

ESTA 2013 ANNUAL MEETING AGENDA



ESTA 2013 Annual Conference &
Business Meeting
Hyatt Regency Riverwalk Hotel
San Antonio, TX
April 28 – May 1, 2013

It's a changing world out there with new consumers, new competition, and new digital technology. If you don't hop on board you are missing the boat! This ESTA meeting is dedicated to keeping up in the new marketplace.

Join us for the 2013 ESTA Security Fiesta!

Sunday, 4/28/13 – Financial Meeting – Mesquite Room

9 am -9:30 am Breakfast for financial meeting attendees – meeting room

9:30 – noon Financial Meeting

12pm – 1 pm Lunch for financial meeting attendees

3 – 3:15 pm Break

1 – 5 pm Continue financial meeting

7 – 10 pm **Cocktails, Reception & Buffet – Garden Terrace**

Greet old friends and make new ones at the ESTA FIESTA 2013!

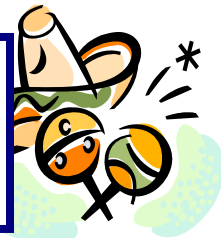
Monday, 4/29/13 – General Meeting – Mesquite Room

7:15 – 8 am Continental breakfast

8 – 8:30 am Welcome & Opening remarks by ESTA president, Nick Barrack

8:30 – 9 am Financial meeting recap by treasurer, Corey Boggs

10:00 am -1:00 pm **ESTA Family & Friends Event – Riverwalk**
Meet in the lobby at 10:00 am for a walk through town,
shopping and lunch. Bring good walking shoes.
If there is interest, we can arrange a trolley tour of San Antonio.



The 2013 ESTA Fiesta!

- 9 – 10:15 am **"Competing with the Telco's" - Keynote Speaker, Cathy Rempel**
Cathy Rempel is an experienced speaker on the security circuit. She is President of Summit Group business consulting, President of American Security Integrators, and Vice President of The California Alarm Association.
As cable companies and Telco giants enter the already competitive security market, our world is changing.
Don't become a victim of the "Kodak Syndrome". Learn what you can do to protect and expand your market share.
- 10:15 – 10:30 Break
- 10:30 – noon **"Competing with the Telco's" – continued with hands-on workshop**
SHARING – What are you doing in the Interactive Market?
- 12 – 1 pm Group lunch for meeting attendees
- 1 – 2 pm **SHARING – Customer Service Track**
Share best customer service practices. In this age of social media, a customer-focused approach is more important than ever. How do you reach out and touch your customers? What works and what doesn't. Bring copies of materials - EVERYONE PLEASE SHARE.
- 2 – 3 pm **SHARING – Sales & Revenue Track**
How is your sales staff changing to meet the new market challenges? How are you training and measuring success? EVERYONE PLEASE SHARE.
- 3-3:15 Break
- 3:15 – 5 pm **SHARING – Marketing and Social Media Track**
How are you marketing and using social media to your best advantage? EVERYONE PLEASE SHARE -
- SHARING – Track: Business Development**
How is your business model changing to meet the demands of the new marketplace? EVERYONE PLEASE SHARE –
- Evening Dinner on your own or form a group to experience the great Riverwalk restaurants. Go to www.SanAntonioRiverwalk.com for a list.

The 2013 ESTA Fiesta!

- 7:15 - 8 am Continental breakfast - Mesquite Room
- 8 am – 10 am **Questions for Carl** Q and A session with ESTA consulting attorney, Carl Tannenbaum of Kleinbard Bell & Brecker, LLC. Questions about contracts and other legal matters? This is the time to get answers. Prepare your questions in advance and send them to KarenSSA@aol.com.
- 10:00 – 10:15 Break
- 10:15 – 10:30 Bill Donahue – Vice President, Tri-Ed/SGI
Update on the Purchasing Program
- 10:30 – noon **SHARING – Building Revenue through New Products & Technology: Mobile Apps, Remote Services, Hosted Video, Managed Access and more. EVERYONE PLEASE SHARE** -- what new products, technologies and remote services have worked to build new revenue and save you money?
- noon – 1 pm Group lunch for meeting attendees
- 1:00 – 3 pm **SHARING – Operations Track**
What's new in operations, installation & service management
EVERYONE PLEASE SHARE
- SHARING – Vertical Markets**
School Security & Other vertical markets
EVERYONE PLEASE SHARE
- 3 pm – 4 pm **Sedona Users Breakout Group**
This is a new, optional group for Sedona software users to compare notes. Please sign up with Karen if you are interested in attending.
- 5 pm - **Meet in hotel lobby for Riverboat Ride and Group Dinner at a Riverwalk Restaurant.**



San Antonio Riverboat at Hard Rock Café

The 2013 ESTA Fiesta!

- 7:15 – 8 am Continental breakfast – Mesquite Room
8 am– 9:30 Business Meeting & individual reports
9:30 – 10:00 Election of Board of Directors for 2013-2015
10:00 – 10:15 Break
10:15 – noon **SHARING – BEST IDEAS, BEST PRACTICES**
PREPARE TO SHARE your Best Idea/Best Practice of the Year
This can be big or little, long or short, and in any area but be prepared to share at least one Best Practice.
There's an award for this one!
- Noon - Group dismissed – Lunch and activities on your own.
Enjoy the San Antonio Riverwalk, one of the most visited places in Texas. Go to www.SanAntonioRiverwalk.com to check out all the exciting things to see and do including the Alamo, San Antonio Art Museum and other attractions, great dining, shopping, and nightlife.
- 7 – 10 pm Cocktails & Awards Banquet -- Chula Vista Ballroom**
"After five" attire

MAKE YOUR RESERVATIONS NOW – ROOM BLOCK IS LIMITED!

Hyatt Regency Riverwalk Hotel
123 Losoya Street
San Antonio, TX 78205
Phone (210) 224-1234

For Reservations call 1-888-421-1442 and ask for ESTA block
Block rate \$179 includes free in-room internet
Discounted self-parking rate \$10/day

<http://sanantonioregency.hyatt.com>

