

FOCUS on the

FUTURE

2nd Annual

ESA of Missouri Conference

October 13-14, 2017

Tan-Tar-A Resort • Lake of the Ozarks

**A "DON'T MISS" EVENT!
THERE IS NO CHARGE TO ATTEND**

HOW TO BUILD YOUR BUSINESS IN A DIFFERENT MANNER BY PROVIDING SERVICE BASED VIDEO SOLUTIONS

- Remove the mystery from video monitoring for dealers, sales consultants and end users
- Explore innovative ways to create high value RMR and sell service based video solutions
- Discussion of new terms: Sticky Customers, Bolt on RMR, Blind Alarms

Perfect for company owners,
sales managers and
sales consultants but

SEATING IS LIMITED!

RSVP to Bob Scales today!

THANK YOU TO OUR
TRAINING PARTNERS:

Honeywell **I-VIEW NOW**



**3 LEVELS OF CORPORATE
SPONSORSHIPS AVAILABLE**

Contact Bob Scales for information



CONTACT
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Tan-Tar-A Resort

484 Tan-Tar-A Dr • Osage Beach, MO 65065
Special ESA of MO rate: \$109/night
For Reservations Call 800-826-8272
or email: tantara@lakeozarknet

Embrace the Future
Video Verified Alarm Verification
WHAT'S IN IT FOR ME?

The impact of adding video services to your business is enormous. Industry research supports the immediate walk-away benefits include:

INCREASED AVERAGE RMR PER VIDEO MONITORED ACCOUNT
PROSPECTING OPPORTUNITIES WITHIN YOUR EXISTING CUSTOMER BASE
IMPROVED CUSTOMER RETENTION
INCREASED VALUE OF YOUR COMPANY

This year's ESA of Missouri Conference will focus on an in depth discussion relating to Video Alarm Verification. Not only cameras and NVR's, but interface with security systems and ultimately central stations via the Cloud. This will be an edge-to-edge discussion with an emphasis on the benefits to end users, first responders and security companies. Additionally, pricing and sales strategies will be a critical component of the discussion.

FEATURED SPEAKERS



TIM SUTLIFFE - Honeywell Video, Access & Cabling Solutions
Tim will be our panel moderator and open the conference. He brings 5 years of unique experience on this topic to our conference. Tim directed a pilot marketing/sales project focused only on video verified alarm sales in 2011. His sales team's efforts resulted in dramatic RMR sales in a short period of time, therefore proving the market viability of video service RMR sales. Tim will share the success story of this project and how he trained and managed his team of sales consultants.



DOUG RIEMAN - DMP, Dealer Development Manager
Doug began his 25 year career as a Central Station Dispatcher, then moved quickly to Security System Sales and Management. He joined DMP in 2005 as Eastern U.S. Director of Financial Solutions. Doug shares the same commitment as Tim Sutcliffe to the huge RMR opportunities that video services via the Cloud presents to dealers and will share his unique view with our panel.



NICOLA OAKIE - I-View Now, Director of Business Development
I-View Now integrates system signals, video sources, cloud applications and internet connected devices (IOT) into a unified cloud platform with the objective of giving end users, operators and authorized emergency responders better information to prioritize their resources. Nicola specializes in marketing strategies, technical support, contractual negotiations, developing pricing models and end user sales strategies.



JEFF HERDMAN - Alarm Central LLC, General Manager
Alarm Central LLC is a CSAA Five Diamond Certified Central Station. Jeff began his career with Alarm Central as an operator in 1999 and advanced quickly to the station manager. He has overseen the introduction of multiple advanced video monitoring solutions. Currently Jeff is managing the relocation, expansion and system upgrade of their facility. Jeff has in-depth knowledge regarding central station video application hardware/software requirements.

SCHEDULE

FRIDAY • OCT 13

Hospitality Gathering 5-7 pm
Lakeside Cabin
Hors d'oevres & Beverages

Optional Informal Dinner
Black Bear Restaurant 7 pm

SATURDAY • OCT 14

MEETING ROOM
Continental Breakfast 8 am
ESA of MO Meeting 9 am
FEATURE PRESENTATION
Focus on the Future 10 am

Luncheon 12:30-2 pm
Lakeside Cabin
BBQ & Beverages

WE ANTICIPATE THIS SPECIAL EVENT TO BE WELL ATTENDED. Seating is a Concern. Please RSVP your desire to attend to Bob Scales at bscales@atricalarms.com ASAP.