ISSUE 16 | DECEMBER 2025

Security Dealer DIGEST

A QUIET POWERHOUSE

How Vector Security and DMP Built a Modern Commercial Security Partnership



Cell Jammers: A Growing Threat to Security pg. 14

Riding with the Brand pg. 20

Closer's Corner: Security Sales Success pg. 34

A DMP PUBLICATION

AFFILIATED MONITORING

ALARM MONITORING SERVICES FOR THE SECURITY PROFESSIONAL



Affiliated is tightly integrated with DMP's suite of products and SecureCom transport / interactive services

Affiliated has DMP technology subject matter experts on staff

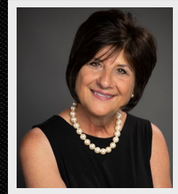
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Note FROM HQ



Jan Britton, DMP
Cares Coordinator

"

It doesn't seem like that long ago that we were starting DMP, and Rick and I are amazed to see the company reaching its 50th anniversary in 2025. To mark this milestone, we set a big goal: to log 50,000 volunteer hours by the end of the year in service to our community in Springfield, Missouri, and the places our field staff call home. It was a stretch goal, and I'm proud to say we surpassed it with more than 54,000 volunteer hours.

We learned about the idea of a Big Hairy Audacious Goal, or BHAG, from Jim Collins' book *Built to Last*. A BHAG is a bold target that challenges people to aim high. For us, 50,000 volunteer hours became our BHAG. It united our employees, their families and our communities around something meaningful. We are not just a security manufacturer. We have always tried to be a good neighbor, and this goal reinforced that belief.

Everyone at DMP pitched in, from office staff to technicians across the country. Many involved their kids, neighbors or parents. We set up a simple tool to track hours and share what everyone was doing, and it was humbling to watch small acts quickly add up. Each day, we all get the same 12 hours of awake time. Choosing to spend some of that time helping others brought us closer together.

What surprised me most was how much we gained from the experience. Serving others isn't just good for the community. It changed us. We learned, grew and found joy in unexpected ways. I never imagined our anniversary would teach us so much about what truly matters.

We worked with local organizations in Springfield while giving our field staff the freedom to choose projects that fit the needs of their towns. It wasn't about flashy gestures. It was about steady effort. Whether it was cleaning up a park or mentoring kids, every hour counted.

Reaching more than 54,000 volunteer hours is something I am incredibly grateful for. I appreciate everyone who stepped up and made this BHAG a reality. But the real gift was seeing our DMP family, including employees, families and communities, come together. Fifty years ago, we started this company to make a difference. This goal reminded me that we are still doing that, one hour at a time.

"

DMP®

Security Dealer
DMP DIGEST

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2500 N. Partnership Blvd.
Springfield, MO 65803

STAFF

EDITORIAL

Mark Hillenburg
Managing Editor
MHillenburg@DMP.com

Chuck La Tournous
Director of Marketing
CLaTournous@DMP.com

DESIGN

Hailey Lucas
Graphic Designer
HLucas@DMP.com

CONTRIBUTORS

Jan Britton
DMP Cares Coordinator
Jan@DMP.com

SUBSCRIBE A COLLEAGUE

DealerDigest@DMP.com

DMP.com/DealerDigest

DIGITAL MONITORING PRODUCTS EXECUTIVE MANAGEMENT TEAM

Chief Executive Officer: Rick Britton
Chief Operating Officer: Marc Mills
Chief Financial Officer: Gail Rogers
Executive Vice President of Corporate Strategy: Michal Moss Early
Vice President of Production: Jeff Britton
Vice President of Product Management and Support: Brad Tucker
Vice President of Training: David Peebles
Vice President of Industry Relations: Mark Hillenburg
Vice President of Sales: Jon Adams
Vice President of International Sales: Mark NeSmith
Vice President of Cybersecurity: Dave Roberts

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NOTE: Certain articles in this publication were crafted with the assistance of Grok AI, developed by xAI and by OpenAI's language model, ChatGPT. Their capabilities aided in the streamlining of our content development. We gratefully acknowledge their role in enhancing our work.

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UPCOMING INDUSTRY EVENTS

2026

EVENT	LOCATION	DATE
Minutemen Sales Kickoff	Port Charlotte, FL	January 4, 2026
CONNECTIONS Summit at CES	Las Vegas, NV	January 6, 2026
ESA Board Planning Meeting	Lexington, KY	January 12-14, 2026
Hanwha BRM	Aurora, CO	January 15-18, 2026
AiN Live & Learn	Nassau, Bahamas	January 21-24, 2026
National Security Technician Day		January 23, 2026
ISE 2026	Barcelona, Spain	February 1-6, 2026
NetOne Board Planning Meeting	West Palm Beach, FL	February 3-5, 2026
Barnes Buchanan Conference	Palm Beach, FL	February 5-7, 2026
PSA Procurement Roundtable 14	Westminster, CO	February 10-11 2026
Bold Group Users Conference	San Diego, CA	February 11-13, 2026
DMP Dealer Roundtable	Tucson, AZ	February 16-17, 2026
Integration Association of Florida	Orlando, FL	February 16-18, 2026
NJELSA Symposium	Atlantic City, NJ	February 18-20, 2026
NSCA BLC	Irving, TX	February 24-26, 2026
Security Hill Day	Washington, DC	March 2026
PSA Roundtable: Leadership	Westminster, CO	March 10-11, 2026
EC	Las Vegas, NV	March 10-12, 2026
NetOne Grand Champions	Bahi de Mita, MX	March 18-22, 2026
PSA Edge Elite Retreat	Cabo Velas Guanacaste, CR	March 22-25, 2026
ISC West	Las Vegas, NV	March 23-27, 2026
DMP Owners Forum	Las Vegas, NV	March 24, 2026
ALMO Sales Meeting	Baltimore, MD	April 7-10, 2026
ALMO NSM	Baltimore, MD	April 13-15, 2026
AFAA Fire Expo	Indianapolis, IN	April 14-16, 2026
PSA TEC	Denver, CO	April 21-24,2026
Sonitrol National Dealers Association	Tampa, FL	April 23-26, 2026

EVENT	LOCATION	DATE
ESTA Owners Meeting	Gulf Shores, AL	April 26-29, 2026
NetOne Marketing & Sales Best Practices	Scottsdale, AZ	April 27-30, 2026
CONNECTIONS Connected Home Conference	Santa Clara, CA	May 5-7, 2026
CAA Spring Convention	Palm Springs, CA	May 12-16, 2026
Door Hardware Institute - All Access Show	Nashville, TN	May 27-29, 2026
ESX	Irving, TX	June 1-4, 2026
National Sheriff's Association	Omaha, NE	June 8-11, 2026
InfoComm	Las Vegas, NV	June 13-19, 2026
Security LeadHER	Minneapolis, MN	June 15-16, 2026
NFPA Conference & Expo	Las Vegas, NV	June 22-24, 2026
APCO International	San Antonio, TX	August 2-5, 2026
International Association of Fire Chiefs	Kansas City, MO	August 12-14, 2026
ESX Planning Meeting	Irving, TX	August 18-19, 2026
CI/TT	Denver, CO	August 31-September 2, 2026
CEDIA	Denver, CO	September 2-4, 2026
PSA Grand Getaway	Cabo San Lucas	September 11-14, 2026
GSX	Atlanta, GA	September 14-16, 2026
NetOne Strategic Leaders Conference	Toronto, ON	September 15-18, 2026
DMP Dealer Roundtable	Colorado Springs, CO	October 5-6, 2026
CONSULT Tech Security Symposium	Kansas City, MO	October 9-12, 2026
Securing New Ground	New York City, NY	October 14-15, 2026
International Association Chiefs of Police	Orlando, FL	October 24-27, 2026
TMA Annual Meeting	Grand Cayman, CI	November 7-11, 2026
XBO	Phoenix, AZ	November 9-11, 2026
ISC East	New York City, NY	November 18-20, 2026
CAA Winter Meeting	San Francisco, CA	December 2-5, 2026

Do you know of an upcoming event that is not included on this list? Submit the event title, date and location to Mark Hillenburg at ***MHillenburg@DMP.com.***

Speakers





OWNERS FORUM

EST. 2012





March 24, 2026

Join us at Resorts World Las Vegas for the 2026 DMP Owners Forum. This event provides an exclusive opportunity to network with the industry's top security executives. You will hear from dynamic speakers and have the opportunity to collaborate together to grow your business and develop your leaders!

Register now and mark your calendar for this must-see event!

Resorts World™ LAS VEGAS

Please RSVP before Monday, March 2, 2026.

Scan the QR code or visit DMP.com/OwnersForum-2026 to register. We look forward to seeing you!



Chris Voss

Chris Voss is a former FBI lead international kidnapping negotiator and the founder of a business negotiation program based on his decades of high-stakes experience. With 24 years in the Bureau, he led crisis negotiations in New York and represented the U.S. at G-8 conferences as a kidnapping expert. Chris also served on the FBI's Joint Terrorism Task Force and played key roles in major cases including the Blind Sheikh investigation and TWA Flight 800. Trained by the FBI, Scotland Yard and Harvard Law School, he is a recipient of the Attorney General's Award for Excellence and the FBI Agents Association's Award for Distinguished Service.



Dr. Robert Cialdini

Robert Cialdini, a thought leader in the fields of influence and persuasion, has spent his career publishing scientific research on what causes people to say "Yes" to requests. The results of his research, his ensuing articles and his *New York Times* bestselling books have led to his election to the National Academy of Sciences and the American Academy of Arts and Science. As a keynote speaker, Dr. Cialdini is renowned for his ability to translate the science of influence through valuable and memorable stories that result in immediate and long-term business applications.

EXPANDING SECURITY HORIZONS

Environmental Sensors and the Path to Greater RMR



In the ever-evolving landscape of security solutions, where traditional intrusion detection has long been the cornerstone, a new narrative is emerging — one that redefines "intrusion" to encompass threats far more insidious than a masked burglar. At a recent industry gathering, Chuck La Tournous, director of marketing for DMP, and Meg DiVito, product marketing manager, delivered a compelling presentation on environmental sensors. Their talk, titled "Environmental Sensors: Growing RMR Beyond Intrusion," challenged dealers to think beyond conventional alarms and embrace add-ons that protect against everyday perils like water leaks, temperature fluctuations and carbon monoxide. Drawing from real-world stories, behavioral psychology and practical marketing tools, they outlined how these sensors not only enhance customer safety but also unlock significant recurring monthly revenue (RMR) opportunities.

La Tournous opened the session by welcoming the audience and reframing the concept of intrusion. "When we talk about intrusion, we think of a guy in a dark hoodie with a backpack breaking into your home," he said. "But there are intruders that are a lot more insidious than that, and potentially a lot more dangerous and damaging." These "alternate intruders," as he described them, include environmental hazards that can wreak havoc on homes and businesses without a single forced entry. Environmental sensors, therefore, detect threats such as carbon monoxide, smoke, water and extreme temperature changes — elements that pose risks to property, health and even lives.

The appeal of these sensors lies in their simplicity and affordability. As add-ons to existing security systems, they integrate seamlessly without requiring major overhauls. "These devices are not expensive," La Tournous emphasized. "They can be incorporated into your existing systems pretty easily." This ease of integration makes them an ideal upsell, allowing dealers to differentiate themselves in a competitive market. Customers already trust their security providers for protection against theft. Extending that trust to environmental safeguards is a natural progression.

DiVito echoed this sentiment, highlighting how environmental sensors provide tangible value. "It's a clear value proposition," she said. "Everybody understands the kind of damage that water can do." To illustrate, La Tournous asked the audience for a show of hands: "How many people have had water damage on your property?" Nearly every hand went up, underscoring the universality of the problem. Yet, despite this prevalence, environmental sensors are often overlooked in standard security quotes. "Is there anybody here who includes environmental sensors in every quote they put out?" La Tournous inquired. The response was a resounding no — not yet, anyway. This gap represents a prime opportunity for dealers to initiate conversations that resonate on a personal level.

What Are Environmental Sensors?

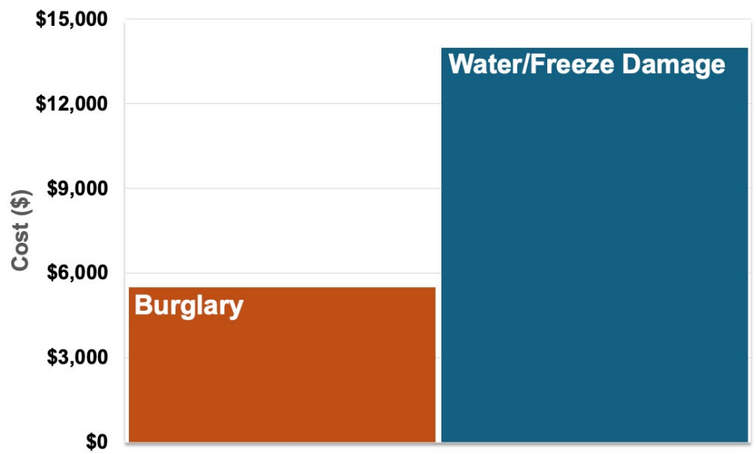
- Detect risks beyond burglary
- Examples: water, temperature, CO, smoke
- Protect people, property and operations
- Expand system value with simple add-ons

Insurance Perspective

- 'Non-weather water' — #1 driver of claims
- Discounts available for sensors
- Easy "insurance pays" conversation







The presentation zeroed in on DMP's newest offering: the 1112 water and temperature sensor. DiVito explained why this device deserves special attention. "We strongly believe this is something you can add to every job, residential or commercial. It belongs everywhere." Water damage, she noted, is a serious and widespread risk. Sharing a personal anecdote, DiVito recounted a harrowing experience from two years prior. Working remotely, she was on a Zoom call when a frozen pipe upstairs burst. Despite her precautions — leaving the faucet on full blast to thaw safely — the leak went undetected until it caused catastrophic damage. "I hear this crash," she recalled. "I opened the door, and I look up, and a third of my garage ceiling is now on my garage floor. It had flooded the upstairs master bath to the point where it soaked the subfloor and it looked like a bomb had gone off in my garage."



This story wasn't just for dramatic effect. It drove home a critical statistic: water damage is 10 times more common than burglary and costs two and a half times more to repair. La Tournous, drawing from his 25 years in the insurance industry, reinforced this with industry insights. "Pretend that first bullet [on the slide] isn't there," he said, challenging the audience to guess the biggest expense in property and casualty claims. The answer: non-weather-related water damage, caused by burst pipes, faulty appliances and similar issues — not storms or natural disasters. "It is so pervasive and so expensive in the insurance industry that most insurance companies will now give discounts or sometimes even pay for you to install water sensors in your home," he added. This incentive transforms the sales pitch into a "no-brainer," as customers can prevent costly damage at little to no upfront cost.

The versatility of the 1112 sensor extends its applications across residential and commercial settings. In homes, it's ideal for basements, laundry rooms, dishwashers, bathrooms and vacation rentals. DiVito suggested an innovative use: monitoring ambient temperatures in the homes of aging parents. "If you have aging parents who are wanting to stay in their own home… you kind of want an extra set of temperature eyes and ears just to monitor the ambient temperatures and make sure nothing is going on with their HVAC while you are not with them." Commercially, the sensor safeguards freezers, refrigeration units, server rooms, IT equipment and stock rooms housing high-value goods. As La Tournous put it, "Basically pick a room, and we could probably find a reason you should have an 1112 in there." He challenged dealers to ask customers: "Which room are you okay leaving unprotected? That's the one we won't put one in."

Beyond protection, the 1112 presents a lucrative RMR stream. Charging $5 to $10 per month per sensor — slightly more than the $1.50 baseline mentioned earlier — can add up quickly. "For every 100 accounts you have a sensor on, that's another $6,000 to $12,000 in recurring revenue," DiVito calculated. These notifications reinforce the sensor's value. When a leak is detected and averted, customers are reminded of the savings and peace of mind provided by their security dealer. "It's just going to reinforce the value of this thing that they're not paying for and it's saving them a whole bunch of money," she said.

Shifting gears to marketing, La Tournous introduced behavioral psychology as a key tool for selling these sensors. "We incorporate that into a lot of the messaging we do," he explained. Behavioral psychology appeals to the "lizard brain" — our hardwired instincts — without manipulation, but to focus attention on what's truly important. Principles like social proof ("Everybody's doing it, why wouldn't I?"), loss aversion (protecting not just money, but irreplaceable memories like family photos), and authority (insurance companies endorsing the solution) bypass objections and build trust.

The product lineup extends beyond the 1112, including sensors for carbon monoxide, smoke and other hazards. "You can kind of copy and paste what we're saying onto all of these," DiVito advised, "because they really should be an easy add-on." To support dealers, DMP offers a robust suite of marketing collateral through Marketing Central, accessible at dmp.com/dealer-marketing. Described as "Amazon.com for marketing material," it features professionally produced product photography, silhouetted images for custom backgrounds and in-use photos showing products in real-life settings.

Sales sheets, now more customizable with automatic addition of dealer logos and contact info, are available for free download or printing at cost through DMP's in-house print shop. Invoice stuffers — popular for promoting products in physical bills — and digital assets like social media posts and email templates round out the offerings. "We have lots of social posts including things for the new 1112," La Tournous noted. "These are really easy to use. You just copy the image and post it onto your social account and copy and paste the text as well."



A significant evolution in DMP's approach is shifting from technical jargon to end-user-friendly language. "We know that we are a very, very technical crowd," DiVito acknowledged. "And we're never going to lose that. There's always going to be a place for that spec sheet. We just can't keep expecting the end user to speak that same language." To bridge this gap, they employ the "5 Whys" technique, a method pioneered in the 1930s by Sakichi Toyoda of Toyota fame. Originally used to root out manufacturing issues, it involves asking "why" repeatedly to uncover core motivations.

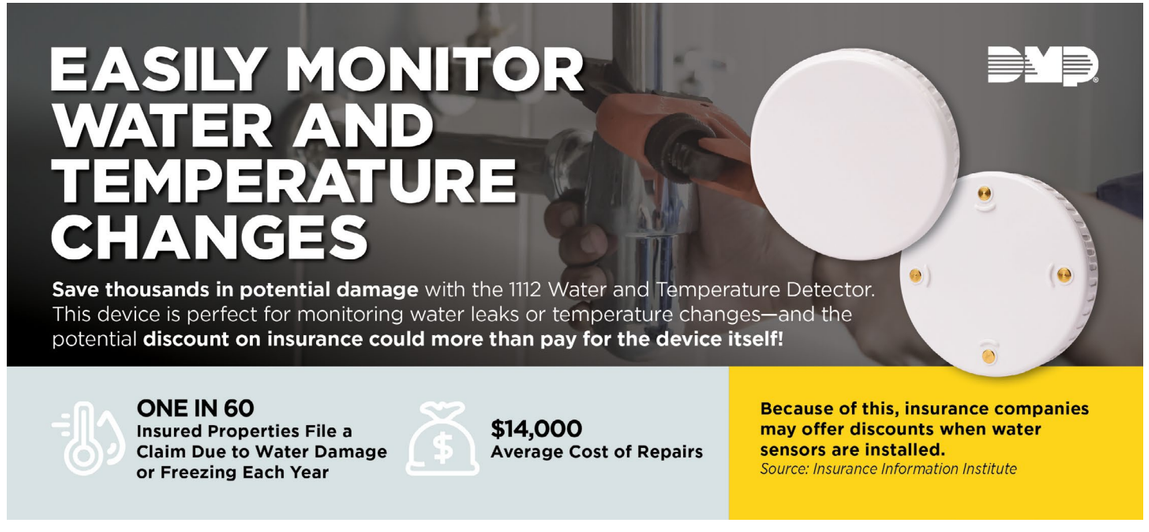
Applying this to the 1112's "immediate alerts" feature, DiVito demonstrated: Why immediate alerts? "Because they can respond before there's major damage." Why does that matter? "Water damage is one of the most costly and disruptive." Drilling deeper: It destroys floors, walls, furniture, causes mold and may require disclosure when selling a home. At the emotional core: It safeguards memories and financial stability. DMP has distilled this into a "10 Ways to Sell the 1112" sheet, available via QR code, with three layers of "whys" for each top feature, plus sample sales scripts. A companion piece for end-users is in development.

In wrapping up, La Tournous positioned environmental sensors as a straightforward sell that establishes dealers as authoritative problem-solvers. "It not only protects the property of the people you're talking about, it establishes you… as the authoritative figure who understands the issues people are facing and has the solutions for them." With water damage 10 times more frequent than burglary, the ROI is undeniable, fostering customer loyalty through timely notifications. DMP's tools — from collateral to customizable materials — equip dealers for success.

As the security industry pivots toward comprehensive protection, embracing environmental sensors like the 1112 isn't just about adding revenue. It's about redefining safety in a world of unseen threats. Dealers who integrate these into every quote stand to gain not only RMR but also deeper customer relationships. For those ready to dive in, Marketing Central awaits, brimming with resources to make the pitch irresistible. In the words of the presenters, it's time to protect every room — and every memory — before the next "intruder" strikes. ●

Summary

- Water damage is costly & common
- 10x more frequent than burglary
- Easy upsell, easy RMR (tangible value, easy to understand)
- Strong ROI, sticky customers
- We give you the tools to succeed





CELL JAMMERS

A Growing Threat to Security

JamAlert is positioned to make a huge impact in the industry. It's a security system for your security system.

The use of illegal cellular jammers in the U.S. is on the rise. Criminals across the nation are using these devices to attack alarm systems and burglarize businesses and homes. Cellular signal jammers may be used to block alarm system communications, allowing intruders to enter compromised facilities undetected. When jammed, cellular alarm signals may never make it to the monitoring center, so authorities are never dispatched.

While it's difficult to track the number of crimes committed with these devices, the trend is evident. Cell jammers are being shipped into the United States in higher volumes in recent years. According to a statement from the Department of Homeland Security, "Customs and Border Protection (CBP) has seen a roughly 830% increase in seizures since 2021."

CELLULAR JAMMERS DISRUPT SECURITY COMMUNICATION

Reports of cellular signal jammers being used in burglaries have been in the news more frequently. Organized criminals target high stakes locations such as jewelry stores, financial institutions and large residences, using an illegal jammer to disrupt the security system's communication.

"Signal jammers have been used…across the country to jam communications during police operations, bank robberies, burglaries and other dangerous crimes," said a DHS spokesperson.

For example, in June 2025, the Vermont Daily Chronicle reported use of cell jammers during bank robberies. Vermont was highlighted in a statement from DHS warning about these increased occurrences. Other states mentioned in the warning include Florida, Illinois, Ohio, Pennsylvania, Texas and Virginia.

Jewelers Security Alliance (JSA) reported a South American crew was arrested in July during a break-in at a jewelry store in California. According to a statement from the police department, signal jammers had been used during the attempt. The suspects were being tracked as part of an investigation for a previous break-in they had allegedly committed in May.

STAY AHEAD OF THE THREAT

Now there's a simple solution to address this growing threat. DMP introduced a revolutionary new device that detects when cellular frequencies are being jammed.

JamAlert™ instantly notifies the control panel when cellular communication is being compromised, empowering security professionals to stay ahead of the threat.

JamAlert solves a growing industry wide problem, particularly for high-end retail businesses and financial institutions. Early detection of jamming threats can lead to faster response to an event in progress. By detecting cellular jamming on multiple frequencies, JamAlert offers a way to mitigate potential losses.

"JamAlert is a groundbreaking device in this industry," said Warren Hill, executive director of product management at DMP. "DMP dealers can offer this solution to their entire customer base. It's backward and forward compatible with DMP panels, as well as universally compatible with panels from other manufacturers."

CUSTOMER-DRIVEN INNOVATION

At ESX's 2025 Innovation Awards, JamAlert was awarded Best in Show. According to the Electronic Security Association, the Innovation Awards "identify the nextgen products and services that will offer significant growth opportunities for dealers, integrators and monitoring centers."

For alarm dealers and system integrators, JamAlert introduces a new, powerful layer of protection that can be easily added to virtually any intrusion system — new or existing. Universally compatible with DMP and non-DMP panels, it addresses a critical security gap and off ers a unique, easy-tosell upgrade across a wide customer base.

"We developed this device based on requests and feedback from our customers," said Aaron McGhee, product manager of control panels at DMP. "This type of innovation is what makes DMP products exceptional."

JAMALERT OFFERS A DISTINCT ADVANTAGE

With JamAlert, DMP dealers gain a distinct competitive advantage to win more projects, grow their clientele and reinforce their reputation as providers of cutting-edge security solutions.

"JamAlert is positioned to make a huge impact in the industry," added Jon Adams, vice president of sales at DMP. "It's a security system for your security system."

JamAlert can be added to security systems in financial institutions, jewelry stores, art galleries, auto dealerships and other high value retailers and homes for an extra layer of protection against the growing threat of jamming devices that interrupt cellular alarm transmission. Early detection can stop communication breaches before damage is done, helping business to stay ahead of the threat and mitigate potential losses. ●





Introducing New Camera Drivers to Expand Video Services

Two new camera drivers empower end users with innovative DMP technology and features.

Dealers who have standardized on Axis cameras and DMP control panels can now bring AlarmVision® and Virtual Keypad™ features directly to their customers — without adding or replacing any hardware.

Benefits
- Reduce false alarms
- Fast, cost-effective installation with no additional hardware needed
- Increase RMR
- Designed for scalability

“These drivers represent a significant advancement for video solutions,” said Warren Hill, executive director of product management at DMP. “More cameras in the field can become AlarmVision cameras, dramatically reducing false alarms while improving video verification processes. Plus, the Virtual Keypad Driver offers more convenience to end users by bringing video into the same app they already use for access control and intrusion.”

Real Events. Real Time. Real Response.
The new AlarmVision Driver connects Axis cameras with DMP alarm panels, turning cameras into intelligent motion detectors. This places AlarmVision technology at the edge, eliminating the need for additional hardware. It uses the on-camera analytics or motion detection capabilities to identify events.

AlarmVision connects cameras, analytics and alarm panels to create intelligent motion detectors that identify actual threats in real time. This technology virtually eliminates false alarms and costly fines. This driver communicates locally to the control panel, which is ideal in settings where cloud connection is not approved, such as financial institutions.

Security Without Silos
The new Virtual Keypad Driver enables an Axis camera to become a fully featured DMP cloud camera. It leverages existing cameras to provide end users with abilities like viewing live video, playing back events and receiving push notifications. Dealers can integrate video with intrusion and access control features all in one app.

These drivers can function separately or be used together for a premium experience. ●

CMS

PROFESSIONAL MONITORING

DISPATCHING FIRST RESPONDERS,
PROVIDING PEACE OF MIND.

40 YEARS

A SAFER AMERICA, MONITORED BY CMS

PROVEN STABILITY
Our three centers are fully redundant, UL Listed & FM Approved — Designed for 99.9999% up time.

EXTENSIVE EXPERIENCE
CMS has provided high-quality alarm monitoring nationwide for over 40 years. Our employee tenure is unparalleled, with an average management & front-line representative tenure of 20 years & four years, respectively.

UNRIVALED SUPPORT
The CMS Business Development Support team serves as the foundation for the dealer experience & your connection to all of CMS’ inside operations.

OUR PEOPLE
CMS’ hiring process involves extensive background checks prior to entering our rigorous 12-week training program. Operator education is intensive & hands-on.

SERVICES
We do it all... Fire/Environmental/Video Monitoring, Two-way voice, PERS & MPERS, Cellular & IP, Message Center, Subscriber Billing, Interactive Services & more...

PROMONITORING.COM



INTRODUCING

VUE Video Doorbell

It's more than a doorbell.
It's part of the alarm system.

The highly anticipated new video doorbell from DMP has arrived! VUE Video Doorbell does much more than just show who's at the door. It provides real-time streaming, AI detection and seamless integration with DMP panels and software platforms.

VUE Video Doorbell delivers real-time awareness while ensuring privacy and reliability. For residential and commercial applications, it represents the next generation of unified intrusion, access control and video solutions — easy for dealers to install and enjoyable for users to experience. It's also ONVIF-compliant, so it can be paired with AlarmVision® and a DMP control panel for a sophisticated monitoring solution with advanced analytics like loitering, line cross and more.

Benefits

- Increases RMR opportunities through video + intrusion packages
- Provides true video verification for faster responses
- Simplifies the customer experience through a unified platform
- AI-triggered alerts
- 5MP video quality
- Four regions for precision identification and notifications
- Fully integrated with DMP intrusion and access control platforms
- Compatible with AlarmVision to connect video to the alarm panel

"A unique feature of the VUE Video Doorbell is that monitoring center operators are able to see the video feed during an alarm," said Warren Hill, executive director of product management at DMP. "This gives DMP dealers a competitive edge and an easy way to add video verification services for their customers." Video verification is a key feature that enables faster emergency responses to security events.

Instant, Actionable Awareness
"VUE is a powerful component in a true pre-crime prevention solution," said Jon Adams, DMP's vice president of sales. "With advanced analytics features, it can alert users to potential threats before they happen."

AI-triggered alerts detect vehicles, people and packages. Customers can get the right alerts at the right time with smart, meaningful notifications. VUE Video Doorbell offers deterrence and confirmation when it's needed most. They can also be used to operate an access control door remotely through a browser or mobile app. This makes it easy to open a back door for a delivery, for instance.

Clear, Reliable Visuals
Users are able to see who's at the door day or night, with hi-res, 3K video and low-light visibility. A wide-angle, HD video with night vision keeps customers informed at all times.

VUE Video Doorbell is supported with Dealer Admin and Virtual Keypad, the software platforms DMP dealers and customers already know and use every day. Video, intrusion and access control features combine in one convenient app, giving users remote access to answer their door from anywhere via their smartphone. ●



VUE Video Doorbell

Choose a video doorbell that does much more than just show who's at the door. Enhance your security with real-time video streaming, advanced AI motion detection and seamless integration with **Virtual Keypad™** — the familiar app your customers already use every day.

- Analytics include: person, vehicle and package detection
- Provides True Video Verification for faster responses
- Fully integrated with DMP platforms, including access control

Always Aware: Wide-angle, HD video with night vision keeps users informed at all times.

Always in Control: 2-way audio and smart alerts mean your customers can decide what happens at their door.

Always Protected: VUE Video Doorbell can be viewed by Monitoring Center operators for Video Verification purposes, offering deterrence and evidence when it's needed the most.

Always Connected: Mobile control from anywhere with full system integration, including access control.

Help your customers live with confidence and clarity in an unpredictable world. With **VUE Video Doorbell**, they're always in the know — and in control.

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Riding with the Brand



At the 2025 Dealer Roundtable Gulf Shores gathering, Boyd Ferrin, National Sales Leader for Pye-Barker Fire & Safety, took the stage not as a salesman, but as a storyteller, teacher and cowboy philosopher. His presentation was less a corporate keynote and more a life lesson wrapped in the timeless values of the American West. For 45 minutes, he spoke of courage, resilience, integrity and loyalty — concepts embodied in Wyoming's "Code of the West" and made deeply personal through his own stories of triumph, tragedy and recovery.

THE CODE OF THE WEST

1. Live each day with courage
2. Take pride in your work
3. Always finish what you start
4. Do what has to be done
5. Be tough, but fair
6. When you make a promise, keep it
7. Ride for the brand
8. Talk less and say more
9. Remember that some things aren't for sale
10. Know where to draw the line

A 10-point set of principles derived from the unwritten ethics of 19th-century pioneers and cowboys, adopted by Wyoming as its official state code in 2010 to honor its cowboy heritage.



A Code to Live By
Ferrin began by introducing the **Code of the West**, a 10-point creed officially adopted by Wyoming in 2010 but rooted in the unspoken ethics of 19th-century cowboys. Its principles are deceptively simple: live each day with courage, take pride in your work, always finish what you start, do what has to be done, be tough but fair, keep promises, ride for the brand, talk less and say more, remember that some things aren't for sale, and know where to draw the line.

These maxims, Ferrin argued, are more than quaint frontier sayings. They are enduring guideposts for leaders, teams and individuals navigating the complexities of modern business and life. And for Ferrin, they are personal.

Teach to Bless, Not Impress
Before diving into the Code, Ferrin disarmed the audience with humor and humility. "My dad used to say an expert is a has-been and a drip under pressure," he quipped. Yet behind the jokes was a conviction: his mission was not to impress but to bless, not to dazzle the audience with polish but to leave them with one lesson they could carry into daily life.

The cowboy values he unpacked were illustrated with stories: his grandfather's insistence on "hoeing to the end of the row," his grandson learning that mowing the lawn is a signature of pride in work, and the countless ways promises and integrity shape reputation in business.

Riding for the Brand
One of Ferrin's central themes was "riding for the brand." In cowboy culture, the brand symbolized a ranch's identity, reputation and pride. To ride for the brand meant to give loyalty, effort and protection as if the brand were your own. Ferrin translated this into modern business: "Every day we show up to work with a smile and ready to take on the challenges of the day. All of us ride for a brand. The question is, how well do we ride for that brand?"

For him, the idea wasn't metaphorical. He told of cattle drives he joined in Wyoming, where the mark on a cow's flank determined loyalty, belonging and responsibility. He still keeps his grandfather's branding iron in his barn — a reminder that a person's work leaves its own indelible mark.

In his career, Ferrin applied this principle at Mountain Alarm, where he treated the company as if it were his own. The loyalty was so complete that a company leader once joked that Ferrin's neighbors thought he owned the firm. That attitude, he said, is what transforms employees into stewards and partners into family.

When Life Bucks You Off
The cowboy metaphors took a more visceral turn when Ferrin shared the story of a near-fatal accident in 2023. On what should have been a routine cattle drive, his trusted horse suddenly bucked, throwing him violently to the ground. The impact shattered 27 bones, crushed ribs and fractured vertebrae, leaving him in the hospital for weeks and in a wheelchair for months.

Doctors told his family he was just "two broken bones away from being dead." Yet Ferrin chose recovery the same way a cowboy chooses to get back in the saddle. After 17 months of surgeries, pain and rehabilitation, he mounted a horse again — heart pounding, breath unsteady but resolute. "When we think we can't possibly do something, we take courage," he told the audience. "We put our boot in the stirrup, throw our leg over the horse, and sit up tall, knowing all things are possible."

That story, raw and vulnerable, was not about physical recovery alone. It was about resilience in every arena of life: business setbacks, personal losses or moments when fear threatens to paralyze. His message was simple and unflinching — we can do hard things.

Brands Beyond Business
Ferrin's reverence for brands extended beyond logos and corporate identities. He spoke with emotion about the way different "brands" showed up for

his family after the recent passing of his daughter, who left behind four children after a long battle with cancer.

The Willis family, his ranching friends in Wyoming, paused their cattle drive to attend the funeral. Colleagues from DMP sent heartfelt cards. Pye-Barker, his professional home, reached out with compassion. For Ferrin, these acts were more than gestures. They were proof that riding for the brand is not just about contracts or customers, but about loyalty that stretches into grief, community and shared humanity.

Talk Less, Say More
As a sales leader, Ferrin acknowledged the temptation to overtalk. He laughed about times he had talked clients out of deals, a mistake many in the audience had likely made. Cowboys, he reminded them, were famously quiet—not because they lacked words, but because they chose them carefully.

"In sales and in life," he said, "we need to listen twice as much as we talk. Respect others and remember that actions speak louder than words." It was one of many times he drew a straight line between cowboy wisdom and boardroom effectiveness.

The Power of Story
Ferrin credited fellow sales leader Jon Adams for teaching him the value of storytelling in sales. Without stories, persuasion is hollow. With them, principles come alive. That belief was evident throughout his talk. Every principle of the Code of the West was embodied in an anecdote, whether from ranch life, business partnerships or personal trials.

The result was not a lecture but a narrative — woven with humor, vulnerability and authenticity — that pulled his listeners into the dusty corral of a cattle drive and the sterile corridors of a hospital room alike.

> *Son, a man's brand is his own special mark that says this is mine, leave it alone. You hire out a man, ride for his brand, and protect it like it was your own.*
> **- Red Steagall, "Ride for the Brand"**



Opportunity is no where or *opportunity is now here*? What did you read first?

Opportunity Is Now Here
Near the end of his presentation, Ferrin projected a slide with the phrase "OPPORTUNITYISNOWHERE." The audience read it aloud — some saying "opportunity is nowhere," others "opportunity is now here."

The point was unmistakable. Life and business offer the same letters, the same challenges. What matters is perspective. "Our opportunity is now here," he said, urging the audience to decide what code they will live by, what promises they will keep and how they will ride for their brands.

A Creed to Carry Forward
Ferrin closed by reframing the agenda title. The program had listed his session as "Riding with the Brand," but he insisted both were true. Riding for the brand is about loyalty and stewardship. Riding with the brand is about collaboration and shared effort, as when multiple ranches join together to drive cattle out of the canyon. Both, he argued, are necessary.

His final words were not about quotas or strategies but about legacy: "A man's gotta have a code, a creed to live by no matter his job." Whether it's a family, a business or a community, the question is the same — what's your code?

Ferrin's message, delivered with cowboy grit and heartfelt candor, transcended its setting. In an age of rapid change, his reminder was simple and timeless: courage, integrity, resilience and loyalty never go out of style. To live by a code, to ride for a brand and to get back in the saddle after life has bucked you off — that is the work of leaders.

And as Ferrin's own story makes clear, it's not about impressing. It's about blessing — the brands, the people and the moments that matter most. ●

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From Swing Shift to C-Suite:

BRANDY PONTIUS'S JOURNEY OF HEART-CENTERED LEADERSHIP

In the high-stakes world of security monitoring, where alarms pierce the silence and decisions can save lives, leadership often conjures images of bold, decisive figures barking orders from the front lines. But for Brandy Pontius, President of Security Central in Denver, Colorado, the path to the top was anything but conventional.

Speaking at a recent industry event — her first time on stage, no less — Pontius delivered a raw, deeply personal account of her 27-year evolution from a shy, introverted dispatcher to a heart-centered leader. Her story, laced with vulnerability, humor and hard-won wisdom, isn't just a career recap; it's a masterclass in personal growth, challenging audiences to rethink who they overlook and how they lead. "This is about potential," she said. "It's about who you might be overlooking at your company."

Pontius's narrative begins in the dim glow of fluorescent lights, far from the executive boardrooms she now commands. Twenty-seven years ago, as a part-time dispatcher on the swing shift, she worked solo Sunday and Thursday nights in a small central station. "Me, alone in a building," she recalled, "the sound of the fluorescent lights. In a building so quiet, you could hear the echo of the keyboard as I typed." The setup was Spartan: one person per shift, handling alarms and calls with no room for error. And then there was the computer in the bathroom — a quirky necessity because emergencies don't wait. "When you have to take a break and an alarm or phone call comes in, you can't just say, 'Hold on a minute, I'll be right there.'"

Nights varied wildly. Some were eerily slow, with just an alarm or two per hour; others exploded with chaos from the Denver metro area. Pontius learned to thrive under pressure, troubleshooting on the fly and thinking clearly in isolation. Her dinners were humble leftovers from home, her training a mix of trial and error. Confidence? "It had a lot to be desired," she admitted. Back then, she was the epitome of introversion — a "very shy, fixed-minded girl who would rather hide behind a spreadsheet than speak up in even a meeting." Yet, this unglamorous start gifted her something priceless: a ground-level view of the company. "I got to see the whole operation from the bottom up," she said, posing a poignant question to her audience: "Who in your business might you be overlooking? Because sometimes greatness starts with the quiet ones, alone on the swing shift with the computer in the bathroom."

By day, Pontius was a full-time controller for a fire installation company, her accounting background providing a safety net of numbers and order. When Security Central grew and needed a full-time controller, founder Jordan Jackson — whom she calls her "work husband" and longest relationship — extended the offer. It was the first of many "yeses" she'd say to the company. She dove in, burying herself in spreadsheets, perfecting procedures, and transforming chaos into "color-coded order." "If you work hard, isn't that what leadership is about?" she thought. Titles followed like dominoes: after a year as controller, the central station manager departed, and Pontius volunteered to juggle both roles. Then operations manager. "How hard could that be?" She quipped. "That's a lot harder than central station, but operations manager and controller."

She excelled at tasks — "not just good, I was really good at tasks," she emphasized. If a system needed fixing, she'd redo the standard operating procedure (SOP) before being asked. She managed people remotely, via emails, like a "quiet little office ghost." But this efficiency masked a deeper truth. "People don't follow hustle, they follow heart," Pontius reflected. "And as beautifully formatted as you can make that spreadsheet, that doesn't inspire trust." She challenged listeners: "Are you



> *Leadership is not about tasks and outcomes. It's about influence. Let them catch you in the act of becoming better.*

Brandy Pontius giving a presentation at the 2025 Gulf Shores Dealer Roundtable.

confusing drive with direction? Ambition will get you a title, but heart is what makes people want to follow you."

A turning point came when Jackson, also an introvert and task-lover, joined Convene, an executive leadership group. Pontius noticed seismic shifts. "He started connecting with people in a new way," she said. "He started asking different questions and leaning into conversations that normally I would have seen Jordan Jackson run from." Others whispered, "Who is this man, and what is he becoming?" Frugal as ever, Pontius maximized the investment: "Convene was expensive, so Jordan could be the primary student, I would be the secondary student." She studied him obsessively — every meeting, every chat — and mimicked his actions. Leadership books and videos followed (podcasts weren't yet a thing). The revelation? "Leadership is not about tasks and outcomes. It's about influence." Her advice: "Let them catch you in the act of becoming better."

As an introvert, engaging people terrified her. "Numbers are my comfort zone. People, not so much," she confessed. Conversations made her heart race, palms sweat, words scramble — like an unprepared pop quiz. But growth demanded action. Leveraging her task prowess, she created to-do lists: "To-do: go talk to your people. Don't let them see you sweat… Come back and check it off." Once a day at first, she ventured out. Early chats were basic: "I like your sandals. Where'd you get them?" She ramped up to twice daily, shifting to work queries: "How is this process working for you?" Responses snowballed into deeper dialogues about families, struggles, dreams.

To remember details, she built a spreadsheet — employee names, significant others, life challenges. "Only I knew it was a process. They didn't see that spreadsheet. What they saw was connection, genuine connection." She got so adept that lines formed outside her office; staff dubbed her "Dr. Pontius." They even hired chaplains to handle the overflow so she could work. Her heart shifted: "I didn't dread the conversations anymore. I actually looked forward to them." Pontius pondered:

> ***What if people-first leadership didn't require you to flip a personality switch? Sometimes it starts with a sticky note and the courage to lean in a little bit more today than yesterday.***

Yet, a chasm remained between her intentions and perceptions. Leading with checklists and high standards, she assumed she was excelling. When Jackson suggested 360-degree feedback, she peacocked in, head in the clouds. The results gut-punched her: "We don't respect you, we fear you." No yelling, no meanness — just her drive for perfection making others feel small, invisible. "I went home and cried. Probably cried for days, weeks," she shared, not in defense, but grief over unintended hurt. "Feedback was the crack in my armor… Leadership isn't about how much you get done, [but] how people feel as they're doing it with you." Her query: "What is the hardest feedback you've ever received? Don't run from it. Sit with it and let it change you."

Raised on a farm with sisters, toughness was drilled in: "Never let them see you sweat, crying is weakness." But Pontius, deeply emotional, felt stifled — like telling the sunrise not to shine. For over 40 years, she obeyed, polished and controlled. Then Brené Brown's *Daring Greatly* reframed vulnerability as courage. She shed her armor, showing joy without downplaying, sadness without apology, tears streaming. "People didn't turn away. They actually leaned in. Authentic connection will beat perfect performance every time." Freedom followed: "I could lead with humanity instead of in spite of it." Challenge: "Are you being vulnerable enough to create the kind of connection that makes people want to follow you? Vulnerability isn't oversharing. It's about being real."

By vice president, she'd built trust but clung to an ideal: a team of "Brandys" — driven, efficient. Her DISC profile (high D: direct, fast-paced) contrasted Jackson's C (analytical, methodical). Initial friction gave way to synergy: "His thoroughness keeps me from mistakes; my urgency keeps us moving." Expanding the team diversified: Josh (CI: inspiring), Ashley (compassionate), Melanie (rule-loving). "None lead like I do," she admitted. Humbling, but enlightening: "My way is not the only way. We have healthy conflict, but we trust each other 100%." Lesson: "Surrounding myself with people who think differently keeps the company strong."

Pontius yearns for spreadsheet simplicity sometimes — they don't cry or ghost. But "people are messy, complicated, beautiful and they are worth it." Leadership? "Untangling this big ball of yarn… The mess is the work." Frustration means "you're doing it right."

Reflecting, her wins stemmed from people: "They taught me, challenged me, changed me." Transformation: slowing down, listening, diversifying.

> ***Your greatest impact will come from what you can grow in others. We lead humans, and if you let them, they will grow you.***

To introverts, perfectionists, the unseen: "I'm proof that you can lead where you are today." From swing shift solitude to presidency, Pontius grew into herself — not changing who she was, but becoming who she was meant to be. Her story? A call to lead with heart, one vulnerable step at a time. ●



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How Vector Security and DMP Built a Modern Commercial Security Partnership

When two experienced players in the physical security industry decide to partner with one another, the result can reshape how national accounts and multi-site businesses purchase and deploy solutions.



Allan Watters - Director, Security Sales, VSN; Bryan Knepper - President, VSN; Mike Lutz - Senior Director, Program Management & Design Engineering; Pam Petrow - President and CEO

VSN - Vector Security Networks (National Account Team)

Vector Security, a 50-year-old integrator with a dedicated national-accounts team and a track record of enterprise installation and service and DMP, known for enterprise-grade alarm panels and centralized monitoring software have quietly stitched together a partnership that reflects broader industry shifts: toward commercial-first offerings, networked services and deep collaboration.

"Today, more than ever, you have to be able to think and adapt faster," said Pam Petrow, President and CEO of Vector Security.

From Panels to Partnerships
DMP markets itself as an enterprise platform: control panels that natively combine intrusion, access control and video integration, plus software for large deployments and support for monitoring centers. In addition, DMP's Virtual Keypad Services offers robust remote management capabilities, geofencing & scheduling, and multi-site management for our enterprise customers. Their Entré Software enables enrollment and management of users across multiple facilities and generates detailed reports on system activity.

Vector Security has made the commercial pivot explicit, offering single-point, multi-site services under its Vector Security Networks construct supporting national accounts. The technical alignment with DMP reduces friction for national rollouts, site standardization and monitoring workflows.

"Standardization matters," Petrow said. "Our clients want the same equipment, monitoring behavior and network policies (at their sites) in Phoenix as in Pittsburgh."

For enterprise customers, consistency is critical. By leveraging DMP's platform, Vector Security can deliver uniform systems while still owning installation, local service and the customer relationship.

National Accounts: Vector Security's Engine for Growth
Vector Security's National Accounts team is the organizational expression of its commercial strategy. Built to manage clients with dozens, hundreds, or thousands of sites, the team pairs account management, project delivery, and managed network services to reduce friction across multiple locations.

"Our ability to execute at scale while preserving the customer relationship is why manufacturers like DMP prioritize working with us," Petrow said.

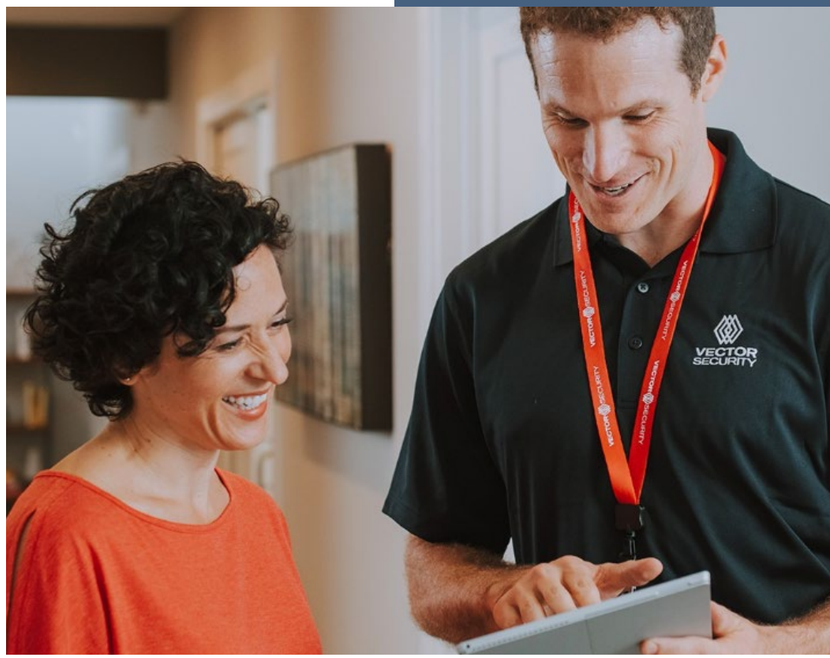
The National Accounts team handles procurement, logistics, monitoring and local service, enabling Vector Security to execute enterprise deployments reliably.

"One of the strengths of DMP is the ability to service large national accounts from banks to QSR's

> ***Today, more than ever, you have to be able to think and adapt faster.***
>
> **— Pam Petrow**

Vector Security National Accounts Highlights

- Serves tens of thousands of sites nationally
- Combines account management, field installation/service and managed network services
- Deploys standardized DMP panels and user management software
- Recognized by DMP as a Diamond Dealer, earning this annual recognition for multiple years in a row



to anything that has hundreds or thousands of locations, and that is the strength of Vector's National Account team, so we work together really well." says Jim Hawthorne, Director of Retail Solutions, DMP. Hawthrone continues, "The best solutions for business security are only delivered when you have the right integration partner. Vector Security Networks has the foundation to support national projects while providing a local level of service. And that foundation is framed around their people, their experience, and their ability to respond quickly."

Standardization matters. Our clients want the same equipment, monitoring behavior and network policies (at their sites) in Phoenix as in Pittsburgh.

— Pam Petrow



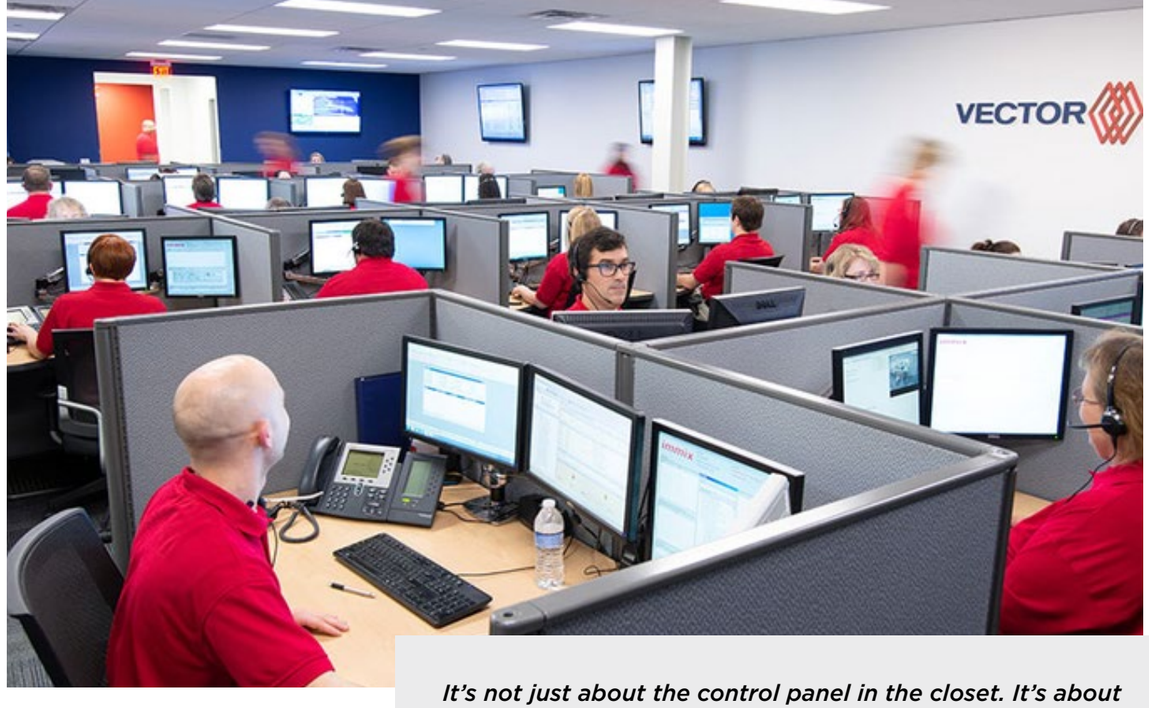
Recognition and Certification
Partnerships are partly technical and partly reputational. Manufacturer awards and recognition programs help buyers and referral partners identify elite dealers. Vector Security has consistently been recognized as a top-tier DMP dealer, signaling operational maturity.

"Awards aren't just vanity," Petrow said. "They reflect our capability to deploy solutions consistently, across every site, every time."

Recognition offers practical advantages, including priority access to training, co-marketing opportunities and early visibility into product roadmaps, which benefit enterprise clients.

Operational Excellence in Practice
A typical Vector Security-DMP engagement follows a precise workflow:

- **Standards selection:** DMP panels and communicators are chosen as the standard platform
- **Pre-configuration and staging:** Systems are pre-programmed for predictable installations
- **Managed networking:** Vector Security's MSSN and NOC services standardize connectivity
- **Monitoring integration:** DMP's protocols align with Vector Security's monitoring centers, reducing false dispatches



- **Local service:** Field technicians maintain service levels and spare parts availability

"It's not just about the control panel in the closet," Petrow said. "It's about owning the entire experience, from network management to monitoring and field service."

It's not just about the control panel in the closet. It's about owning the entire experience, from network management to monitoring and field service.

— Pam Petrow

Industry Trends Amplifying the Story
This partnership aligns with broader trends in commercial security: integrators are moving toward multi-site, commercial clients that offer longer contracts and recurring revenue. Manufacturers want reliable, national-scale dealers. The result: joint engineering, co-selling and operational alignment, rather than purely transactional supplier relationships.

The Customer Advantage
For end users — retailers, quick-serve brands or health systems — the Vector Security-DMP model delivers:

- Consistent equipment and monitoring across locations
- Predictable service levels through managed networks and standardized deployment
- Integrated technology stacks that reduce troubleshooting and improve operational oversight

Challenges remain, including change management, firmware updates and cybersecurity requirements, but the partnership is structured to help support these complex opportunities.

Looking Ahead
The future likely includes deeper integration:

- More co-engineered solutions for national rollouts
- Tighter NOC and monitoring protocols
- Expanded managed services, including analytics and cybersecurity

"The companies that learn to adapt faster and build institutional capability — people, processes, and partnerships — will win the large, recurring commercial business that defines success today," Petrow said.

Conclusion
The Vector Security-DMP relationship is more than a dealer-vendor connection. It's a blueprint for modern commercial security: combining operational excellence with enterprise-grade technology to deliver scalable, repeatable solutions. The partnership demonstrates that strategic collaboration, rather than just hardware, defines success in today's commercial security landscape. ●

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CLOSER'S CORNER

SECURITY SALES SUCCESS

You know there is no such thing as a born salesperson. Success in sales requires learning the necessary skills. One of my passions is teaching people how to sell, and it gives me immense satisfaction to help others make more money, live better lives and feel proud of themselves. I want people to understand the words to say, how to present themselves and the preparation it takes to become and remain successful. Here are the nine steps to successful selling:

1. **Prospecting** – To be a true professional in sales, you must excel at prospecting. No matter how well you present, close or handle objections, you can't succeed without finding your next sales opportunity. Learn the skills necessary to become a better prospector, boosting your confidence as a long-term sales professional.

2. **Approach** – Once you've identified a prospect, the next step is crucial. Establish yourself as someone worth talking to and present something of value. Then, set the appointment!

3. **Upselling** – We all want to work smarter, not harder. By maximizing your prospecting and selling time, you can create a more effective system. Imagine learning to generate leads and sales through value, exceptional customer service, integrity and professionalism while building a prospecting cycle that enhances your effectiveness and efficiency.

4. **Needs Analysis –** Understanding motivation is key to everything we do and buy. I will teach you a questioning system to uncover your prospect's true emotional buying motives, which you can use to close the sale.

5. **Value Selling** – Now that you know the prospect's motive, how do you present the solution in a way that they cannot refuse? Simple—by using value statements. Learn how to craft a value proposition that is so compelling they cannot say no!

6. **Closing** – Did you know that 63% of all sales presentations do not include a direct attempt to close the sale? Many of us naturally fear closing. I will teach you how to overcome that fear.

7. **Handling Objections** – Many sales reps view objections as obstacles and try to avoid them. I want you to learn to embrace objections and develop a system to convert them into sales!

8. **Time Management** – Time is one of the greatest equalizers; we all have 24 hours in a day. It's essential to learn effective time management and goal-setting techniques to increase your productivity, income and happiness.

9. **Sales Presentation** – In a competitive marketplace, success requires more than just product knowledge. You must master the proper sales techniques, maintain a positive attitude, commit to prospecting, practice diligently and utilize your time effectively. A firm foundation is essential for becoming a successful sales professional. ●



> ***It isn't the mountain ahead to climb that wears you out; it is the pebble in your shoe.***
>
> **—Muhammad Ali**

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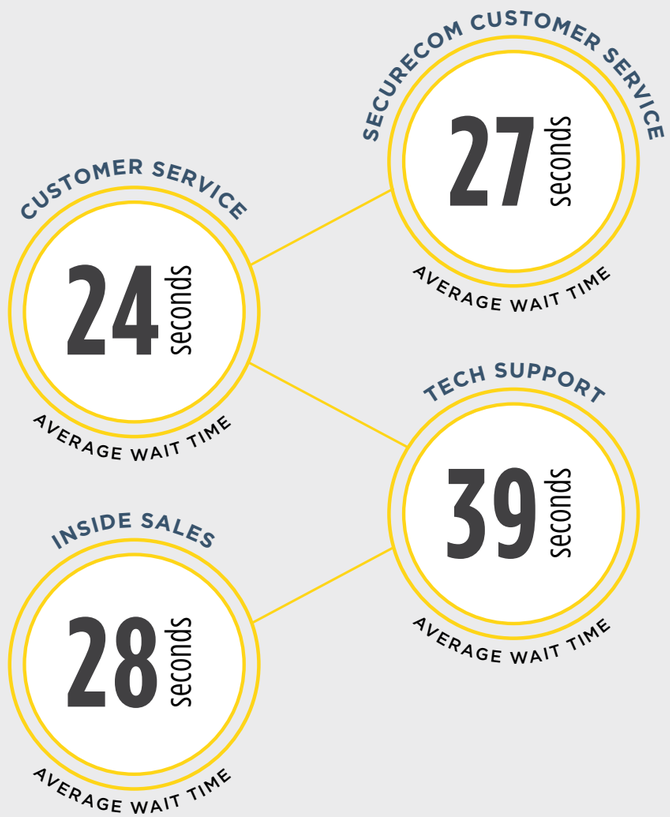
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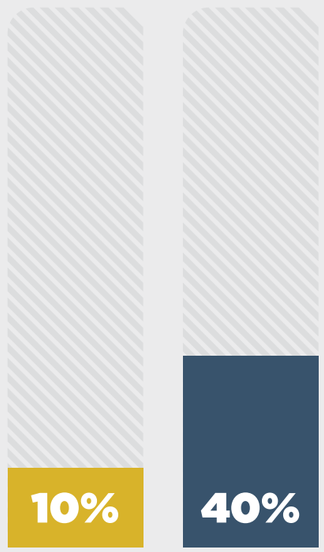
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MASTERING THE METRICS:

Spencer Rogers on Simplifying RMR Success in Security

In the fast-paced world of security systems, where alarms buzz and technicians race to installations, it's easy to get lost in the daily grind. But Spencer Rogers, Vice President of Barnes Associates, urges industry leaders to step back and focus on the big picture.

With over 30 years in the field — rooted in his family's founding of Security Link in the early '90s — Rogers has seen it all: from financial reporting to mergers and acquisitions. Speaking at a recent industry event, he delivered a no-nonsense presentation on the financial underpinnings of recurring monthly revenue (RMR), emphasizing that success boils down to two core activities: creating customers and servicing them. "It all starts with great partners like DMP who provide solutions," Rogers said, "but we still have to measure that financially and make sure we're doing it right."

Rogers, a self-proclaimed "numbers guy," kept his slides simple, using visuals to drive home his point: The security industry thrives on RMR models because they offer predictable, high-margin revenue. But mastering them requires nuance. "We're engaged in two things," he explained. "You're either creating new customers — focusing on RMR — or fulfilling your service obligation once they're onboard." These activities aren't just operational; they're financial levers that determine a company's health, growth and value.

At the heart of Rogers's talk was a call to standardize metrics. Drawing from his work with industry associations on benchmarking, he highlighted common pitfalls: Many operators think they know their numbers, but when he digs in, margins are lower and creation multiples higher than expected. "If we asked everyone to do a push-up, they'd think they know how," he quipped, nodding to the military veterans in the room (including his father, a retiree). "But is it standard? Probably not." The same applies to metrics — without a holistic view, including general and administrative (G&A) costs, calculations fall short.

Let's break it down. On the creation side, Rogers defined the "creation multiple" as the investment required to onboard a new RMR customer: installation revenue minus sales, marketing, materials, labor and — crucially — G&A allocations like rent, insurance and executive salaries. "A lot of people stop at direct labor, commissions and equipment," he warned. "They think they're making money, but most of the time, that's not quite right." In the security space, this is often a cash use upfront, exchanged for a five-year contract at juicy margins. Industry averages? A creation multiple of around 42 times monthly revenue, meaning for every $1 of RMR, you're investing about $42 to acquire it.

Speed matters too. "Measure how fast you're doing this activity," Rogers advised, as it impacts cash needs for growth. Then there's attrition — the rate at which customers leave. "Trade-off: Invest upfront, then keep them as long as possible." Lower attrition means more of your sales effort translates to real growth, not just treading water. Rogers shared a success story: Elite Video Monitoring in LA, recently sold by Barnes Associates, boasted 1-2% attrition thanks to innovative tech stacking. "Most of their new sales went to actual growth," he noted. Industry norm? Around 10-12%, requiring 75% of new sales just to stay flat on a $100,000 RMR base.

On the service side, margins shine. Rogers pegged industry averages at 51% after direct costs, with an additional 15 cents per RMR dollar from billable services (time and materials not covered in contracts). "If you're commercial-heavy, it'll be more; residential, around 10-15%," he said. But don't forget: Invoice for it. "You've rolled a truck; you're owed that money."

This RMR model is why private equity loves the sector: Predictable drumbeat revenue at high margins, cash-flowing beautifully over time. "If you keep customers 9-12 years at 51% margin, it's a beautiful business," Rogers enthused. But nuance creeps in with "steady state cash flow" — a metric stripping outgrowth to reveal how much an existing base generates. For a flat $100,000 RMR company, it might throw off $3.58 per dollar annually, equating to a 12% return. "View it like an annuity," he suggested. Advanced, yes, but essential for debt raises, exits or even family businesses. "Even if you're never selling — seventh generation down the road — you need to understand your return," Rogers stressed. He's had tough talks: "You're only earning 2%? Maybe sell and buy an index fund."

Inflation adds urgency. Rogers recounted a client charging $65/hour in models — far below reality — ballooning creation multiples to 60. "That's why it doesn't work on IRR," he said. Labor rates must be revisited frequently in this environment.

Growth complicates further: Replace attrition first. On a $100,000 base with 15% attrition, $15,000 in new RMR just maintains status quo.

"Important to keep attrition down," Rogers reiterated. "The more sales go to real growth, the better." He illustrated: 75% of $20,000 in new sales might offset losses, leaving $5,000 for expansion.

Rogers's framework organizes P&Ls around these KPIs, enabling strategic problem-solving. A bump in creation multiple? Drill into pricing, costs or productivity. Margin slip? Check service efficiency. "Most companies push across stacks of minutiae," he observed. "They wander in the trees and don't see the forest." His takeaway: A one-pager with total revenue, RMR, growth sources, price increases and G&A load. "Your C-suite should start here," he advised. Layer details underneath — like techs averaging three calls a day.

The presentation wasn't all math; Rogers encouraged interaction, praising attendees like Josh Dice for embracing this over a decade. "This framework helps understand what's going on," he said.

In an industry blending tech innovation with human service, Rogers's message resonates: Metrics aren't just numbers; they're tools for value creation. Whether acquiring, growing, or sustaining, stepping back simplifies the chaos. As he closed: "Hopefully that was helpful and not too boring — I'm a numbers guy." For security pros, it's a reminder: Protect lives and property, but safeguard your business's financial health too. ●



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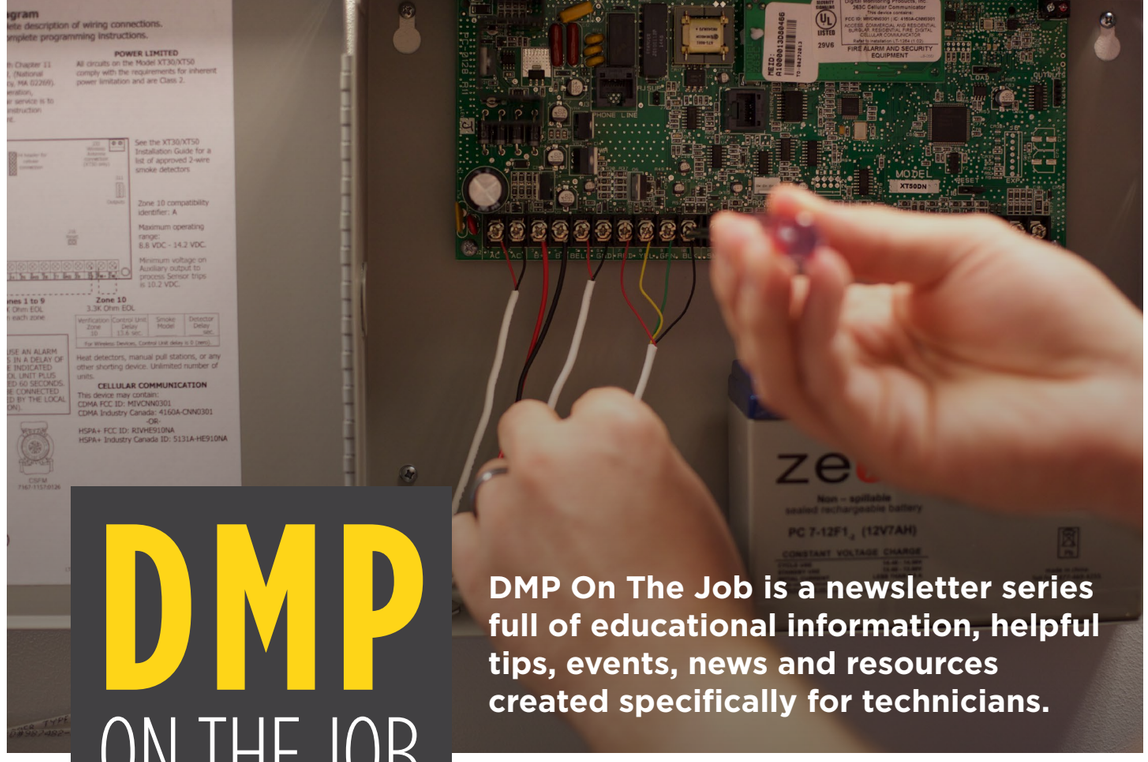
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BASIC PROGRAMMING FROM A KEYPAD

How can I access the panel programmer from the keypad?

Momentarily place the reset jumper over both **RESET** pins, then place the jumper back on one pin to reset the panel. Enter the code **6653 (PROG)** and press **CMD** to enter the panel programmer.

Introduction
Programming is one of the first steps to getting a system up and running. While the prompts can vary depending on the panel you are programming and the configuration you are using, many of the key programming prompts stay the same. In this newsletter, we will cover the essential programming menus for getting a basic system up and running along with the prompts you need to configure within each menu.

Communication
One of the first programming menus to configure is the **Communication Menu**. This menu is where you program the communication options to the Monitoring Center. For basic setup purposes, add an **Account Number**, **Communication Type**, and **Receiver IP Address** for each communication type. An account number identifies which panel is sending a message to the Monitoring Center. The communication type specifies the communication method the panel is using, such as **Network**, **Cell**, or **Wi-Fi**. If the communication type is **Network** or **Cell**, a receiver IP address should be added. The receiver IP address tells the panel where to send network messages. Repeat these steps for every communication type you want to add to the panel. If you are adding more than one communication type, select if the **Communication Path** is **Primary** or **Backup**.

Network Options
The next programming menu to configure is the **Network Options Menu**. This menu is where you define the network configuration for the panel. If you are only using a cellular communication path on the panel, then you do not need to configure anything in this menu. If you are using a network communication path on the panel, then you will need to configure the **DHCP** menu. If your panel uses a dynamic IP address, set the menu to **YES**. If your panel does not use a dynamic IP address, set the menu to **NO** and enter the **Local IP Address** for the panel.

Device Setup
The next programming menu to configure is the **Device Setup Menu**. This menu is where you add programmable devices to the panel including keypads, doors, expanders, etc. For basic setup purposes, add a **Device Number**, **Device Name**, and **Device Type**. The device number addresses the device you are programming to the panel. The device name provides a unique name for each device on the system. The device type tells the panel what kind of device is added to the panel, such as **Door**, **Keypad**, **Fire**, **Expander**, or **V-Plex Module**.

System Options
The next programming menu to configure is the **System Options Menu**. This menu is where you select system-wide parameters. For basic setup purposes, add a **System Type**, **Hours from GMT**, **House Code**, and **Weather ZIP Code**. The system type programs how the areas operate for arming and disarming. There are multiple system types to choose from, including **Area**, **All/Perimeter**, or **Home/Sleep/Away**. If you are wanting to use access control on the system, set the system type to Area. Hours from GMT changes the time zone to where the panel is located. The house code allows you to use DMP wireless devices on the system. The weather zip code adds the local USA weather updates to the keypad home screen.

Area Information
The next programming menu to configure is the **Area Information Menu**. This menu is where you activate areas and assign functions to the different areas on the system. For basic setup purposes, add an **Area Number** and **Area Name**. The area number divides your system into separate groups of zones. When All/Perimeter or Home/Sleep/Away is selected as the system type, the area number does not display. The area name allows you to name each area on your system to distinguish where the group of zones are. The area names can only be changed on an Area system type. If you are using an All/Perimeter or Home/Sleep/Away system type, then the area names are preset for the system and cannot be edited.

Zone Information
The last programming menu to configure is the **Zone Information Menu**. This menu is where you define the operation of each protection zone used in the system. You can program either a hardwired zone or a wireless zone.

To program a hardwired zone, configure the **Zone Number**, **Zone Name**, **Zone Type**, and **Area**. The zone number tells the panel if the zone is wired on the panel or if it is wireless. Refer to the appropriate panel programming guide for the zone numbers you can use on your panel. The zone name displays at the keypads during arming and disarming so the user does not have to memorize zone numbers. The zone type allows you to choose the commonly selected functions and applications that the zone will be in.

To program a wireless zone, configure the same prompts as a hardwired zone, as well as the **Wireless Zone**, **Serial Number**, and **Supervision Time** prompts. The wireless zone prompts allow you to start programming the zone with an 1100 series wireless device. To program a wireless zone, a House Code needs to be programmed in the panel. The serial number allows the wireless zone to be programmed into the panel properly. The supervision time determines when the wireless product should check in with the panel.

Closing Programming
Once you have finished programming the panel, press **CMD** to advance through the menu prompts. Then, press any select key or area when the **STOP** option displays to save the changes you made. This performs an internal reset on the panel and exits the programmer. There are many other programming options available for each panel type and



use case, but these menus are what need to be configured to get a basic system up and running.

Helpful Troubleshooting Tips
If you encounter any issues during programming, here are a few helpful tips and tricks to troubleshoot the system.

Wireless Test: This option displays the number of wireless zones that automatically communicate a supervisory check-in message. Follow the steps below to perform a wireless test.

1. Reset the control panel by shorting the **RESET** header or pressing the **RESET** button.

2. At a keypad, press **8144** (then press **CMD** on **XR** panels).

3. Press **CMD** until the **WLS** option displays and select it.

4. This will start a wireless check-in test that will run for five minutes and check the consistency of your signals. Zones that fail either need to be relocated or a repeater should be added. The panel will show the status on the screen of how many transmitters are checking in.

5. When the test ends, the screen will also display which transmitters failed, if any. This can also be done in Dealer Admin under **System Tests** > **Wireless Test**.

LED Survey: Each wireless transmitter has a built-in LED that provides visual confirmation that the transmitter is communicating with the panel while testing the location of the device. Follow the steps below to perform an LED Survey.

1. With the cover removed, hold the transmitter in the desired location.

2. Press the tamper switch to send data to the panel and determine if communication is confirmed or faulty.

Confirmed Communication: For each press or release of the tamper switch, the LED blinks immediately on and immediately off. Repeat this test to confirm five separate consecutive LED blinks. Any indication otherwise means proper communication has not been established.

Faulty Communication: The LED remains on for about 8 seconds or flashes multiple times in quick succession. Relocate the wireless device until the LED confirms clear communication.

Wireless Trouble: Wireless trouble means the panel and wireless receiver are not transmitting data back and forth. This will not show up for an issue with a wireless zone.

Low Battery: To clear the low battery message for a wireless device, replace the battery and perform a sensor reset by pressing **Reset** on a Touchscreen keypad or by pressing and holding **2** on a Thinline keypad. ●

TECH SUPPORT REPRESENTATIVE SPOTLIGHT



EVELINA DIEWERT

What do you enjoy most about working in Technical Support?
What I enjoy most about working in Technical Support is that I am always learning, growing and helping technicians solve problems.

Which DMP products are you specialized in?
I currently specialize in Programming/Installation, Dealer Admin/Virtual Keypad and Communicators/Takeover Modules.

How long have you worked at DMP?
I have worked at DMP for 11 months now.

What is your favorite DMP Value and why?
Honesty & Integrity because it earns trust from everyone, builds personal reputation and you have inner peace.

A little about me:
I enjoy spending time with my loved ones, cooking/baking, crocheting and learning new things. I'm also passionate about traveling and exploring the world.



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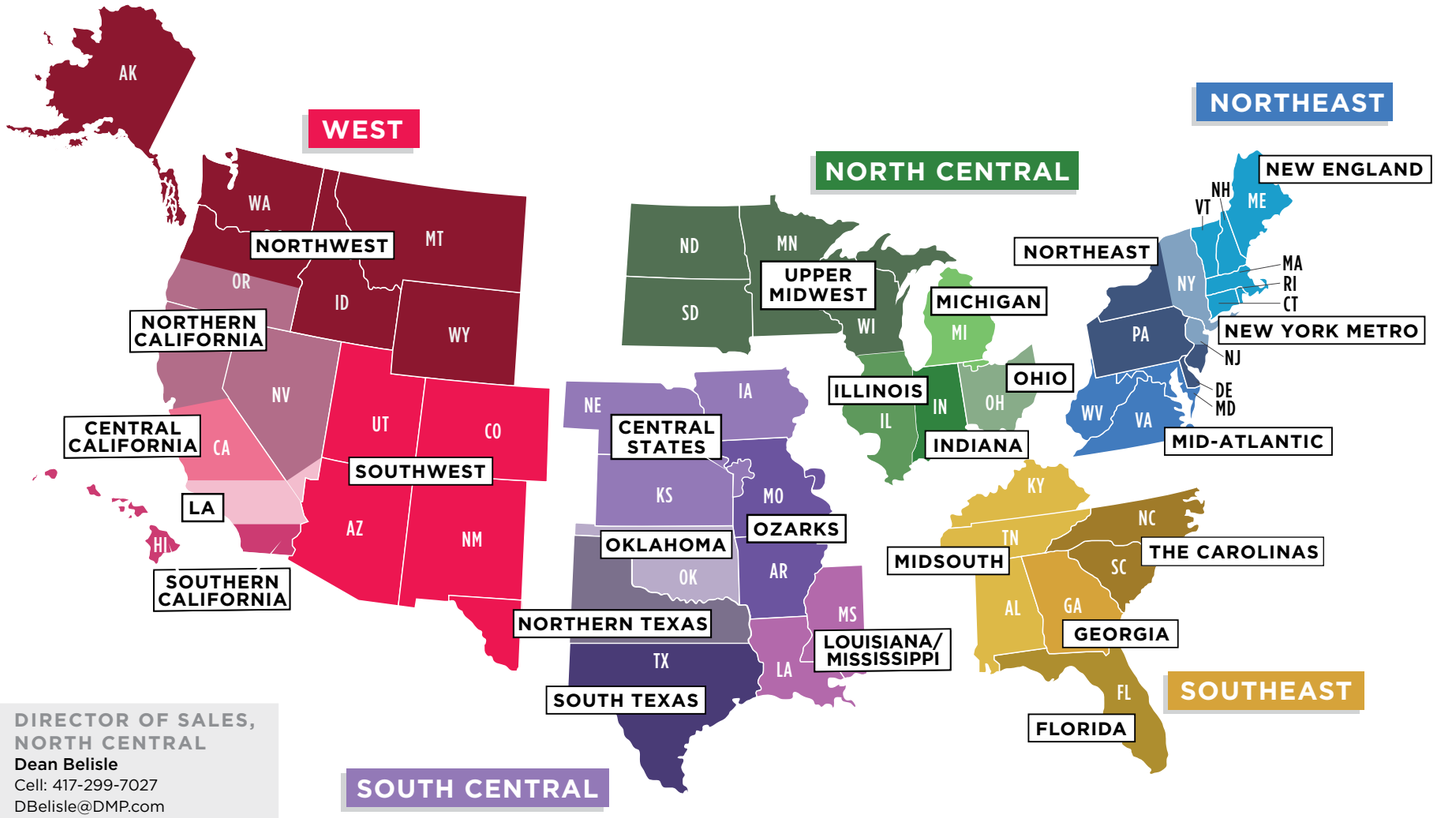
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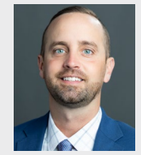
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BHeckert@DMP.com



SOUTHWEST
Joshua Waldram
Regional Sales Manager
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JWaldram@DMP.com



DIRECTOR OF SALES, NORTH CENTRAL
Dean Belisle
Cell: 417-299-7027
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Chris Kelley
Regional Sales Manager
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MICHIGAN
Mark Barber
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DIRECTOR OF SALES, NORTHEAST
Charlie Lunney
Cell: 417-351-1075
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DIRECTOR OF SALES, SOUTH CENTRAL
Doug Doster
Cell: 417-368-5404
DDoster@DMP.com



DIRECTOR OF SALES, SOUTHEAST
Charlie Lunney
Cell: 417-351-1075
CLunney@DMP.com



NORTHERN CA
Brad Heckert
Director of Sales, West
Cell: 417-351-8453
BHeckert@DMP.com



OHIO
Reid Larkin
Regional Sales Manager
Cell: 417-340-4902
RLarkin@DMP.com



NEW ENGLAND
Robert Ceolin
Regional Sales Manager
Cell: 417-370-4229
RCeolin@DMP.com



CENTRAL STATES
Doug Doster
Director of Sales, South Central
Cell: 417-368-5404
DDoster@DMP.com



NORTHERN TEXAS
Ethan Hickox
Regional Sales Manager
Cell: 417-340-5038
EHickox@DMP.com



THE CAROLINAS
Charlie Lunney
Director of Sales, Southeast
Cell: 417-351-1075
CLunney@DMP.com



CENTRAL CA
Brad Heckert
Director of Sales, West
Cell: 417-351-8453
BHeckert@DMP.com



INDIANA
Dean Belisle
Director of Sales, North Central
Cell: 417-299-7027
DBelisle@DMP.com



NEW YORK
Brian Arenofsky
Regional Sales Manager
Cell: 417-988-0394
BArenofsky@DMP.com



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Mike Moschitta
Regional Sales Manager
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MMoschitta@DMP.com



SOUTH TEXAS
Albert Faraone
Regional Sales Manager
Cell: 417-459-1509
AFaraone@DMP.com



FLORIDA
Charlie Lunney
Director of Sales, Southeast
Cell: 417-351-1075
CLunney@DMP.com



SOUTHERN CA
Roberto Corona
Regional Sales Manager
Cell: 417-689-7045
RCorona@DMP.com



UPPER MIDWEST
Fred Bohr
Regional Sales Manager
Cell: 417-987-3779
FBohr@DMP.com



NORTHEAST
Chris Hummel
Regional Sales Manager
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CHummel@DMP.com



OKLAHOMA
Steve Fletcher
Regional Sales Manager
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SFletcher@DMP.com



LOUISIANA/MISSISSIPPI
Jacob Thomas
Regional Sales Manager
Cell: 417-839-0224
JThomas@DMP.com



FLORIDA
Charlie Lunney
Director of Sales, Southeast
Cell: 417-351-1075
CLunney@DMP.com



LOS ANGELES
Steve Baker
Regional Sales Manager
Cell: 417-351-8357
SBaker@DMP.com



ILLINOIS
Melissa Fischer
Regional Sales Manager
Cell: 417-860-0332
MFischer@DMP.com



MID-ATLANTIC
Juan Jimenez
Regional Sales Manager
Cell: 417-849-9437
JJimenez@DMP.com



GEORGIA
James Torres
Regional Sales Manager
Cell: 417-849-8135
JTorres@DMP.com

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Jamie Brennan
Cell: 417-631-8226
JBrennan@DMP.com



NATIONAL ACCOUNT DIRECTOR
Erin Barsanti
Cell: 417-224-2375
EBarsanti@DMP.com



NATIONAL ACCOUNT DIRECTOR
Craig Dever
Cell: 417-370-3859
CDever@DMP.com



NATIONAL ACCOUNT DIRECTOR
Scott Mellecker
Cell: 781-774-0588
SMellecker@DMP.com



SALES ENGINEER
Jonathan Patton
Cell: 417-300-2421
JPatton@DMP.com

Vertical Markets



EXECUTIVE DIRECTOR OF FINANCIAL SOLUTIONS
Sean Cleary
Cell: 417-983-4347
SCleary@DMP.com



EXECUTIVE DIRECTOR OF GOVERNMENT SOLUTIONS
Ken Kocher
Cell: 417-403-1290
KKocher@DMP.com



DIRECTOR OF RETAIL SOLUTIONS
Jim Hawthorne
Cell: 404-606-1639
JHawthorne@DMP.com

Inside Sales



DIRECTOR OF SALES OPERATIONS
Chris Newman
417-831-9362 x0196
Cell: 417-849-8775
CNewman@DMP.com



CUSTOMER OUTREACH SPECIALIST
Rachel Christian
877-757-4367 x1574
RChristian@DMP.com



CUSTOMER OUTREACH SPECIALIST
Jaylee Beauvais
877-757-4367 x0107
JBeauvais@DMP.com



SYSTEM DESIGN SPECIALIST
Jenique English
877-757-4367 x1865
JEnglish@DMP.com



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Jeremy Moses
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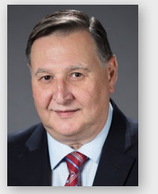




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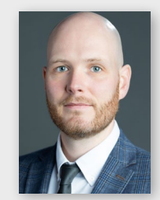
Cell: 417-839-2547
Email: MNeSmith@DMP.com



Carlos Mecca

Director of Sales, Latin America

Cell: 417-422-0530
Email: CMecca@DMP.com



Shaun Mottram

Technical Support Specialist, United Kingdom

Cell: +44 7931 375537
Email: SMottram@DMP-Global.com



Diego Serra

Technical Support Specialist, Latin America

Cell: 417-292-8488
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Account Executive, United Kingdom

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- validation in alarm events.
- Enhance dispatch efficiencies.
- Increase first responder safety.
- Increase apprehension rates for intrusion alarms.

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Regional Training Manager
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BButterfield@DMP.com



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Robert Spencer
Regional Training Manager
Cell: 661-203-1686
RSpencer@DMP.com



CENTRAL STATES / OZARKS / OKLAHOMA
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Regional Training Manager
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JMcKnight@DMP.com



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Dean DaDante
Regional Training Manager
Cell: 417-827-7254
DDaDante@DMP.com



NEW YORK / NEW ENGLAND
Franco Pacific
Regional Training Manager
Cell: 417-840-6084
FPacific@DMP.com



TEXAS
Wes McNew
Regional Training Manager
Cell: 417-371-7213
WMcNew@DMP.com



NORTHEAST / MID-ATLANTIC
Franco Pacific
Regional Training Manager
Cell: 417-840-6084
FPacific@DMP.com



NORTHWEST / NORTHERN CALIFORNIA
Chris (CB) Warren
Regional Training Manager
Cell: 417-299-7344
CWarren@DMP.com



MIDSOUTH / SOUTHEAST
Matthew McDonald
Regional Training Manager
Cell: 417-421-9646
MMcDonald@DMP.com



SOUTHWEST / SOUTHERN CALIFORNIA
Derric Roof
Regional Training Manager
Cell: 417-988-0374
DRoof@DMP.com



UPPER MIDWEST / VERTICAL MARKETS
Tim Nissen
Regional Training Manager
Cell: 417-766-9515
TNissen@DMP.com



ILLINOIS / INDIANA / VERTICAL MARKETS
Brian Butterfield
Regional Training Manager
Cell: 417-307-1159
BButterfield@DMP.com

Training Support



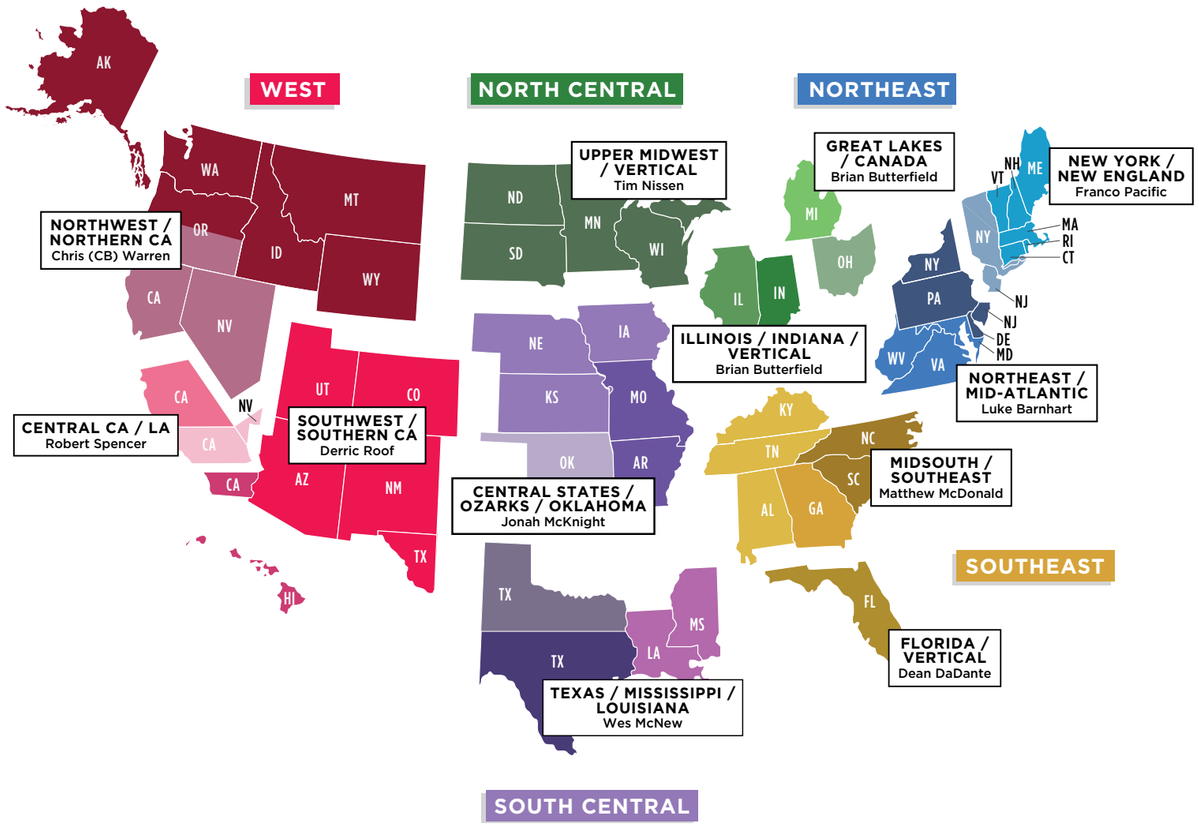
SENIOR ON-SITE SUPPORT SPECIALIST
Mark Matysiak
800-641-4282 x0128
MMatysiak@DMP.com



TRAINING DEVELOPMENT MANAGER
Jason Hooge
800-641-4282 x0187
JHooge@DMP.com



ON-SITE SUPPORT SPECIALIST
Joshua Locke
Cell: 417-399-6176
JLocke@DMP.com

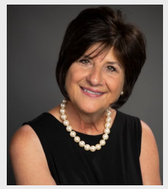


Giving Back Spotlight: HABITEC









Jan Britton, DMP Cares Coordinator

Habitec Security Marks 52 Years of Community Support in Toledo

TOLEDO, Ohio — For more than half a century, Habitec Security has been safeguarding homes and businesses in the Toledo area, while also investing heavily in the local community. The company, founded in 1972 by John Smythe's father, has maintained a tradition of charitable giving that continues under Smythe's leadership as president and CEO.

"Giving back to our community is part of who we are," Smythe said. "It's a tradition that started with my father and one we are proud to continue today."

Habitec supports a wide range of local organizations, from small grassroots initiatives to larger nonprofit groups. Among those benefiting from the company's support are the Toledo Zoo, Toledo Metroparks, Ronald McDonald House, the Leukemia & Lymphoma Society, Goodwill Industries and the Alzheimer's Association. Local schools, food pantries, and pet adoption agencies also receive support.

Amy Smythe, John's sister and the company's vice president, emphasized that Habitec's community involvement extends beyond financial contributions. "It's not just about writing checks," she said. "We engage our employees in volunteer opportunities, strengthen the community, and foster a culture that encourages teamwork and service."

Habitec cites several benefits from its local involvement. Supporting community initiatives helps build a positive corporate culture and employee engagement, while also reinforcing the company's brand reputation. "When we contribute to organizations that matter to our customers, it builds trust and loyalty," Amy Smythe said.

Headquartered in Maumee, Ohio, Habitec Security provides residential and commercial security systems, including alarm monitoring, access control and smart home technology. The company has earned a reputation for reliable service and long-term commitment to the community, reflecting the same values it has championed for over five decades.

As Habitec celebrates 52 years in business, the Smythe family's dedication to Toledo extends well beyond their security systems. Through consistent charitable giving and community engagement, Habitec Security continues to make a meaningful impact on the lives of local residents. ●

DMP Cares

Giving Back Spotlight: WARNING! WAYNE ALARM (781)595-0000







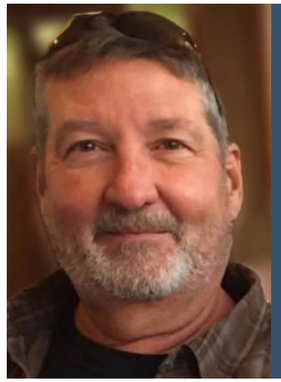
Wayne Alarm Systems in Massachusetts recently celebrated a successful turnout for the 2025 Barbara Riley Cancer Walk, an annual event dedicated to raising funds and awareness for cancer research and support services.

Honoring the memory of Barbara Riley, a beloved community member whose legacy continues to inspire efforts to fight cancer, the company set a goal of raising $5,000 — and not only met it, but surpassed it! Employees, friends and families came together to walk, volunteer and donate, demonstrating Wayne Alarm's commitment to community engagement and supporting the research that is saving lives. ●

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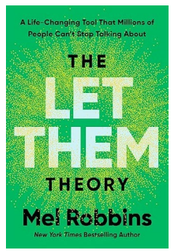
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Remembering Owen DeWitt

BY MARK HILLENBURG

As many of you know, Owen Dewitt was a regular at DMP Dealer Roundtables and was the Founder and President of an innovative company that used DMP products to secure fueling pedestals at truck stops and gas stations, before he retired in 2024. After his retirement, I asked Owen if he would write a regular column here for the DMP Dealer Digest knowing that he was an avid reader, coach, encourager and trusted advisor to those around him.



I'm deeply saddened to report that Owen passed away in October, and is no longer with us to share his wisdom, experience, and coaching. The week before he passed, Owen shared with me the book that he was reading for this issue, and I wanted to include it, even though I don't know what his impressions of the book were, I'm sure that he had thoughts and ideas about it.

Owen will be missed by everyone who knew him. My wife and I had the opportunity to travel to his memorial service in the small town of Mountain View, Arkansas where Owen and Cathy retired, it was no surprise that the service was sprinkled with warm and kind people telling stories of how Owen had impacted their lives in one way or another. It was well summed up by this excerpt posted on Facebook by Owen's son Jason:

"Dad was the kind of man who was larger than life, so even in the medical frustrations he experienced, we thought he would beat it. He was never one to back down from anything. He would take it on head on. This kind of mentality aligned with one of his core beliefs: if you aren't living on the edge, you are taking up too much space. Dad always pushed everyone around him to be better. Whether that was in his work, on the field, or at church. I know that passion lives on in those who really knew him."

Please keep Owen's wife Cathy, their children—John, James, and Anne and their grandchildren, in your thoughts and prayers as they navigate this time. In conclusion I have included a scripture that was shared at Owen's service:

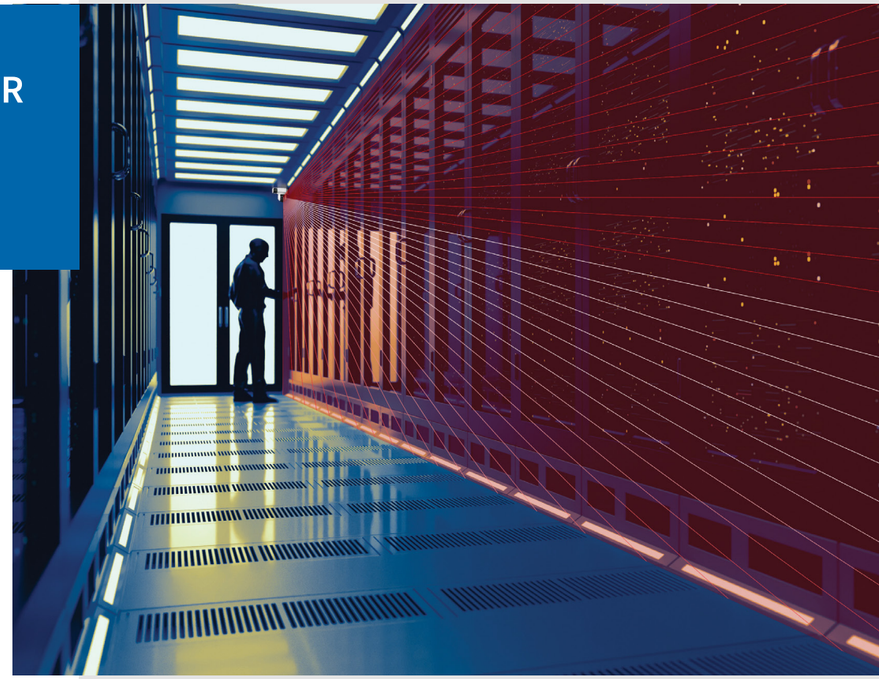
I Thessalonians 4:13 - 18

But I would not have you to be ignorant, brethren, concerning them which are asleep, that ye sorrow not, even as others which have no hope. For if we believe that Jesus died and rose again, even so them also which sleep in Jesus will God bring with him. For this we say unto you by the word of the Lord, that we which are alive and remain unto the coming of the Lord shall not prevent them which are asleep. For the Lord himself shall descend from heaven with a shout, with the voice of the archangel, and with the trump of God: and the dead in Christ shall rise first: Then we which are alive and remain shall be caught up together with them in the clouds, to meet the Lord in the air: and so shall we ever be with the Lord. Wherefore comfort one another with these words. ●

OPTEX Sensing Innovation

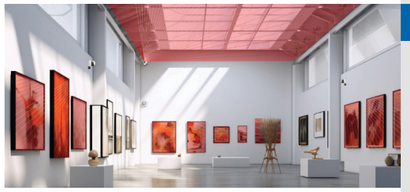
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PRODUCT HIGHLIGHTS:

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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

REDSCAN mini-Pro LiDAR Series



Provides unparalleled accuracy and flexibility for high-security applications, utilizing cutting-edge time-of-flight technology to precisely track moving objects. With a built-in FHD camera (RLS-2020V model) and ONVIF compliance, it enhances security with visual verification and seamless integration.

Available Models:
RLS-2020V: 20 x 20 m (65 x 65 ft.), 95° indoor & outdoor model, with FHD camera
RLS-2020A: 20 x 20 m (65 x 65 ft.), 95° indoor & outdoor model

FlipX Indoor PIR / Combination Detector Series



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FLX-A-AM & FLX-A-DAM: Advanced models for high end commercial applications

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DMP Social

Post your install photos on social and tag **@dmpalarms!**

We love to see your before and after photos!

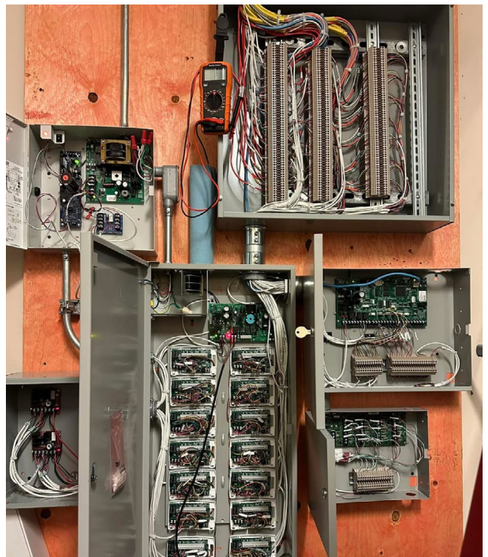
Anthony Chetram | Atronic

In the field, serviceability isn't just a best practice — it's a professional obligation. By taking the extra step to ensure clean, logical panel layouts (kudos to companies like Digital Monitoring Products and Altronix Corp for setting a high standard!), we drastically cut down on troubleshooting time for the next technician. At Atronic, we focus this type of efficiency to be the standard in our industry.



Burglar Alarms Online

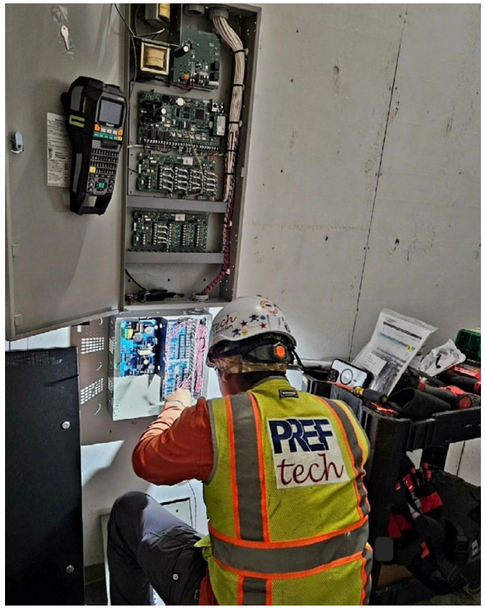
Tear out and replacement of old GE Alliance. How does everyone feel about DMP? Programming through Entré.



Ruben Cuevas | Preferred Technologies

Behind the scenes with one of our talented team members, Francisco Tapia, in action working with a DMP intrusion system.

Francisco needs no introduction — his dedication and craftsmanship speak for themselves. It's inspiring to watch his continued growth in the security industry every day.

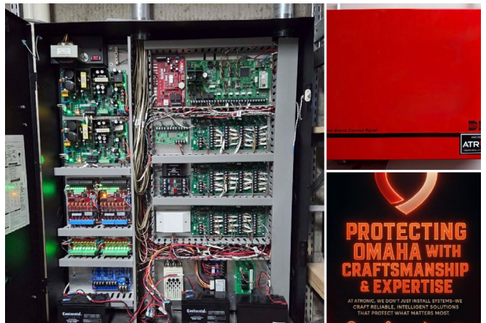


Nick Koonce | Atronic

Two more customers taken care of this morning! I LOVE seeing this level of craftsmanship out in the field. Great work team!

At Atronic, we take a lot of pride in our work and we know you'll feel good about it too. Give us a call for all of your security needs!

Shout out to Digital Monitoring Products and LifeSafety Power for helping us secure both of these buildings!



Steven Silence | ASI

Another installation completed with the level of craftsmanship we hold ourselves to — clean cable routing, proper labeling, organized panels and a system built to last.

In this industry, details matter. Quality installs don't just look good — they create reliable systems, fewer service calls and ultimately happier customers.

Proud of the work our team continues to deliver.



Doyle Security Systems

We're excited to share that our very own Jack Doyle, 5th-generation CEO and co-owner of Doyle Security Systems, joined the Pauly Guglielmo Show for Episode 279!

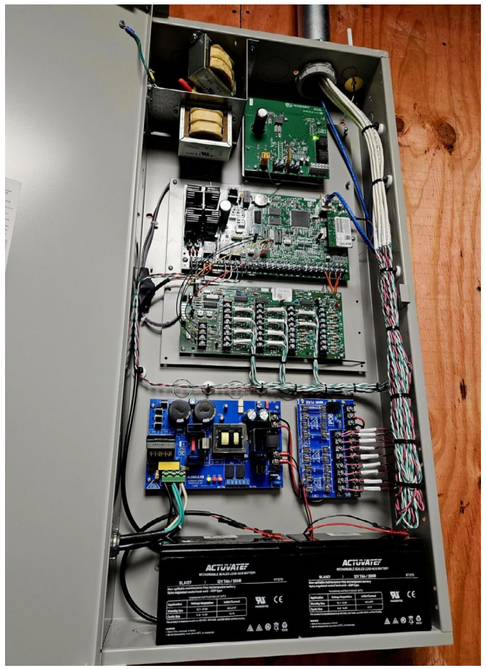
Jack talks about growing up in the family business, knowing what he wanted to do from an early age and what it took to make that dream a reality.

Tune in to Episode 279 of the Pauly Guglielmo Show to hear Jack's story!



Ruben Cuevas | Preferred Technologies

Another DMP intrusion system installation complete.



Anthony Chetram | Atronic

A few more finishing touches and we can call this one a wrap.



Welcome TO THE TEAM



Ken Kocher

Executive Director of Government Solutions

Ken Kocher has joined DMP as the executive director of government solutions. He will provide exceptional service and support to DMP dealers regarding their government clients.

With over 40 years of experience in law enforcement and electronic security, Kocher has broad knowledge of security challenges and opportunities. He is passionate about leveraging the latest and most effective technology to help DMP dealers achieve their goals.

“Working in the manufacturing side of the industry is a new opportunity for me,” said Kocher. “DMP’s customer-driven mission aligns well with my career of providing security solutions for the unique needs of clients.”

Kocher is the founder and former president of Force Security Solutions, where he developed and led a team of consultants and implementation specialists who provided customized solutions for protecting people, assets and property across different industries nationally and globally.

He also has multiple certifications and awards in security management, design and installation. He’s the past committee chairman of the National Capitol Region Security Forum (NCRSF) for the Security Industry Association (SIA) and current Board Member for The Foundation for Advancing Security Talent (FAST), which helps students, job seekers and career changers learn about the industry, build skills and access real opportunities.



Roberto Corona

Regional Sales Manager, Southern California

Roberto Corona has joined DMP as the regional sales manager for Southern California and Hawaii. He will provide ongoing service and support to DMP dealers throughout those areas.

“I’m thrilled to bring my extensive experience in sales, business development and enterprise connectivity solutions to DMP,” said Corona. “I was impressed by the company’s unmatched reputation for innovation, integrity and dealer first support,” he added. Corona said he was drawn to DMP’s commitment to quality, its family-oriented culture and the opportunity to make a meaningful impact by helping partners deliver reliable, cutting edge security solutions.

Corona launched his sales consulting career in the wireless telecommunications industry, working with major corporations including US Cellular, Sprint, T-Mobile and Verizon. Corona said his number one priority will be taking care of his clients and representing the high standards of DMP and leveraging his extensive background in delivering top tier customer support and professionalism.



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DEALER

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FEBRUARY 16-17, 2026

THE WESTIN LA PALOMA

IN TUCSON, AZ

The DMP Executive Dealer Roundtable is an event hosted by members of the DMP Executive Management Group including Owner and President, Rick Britton. This event provides DMP dealers with an opportunity to discuss best practices with other dealers or security personnel around the country. It is targeted to owners, senior management, and sales and marketing management personnel.

Space is limited! Please register before Friday, January 30, 2026 at DMP.com/Roundtable-Tucson26.

