

ESTA 2015 ANNUAL MEETING
Electronic Security & Technology Association
April 26 – 29, 2015
Downtown Denver Sheraton
Denver, Colorado

Preliminary Meeting Agenda



Sunday, 4/26/15 – Financial Analysis Meeting – Director’s Row I

9 am – 5:00 **ESTA Financial Analysis Meeting** led by renown security industry analysts, **Michael Barnes Associates**. Have exclusive access to Barnes Associates’ staff as they conduct a detailed analysis of ESTA members’ financial information and compare it to national industry standards. Take advantage of this valuable opportunity to benchmark your company’s performance using Barnes Associates’ extensive database of state-of-the-industry statistics. Are you on the mark? How do you improve performance? Come away from this insightful meeting with a plan for the financial future of your company. *NOTE: All participants must submit their financial data in advance and sign a non-disclosure.*

7:00 – 10 pm **Welcome Reception – Director’s Row H**
All ESTA members, spouses, family and guests are invited to gather and enjoy cocktails, hors d’oeuvres and a carving station.



Monday, 4/27/15 – General Meeting – Director’s Row I

AM Session:

Presentation: Alarm Industry and Market Overview
Michael Barnes, Barnes Associates

Michael Barnes presents his popular Market & Industry overview, delving into industry growth, competitive structure, operating metrics and market value of security dealer businesses.

PM Session:

Presentation: Q and A with ESTA attorney

Carl Tannenbaum of Kleinbard Bell & Brecker.
Are you doing all the right things to protect your business and your customers? Bring your legal questions to the table and have them answered by security industry legal guru, Carl Tannenbaum.

3 pm -

Group Event: Coors Brewery Tour and Dinner in Golden, CO

The primary purpose of ESTA is to provide a forum where members can share their best practices and business strategies without fear of competition. Be prepared to share information and exchange ideas in the categories below.

Tuesday, 4/28/15 – General Meeting – Director’s Row

AM Session - Business Development

- ~ Acquisitions and Buying Accounts - roundtable
- ~ What’s New in Security? Discuss your experience and success with new products, technologies, services and markets.
- ~ Competition - How are you competing with Telco’s, nationals, and DIY-ers? Discuss markets, products and individual company differentiators. Bring sales and marketing materials to share.
- ~ Recurring monthly revenue (RMR) is the lifeblood of security companies. Discuss ways to increase and diversify recurring monthly revenue (RMR) streams.
- ~ Exploring the security generation gap. How is it changing the way you sell, market and operate?

Presentation: Shared Marketing Opportunities – Collaborate, Save Money, Improve Results.
Howard Deskin, CEO of Impression Marketing, will explain how members of **ESTA** can potentially share website design and marketing, Google Pay-per-Click (PPC), Search Engine Optimization (SEO), website videos, social media, blogs, print ads and direct mail pieces by working together. www.impression-marketing.com

PM Session - Leadership and Company Culture

- ~ Leadership Absolutes – How to get more from your staff and develop a positive growth culture. Motivating employees, providing incentives and improving communication.
- ~ Salaries - Discuss possible sales compensation model that could be used by the group as a standard (geographically adjusted) compensation plan. Bring your best compensation plan for discussion.
- ~ Pay scales, incentive plans and performance reviews for techs. Bring info to share.
- ~ Discuss an effective employee referral/sales bonus program to get staff engaged in new account development. What do you have that works?

**7:00 – 10 pm Cocktails and Awards Banquet – Director’s Row H
“After Five” attire**



- 8:00 – 10:00 am **Annual Business Meeting and Elections** – Members must attend!
The Annual Business Meeting is for voting members only. Guests will be excused until the meeting is over.
- 10 am – Noon Setting Goals and Meeting Wrap-up
- Noon Lunch on your own, meeting dismissed
Optional afternoon group activity for those who are staying

~ MORE INFO ~

About Barnes Associates..... www.barnesassociates.com

Barnes Associates is a consulting and advisory firm that specializes in providing consulting, financing, acquisition, divestiture and valuation services to the security alarm industry. Since being founded by Michael Barnes in 1986, the firm has been involved in more than 250 alarm company acquisitions and financings with an aggregate transaction value in excess of \$13 billion. Barnes Associates has also developed a significant benchmarking program. In connection with this activity, the firm has assembled an extensive database of alarm company performance results and has pioneered several analysis techniques now widely used in the industry.

About ESTA www.estassociation.org

The Alarm Dealers Association (ADA) was formed more than 40 years ago as a way for small-to-medium size independent alarm dealers to get together and share “trade secrets”. By restricting membership to only one dealer per geographic area, the members could feel free to share their best practices without fear of competition. Five years ago the group’s name was changed to the Electronic Security & Technology Association (ESTA) to more accurately reflect the changes in the alarm industry, but the mission remains the sameto provide a vehicle through which like-minded companies can work together and help one another succeed.

About the Hotel www.sheratondenverdowntown.com

Sheraton Denver Downtown Hotel

Located on a mile-long pedestrian promenade of outdoor bistros, microbreweries, shopping and entertainment, the Sheraton Denver Downtown Hotel is located in the heart of Denver’s financial and business districts.

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