



**ELECTRONIC SECURITY & TECHNOLOGY ASSOCIATION**



*San Antonio Riverwalk*

**ESTA ANNUAL OWNERS' MEETING  
AND FINANCIAL CONFERENCE**

April 28 – May 1, 2019

Hyatt Regency Hotel on the Riverwalk  
San Antonio, TX

**Agenda – Building Your Business**

**Sunday, 4/28/19 – Financial Analysis Meeting – Room: Live Oak**

8:00 am - Breakfast at The Q, 1<sup>st</sup> floor hotel (one complimentary breakfast per room)

9 am – 5:00 – Live Oak Room **ESTA Financial Analysis Meeting** led by renown security industry analysts, **Michael Barnes Associates**, is a full day event. Michael Barnes and Spencer Rogers will analyze your financial information and compare it to their extensive database of industry standards. In this session you will learn important metrics to measure and better manage your company's financial performance. Develop industry KPI's (key performance indicators) essential for running your business, understand the importance of RMR creation costs and how to measure them, acquire knowledge to assess and track attrition. Take advantage of this valuable opportunity to get one-on-one help from the Barnes' team. *Open only to those who submitted financial data.*

6:30 – 9:30 pm **Welcome Reception — Room: Garden Terrace**

**Cocktails and heavy Hors d'Oeuvres.** Join ESTA members, family and guests for a meet-and-greet in the beautiful Garden Terrace overlooking the Riverwalk (inside). Attire: Dressy casual

**Monday, 4/29/19 – Owners Meeting – Room: Live Oak**

7:00 am Breakfast at The Q, 1<sup>st</sup> floor hotel (one complimentary breakfast per room)

8:00 – 8:15 **Welcome, Opening Remarks** –Karen Mackey & Tony Kwiatkowski

8:15 - 8:30 Company Introductions

8:30 – 9:00 **ESTA Financial Analysis Meeting Recap – Spencer Rogers**

9:00 – 10:15 **Business Development, Part 1**



Share methodologies to improve company structure, morale and performance.  
Jordan Jackson - Leadership, Mission, Vision & Values ..and Getting out of the Way  
Josh Dice – Management Teams  
Buck Curtis – Building a Leadership Team

10:15 – 10:30 Break

10:30 – noon **Keynote Presentation –State of the Industry**

**Alarm Industry and Market Overview by Michael Barnes, Barnes Associates**

What's happening in the security alarm industry? Listen and learn as Michael Barnes presents his **2019 Market & Industry overview**, providing valuable insight on industry competitive structure, operating metrics and market value of security dealer businesses.

12 – 1:00 pm **Lunch – out**

1:15 – 2:45 **Session with Counsel #1**

**Presentation by Michael Revness, Esq Followed by Q & A**

“The New World of Contracts: Residential, Commercial, Electronic.  
What is Enforceable and What is Not”

2:45 – 3:00 Break

3:00 - 4:00 **Business Development, Part 2**



Art Beaver – Wage and Hour Pitfalls  
John/Tom Butler – Differentiate: Highly Qualified Small Team  
Joe Pfefer – Cybersecurity “Dawn of the Code War”

4:00 Wrap-up for the day


5:00 **Riverwalk Narrated Boat Cruise** ESTA sponsored event for members, family & guests. Learn about the history and culture of San Antonio. **Meet across the street next to the Iron Cactus. Don't miss the boat!**

6:00 **Dinner on your own** OR meet up with other ESTA members for dinner at the restaurant of your choice. This event is self-pay. Sample one of the great restaurants on the Riverwalk.



**Tuesday, 4/30/19 – Owners Meeting – Room: Live Oak**

- 7:00 am Breakfast at The Q - 1<sup>st</sup> floor Hotel (one complimentary breakfast per room)
- 8:00 – 8:15 Announcements – Karen Mackey
- 8:15 – 9:45 **Session with Counsel #2**  
**Presentation by Bryan Lawrence, Esq Followed by Q & A**  
 “Understanding Your Business – How to Use Due Diligence to Maximize Its Value”. “
- 9:45 – 10 am Break
- 10:00 – 10:30 **Building Your Business - Marketing & Advertising**  
**Group Sharing, Facilitator: Josh Dice**  
 John/Tom Butler – Internet Marketing & Newspaper Ad  
 Josh Dice – Welcome Calls/Gift Box 
- 10:30 – 11:30 **Building Your Business - Customer Service**  
 Cyndi Miller - Customer Care Department  
 John/Tom Butler – Differentiate: Highly Qualified Small Team  
 Josh Dice – 5 for Life Monitoring, Who is our Ideal Customer? 
- 11:30 – noon **Sponsor Presentation – David Turner, Hikvision**
  - Federal Regulations: The NDAA (National Defense Authority Act) – Separating Fact from Fiction
  - Increasing Revenue with Cameras – New Products & Services to increase your RMR
  - Platinum Partner Benefits for ESTA Members
- 12 – 1:00 pm Lunch sponsored by Hikvision – The Q
- 1:15 – 3:00 **Growing Your RMR – Group Sharing – Facilitator: Jordan Jackson**   
**Share ways you have increased and diversified your recurring monthly revenue (RMR) through new ideas, products, programs and technology.**  
 John/Tom Butler – Camera Maintenance  
 Buck Curtis –New RMR through non-traditional services  
 Tom/Tony Tech Services - Cloud App Access Control PDK & DMP  
 Mark Meguregui - AES 7177 Hybrid Unit  
 Josh Dice - hosted video  
 Joe Pfefer - Remote Services/Managed Access/Video,  
 Jordan Jackson - Hybrid monitoring model  
 Bruce Kopperud – RMR with Emergency Call
- 3 - 3:15 Break

(Tuesday, 4/30/19 (cont'd))

- 3:15 – 4:00 **New Markets and Trends – Group Sharing**   
John/Tom Butler – Moved, Accounting Software, the good and the bad;  
New central station.  
Buck Curtis - Commercial and Residential Leasing (handouts)
- 4:00- Wrap-up and Evaluations
- 6:00- Meet at Q for cocktails - optional
- 6:30- **Cocktails - Bar Opens – Room: Live Oak** - After Five Attire  
ANNUAL GROUP PHOTO – Wear a Smile  
**Entertainment by Jose Luis Mariachi Band**
- 7:00 – 9 pm **Annual Awards Banquet & Tribute to a Special Guest**  
**Sit-down dinner followed by Annual Awards Presentation & Prizes**

**Wednesday, 5/1/19 – Annual Owners Meeting Room: Live Oak**

- 7:00 am Breakfast at The Q Restaurant, 1<sup>st</sup> floor Hotel (one complimentary breakfast per room)
- 8:00 – 10:00 **Annual Business Meeting – All Members must attend!**  
Board Member Reports, Treasurer and Purchasing Report, 2020 meeting location,  
Election of Board Members 2019-2021
- 10:00 – 10:15 Break
- 10:15 - 10:30 **What's New at Anixter** – Bill Donahue, Anixter  
**2019 ESTA Partner – Thank you for your partnership** 
- 10:30 - 11:30 **Business Development part 3 - Sales (roundtable)**   
Share how you hire, train, measure, motivate and compensate sales  
staff. Bring sales compensation models & performance reviews to share.  
Josh Dice – WeSuite sales software.  
Todd Rankin – Sales vs Production, the Saga Continues.  
Tod Rankin – In House Testing (Pop Quiz)
- 11:30 - Noon **TAKEAWAYS & SETTING GOALS for 2019**
- Noon - **Meeting Dismissed – Safe Travels!**

**Thank you to our SPEAKERS, SPONSORS AND PARTNERS - 2019**

**Anixter Distributing – Bill Donahue**

**Anixter helps build, connect, power, and protect valuable assets and critical infrastructures. From enterprise networks to industrial MRO supply to video surveillance applications to electric power distribution, they offer full-line solutions—and intelligence—that create reliable, resilient systems that can sustain your business and community. Through their unmatched global distribution network, supply chain management expertise and technical know-how, they drive efficiency and effectiveness to benefit your bottom line.**

We thank Anixter for their ongoing partnership and support of ESTA.

[www.anixter.com](http://www.anixter.com)



**Barnes Associates .....Michael Barnes, CEO**

Barnes Associates specializes in providing consulting, financing, acquisition, divestiture and valuation services to the security alarm industry. They have also developed a significant performance benchmarking program and pioneered several analysis techniques now widely used in the security alarm industry. [www.barnesassociates.com](http://www.barnesassociates.com)

**Hikvision – David Turner**

We welcome new sponsor **Hikvision**.

Hikvision is the world's leading provider of innovative security products and solutions. In addition to the video surveillance industry, Hikvision has extended its business to smart home tech, industrial automation, and automotive electronics industries — all based on video intelligence technology — to explore channels for sustaining long-term development.

Over the past several years, Hikvision has deepened its knowledge and experience in meeting customer needs in various vertical markets, including public security, transportation, education, healthcare, financial institutions, and energy, as well as intelligent buildings. Accordingly, the company provides professional and customized solutions to meet diverse market requirements. [www.hikvision.com](http://www.hikvision.com)

