

ESTA



ELECTRONIC SECURITY & TECHNOLOGY ASSOCIATION

email: ESTAssociation@aol.com

website: www.ESTAssociation.org

For Immediate Release

Contact:

Karen Mackey

Executive Director

Electronic Security & Technology Association – **ESTA**

412-477-3576

The Electronic Security & Technology Association – **ESTA** – announced that its 2014 Annual Conference, held on April 27-30, 2014 in Atlanta, GA, received rave reviews from attendees. The four-day event featured speakers, presentations and sharing among members of the group whose mission it is to share best practices to help one another grow and compete.

The purpose of **ESTA**, which was formed in the 1970's as the Alarm Dealers' Association, is to give small-to-medium size alarm dealers a forum to network and exchange ideas without fear of competition. Each **ESTA** member is from an exclusive territory with no geographical overlap which allows them to share their ideas and help one another. During the sharing sessions at the 2014 Annual Meeting, each member presented what they are doing to market their companies, how they are increasing their RMR, how they are improving their business practices to operate more efficiently and what new technologies they are incorporating to differentiate themselves in the marketplace. In the "*Marketing*" segment, new **ESTA** member, Karen Baldwin from Lake Arrowhead Security in CA, presented what her company is doing with social media and how it has improved their internet ranking. In the "*Organizational Development*" session, member Bruce Kopperud, CEO of Comtronix in Casper, WY, explained how he completed a top-to-bottom transformation in the structure and culture of his company during the past year, improving efficiency by 100%. Member Tim Howell of Integrated Security in Denver, CO, shared copies of flyers that generate eight new commercial accounts per month. In the "*New Business*" segment, Tom Monahan, co-owner of Tech Services Security of New Jersey, presented an overview on IP video surveillance they are doing in supermarkets.

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A one-day Financial Meeting was held on Sunday where members voluntarily share their annual profit and loss statements while discussing revenue, profitability and industry trends. Additional highlights of the conference included a question-and-answer session with the group's consulting attorney, Carl Tannenbaum, of Kleinbard Bell as well as a Keynote Address by John Garber, Senior VP of the Addis Group, who spoke about the Affordable Care Act and its implications for small companies. A special presentation by Howard Deskin of Impression Marketing explained the changes in effective internet marketing.

According to Karen Mackey, ESTA executive director, "It seems like we say this every year but the Atlanta meeting was one of the best we've ever had. It fulfilled the true mission of ESTA which is 'working together to make your business even better'."

Attendees were enthusiastic in their praise for the conference. Art Beaver, CEO of Security Systems of America in Pittsburgh and long-time **ESTA** member, "found the conference very interesting and informative, as always". Adds Beaver, "This meeting pays for itself many times over."

In summarizing the 2014 conference, Mackey stated, "Our objective is to give members a way to network, a venue to share their best ideas and a place to get answers so they don't feel all alone out there. Everyone is going back with plenty of new ideas to implement."

ESTA membership is open to owners of small-to-midsize security companies who are not in an existing territory. More details about membership can be found at www.estassociation.org or by calling Karen Mackey at 412-477-3576

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