manage their panel users and operators, this new API can work in conjunction with Secure LDAP to automate user code management. For customers who aren't using Secure LDAP, this API can do both. In either case, users and their badges are automatically updated in both directories without having to open Entré.

This API will provide a time-saving advantage for customers who have internal ticketing systems. Requests for user code changes, for instance, will be processed automatically. There's no need to log into Entré to make that change.

OTHER PERFORMANCE IMPROVEMENTS INCLUDE:

Support for High Availability Connection to SQL

If a server fails, Entré will now connect to the next available server. Resulting in less time spent troubleshooting, this meets requirements

for current access control platforms and general site security.

TLS 1.2 Support for Client, Application Server, Web and SQL Communication

With this release, Entré now supports TLS Version 1.2 to meet current industry standards. For greater network-level security, communication is encrypted not only between Entré and DMP panels but also between Entré Client and the servers.

Obtaining the New Software

Version 9.1 is provided to dealers who have previously purchased an Entré license, are current with their Entré support agreement and who have an Entré Certified Technician. For additional information, please visit DMP.com/Entre.



Verizon's 3G Sunset is Getting Closer Every Day!

Now is the Time to Take Action!



Available Communicators:

	Verizon	AT&T	FirstNet Ready Network/ Cellular
263LTE-V	●		
263LTE-A		●	
263LTE-FN			●
DualComN-LA		●	●
DualComN-LV	●		●

Purchase a 263 communicator before September 30th and save up to \$10 per unit.

Installation Resources:

- XR Series Panels Installation:



- XT Series Panels Installation:



- How to Set Up Cellular Sunset Upgrades in Dealer Admin:



By December 31st, 2022, Verizon will shut down its 3G network...don't let the security you provide your customers be taken away!

As a result of this shut down, it's very important your customers with legacy cells know their security systems will stop working. Contact your customers, prioritizing cell-only accounts, and use the talking points below to discuss the urgency in upgrading their systems.

END USER TALKING POINTS

- Our priority is to ensure your security is never interrupted. However, on January 1, 2023, your 3G cellular service will no longer be active.
- The features of your security system you rely on and enjoy using could abruptly stop working any time after your cellular provider's sunset date on December 31st.
- To prevent a disruption to your service, your security system must be upgraded with a new LTE communicator. Let's discuss your options.
- Our technicians can complete the upgrade in a matter of minutes. With this simple installation, your security system will be fully upgraded to the faster and more efficient LTE network.
- Let's schedule the upgrade today so your system will continue to work for years to come!

For questions, contact: DMP Inside Sales at 877-757-4367 or InsideSales@DMP.com or DMP Technical Support at 888-436-7832 or TechSupport@DMP.com.

DMP Communicators are Available to Ship. Place Your Orders Today!



In addition to this LTE Sales Sheet, DMP's Marketing Central has a variety of other 3G/LTE collateral pieces to use in communicating with your customers. Each resource briefly explains what the 3G Sunset is and stresses the urgency to schedule system upgrades to prevent any service disruption.

3G/LTE Resources on Marketing Central:

Videos

- 3G Sunset (commercial only)
- 3G Sunset Video

Print Materials

- LTE Sales Sheet
- 3G/LTE Invoice Stuffer

Email & Social

- 3G Sunset Email
- Social Media 3G Sunset Post

To download any one of these items, log into Marketing Central and enter the title in the Search bar.

Verizon is Shutting Down its 3G Network
Is Your Security System Ready?
 In order to maintain an active cellular communication path, it's crucial that your security system is upgraded to LTE.

BENEFITS OF LTE:

- Faster Communication
- LTE frequencies penetrate walls and buildings better
- Long life of LTE network
- Advanced system features provide virtually real-time connectivity to apps that control your system
- Faster connection to Virtual Keypad™

IF YOUR SYSTEM IS STILL ON A 3G CELLULAR NETWORK SUPPORTED BY VERIZON, IT WILL NO LONGER BE IN SERVICE AFTER DECEMBER 31, 2022.
 Verizon will discontinue its cellular network required to operate 3G cellular devices. It is migrating to the faster and more efficient LTE. As a result, every security panel connected through the 3G network will stop working.

HOW DO I PREVENT MY SECURITY SYSTEM FROM SHUTTING DOWN?
 It must be upgraded to prevent any disruption in your alarm communications. Please contact us immediately, and we will help you get your system up to date.

Let's get this upgrade scheduled now so your system will continue to work for years to come! And, all of the features and capabilities you use to protect your business or home will continue to be available through Virtual Keypad. Don't forget, with the Virtual Keypad app and browser, you can:

- View and record video and verify alarms
- Arm/Disarm your system
- Manage systems at multiple locations
- Control lights, locks, thermostats and more
- Manage system users, schedules and profiles
- See, hear and speak to visitors at your door with a Video Doorbell

For your convenience, you can schedule an appointment directly from your Virtual Keypad app. Or please feel free to call our office.

LT-1992-101 | 22283 | Company Name | Phone | Web Address

YOUR LOGO



Helping Foil the “Bad Guys” at the Fuel Pump



**Madelynn Innes,
Copywriter**

Skimmers at gas pumps are a growing threat; in fact, one in every 10 U.S. fuel dispensers – or “pumps” as they’re commonly called – has been illegally tampered with to steal your credit card data!

To rip off customers, thieves install the skimming devices that allow them to record card information as unsuspecting customers fuel up. But thanks

to Texas-based FlintLoc® Technologies, the bad guys don’t always succeed.

Protecting the Flow

“Our mission is to provide technologies that stop the bad guys,” explains FlintLoc Co-owner and President Owen DeWitt. To help gas stations prevent fuel theft, he adds, “We have to be smarter than the crooks.”

To deliver on that promise, FlintLoc is working with DMP to provide his clients with a wireless dispenser-based solution. At the core of that solution is DMP’s XR550 panels and wireless transmitter technology. “If there’s any unauthorized

intrusion at any one of the panels on a dispenser, a sensor inside the dispenser sets off an alarm and immediately trips power off, so no fuel at that dispenser can be pumped,” DeWitt explains. An alarm notification is also sent to the manager’s phone identifying which dispenser has been breached.

Without this wireless communication from the dispenser, DeWitt’s customers would need to lay trenches to run the security system’s designated electrical wires from the control panel inside the store to each dispenser. However, with DMP’s wireless technology, he adds, “A wire doesn’t have to

run to every dispenser – they’re totally independent.”

FlintLoc clients include some of the industry’s largest and busiest truck stops and convenience stores. In many cases, there are multiple dispenser islands spread across a large lot.

At Sapp Bros. Convenience and Fuel Station in Harrisonville, Missouri, local customers and over-the-road drivers traveling the nearby I49 can stop for fuel. And, with all the conveniences of home plus a service center and certified scales for trucks, it’s guaranteed to be a busy place with tractor trailers coming and going all hours of the day and night. All of this “big rig”

traffic can create a big problem for signal interference.

A Signal-Challenging Environment

A busy truck stop can serve several dozen tractor trailers at once with a single diesel island having up to a dozen dispensers. When you line up 12 tractor trailers out there, DeWitt says, “The signal has to go up and over to reach the control panel. Plus, there’s a lot of electrical equipment, which can also block signals.”

But DeWitt and DMP engineers designed a system to get around those interferences.

“We’re using the kind of high-security commercial-grade equipment that DMP has designed for banks, but they’ve made a few adjustments to work in our unique situation.” For instance, DeWitt adds, “We’re using the strongest commercial-grade receivers and repeaters to enhance the signal. By strategically placing the repeaters, we’re getting the most robust defense against interferences.”

For DeWitt, buying products designed and manufactured in America is important. “DMP’s IT and engineering teams are as important as their components. Because we’re a specialized niche, we get a lot of insight and help.”

That kind of service is core to DMP’s values. “We partner with our dealers to develop customer-driven solutions,” says Mark Hillenburg, DMP Vice President of Industry Relations. “As an important part of our values, we listen before we deliver. That’s vital to our customer’s satisfaction.”

“We’re using the kind of high-security commercial-grade equipment that DMP has designed for banks, but they’ve made a few adjustments to work in our unique situation.”

–Owen DeWitt, co-owner and president of FlintLoc



About FlintLoc Technologies

As an industry leader in protecting fuel dispensers, FlintLoc’s R&D team has decades of experience designing and integrating technologies for customers across the nation.

WHAT DOES LOCKDOWN MEAN TO YOU?

There are few scenarios more horrifying than having a gunman wandering the halls of your facility, randomly targeting innocent occupants. Clearly, the prevalence of these attacks demands the technology that can stop an intruder from moving at will throughout any facility. DMP's Lockdown is designed to do exactly that.

DMP's Lockdown is valuable protection in:

- K-12 schools
- College campuses
- Hospitals and medical centers
- Large corporate office buildings

BY MADELYNN INNES

When Seconds Count, DMP Gives You the Technology to Reduce the Risk

Time spent running around locking or unlocking doors to seal off a room, wing or building can put people at risk. Unlike any other security system, however, DMP's XR Series™ panels combine access control, burglary and fire protection in one system. Consequently, you can simultaneously secure all access-controlled doors while keeping the system unarmed — no distracting sirens to add to the confusion and panic!

What if the intruder enters before being noticed? DMP's Lockdown has the option to program any interior access-controlled door as "public," so in a Lockdown, these would also be secured. It's added protection, and it's easy panel programming.

DMP's Lockdown is Designed for Real-Life Situations

With a facility full of people, it's imperative to stop an intruder as quickly as possible. That's why DMP gives every staff member the ability to easily initiate Lockdown. At the system's keypad, for instance, there's no arduous

process or codes for authorized personnel to remember. And rather than restricting it only to the system's keypad, DMP makes it possible to also program panic zones to trigger a Lockdown from anywhere in the facility. That may be at the main entrance with a programmed panic button beneath the receptionist's desk or a programmed pendant that security guards wear as a wristband or on a break-away lanyard — at the push of a button, they all would have the ability to initiate a Lockdown, limiting the intruder's access throughout the facility and potentially saving lives.

DMP's Entré Access & Security Management Software also includes the Lockdown feature. Add to that the Virtual Keypad™ app and browser, which gives users the flexibility to remotely control public doors by simply selecting the Lockdown button in the Arming screen. With a single click, all door devices programmed as a public door and Z-Wave® locks will lock or unlock on the system.

While most of the Lockdown features are based on a reactive response, DMP XR panels also offer some proactive features. For example, the panel can provide an



alert if it detects that a door has been propped open, creating an opportunity or unrestricted entry.

What DMP's Lockdown Means to a Monitoring Center: Fast and Thorough Communication

For fast response, DMP systems transmit all messages directly, not going through a third-party

network operations center to get messages to the monitoring company. Plus, if there's a Lockdown, messages also include the exact location of the panic zone that initiated it — if it was at a person's desk, that person's name is included. When every second counts, this gives first responders the details they

need — upon arriving at the scene, they'll know exactly where to go and who to talk with first.

If You're Inside, What Does Advanced Lockdown Mean for You?

As the monitoring center is notified of the Lockdown details, so too are the facility's Virtual

Keypad users — with Push Notifications turned on, they'll get real-time details to know how to stay out of harm's way. Knowing where in the building the Lockdown was triggered or who triggered it, administrative personnel and security staff also have the information they need to best help first responders.

During a Lockdown, a facility's administrative personnel and other appointed staff members can override locked doors to allow first responders in — after access is granted, doors automatically relock. This is DMP's Enhanced Lockdown Override and can easily be set up in an individual's profile in Virtual Keypad.

When seconds count, DMP's Lockdown will help save lives. It can be added to a current or new intrusion system at a relatively low cost, and because the features are already resident in the XR Series panels, incorporating lockdown capability may only require some additional programming that's easy to configure. Whether you're a monitoring company, a first responder or an occupant inside, DMP gives you the tools you need to keep buildings and occupants safe.

SCHOOL DISTRICT TAKES CONTROL OF ACCESS

The North Clackamas School District in Oregon was rapidly growing. To accommodate roughly 17,000 students, nearly three dozen temporary classrooms had been installed — plus many other existing buildings required repair or improvement.



The district voted to spend \$230 million to renovate, upgrade and expand their facilities. The project included money to consolidate and improve the district's intrusion and access control system. For access control they chose the DMP Entré Access & Security Management System.

System Selection

The planned upgrade included existing panels and adding card-based access control at all buildings. "We began installing DMP panels in most of our buildings for security and intrusion about 10 years ago," explained Garry Kryzsak, Facility Director, who is responsible for the district's security system.

Since they were installing DMP panels, Kryzsak preferred a single-supplier approach for their access control system as well. "We felt it was in the best interest of our taxpayers to have a single, common system for our entire school district," said Kryzsak. "We looked at DMP originally but their access control package wouldn't allow us to make changes across the system. If we wanted to change a user's privileges or a

door schedule, we had to do it for each building."

The district needed an application that would allow all of the schools to be programmed at the same time. Consequently, the district chose another supplier's access control software.

Enter Entré Enterprise

The functionality of the access control system chosen met their needs at the time. But it didn't prove to be the right long-term solution.

The security system upgrade was about half complete when Entré Enterprise became available. "After seeing what it could do, how it made total system integration and management possible, North Clackamas switched to Entré," said Steve Butler, General Manager for Performance Systems Integration Corporation (PSIC). In addition to enabling system-wide privilege changes, Entré also allowed the district to manage access control themselves.

"With the access control software we originally chose, the supplier

really preferred to do the system management," Kryzsak recalled. "They would allow us to do it in house, but it wasn't their first choice."

"Entré was a more effective system for what we were trying to accomplish. It let us tie all of the buildings together and do security and access control with a single system," said Kryzsak.

With the previous security system, a few district employees were issued cards they used to arm or disarm the alarm system in their building. With the system upgrade, electronic door locks and card readers were also added to the main doors at each building.

Many of the approximately 2,000 district employees were issued access cards to use at the protected exterior doors. Community members who regularly use the facilities were also issued cards. For example, Kryzsak said, "We have a lot of freestanding gymnasiums. So

we issue a card to individuals managing a basketball league, but it only grants them access to that building and only during the programmed times when the group is permitted to be in the building."

Entré Enterprise Easy to Use

The Entré installation, in particular, went very well, which Kryzsak credits to the great support provided by Performance Systems combined with the ease of using Entré. Butler said bringing Entré on line was a painless process.

"Coming up to speed with Entré was very easy because the system is so intuitive. Users who were new to the system were quickly able to learn how to use it," said Butler.

With the new system, the district monitors security during normal working hours and hands off monitoring to a third-party monitoring center at other times. All access control is managed in-house by the district which was

one of the key things they wanted to accomplish, said Kryzsak.

Happy With the New System

Ted Evans, Manager of Client Outreach for PSIC, is also pleased with how it filled his customer's needs. "From my experience, it's a good way to go. It's a fairly easy system to get up and running, and Entré gives people the ability to control and manage their own access control systems."

Kryzsak agreed. "We are very happy with Entré. The access control system gives us the added security needed today to address the heightened concerns for student and staff safety. Each building has a Lockdown button that enables us to instantly secure the building. We can limit access during the school day to typically two doors that are unlocked, while the rest have card lock controls."

Kryzsak and his colleagues in the school district appreciate all the benefits they're seeing from an integrated security and access control system. "It's something we'd recommend to any school system."

About Entré

Entré Access & Security Management System, used with DMP XR Series panels, gives users fast, simple, point-and-click control over every aspect of their access control or security system. All security management activities are combined in a single, high-functioning platform. As a network application it lets users see and manage facilities wherever they are located from anywhere the operator has an internet connection.

Performance Systems Integration Corporation

Founded in 2002, PSIC is based in Portland, Oregon, with branch offices in Bothell and Sequim, Washington. They serve the Oregon and Washington business community's need for quality innovative life safety systems and services. Their philosophy is simple: Do the right thing for your customers and they will come back again and again.

PERFORMANCE
SYSTEMS INTEGRATION



PER MAR CENTRE

70 Years in the Making: How Per Mar Security Services Keeps Its Promise to Customers

For 21 consecutive years, Per Mar Security Services has ranked among the country's 100 largest residential and commercial electronic security providers, according to the SDM Top 100 Report. Last year, Per Mar ranked #15 in that report, moving up five spots from just the year before.

Photo: From left, Chris Edwards, President of Per Mar's Electronics Division, Brian Duffy, CEO, and Kevin Link, Senior Manager of Technical Services.

BY MADELYNN INNES



SECURITY SERVICES

Founded in 1953 by John and Eleanor Duffy, Per Mar is led by CEO Brian Duffy, a member of the family's third generation. Still based out of Davenport, Iowa, it has expanded to become the largest, family-owned, full-service security company in the Midwest.

What has helped make Per Mar so successful? This summer, the Dealer Digest editorial team had an opportunity to ask.

Integrity is certainly at the top of the list, says Duffy. Equally important is developing trust with customers and employees, which he says has always been Per Mar's main commitment. As the company's motto says:

"Take care of customers and employees and the results will take care of themselves."

That's a big responsibility today, considering Per Mar has over 2,800 employees at 25 branch offices across 15 states serving more than 50,000 monitored customers!

Consistency is the key, agree Duffy and other Per Mar leaders. When programming their customers' DMP systems, for instance, they're able to guarantee that consistency with Dealer Admin's Pre-Programming options, particularly Templates.



What's the biggest advantage of Templates?

Dealer Admin's Pre-Programming allows you to fully pre-configure a system before installation, including zones, devices, users, profiles and schedules. While smaller companies may not have the infrastructure to pre-program every system, Dealer Admin's Templates are one tool every company should take advantage of, Duffy says. "It gives you consistency across the board so you're doing things exactly the same way on items that are really important to you."

For Per Mar, that's Communication, System Options and System Reports, which they standardize for every single account — they're using Templates for each DMP panel type with a residential or commercial Template for each one as well.

Where is Pre-Programming in Dealer Admin?

After you've added a new system, named it and selected the system type, you'll see the options to select Auto-Programming or Pre-Program System at the top of the page. Selecting the Pre-Program option allows you to create and use Templates to automatically apply the exact same customized programming to one or hundreds of panels.

"Using Templates guarantees we have consistency on how every system functions," says Kevin Link, Senior Manager of Technical Services. Plus, he adds, "It simplifies the whole installation process."

To make it even easier to program all those panels, Per Mar is also taking advantage of Dealer Admin's Auto Programming. As a result, the technician on-site

simply has to power up the panel, which will automatically begin communicating with Dealer Admin and all the pre-configured programming is sent down to the panel.

Depending on your process, Dealer Admin is designed to give you programming flexibility to suit your needs. You may be taking full advantage of Pre- and Auto Programming to eliminate all programming requirements on-site. However, Per Mar takes a slightly different approach. "We encourage our field technicians to program the zones and areas themselves," Duffy says. "We've found, unless they're doing some of the programming, they're never going to learn the full system."

As a result, adds Link, "Less experienced technicians are getting the hands-on experience they need, but it's in a way that

makes sense and isn't completely overwhelming for them."

A Trained Technician is a Trustworthy Technician

While Templates allow Per Mar to "lock in" the items that don't depend on the customer's input, it makes the best sense to wait on technicians to program things that do, like zones. "That's the best time to ask customers what they want their zones to be called," says Chris Edwards, President of Per Mar's Electronics Division. "It's important to me that we have a very well rounded and capable technician who is able to think their way out of situations," Edwards adds. "To have that happen, not over a period of years but hopefully over a period of months, doing the programming in the field combined with the Templates from DMP is helping a lot."

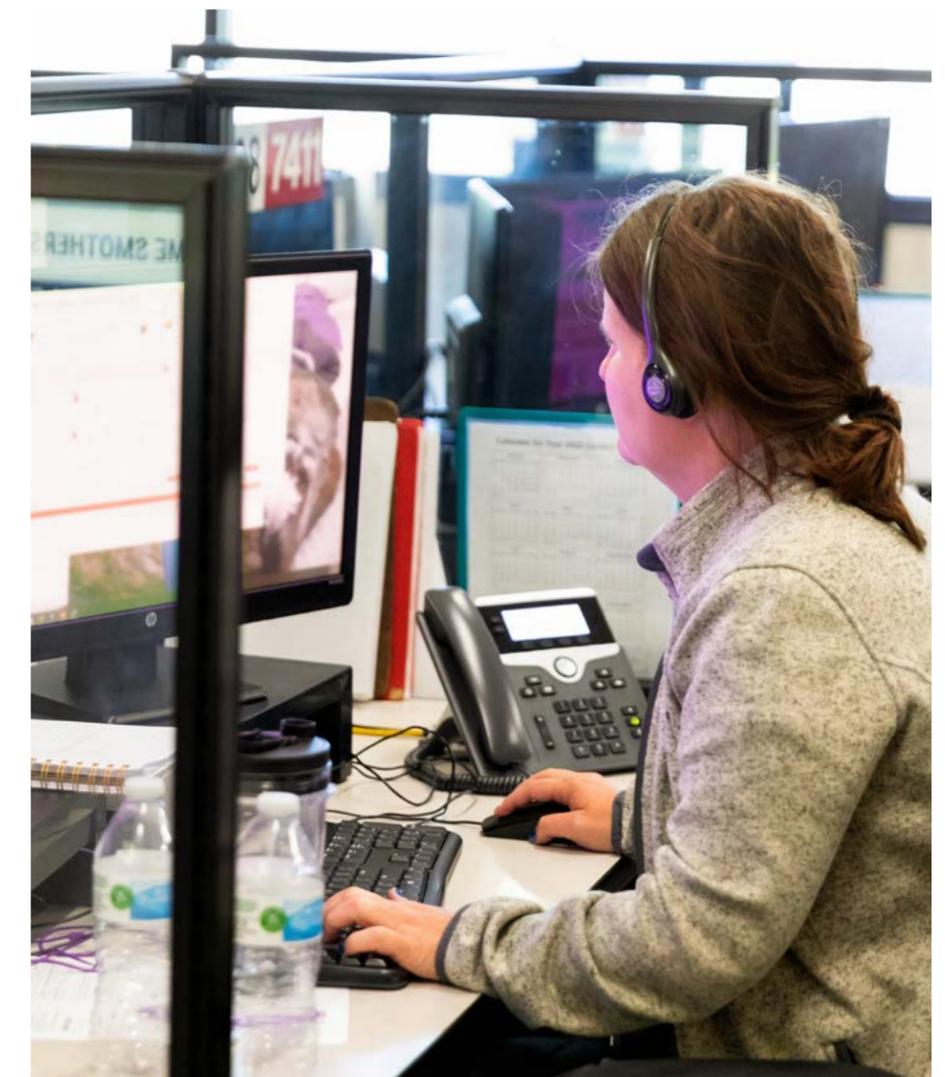
Additionally, Edwards explains, the tools provided through Dealer Admin and the Tech APP help his field technicians do a more complete job, so it's done right the first time. "Every service technician that goes back out there also has a reasonable expectation that they know what they're walking into every time."

As their technicians gain expertise in programming, they also have the best opportunity to help the customer understand how their systems work and show them how to use their Virtual Keypad app. This is all part of taking care of the customer and earning their trust. After all, Duffy adds, "Being trustworthy is a big part of why we've been around so long."

Is There Any Advice for Dealers Who Haven't Used Pre- and Auto Programming?

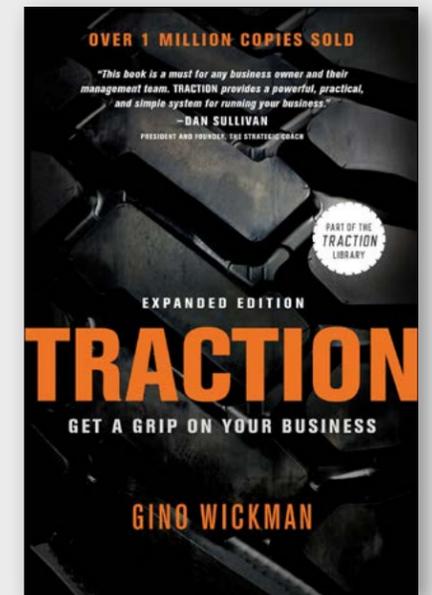
To get a sense of how Templates can impact an alarm company's ability to earn their customers' trust, Duffy suggests conducting an experiment, asking three technicians to walk through their programming processes. "I think a dealer would be pretty surprised at the sheer differences in how the technicians go about doing their work."

These differences can result in unnecessary problems they'll struggle to fix long term. "There's a trickle-down effect throughout the life of that customer," Duffy says. "It just makes it better right off the bat when that installation is done the same way every time."





DMP BOOK CLUB:
Traction by
Gino Wickman



TRACTION

IN THE WORKPLACE



Gene Earhart,
President of
Wellington
Security Systems

Is owning and running your own business not what you'd thought it would be? Do you spend days putting out fires and dealing with things unrelated to the reason you got into business in the first place? Do you feel like your business is running you instead of the other way around? Then the Entrepreneurial Operating System® (EOS), as described in Gino Wickman's book *Traction*, is for you.

Traction describes six key components of every business that when strengthened will have you crushing the competition. Implementing EOS has helped us create a focused team of the "right people" working on the most important things and solving all the key challenges that come with operating a growing business.

Before EOS our people were frustrated. We spent our days fighting fires and in general playing defense. Now our team is focused on a common vision, with a clear understanding of their role and our turnover is minimal. We are tracking data that not

only helps us understand our current situation but also helps us predict the future. We now have a process that helps our team identify and solve all the key issues we inevitably face as we grow.

EOS, as described in *Traction*, has enabled us to go on offense and run our business on our terms and answer the question "How do I make my dreams of business ownership come true?"

Gene Earhart is the President of Wellington Security Systems in Minneapolis, Minnesota. WellingtonSecurity.com



Do you have a grip on your business, or does your business have a grip on you?

All entrepreneurs and business leaders face similar frustrations — personnel conflict, profit woes and inadequate growth. Decisions never seem to get made or, once made, fail to be properly implemented. But there is a solution. It's not complicated or theoretical. The Entrepreneurial Operating System® is a practical method for achieving the business success you have always envisioned. More than 80,000 companies have discovered what EOS can do.

In *Traction*, you'll learn the secrets of strengthening the six key components of your business. You'll discover simple yet powerful ways to run your company that will give you and your leadership team more focus, more growth and more enjoyment. Successful companies are applying *Traction* every day to run profitable, frustration-free businesses — and you can too.

DMP UNIVERSITY Training Opportunities



With vast world-class training options, you and your employees can gain intensive product knowledge, sales insights and leadership training through online courses or in-person training at DMP Headquarters.



Training hosted at DMP Headquarters in Springfield, Missouri



Training on-site for you and your team at your company



Online training, videos and webinars

TECHNICAL TRAINING



Hosted at DMP Headquarters, this bootcamp is designed to immerse technicians in DMP products and culture. Hands-on training labs are geared to dealer technicians who have basic alarm installation experience, basic computer skills and mobile app exposure.

TECHNICIAN BOOTCAMP



For those who have a greater understanding of DMP's higher level programming. Technicians who passed Technician Bootcamp are invited to take this course, hosted at DMP Headquarters.

ADVANCED TECHNICIAN BOOTCAMP



This class includes hands-on instruction for Entré™ certification. Prerequisites required before enrollment in an upcoming class. Certification requires full attendance in the three-day class and a passing score on all certification exams.

ENTRÉ CERTIFICATION



Instructor-led, on-site training for your team. Each course consists of interactive classroom training, combining traditional classroom-style teaching with hands-on training.

CONTROL PANELS AND OTHER HARDWARE TRAINING



Instructor-led, on-site training for your team. These training courses provide an understanding of the basic features, how programming affects the systems and the correct way to program each software.

SOFTWARE TRAINING



Instructor-led, on-site training for your team. These courses engage technicians, programmers and salespeople with end user training from a keypad and Virtual Keypad.

END USER TRAINING

SALES TRAINING



Solid sales strategies that will last a lifetime, taught at DMP Headquarters. Whether you're in commercial or residential sales, this class will teach you sales techniques to use when speaking to prospective customers.

SALES ACADEMY



SALES MANAGEMENT ACADEMY

Sales Management Academy provides the tools you need to be an effective sales leader. You will learn how to onboard and train and how to assess salespeople to promote their growth and development.

SALES MANAGEMENT ACADEMY



Instructor-led, on-site training for your team. This class teaches a methodology to generate leads and self-generate sales through value, exceptional customer service, integrity and professionalism.

UPSELLING TRAINING



Instructor-led, on-site training for your team. This class is an abbreviated version of Sales Academy that gives each salesperson an opportunity to learn from other sales professionals. An overview of sales and product training is provided to ensure you have the necessary skills to be successful.

SALES SKILLS TRAINING

ONLINE TRAINING



World-class training online. Gain intensive product knowledge, sales insights and leadership training through online courses. Become more competent and confident in your product knowledge with online, on-demand courses.

DMP UNIVERSITY (LMS)



Produced in studio at DMP Headquarters. Virtual events to help you and your team succeed. Past virtual events are also available for viewing.

WEBINARS



Training videos available online at DMP.com. All your questions answered about DMP products with this series of training videos. These training videos provide how-tos on DMP products, software and hardware.

TRAINING VIDEOS



Online training that provides Entré Lite certification. Completion of prerequisites before enrollment. Certification requires a passing score. This certification class is for Entré Lite only.

ENTRÉ LITE™ CERTIFICATION



One-Day Sales Training Workshops Hosted Throughout the U.S.

Sales Excellence Training Tour is designed to give each salesperson an opportunity to learn from other sales professionals by providing a space where collaboration is encouraged to drive sales growth. DMP Director of Sales Training Jack Conard also offers a thorough, yet brief overview of indispensable sales skills needed to succeed in the security sales industry, given his 40 years of experience in the field. He also conducts DMP product-specific training to educate dealers on the distinctives of DMP products. It is an educational, fun and rewarding experience guaranteed to sharpen your skills.

2022 UPCOMING TOUR DATES

- SEPTEMBER 21 | DETROIT, MI
- OCTOBER 12 | ANAHEIM, CA
- OCTOBER 19 | BUFFALO, NY
- NOVEMBER 16 | TAMPA, FL



Hosted in cities throughout the United States



A one-day workshop



Sales training specifically for DMP products



JOIN TMA!

The Monitoring Association (TMA) is a thriving professional community of security integrators, monitoring centers, and third-party monitoring providers, as well as security manufacturers, service providers, and consultants. **Join TMA and give your company every advantage for success in today's competitive marketplace.**

A Network You Can Trust.

As a TMA member, your team is instantly part of a network of professionals with knowledge, experience, and expertise that spans security and monitoring operations and technology. Consultants and service providers who specialize in marketing, insurance, risk management, law, banking, and finance are also engaged within TMA. **Take your business to new levels of success with TMA.**

A Forum for Your Voice.

From groundbreaking ANSI standards to influential legislation, TMA members have the opportunity to be on the frontlines of decision-making that will impact the future of their business. **Make certain your business' priorities and interests are represented by TMA.**

A Resource for Competitive Distinction.

TMA offers credentials and programs designed specifically for monitoring centers. When prospects look to evaluate service providers in today's competitive landscape, TMA's Five Diamond and IQ credentials and ASAP-to-PSAP service convey a commitment to service excellence. TMATraining.org features an extensive portfolio of online courses for professionals in the security industry. TMA members receive discounted prices. **Distinguish your business in the marketplace with TMA.**

To apply, visit tma.us/membership/why-join/.



THE SALES SKINNY

IS “DO YOUR BEST” THE BEST YOU CAN DO?

People fail in direct proportion to their willingness to accept excuses for failure.

“Do your best” is a metaphor for the mindset to try your best, but failure is OK. Another metaphor, “Do or die,” implies never giving up on success and failure not being an option.

The “do your best” attitude can be an excuse for salespeople who tried selling and weren’t successful because they believe their failure wasn’t their fault — after all, they tried. They think if they just get the prospect to like them, the person will buy from them. I can tell you from experience, this does not work!

Even if you’re professional and knowledgeable, just because they like you won’t make them buy from you. You have about as much of a chance getting the sale as the next person who comes along.

This is why developing a sales strategy is crucial — like a technician needs training, so does a salesperson. You can play golf with potential clients, take them to lunch and tell them all the features of your products, and as a result of all this “trying,” you’ll get some sales, but what’s it going to take to get more?

You need a step-by-step process to truly understand the buying needs and motives of your prospects. This will give you a guideline for how to present product features in a way that your value proposition outweighs the price.

That’s when you sell more than you lose. And that’s when you become a top 20% salesperson!

What I want you to take from my message is the importance of a “do or die” mindset. Do whatever it takes to grow as



Jack Conard,
Director of Sales
Training

a salesperson — learn to seek mentorship, develop a sales strategy and understand your customers’ needs.

If you don’t, you will start to accept excuses leading you to believe failure is okay.

Until next time always remember, if you don’t get the sale, you work for free!

Good luck and happy selling my friends!



SIA is committed to promoting a safe learning environment for every student, which is why in 2014 we partnered with the National Systems Contractors Association to create the **Partner Alliance for Safer Schools (PASS)** – a nonprofit that brings together expertise from the education, public safety and industry communities to develop and support a coordinated approach to making effective use of proven security practices specific to K-12 environments and informed decisions on security investments.

The PASS Safety and Security Guidelines for K-12 Schools are the most comprehensive details available on best practices specifically for securing K-12 school facilities, including elementary, middle and high schools. We encourage schools to leverage these free guidelines as they work to harden their facilities, control access and protect their students, faculty and staff. Additionally, SIA’s Guide to Resources for the Prevention and Mitigation of Active Shooter Incidents can help you prevent and prepare for attacks and survive an incident if it occurs.



LEARN MORE



To subscribe to
the monthly Sales
Skinny emails:



dmp.com/salestraining



DOWNLOAD THESE
RESOURCES



OTHER RESOURCES
REGARDING ACTIVE
SHOOTER SAFETY



SALES REFERRALS



Dean Belisle,
National Sales
Trainer

Do you know...

Your sales team is asking for referrals and then ignoring them entirely. All of them!

You may be thinking, “How can this be? Does Dean even know what he is talking about? How does he know what my team is doing?”

Yes — I do know what I am talking about. I visit dealers all across North America. I meet with the owners, senior managers and sales teams. Most salespeople are uncomfortable asking for referrals and, in fact, they rarely do ask for them. Many of you are probably experiencing this too.

You may have another question at this point. “You stated that my team is asking for referrals and then ignoring them entirely. This contradicts what you just said

in that it is rare we ever ask for referrals. What gives?”

Consider this: It’s a fact that we retrieve a “referral list” on every new sale AND from every client we service. We just don’t call it a “referral list” — but rather an Emergency Contact List.

How about a quick look at what a referral is? Most consider a referral to be a recommendation from a close friend, family member and/or business associate. Someone we know, trust and who we care about their well-being. Sounds just like the type of person we would include on our Emergency Contact List, doesn’t it?

It sounds so simple when stated in this way. But, most of us have never considered marketing to our Contact List. We collect this information, keep it updated and use it on a regular basis to provide our clients with safety and security. Yet, we rarely use it to expand our message to the exact audience that is most receptive to our message - the friends, family and business associates of our clients that know and trust us.

Consider this... if you have a client base of 1,000, each of these clients should have five contacts listed on their Emergency Contact List. Simple math tells us that is about 5,000 potential clients and referrals. If you are installing 200 new systems per year, that’s about 1,000 new referral opportunities each year. You see where I am going here?

Now, it’s not exactly that easy. If done properly, your organization looks like a model in proper customer service. If done poorly, you may appear to be just another sales operation.

As your partner in success, DMP has created sales programs and initiatives to help you in areas like referral generation. We have a program designed just for you that highlights a customer service approach to utilizing your Emergency Contact List to drive referrals and growth in your organization.

Reach out today and schedule training for you and your team. DMP Sales Academy is your opportunity for success, right at your fingertips.



“Without SIAC’s input and resources, we would not have had the information we needed to have our local onerous legislation withdrawn.”

– Andy Lowitt, President, Lowitt Alarms, Hicksville, NY

“Having a national organization like SIAC available to help anywhere in the United States is an invaluable alarm management tool for our industry.”

– Ralph Sevinor, President, Wayne Alarm Systems, Inc., Lynn, Massachusetts

The Security Industry Alarm Coalition (SIAC) is working to help municipalities across the country create effective and fair alarm ordinances that can dramatically reduce alarm dispatches while maintaining police response.

SIAC’s works directly with law enforcement at the local, state, and national level. The Model Alarm Ordinance, promoted by SIAC, was created in partnership with the International Association of Chiefs of Police and the National Sheriffs’ Association.

Support SIAC!

SIAC is a 501(c)(6) not for profit corporation providing free services to all parties. We do not sell any products nor do we have membership/dues. We would be honored to add your name to our list of contributors.

By making a donation, you will support our common efforts to deliver balance model alarm ordinances to law enforcement, monitoring proposed alarm ordinances, work to remove onerous provisions and reducing false alarms.

To donate by check, make payable to “SIAC” and mail to:

SIAC
13541 Stanmere Dr.
Frisco, TX 75035
Ph: 972-377-9401

How to Get the “Easy” Sales?

Put DMP’s Customer Referral Program to Work for You!

Any salesperson who has successfully asked for referrals knows they’re some of the most valuable leads you can get! But only 11 percent of salespeople ask their customers for them. Why so few? Mainly because they haven’t been trained on the right way to ask and they just keep missing out on a lot of easy sales.



Jack Conard,
Director of Sales
Training

How to Secure the Easy Sales?

As a sales trainer, I teach sales professionals to always give before expecting to receive. DMP’s Customer Referral Program creates a unique way to do exactly that.

From Dealer Settings in Dealer Admin™, you can enable Customer Referrals, which allows you to offer your current Virtual Keypad™ app users an incentive to refer an alarm system to their friends. You can tailor the offering as you like, and it’s all managed automatically for you in your Dealer Admin account.

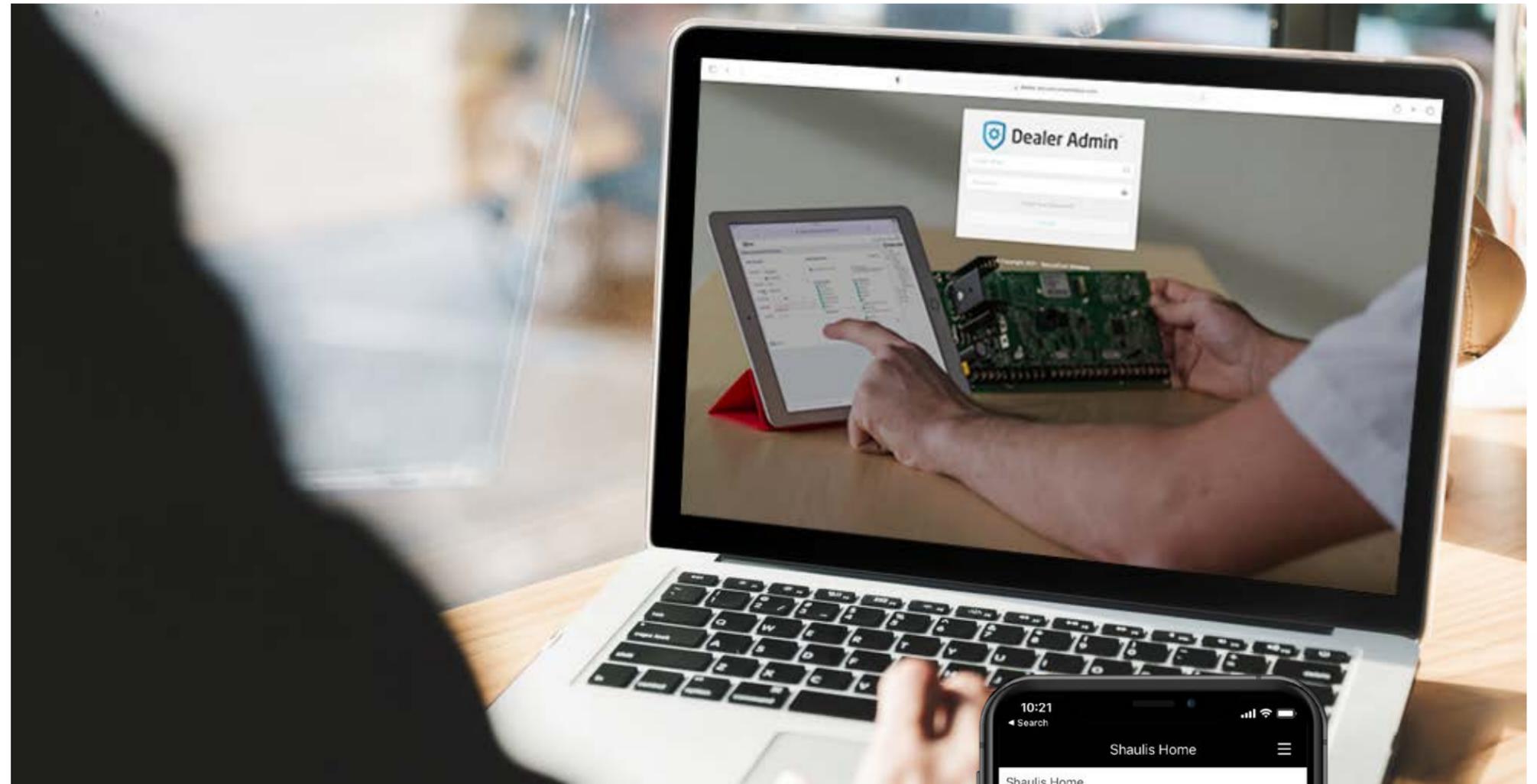
When you enable it, your customer will see a new Refer a Friend tab in their Virtual Keypad app — this allows them to easily text their friends a

link from Virtual Keypad that is customized with your branding and message.

This program helps you solicit the referral, capture it, track it and assign it for follow-up. More importantly to the customer, you have an opportunity to give them something free; for example, a Video Doorbell or Z-Wave garage door opener. Change your offer regularly to promote new features and products. And be sure to give the referred person something too!

Customer Referrals Go Hand-in-Hand With Customer Appreciation

With the new Customer Referral Program in place, it’s a great time to expand your Customer



Appreciation Program and call on your customers. Ask for a few minutes to explain your referral program and how they can get free security products or services while also helping their friends and families have the same piece of mind they have.

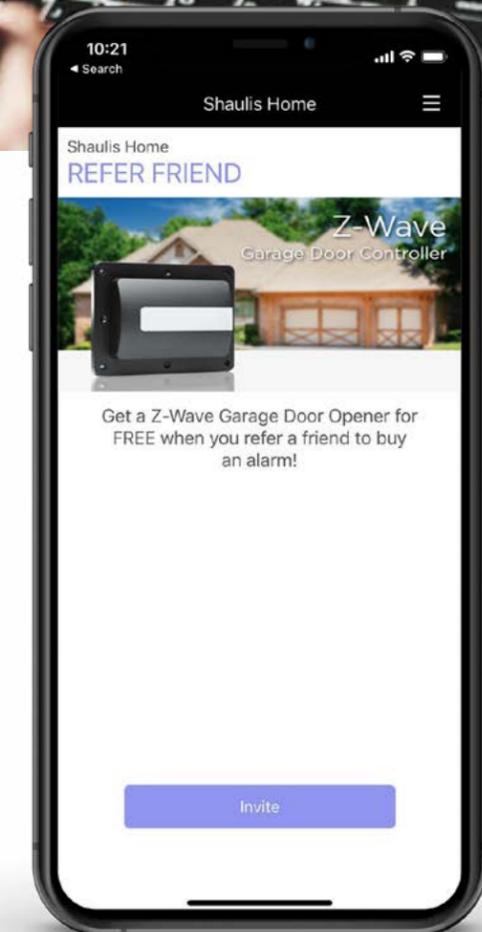
While you’re visiting, ask if they have any questions about how to use their system or what to do in the event of an emergency. Let them know you’re always available and want to make sure you’re continuing to provide the security and protection they need.

Calling on your existing customers on a regular basis increases their satisfaction by 20 percent. In turn, satisfied customers are happy to tell

their friends and families about exceptional products and service, and those referred prospects are four times more likely to buy.

So why not put DMP’s Customer Referral Program to work for your benefit! To your success!

For more program details, visit <https://www.dmp.com/resources/news-updates/available-now-video-only-app-customer-referral-program>.



DMP ON THE JOB

DMP On The Job is a newsletter series full of educational information, helpful tips, events, news and resources created specifically for technicians.

EASIER THAN EVER! 3G UPGRADE PROGRAM

By now, you are probably aware of the need to transition your cellular communicators from AT&T and Verizon's 3G networks to their new LTE technology. As your manufacturer and trusted partner, we realize it would be a daunting task to call and explain to all your customers why the switch needs to happen. Fortunately, DMP's new 3G Upgrade Program gives you the ability to reach out to multiple customers automatically via their Virtual Keypad app. Even better, the program gives your customers the opportunity to schedule their own appointment from a list of available dates and times you have provided.

Activation-Ready Communicators

When you pair this program with the "activation-ready" LTE communicators, this makes for the fastest and simplest LTE upgrades in the industry. Using activation-ready communicators means you don't have to waste time waiting for the cell unit to be activated. As soon as the rate plan is assigned, the cell unit

is ready to begin passing data immediately. There's a reason this process is called "quick cell conversion!"

Version 201

The 3G Upgrade tool requires panel firmware Version 201 or higher. This panel update makes it easier than ever for your installation and service teams to swap the old 3G modem to a new LTE modem. After the panel is powered back up, the system will run a communication test to your monitoring center that announces at the keypad

and displays a message that the communication test has occurred. During this process, Dealer Admin will receive the old SIM number of your 3G modem and automatically deactivate it. At the same time, Dealer Admin will assign the correct rate plan to the new LTE modem.

When users schedule service requests in Virtual Keypad, their systems are automatically updated to Version 201. To manually update panels, you can use Bulk Firmware Updates or update each panel individually.



Matthew Wolf,
Training
Development
Specialist

3G UPGRADE PROGRAM STEPS



ACCESS CONTROL: HOW-TO

Access control is a key security component to help businesses eliminate risk. This is done by limiting access to individuals based on their permissions and/or timing. For example, a door can remain available for access to anyone with a credential from 8 a.m. to 5 p.m., but only authorized users of a security team can enter this door at any other time. This control can also be extended to events, schedules and remote commands.

DMP's XR Series integrates access control and security into one panel — this has important advantages not only for the installers during setup but also for your customers in their daily use of their security systems. For instance, customers can take advantage of the convenient scheduling feature to automatically turn off the alarm and unlock the business entrances every workday at 8 a.m. or whenever the business opens. And don't forget, in case your customer needs to adjust business hours due to bad

weather or another unexpected situation, with Schedule Override, they can easily keep the system armed and those doors from unlocking until authorized personnel arrives. Your customers won't have this flexibility with two independent systems.

Other access control systems divide areas into partitions, whereas DMP's areas can combine similar areas with operational commonalities. This allows for quicker arming and disarming that make it easy to manage an entire system from a single keypad or the Virtual Keypad app. Your customers don't need to be limited by access control. Instead, they can maximize their facilities' security by leveraging DMP's numerous access control solutions. DMP offers hardwired, network (optional POE) and Two-Way Wireless™ access control doors. If your customers want an access control system without intrusion look no further than DMP's X1 Series.

DMP's X1 Series is a cloud-based access control system that is fully programmed in Dealer Admin and maintained in Virtual Keypad. The X1 Series offers a family of options to support the multiple configurations you need:

- X1 single door
- X1-8 eight-door
- X1 elevator controller
- Add-on output module
- Add-on module for PoE
- Cellular module for primary or backup communication

Time is valuable — that's why your customers want quick installations with DMP wireless and network doors. Plus, they can easily manage their systems and train others quickly on how to use the systems. Your customers don't have to pay more for systems they enjoy using. DMP access control opens opportunities for new business by providing flexible solutions.

TECH SUPPORT REPRESENTATIVE SPOTLIGHT

Hunter Nash, Technical Support Representative

What Tech Support team are you on?

I am on the Hardware and Software team and I specialize in outputs and access control.

How many years have you been at DMP?

Two and a half years.

What is your favorite DMP value and why?

My favorite value is Generosity, and it's nice to see a company uphold the value as much as I do. After all, if we don't look out for each other, who will?

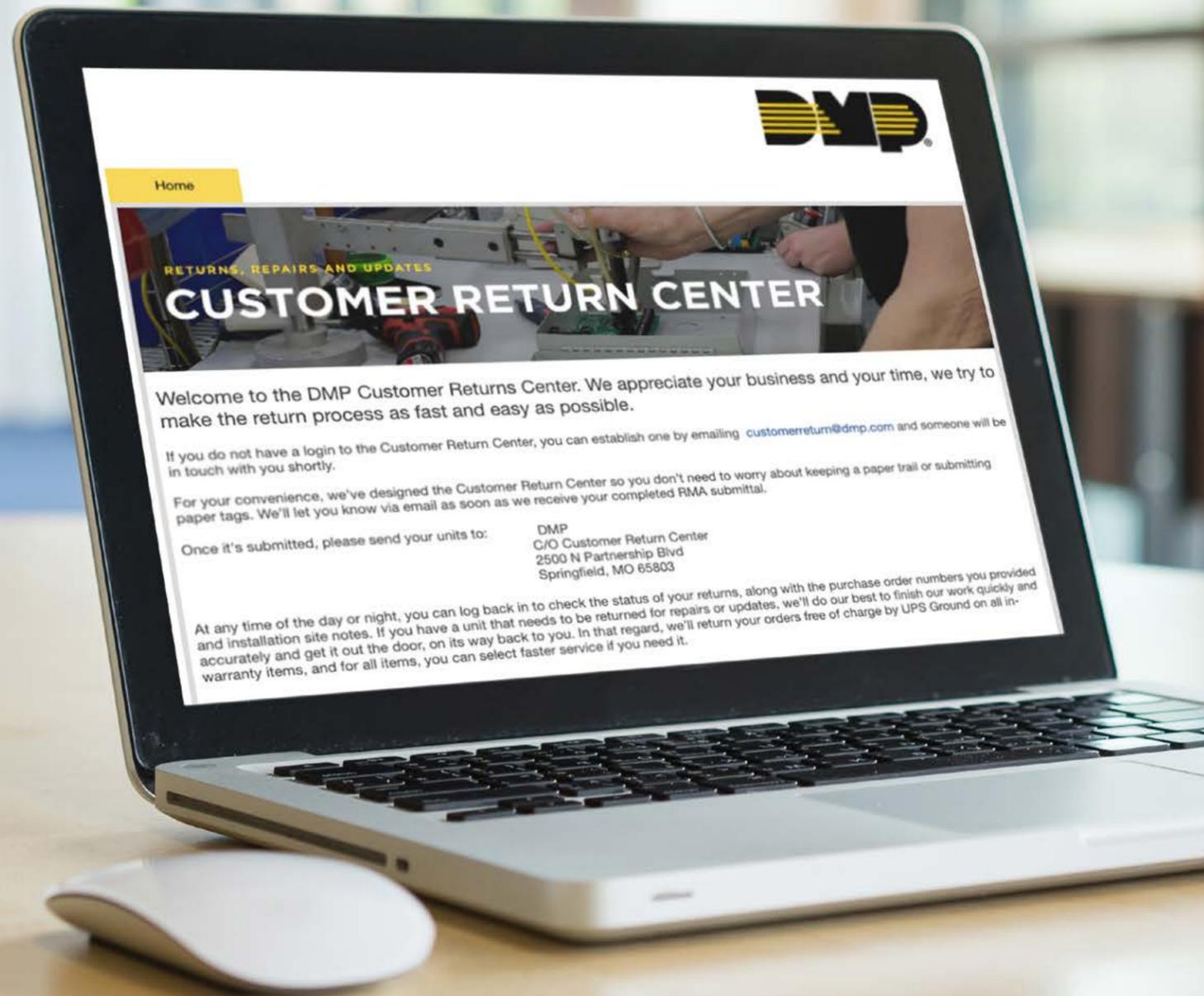
A little about me:

I'm more of an outdoorsman than anything else. If I'm not in the office, I'm likely out in the woods or on the water. I'm also a big fan of the Toronto Blue Jays.



NEED TO MAKE A RETURN? DMP'S CUSTOMER RETURN CENTER MAKES IT EASY

How a company handles returns is a major part of its customers' experience. We get that — and because we appreciate your business and your time, we've tried to make our return process as fast and easy as possible.



Anthony Willis,
Director of
Corporate
Quality

Our goal is for all requests for product updates or repairs to be turned around in one business day. Meeting that goal has become a lot easier with the online Customer Return Center (CRC).

As you may recall, the CRC was established in 2017. Now, compared to those triple carbon-copy Repair Authorization tags, it's much easier to submit a Return Material Authorization (RMA) online through the CRC. Here's why:

It's Faster and Ensures Accuracy

To help us match the details of your product in our system, you'll be prompted to enter your serial number. (It's printed on the small label on your product.) Next, we'll need a few more details about your return, but it shouldn't take long — the return form is intuitive and easy to complete with drop-down lists

from which you can select the options to confirm your return details.

To make sure we understand what the problem is, there is room for you to give us more details on the exact symptoms the unit is exhibiting or direct us to an issue that didn't quite match any of the descriptions provided in the drop-down menus. This ensures accuracy.

It Eliminates Surprises

Say, for instance, your return isn't under warranty. As you may know, products we manufacture are backed by a three-year warranty, and products we didn't make will pass through their standard manufacturers' warranties. The CRC gives us the opportunity to let you know in advance whether your return is under warranty or not and what potential fees there might be. In turn, you can confirm how to proceed.

It Eliminates Paperwork

For your convenience, you don't need to worry about keeping a "paper trail." You will receive an email as soon as we receive your completed RMA submittal. And at any time of the day or night,

you can log back in to check the status of your returns, along with the purchase order numbers you provided and installation site notes.

If you haven't been to the CRC yet, take a look — it's found on the Quick Links section of the Dealer Menu at DMP.com. The beauty of this system is that it can be fully customized, so if there's a function you'd like us to consider adding, let us know!

Should you have to return a product for an update or repair, we're sorry for any inconvenience. But please know that as long as the necessary components are available (up to five years after product discontinuance), we'll do our best to finish the work quickly and accurately and get it out the door, on its way back to you. In that regard, we'll return your orders free of charge by UPS Ground on all in-warranty items, and for all items, you can select faster service if you need it.

If you have any questions related to product repair or update, please email us at CustomerReturn@DMP.com.

NAVIGATING EMPLOYEE RETENTION CREDITS

As an employer, you may be eligible to earn Employee Retention Credits (ERC) to support qualified wages, salaries, tips, bonuses and portions of qualified health plan expenses. ERC credits are refundable payroll tax credits claimed on quarterly 941 filings and available to both for-profit businesses and tax-exempt organizations. Just because you were not eligible in 2020 doesn't mean you are not in 2021. The rules have changed a lot.



Matt Clark, CPA,
Abacus CPAs

You must have averaged fewer than 100 average full-time employees during 2020 or fewer than 500 full-time employees during 2021 and meet one of the following tests: Your operation was fully or partially suspended due to a governmental order related to COVID-19 OR you experienced a 50% decline in gross receipts during a 2020 calendar quarter compared to the same quarter in 2019 or a 20% decline in gross receipts during a 2021 calendar quarter compared to the same quarter in 2019.

Internal Revenue Service aggregation rules are in effect for ERC, generally, one qualifying business will also result the

qualification of subsidiaries and brother/sister companies.

ERC, which was part of the Coronavirus Aid, Relief, and Economic Security (CARES) Act, enacted on March 27, 2020 and was subject to several legislative updates.

ERC is available for 2020 for quarters 2-4 and equal to 50% of qualified wages up to \$10,000. And ERC is available for 2021 for quarters 1-3 and equal to 70% of qualified wages up to \$10,000, per quarter.

Does PPP affect ERC?

No, receiving a Paycheck Protection Program ("PPP") does not affect eligibility for



ERC credits but may affect the calculation of the credit amount.

I haven't filed yet, is it too late?

No, businesses are eligible to file for ERC for up to three years after the due date of their 941 returns. ERC is funded through the Social Security/Medicare trust funds therefore funding for the credit is virtually unlimited.

I didn't shut down, am I still eligible?

Businesses may be deemed to be under a partial suspension if they are experiencing supply chain interruptions that have a nominal impact on operations. For example: If California ports/production is shut down due to state or local restrictions and

a Missouri company, sourcing raw material from California, is unable to operate normally due to the lack of materials, the Missouri business could be viewed as an eligible employer for the ERC under the partial suspension guidelines.

I'm interested, but I need help!

Abacus CPAs knows ERC and will navigate your business through the entirety of the ERC process, from qualification to calculation to payroll tax return amendments. Connect with our dedicated ERC team via email at erc@abacuscpas.com. Abacus CPAs strives to provide you with better guidance, so you can make smarter decisions.



THIRD QUARTER METRICS DASHBOARD

These metrics will be published each quarter.



Dealers Who
Use the 1% Net
10-Day Discount



Dealers Who
Pay Using Dealer
Account or EFT

AVERAGE RMA TURNAROUND TIME: 1.82 DAYS

THE WORLD LEADER IN SENSING SOLUTIONS

With indoor and outdoor detection solutions for every threat level, OPTEX sensors provide flexibility, performance, and guaranteed reliability. With more than 40 years of experience and over 25 companies in our global portfolio, OPTEX has established a worldwide reputation for quality, innovation, and technical excellence.



PRODUCT HIGHLIGHTS:

REDSKAN Pro LiDAR Series

Extremely reliable and versatile, the REDSCAN PRO security sensors are using LiDAR technology to create a high resolution virtual laser wall or plane up to 100m (330ft) long, ideal to protect perimeters, buildings, roofs and assets.

Available Models:
RLS-50100V: 50 x 100 m (165 x 330 ft.), indoor & outdoor model
RLS-3060V: 30 x 60 m (100 x 200 ft.), indoor & outdoor model



REDSKAN Mini Compact LiDAR Series

The RLS-2020 series is a compact and highly customizable LiDAR detector that works in an unobstructed way to protect houses, buildings, flat roofs, controlled areas, and assets, by creating an invisible laser wall or plane and detecting any intrusion breaching it.

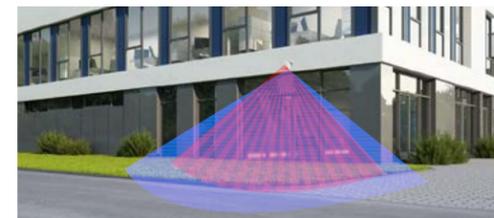
Available Models:
RLS-2020S: 20 x 20 m (65 x 65 ft.), indoor & outdoor model
RLS-2020i: 30 x 60 m (100 x 200 ft.), indoor model



InSight Visual Verification PIR Camera Series

The InSight series offers a sensor based visual verification solution combining highly effective OPTEX outdoor detection technology with a camera. Not affected by lights, wind, rain, or snow, the InSight minimizes false alarms and is small animal tolerant.

Available Models:
INS-QXI-ST: QX Infinity (QXI) 40' 120° hardwired outdoor PIR mounted model
INS-HX-80N: HX-80N 80' x 6'7" hardwired outdoor PIR mounted model



TECH SUPPORT FAQs



Brent Appleby,
Director of
Technical
Services

When you require assistance with configuring, programming or troubleshooting a technical issue, rely on DMP Technical Support. These product experts are kept up to date constantly on the capabilities of our technology and any known issues that have occurred in the field.

Contact Technical Support from 7 a.m. to 7 p.m. (Central) on business days with inquiries regarding any technical problem you encounter. They will draw on all the resources in DMP's headquarters facilities to evaluate your issue, develop a solution and work with you to implement it. The team is eager to assist you to develop unique applications for DMP technology. If you require assistance in analyzing or designing an application, please contact Inside Sales.

For answers to a few of the most commonly asked questions, take a look below. If you know of other questions that come up often, we encourage your suggestions for Q&A in future Digest issues.

Your technicians' success in the field is essential. What can we do to help you ensure that? Email us at TechSupport@DMP.com or call 888-436-7832.

1

WHAT DO I NEED TO PROGRAM IN MY PANEL FOR EASYCONNECT™ APP CONNECTIONS?

In order for EASYconnect connections for the Virtual Keypad app to work, the control panel must be programmed with the App Key that is specific to each DMP dealer. To find the App Key, each dealer can look at the dealer settings tab within dealeradmin.securecomwireless.com. The App Key is then programmed into Remote Options of panel programming. EASYconnect connections are available on network XT Series panels v112 10/5/2012, XR150/550 and XTLplus/XTLTouch control panels. Port 4001 TCP Outbound needs to be open outbound. The app key is not needed for cellular-only panels.

2

HOW DO I PROGRAM THE PANEL TO DISARM AND GAIN ACCESS ON A CARD SWIPE?

The access control module that is controlling a door must have the area the user wants to access and disarm programmed in the access area for the device in device setup. Users who swipe at the reader must also have a profile that has the ability to access and disarm the same area(s) that was assigned in device setup.

3

HOW DO I ADDRESS A KEYPAD?

For the 7000 Series keypads, simply press and hold the back arrow and CMD at the same time until the keypad shows "SET BRIGHTNESS." When that appears on the screen, press 3-5-7-7 (I-N-S-T) CMD to enter installer options. The first screen to appear is KPD OPT, KPD DIAG, KPD STOP. Select OPT and the screen will then show the current keypad address, which is 1 by default. To change the address, press any of the top row keys to clear out the existing setting and then insert the desired keypad address. Don't forget to program the device number in Device Setup panel programming to make sure the keypad will be operational when you change the address. For 7800 or 9800 Series keypads, scroll the keypad carousel until you see OPTIONS and select it. On the next screen, tap on the wrench and enter code 3-5-7-7 (I-N-S-T) CMD to enter installer options. The first screen to appear is KPD OPT, KPD DIAG, KPD STOP. Select OPT and the current keypad address will be displayed. Select the existing setting to clear out the current address and enter in the new address. Don't forget to program the device number you set your keypad to in Device Setup of panel programming to make sure the keypad will be operational when you change the address.

4

HOW DO I CONNECT TO MY PANEL WITH REMOTE LINK™?

XT30/50, XTL, XTLplus and XTLTouch: The XT and XTL Series panels can only be connected and programmed via network, cell or dialer on XT30/50D. A 399 cable or 401 module can be used to directly update the panel firmware. In Remote Link, set the connection type to Direct with a baud rate of 38400 when updating the XT Series panels.

XR100/500: The XR100/500 can be connected and programmed via network, dialer, cell and serial. The XR100/500 Series can update firmware with network or serial. Note: Serial connections MUST be done on the J22 header or J21 DB9 connector with the J23 jumper set to R. In Remote Link, this would require a connection type of Direct with a baud rate of 9600.

XR150/550: The XR150/550 can be connected and programmed via network, dialer, cell and serial. The XR150/550 Series can be updated via network or serial. *Note: Serial connections must be done on the LX500 header using a 399 cable or 401 module. To enable the header, you must go to diagnostics (2-3-1-3 CMD) and select PC Programmer and connect within 60 seconds. In Remote Link this would require a connection type of direct with a baud rate of 38400.

Cellcom/iCom/DualCom: The Cellcom/iCom/DualCom Series panels can be connected and programmed via cellular communication and via network. If you need to update to a new firmware version, a 399 cable or 401 module can be used to directly update. The connection type for firmware updates is Direct and the baud rate would be 38400.

5

WHY HAS THE KEYPAD STOPPED WORKING AFTER EXITING PROGRAMMING?

The most common source of address conflicts are from wireless zones that occupy the same address as the keypad. For example, the keypad is currently set at address 1 and wireless zones 11-14 were just added. The keypad address will need to be changed, or the zones can be reprogrammed at the next available address.

THE WAR ON POTS



MAKING THE MOVE TO ALTERNATE TECHNOLOGIES

BY MORGAN HERTEL, PRESIDENT,
THE MONITORING ASSOCIATION



Moving your accounts from POTS lines to an alternative technology will ultimately save you time and increase the value of your company, but more importantly it will provide your subscribers solid and reliable communications into the future.

When I first started in this industry in 1979, a small family-run alarm company in Southern California was just starting to monitor digital dialers — up until then, most were direct-connects of various types, along with tape dialers. Some of these went directly to various police departments, others went into the company's central station.

For most monitoring companies, their reach was limited to a small geographic area because of the limitations of copper circuits. When the digital dialer appeared on the market in the mid-1970s, not only did geographic limitations go away, but the cost of expensive copper circuits disappeared, as well. These were major changes that sparked a

completely new way of marketing and installing monitored systems.

The technology used for digital dialers was incredibly simple: Simple tones were transmitted, then counted to determine the account number and the code being sent. The early stuff was so slow that most technicians could listen in and decode it themselves by just counting the beeps. Later on, DTMF (dual tone multifrequency, known as touchtone) was used to send signals, along with various FSK (frequency shift keying) modes, but all of this was designed to be sent across analog phone

lines that, to be honest, had pretty good fidelity.

Some of you might recall the marketing slogan of “Our network is so good you can hear a pin drop.” That’s now replaced with the slogan of “The network with the least dropped calls.” Obviously, the technology has greatly changed, but consumer expectations have changed, as well. People are generally used to jittery, latency-filled cellphone calls and having calls dropped midsentence.

As the need for traditional landlines has decreased and the appetite for high-speed networking greatly increased, the telecom industry has been converting almost all voice calls to run over high-speed IP networks instead of traditional analog/TDM (time division multiplexing) phone networks. That is commonly called voice over IP, or VoIP, for short, and it allows for a much easier and flexible platform for carriers to transport and route calls.

Since voice calls are now becoming less and less of their core business, it has become a business necessity to move in that direction. In fact, that is so much so that carriers are either not renewing TDM circuits or they are increasing costs for TDM circuits and switching toll-free to factors of 10 times or more. Basically, they are making it unaffordable to continue using dial-up on TDM.

Moving voice calls to IP networks has also created a number of new business models. Now, we not only have the named endpoint carriers to work with, we also have interexchange carriers, sometimes called “tandem” or “least cost routing” carriers. Most of these will not be easily identified, and it is not possible, normally, to work directly with them when a problem occurs.

Virtually every call placed to a toll-free number will utilize at least one interexchange carrier, but, unfortunately, every “hop” adds a little bit of latency and jitter, and, all too often, so many hops occur that the latency is too much to overcome, and the alarm call fails.

I could easily write a whole book on VoIP and why problems exist, but it's time to understand that continuing to use dial-up for alarm transmissions is just a bad idea. In stating that, I am at the same time keenly aware of rural situations where choices might be limited as to what's available, but that situation will diminish over time as cellular and broadband to rural areas is getting better.

What is important to our industry is for communication to monitoring centers be

consistently reliable, complete and clear in order for security and fire alarms to function as required. There are so many issues with using VoIP, but one of the most frustrating issues is, ironically, that the various issues are so inconsistent: day it's working just fine, the next day it fails and in ways which we have no control. By its very nature, VoIP is highly resilient and adaptive when utilized for actual voice calls, but it's not friendly to alarm traffic.

Modern monitoring centers have invested heavily in redundant systems where virtually every system, circuit, power source, carrier, etc. is deployed in pairs. As an industry, we have incredibly reliable and consistent services, but while dial-up worked reliably from the 1970s to the early 2000s, our demands on that system have now evolved to a level at which it is not going to remain capable of supporting critical data transmissions.

As the most recent AT&T 3G-to-LTE conversion is completed, it is time to really work hard to get our systems migrated off dial-up and onto other technologies that will provide the reliable and secure communications we all need.

When I speak with dealers and providers, there is almost a universal story that I hear as to why they have not converted to a greater extent. Their reasons are

legitimate, but like most things in life, success can be measured by how well you overcome challenges and attain objectives.

It takes planning, has to be intentional and well-defined, and the plan will need a champion and motivation throughout the company to execute it. When in place, its successes and failures must be measured so adjustments can be executed, if necessary.

Prudence requires knowing what objections might arise ahead of time thereby allowing you to develop a strategy to address them. This is not intended to be a business plan but is instead a checklist of the typical stuff that can affect your business model. Some of the typical roadblocks?

COSTS: Subscribers always push back on the cost, but if you are able to eliminate the costs for POTS lines, it's a pretty simple ROI. But also consider that if you can convert the subscriber into one of the many platforms that provide home automation and remote control, the churn rate on these is far less, and the monthly RMR is more; there is measurable value to that, so do your pricing accordingly.

EDUCATION: Almost everyone I speak with has a certain number of subscribers that simply

don't believe there is anything wrong with dial-up. There is a fair amount of consumer-facing material to argue your case and help them understand the need now and in the future. You just need to get that material in front of them.

CHOICES: While we are all experiencing shortages in product, never has there been more options to look at for network enabled communicators as well as private radio options. Cell coverages are better than ever, and the internet itself, primarily because of work-from-home efforts, has expanded bandwidth significantly. Take some time to really investigate what's out there and speak with your monitoring station to see what they support and what experiences they have had with the various products and platforms.

After you have done your homework, go ahead and set up nonproduction test sites. Once you have decided which products and platforms you want to roll out, take the time to create installation and troubleshooting documentation for connecting each type of panel you have in the field.

Make sure your documentation includes not only how to wire the solution but also the required

programming changes for the host panel. Don't forget to create testing documents so that you can verify that everything was working and was tested at the time when you finished the installation.

As part of your program, you should set up supervisors to inspect how your technical staff is doing the work. If you get everything kitted and documented, changing over a dial-up account should end up being a fairly simple task and should become a rinse-and-repeat process that will be reliable for a long time to come.

It's time to get this into focus, assign a champion, get your company aligned to the mission and then execute on it. Getting your accounts off of POTS lines will ultimately save you time and increase the value of your company, but more importantly it will provide your subscribers solid and reliable communications into the future.

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Farpointe Data
Readers • Credentials



Model CSR-35 supports both 2.4-GHz Bluetooth® (BLE) and 13.56-MHz MIFARE® DESFire® contactless smartcard technology

- Interface via Wiegand or Open Supervised Device Protocol (SIA OSDP Verified)
- Single-reader provision mounts direct to metal mullions or single-gang wall boxes
- Fully potted design installs indoors or out
- BLE read range is field-adjustable, from presentation up to 15 feet (4.6 m)
- High-security application reading of DESFire EV2 and EV3 contactless smartcard credentials, and more...



CSR-35
Mobile-Ready
Reader

DE2
Contactless
Smartcard

CSK-2
Contactless
Smartcard
Keyfob

CMC-2
Mobile
Credentials



ABOUT THE AUTHOR: Morgan Hertel

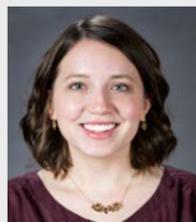
Morgan Hertel is Vice President of Technology and Innovation for Rapid Response.

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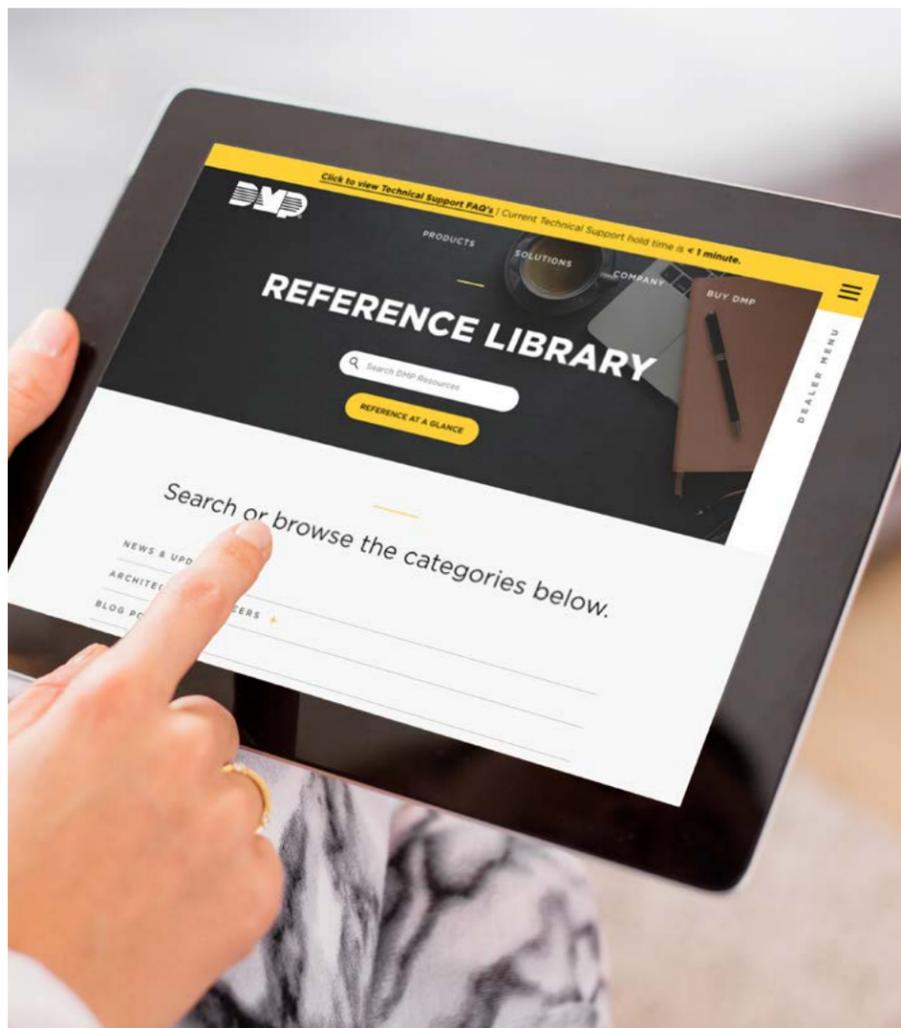
DMP.COM REFERENCE LIBRARY



Lydia Shaulis,
Art Director

At DMP we want to equip you with the tools you, your technicians, your sales team and your end users need. On DMP.com resources are organized in the Reference Library in the Dealer Menu. Once you open the Reference Library you'll find these categories and documents:

- **News & Updates** - Technical Updates & News
- **Architects & Engineers** - A&E Specs, CAD Drawings, Battery Calculators
- **Blog Posts** - Blog Posts
- **Compliance** - Compliance Guides, Compliance Notes
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- **Technical Training** - Course Outlines, Lab Guides, Technical Training Videos



- **Webinars** - Monthly Review Webinar, Ask Jack, Technology Series Webinars, Sales Training, Tech Training Tuesdays, Product Webinars
- **Discontinued Literature** - Discontinued Literature

Below the main library you can find a section called "Reference At a Glance." Here you can find quick resource links organized by types of products. For example,

if you click the Control Panels button, it will slide the page down to the Control Panels section where you can find the installation guide, programming guide, programming sheet, user guide, and tech tips card all together for an XR Series™ panel.

You'll find new resources frequently added to the library for you and your team so be sure to check back often.

DW Spectrum is a lightning-fast, easy-to-use, cross-platform VMS.



WORKS WITH **DW spectrum** IPVMS



View DW Spectrum video in Virtual Keypad.

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Learn more about DW Spectrum IPVMS :



Reduce false alarms with Virtual Keypad app.

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Users can remotely view or capture video via the Virtual Keypad App or VirtualKeypad.com



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V-2012B

2.1MP
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Learn more about DMP Video Solutions :



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The worldwide security industry reconvened this September to stay informed, connected and prepared for what's next. **For more information, visit www.GSX.org.**



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The industry's highest-trained monitoring Specialists work on-site from our 3 hardened facilities.

From the onset of the pandemic, our choice has been to keep critical monitoring operations staff on-site. We believe monitoring from home provides lower-quality service.

Remote work has touched every industry, and every business has had to make choices about "how" they will do business.

We've made our choice.

- Unfailing power redundancy
- Multi-carrier phone/internet connections
- Strict security (access by cleared staff only)
- No distractions, dogs barking, kids playing, doorbells, etc.

Proud to support the DMP Dealer family with the highest quality services including monitoring of all DMP panels, DMP video products, SecureCom Wireless communications, and direct integration with the Virtual Keypad App.



rrms.com

UL Listed for CRZH, CRZM, CVSG, UUFO, UUFY

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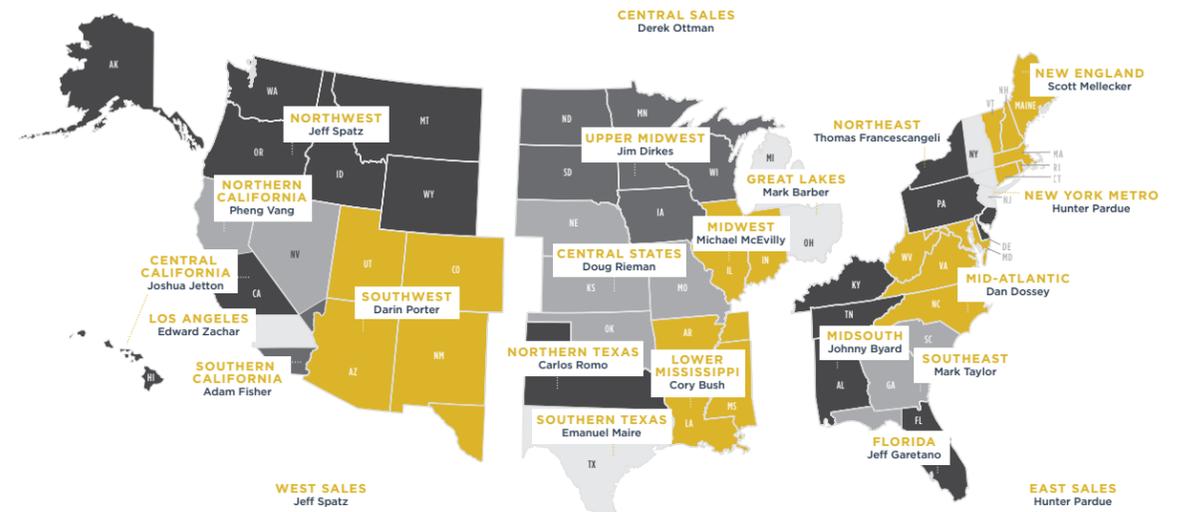
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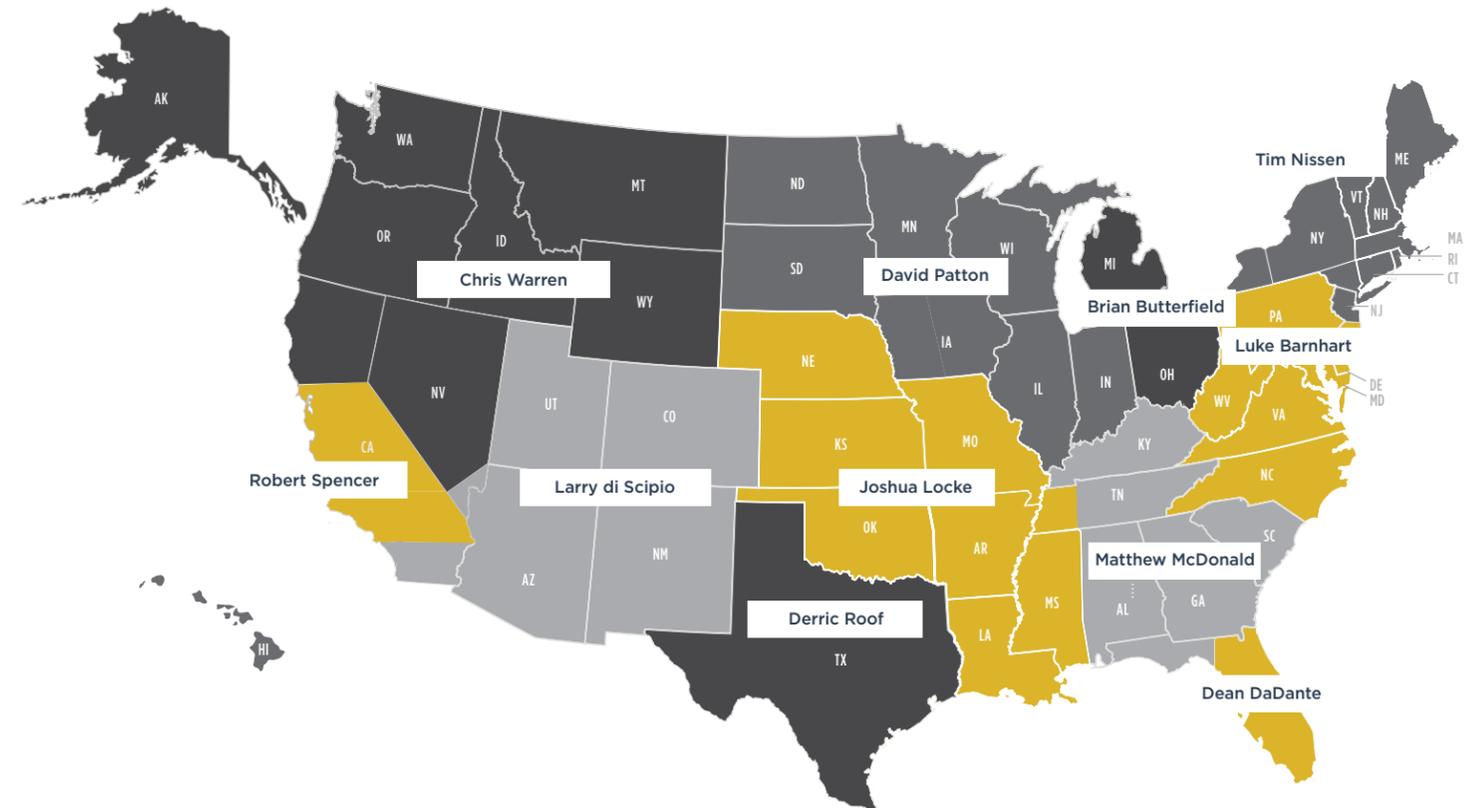
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Giving Back Spotlight:



Give Big. Get LOUD.



John Loud, President of LOUD Security Systems and current Chairman of ESA, the Electronic Security Association.



When it comes to raising funds for his favorite charity, Jon Loud, President of LOUD Security, isn't afraid to "get loud," even if it means making a special appearance as the famed sportscaster Harry Carey.



Alaina Sonksen, DMP Cares Coordinator

Article was written in collaboration with John Bennett, Director of Marketing at LOUD Security Systems.

The popular comedian and pianist, Victor Borge, once quipped: "Laughter is the shortest distance between two people."

Charitable work doesn't have to be a quiet, under-the-radar affair. LOUD Security uses laughter and a whole lot of fun to make an impact in their community.

One of the ways LOUD exercises philanthropy is by engaging in local events. Here are a few they've supported in the past:

- Strand Theater's Annual Adult Spelling Bee - a humorous twist on the traditional spelling bee. Proceeds go to Communities In Schools which helps at-risk children stay in school and achieve in life.
- Red White and YOU - a

fundraiser for the Georgia National Guard Family Support Foundation, benefitting the families of Georgia's Airmen and Guardsmen.

- MUST Ministries gala and auction - MUST is a multifaceted nonprofit organization that works with homeless and low-income individuals and families to provide food, clothing, housing, job placement and other services. MUST facilities are also protected by LOUD Security.

As you can see, the team at LOUD has a heart for organizations that invest in the lives of children and

those less fortunate. LOUD not supports these groups through sponsoring, donating auction items and volunteering at fundraising events. They also have another unique gift to offer... the big, fun-loving personality of their leader, John Loud. He regularly emcee's these events, often donning a themed costume or two.

John Bennett, LOUD's Director of Marketing says: "We found that when you give John the freedom to act as zany as he wants and hand him a microphone, he'll definitely get LOUD and make a lot of folks smile. Hilarity with charity is a winning combination." As much as John loves to make people laugh, he never forgets the reason behind it all: "The

struggles that many in our community are facing are more apparent now than ever. We can't fix them all. But we can do our part to shine the light on them and give others the opportunity to make a difference."

John's leadership and dedication to "doing good" is an example for us all. If you're a leader at your company, you also are in a position to use your voice and influence to benefit others in your community. We bet John Loud would recommend it - you may also have a bit of fun with it.

We'd like to hear how your company gives back. Contact ASonksen@DMP.com with your story!



Former Atlanta Braves Otis Nixon, Brian Jordan and John Rocker join John Loud for the Adult Spelling Bee fundraising event.



Doubling as one of Santa's helpers, John Loud auctions items at the Red White & You fundraiser.



LOUD President, John Loud coordinates with members of Georgia's National Guard to prepare for the Red, White & You, a fundraiser for the Guard's Family Support Foundation.

DMP EMPLOYEE Favorite Recipes

To us, there's nothing better than a home-cooked family favorite recipe. Especially the ones that have been handwritten by a loved one and passed between family members and friends from recipe box to recipe box.

In December, when our DMP family was invited to gather around the table at this year's Christmas party, each attendee received handwritten recipes from each of the Executive Management Group members. We want to share them with you too and hope you enjoy them at your table throughout the year!

These are just a few of the recipes that were shared. For the entire set, visit:



MANDARIN ORANGE SALAD from the kitchen of Rick and Jan Britton

INGREDIENTS

Salad:

- ¼ cup sliced almonds
- 4 teaspoons sugar
- 1 head iceberg lettuce, torn
- 1 head romaine lettuce, torn
- 1 cup chopped celery
- 11 ounce can mandarin oranges, drained

Dressing:

- 2 tablespoons vinegar
- 2 tablespoons sugar
- 1 tablespoon chopped parsley
- ½ teaspoon salt
- Dash of pepper
- ½ cup vegetable oil

INSTRUCTIONS

1. Heat almonds with sugar on low heat until coated, cool.
2. Mix all salad ingredients together.
3. Combine dressing ingredients, add to salad mixture.



RED PEPPER PASTA from the kitchen of Shannon Britton

INGREDIENTS

- 12 ounces penne pasta
- 4 tablespoons butter
- ½ onion, diced
- 3 garlic cloves, minced
- 1 jar (15.5 ounces) roasted red peppers, drained
- 1 cup chicken broth
- ½ cup heavy cream
- ½ cup shaved parmesan

INSTRUCTIONS

1. Cook pasta according to package.
2. Melt butter in skillet on high heat.
3. Saute onion and garlic until soft.
4. Add chopped red peppers and cook until hot.
5. Transfer onion, garlic and peppers to blender.
6. Puree until smooth and put back in skillet. Return heat to medium and add broth and cream.
7. Add salt and pepper to taste.
8. Add pasta and parmesan and stir to coat.



ANGEL BISCUITS from the kitchen of Benita Shantz

INGREDIENTS

- 5 cups flour
- ¾ cup vegetable shortening
- 1 teaspoon salt
- 3 teaspoons baking powder
- 3 tablespoons sugar
- 1 package yeast in ½ cup warm water
- 2 cups buttermilk

INSTRUCTIONS

1. Preheat oven to 400 degrees.
2. Stir dry ingredients together in a large bowl.
3. Cut in shortening.
4. Add buttermilk and yeast mixture, combine until moist.
5. Cover bowl and place in refrigerator until needed.
6. Roll in floured board and cut with biscuit cutter.
7. Bake for 12 minutes.

Note: Mixture will keep for several weeks refrigerated.



BEST EVER CHOCOLATE CAKE

From the kitchen of Dave and Polly Roberts

INGREDIENTS

Cake:

- 2 cups sugar
- 1¾ cup all-purpose flour
- ¾ cup cocoa powder
- 1½ teaspoon baking soda
- 1 teaspoon salt
- 2 eggs
- 1 cup milk
- ½ cup vegetable oil
- 2 teaspoons vanilla extract
- 1 cup boiling water

Frosting:

- ½ cup butter or 1 stick
- ⅔ cup cocoa powder
- 3 cups powdered sugar
- ⅓ cup milk
- 1 teaspoon vanilla extract

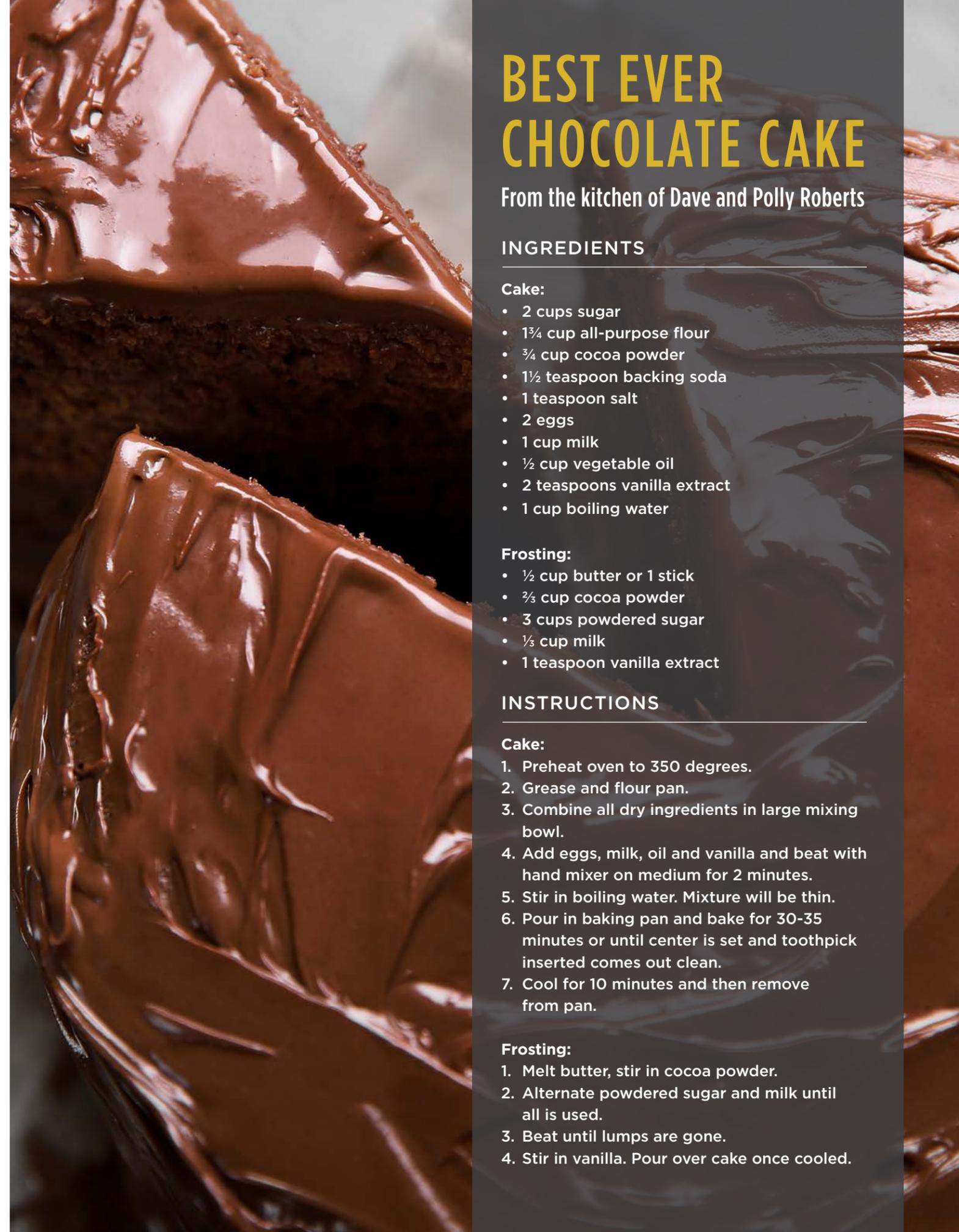
INSTRUCTIONS

Cake:

1. Preheat oven to 350 degrees.
2. Grease and flour pan.
3. Combine all dry ingredients in large mixing bowl.
4. Add eggs, milk, oil and vanilla and beat with hand mixer on medium for 2 minutes.
5. Stir in boiling water. Mixture will be thin.
6. Pour in baking pan and bake for 30-35 minutes or until center is set and toothpick inserted comes out clean.
7. Cool for 10 minutes and then remove from pan.

Frosting:

1. Melt butter, stir in cocoa powder.
2. Alternate powdered sugar and milk until all is used.
3. Beat until lumps are gone.
4. Stir in vanilla. Pour over cake once cooled.



DMP FAMILY Happenings

View the 2022 Catalog



DMP Summer Summit Photos



National Sheriff's Association

Great evening in Kansas City at the National Sheriffs' Association reception sponsored by Electronic Security Association, Security Industry Alarm Coalition, The Monitoring Association and Partnership for Priority Verified Alarm Response. Great to spend time with industry leaders including Joey Rao-Russell, Neil Atha, Erik Andress, Chris Heaton, MPA, IOM, Stan Martin, Celia T. Besore, MBA, FASAE, CAE and even meet some new friends from the FirstNet® Authority and a few Sheriffs from around the country.



ESX Electronic Security Expo Highlights



Congratulations to John Loud, LOUD Security, on receiving the William N. Moody Award from the Security Industry Alarm Coalition! Fantastic effort and achievement for the security industry.

ESX keynote from Dr. Ivan Joseph; *Success, Self-Confidence and Grit.*



From left, John Loud, John Campau and David Morgan, chairmen of Electronic Security Association (ESA), presented an excellent discussion at ESX on using social media to promote alarm companies.

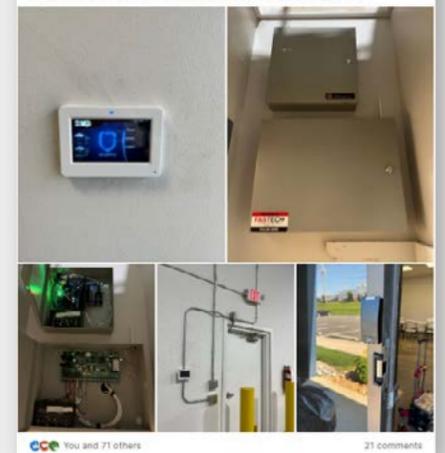
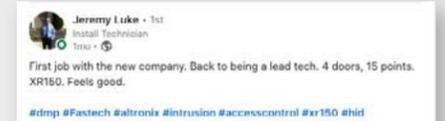


ESA ELECTRONIC SECURITY ASSOCIATION

It was great to get a visit from Chris Heaton, MPA, IOM and the Vice President of Advocacy & Public Affairs at Electronic Security Association. Thanks for spending the afternoon with us.

DMP Social

Post your install photos on social and tag @dmpalarms!



We love to see your before and after photos!



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