

ESTA



ELECTRONIC SECURITY & TECHNOLOGY ASSOCIATION

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The Electronic Security & Technology Association (**ESTA**) held its annual Operations & Sales Meeting October 26-28, 2011 in Denver, CO. Hosted by member Tim Howell, CEO of Integrated Systems of Denver, the 3-day program was attended by ESTA members from across the United States. Day one focused on best operations practices such as effective software for scheduling, GPS vehicle tracking and project management profitability. Day two topics included billing, inventory control, training, hiring and referral systems. The meeting wrapped up on day three with discussions on equipment, new industry technology and internet marketing. All attendees agreed they came away with a number of ideas to increase the bottom line. "It's a good check on how your company is performing," added member Doug Wilson of Armor Security in Minneapolis, MN. "We are all facing the same situation."

The philosophy of **ESTA** (*not to be confused with ESA*) is open sharing of financial information and successful business practices in a non-competitive environment. Members benefit from sharing ideas, mentoring and benchmarking, having access to discount purchasing programs, the ESTA ListServ and professional legal advice. Membership is open to owners of independent small-to-midsize security and technology companies, based on geographic area. For information regarding **ESTA** or its annual meeting scheduled for April 29-May 2, 2012 in San Diego, visit www.ESTAssociation.org or contact executive director Karen Mackey at 412-477-3576.

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