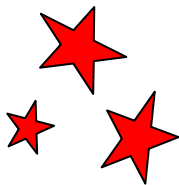




ELECTRONIC SECURITY & TECHNOLOGY ASSOCIATION

ESTA 2016 CONFERENCE & ALUMNI REUNION
 Electronic Security & Technology Association
 May 1-4, 2016
 Hilton Orlando Lake Buena Vista
 1751 Hotel Plaza Blvd.
 Orlando, FL 32830



Welcome to sunny Florida and the Hilton Lake Buena Vista, an Official Disney World Hotel



Agenda

Sunday, 5/1/16 – Financial Analysis Meeting – Kahili Lily Room

8:30 am - Families & Kids ~ Don't miss the Character Breakfast at the hotel featuring your favorite Disney characters. Get autographs and take pictures with your Disney friends. See page 5 for more information.



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. *(NOTE: Financial Meeting open only to companies submitting financial data)*

7:00 – 10 pm **Welcome Alumni Reception – Hilton Hotel Poolside – Palm Patio** Join ESTA members, special **ESTA/ADA alumni**, spouses, family and guests for a poolside beach party barbeque, games and prizes.



Welcome ESTA/ADA Alumni Ron Cain, Jane Durrell, Rick Owens, Lisa Prosser, Dave Barnett



Monday, 5/2/16 – General Meeting – Kahili Lily Room

8:00 – 8:15 Welcome and Opening Remarks – Corey Boggs and Karen Mackey

8:15 – 9:00 **ESTA Financial Analysis Meeting Recap – Barnes Associates (members only)**

9 – 10:45 am **Keynote Presentation: Kahili Lily Room** 
Alarm Industry and Market Overview by Michael Barnes, Barnes Associates
What’s happening in the security alarm industry? Come and listen as Michael Barnes presents his **2016 Market & Industry overview**, delving into industry growth, competitive structure, operating metrics and market value of security dealer businesses.
Everyone is invited to attend this important event, including alumni.

 **Monday @ 10:00 am - *ESTA Family & Friends Event***

Meet Trisha Butler in the lobby at 10:00 am for a walk through Disney Springs, shopping, and lunch at the popular *Rainforest Cafe*.

 **Reservations Required**

10:45 – 11 Break

11 am - noon **“Where Are They Now?” - Update and presentations by ESTA/ADA Alumni**

12 – 1:00 pm Alumni Luncheon

1:00 - 2:00 **Presentation: Operation/Financial Q and A with ESTA attorney** 
Carl Tannenbaum of Kleinbard Bell & Brecker. Bring your questions to the table.

2:00 – 3:00 **Acquisitions and Buying Accounts – Panel Discussion** with Art Beaver of SSA, Shawn Harmon of Interstate Alarm, and Dave Barnett of Avio, Inc.
Moderated by Karen Mackey and Carl Tannenbaum

3:00 – on **FREE TIME! Activities and Dinner on Your Own**
Discount Disney tickets available. Go to <https://www.mydisneymeetings.com/esta>



8:00 – 10 am **Growing Your Business – Group Sharing**
BE PREPARED TO SHARE YOUR EXPERIENCES
Growing Your RMR - Share ways you have increased and diversified your recurring monthly revenue (RMR) streams.

- Sharing by John Butler – Video Maintenance Agreements
- Sharing by Corey Boggs – New 5 Year Warranty Program

New Markets – Who is doing schools? Other verticals?

DIY – Is it a sign of the times? Who's Doing it and Who's Not?

Growing Pains – Moving to a New Building

Panel Discussion – Art Beaver, SSA; Jimmy Trentanove and Justin Owen, Owen Security



“What’s New in Security?” Group Sharing

Be Prepared to Share What You’ve Been Doing in the Following Areas:

Equipment, Products, Services & Technologies

IP Cameras, Cost Effective Wireless Solutions

- Sharing by Shawn Harmon, Josh Allen and Josh Dice
- Sharing by Corey Boggs - Videofied

10:00 – 10:15 Break



10:15 - 11:30 **Organizational Development - Group Sharing**
BE PREPARED TO SHARE YOUR EXPERIENCES

Salaries & Compensation - **Group Sharing Discussion** of sales compensation models, bonuses, pay scales for techs, incentive plans and performance reviews.

Bring your compensation models and performance review forms to **SHARE**.

Employee referral/sales bonus programs to get staff engaged in account development. Share what you have that works.

Pricing Strategies- How to competitively price systems. Who is offering Low Cost Packages. Share pricing strategies.

11:30 – noon “What’s New with **SedonaOffice** and **AlarmBiller** Software?”
Presentation by Michael Marks, Co-founder, PERENNIAL SOFTWARE

12:00 – 1:00 Lunch – Sponsored by **PERENNIAL SOFTWARE**
a 2016 ESTA Meeting Sponsor. – *Thank you for your sponsorship!*





1:00 – 3:00 **Sales & Marketing Track – Group Sharing**
The Security Generation Gap – How is it changing the way you sell, market and operate?
Marketing and Media – What works and what doesn't.
Sales - Referral Programs and Lead Generators - Share

- Sharing by Art Beaver - "PureChat" online chat service
- Sharing by Dan McDaniel – Relationship Marketing
- Sharing by John Butler – Newsletter
- Sharing by Karen Mackey – Customer Service Tips

Bring 35 copies of your marketing materials to SHARE.

3:00 – 3:15 Break


3:15 - 4:30 **Presentation by Dennis Dop, Vice President, RSI Videofied**
 **What's New with Videofied and Dragonfly DIY**
Followed by Q and A

4:30 Wrap-up

7:00 – 10 pm **Cocktails and Awards Banquet – Crystal Room**
Awards, Raffle, Prizes and Musical Entertainment by Joe Carter
"After Five" attire



Wednesday, 5/4/15 – General Meeting – Kahily Lily Room

8:00 – 9:30 **Annual Business Meeting – All Members must attend!**
The Annual Business Meeting is for voting members only. Guests will be excused until the meeting is over. 

9:30 – 10:00 **What's New at Tri-Ed? Presentation by Bill Donahue, VP National and Strategic Accounts, Tri-Ed**



2016 ESTA Partner – *Thank you for your partnership*

10:00 – 10:15 Break

10-15 – 11:15 **Panel Discussion – How Building Reports can help your company.**
Cyndi Miller, Tony Kwiatkowski and Tom Monahan.

11:15 - Noon **GOALS – What's Next for Your Business?**
Discuss whether you met last year's goals and set new ones for 2016.

Noon **Meeting Dismissed, Lunch on your own**
Optional Activities for those who are staying.

RESERVATION INFORMATION

Hilton Orlando Lake Buena Vista
 1751 Hotel Plaza Blvd, Lake Buena Vista, FL 32830
 Phone: 1-407-827-4000

Call Now.
Don't Wait!

The Hilton Orlando Lake Buena Vista is located in the Walt Disney World Resort, across the street from Disney Springs (formerly Downtown Disney). This luxury hotel features two heated pools, 814 guest rooms, 5 restaurants, and free daily shuttles to Disney theme parks. Check out the website at hiltonorlandolakebuenavista.com.

Make Your Reservations Today!

Rate: \$159 Double Queen

Deadline is April 7, 2016 – No Exceptions!

Junior Suite: \$219 (limited availability)

Phone: 1-800-782-4414

Room Block Code: EST

Online Link:

https://secure3.hilton.com/en_US/hi/reservation/book.htm?inputModule=HOTEL&ctyhocn=ORLDWHH&spec_plan=EST&arrival=20160430&departure=20160505&cid=OM,WW,HILTONLINK,EN,DirectLink&fromId=HILTONLINKDIRECT

Includes \$15 self-park rate, free gym, shuttles to/from Disney Parks, complimentary in-room internet. **NO BREAKFAST or HAPPY HOUR INCLUDED IN THIS RATE**

About Orlando:

There are *hundreds* of things to do in Orlando, including the Disney Parks, Universal Studios, Seaworld and many other attractions. Check it out at www.visitorlando.com.

Disney Character Breakfast:

Sunday May 1, 2016 8:30 am - Meet and greet your favorite Disney characters! This popular event is at the Hilton hotel in the Covington Mill Diningroom. There are no reservations, it is first come, first served so **get there early!** Don't forget the autograph books and cameras. (This is a self-pay event)

LOOK! DISCOUNT DISNEY TICKETS!

We are eligible for discount Disney tickets as well as partial day admission which is not available to the general public. These tickets **MUST** be purchased in advance through this website:

<https://www.mydisneymeetings.com/esta>



When our meeting ends at 3 pm on Monday May 2, you can take a shuttle and spend the rest of the day at a Disney park. A 4 pm park pass is available for just \$63 pp but it **MUST** be purchased in advance on the website. No partial day passes are available at the hotel or at the Disney gate.

Order tickets by March 26 to avoid the rate increase on March 27. Our microsite will close on April 28 so don't wait until the last minute!

ABOUT OUR SPEAKERS, SPONSORS AND PARTNERS

Thank you for your support!

Barnes Associates..... Michael Barnes, CEO

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.

www.barnesassociates.com

Tri-Ed DistributingBill Donahue, VP National & Strategic Accounts

As North America's largest independent security distributor, Tri-Ed ...an Anixter Company, provides security dealers and integrators state-of-the-art solutions from the industry's leading manufacturers of CCTV, IP video, connectivity, access control, fire, intrusion, sound, communications, structured cabling and home automation products.

We thank Tri-Ed for their ongoing partnership and support of ESTA .

www.tri-ed.com



Perennial SoftwareMichael Marks, Co-Founder

Perennial Software, makers of SedonaOffice and AlarmBiller, provides total solution software for the security industry. The operations of a security company are diverse and complex. SedonaOffice incorporates the core modules necessary to manage all aspects of business.

We welcome Perennial Software as an ESTA meeting sponsor and appreciate their support.

www.sedonaoffice.com

www.AlarmBiller.com

PERENNIAL SOFTWARE
Makers of SedonaOffice and AlarmBiller

Welcome to New Sponsor RSI Video Technologies



We are pleased to welcome Dennis Dopp from RSI Video Technologies, a leading global provider of intrusion detection systems for commercial and residential security applications under the brand name Videofied@. Founded in 2000 with key operations in Minnesota, RSI has one of the largest installed bases of video-verified alarm systems in the world.

www.videofied.com