

ISSUE 13 | MARCH 2025



Security Dealer DIGEST



Security Industry Walk the Hill Day 2025



Upcoming Industry
Events
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New Cellular Jamming
Detector from DMP
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DMP Marketing
Toolbox
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Note FROM HQ



Chuck La Tournous, Director of Marketing

“

When we cite our mission of listening to our customers, anticipating their needs and responding quickly with innovative solutions that work, we're of course talking about the products we offer. But that mission applies equally throughout our organization, through support, training and even marketing.

Our marketing operation is built on the premise that it's you — not us — that we want to promote. That may sound strange, but it fits our long history of putting the customer first. We succeed when you succeed, and our programs are designed to make it easy, efficient and effective for you to market yourself — and your solutions — to the prospects and customers you serve.

We do that through our Dealer Marketing Program, a suite of offerings and services that put professionally created marketing material into your hands quickly—much of which can be customized with your brand to increase awareness and drive results directly to you.

We didn't invent the Dealer Marketing Program — you did. Through your feedback, suggestions and requests, we continually refine our offerings. From the custom keypads in our Private Label Program, to branded collateral like flyers, brochures and emails, we can provide you and your teams with what they need quickly. Digital collateral like customized videos, ready-to-go social media posts, emails, product photos and more is provided free of charge to our dealers, and print material can be requested at our cost — with no markup.



If you're not taking advantage of our Dealer Marketing Program, you're missing one of the most important services we offer. Reach out to us at Marketing@DMP.com or scan the QR code to get started. And if you have suggestions to make our program even better, I'd love to hear from you. Please contact me directly at CLaTournous@DMP.com or 800-641-4282.

”

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- Vice President of Cybersecurity: Dave Roberts

LT-2634 | 3/14/2025

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EVENTS RECAP



Attendees of the DMP Executive Dealer Roundtable, held at Huntington Beach, California.

CAA Winter Convention

December 4-7



The CAA (California Alarm Association) Winter Convention was a week-long event consisting of learning, networking and celebrating industry achievements.

This year's conference, which was held at the Fairmont Hotel in San Francisco, featured over 24 workshops covering an array of topics. Topics included advancements in AI, video monitoring innovations, monitoring center services and latest products.

NRF 2025

January 12-14



NRF 2025 took place at the Jacob K. Javits Convention Center in New York City.

Retail's Big Show has consistently been on the pulse of the changing retail landscape, offering invaluable insights and serving as a central hub for industry professionals. Representing DMP at this year's event was Jim Hawthorne, director of retail solutions.

Technician Bootcamp

Class #0125



Technician Bootcamp is a three-and-a-half day event of intensive hands-on training for technicians, hosted at DMP headquarters.

The DMP Technician Bootcamp is designed to immerse technicians in DMP products and culture. Hands-on training labs are geared to dealer technicians who have basic alarm installation experience, basic computer skills and mobile app exposure.

Securitas Technology Leadership Conference & 100% Club

February 25-27



The 2025 Securitas Technology North America Leadership Conference & 100% Club took place in Cleveland, Ohio.

The event brought together nearly 400 leaders and top-performing salespeople from across the region representing the North America electronic security business.

IAF 2025

February 12-14



The IAF (Integration Association of Florida) Annual Convention is an event where electronic security and life safety industry professionals join together to improve their businesses, network with other industry professionals and build partnerships to move their business forward.

This year's event took place at the Hammock Beach Golf Resort and Spa in Palm Coast, Florida.

Executive Dealer Roundtable - Huntington Beach

February 17-18

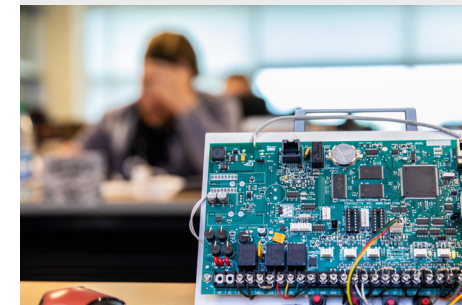


The DMP Executive Dealer Roundtable is an event hosted by members of the DMP Executive Management Group.

This year's winter roundtable was hosted at the Paséa Hotel and Spa in Huntington Beach, California. It consisted of one-and-a-half days of dealer discussions and presentations that covered a broad range of alarm industry topics and issues.

Advanced Technician Bootcamp

Class #0225



Advanced Technician Bootcamp was created for Technician Bootcamp graduates who strive for a greater understanding of DMP's higher level programming.

The event takes place at DMP headquarters over three-and-a-half days of hands-on instruction and training labs.

UPCOMING



APRIL 1, 2025



APRIL 2 - 4, 2025



APRIL 22 - 25, 2025

MAY 20 - 23, 2025

JUNE 17 - 20, 2025

View all upcoming events and trainings here:



DMP.com/Events

DMP BOOK CLUB:
*Just Another
Sales Call* by
Ben Cornett



A life journey based on a powerful dream and the discipline to make that dream a reality while always understanding that doing well without doing good will never create great happiness. Written by Ben Cornett.

DMP
**OWNERS
FORUM**
EST. 2012

**APRIL 1, 2025
AT FONTAINEBLEAU
LAS VEGAS**

Please RSVP before Monday, March 24, 2025.



Scan the QR code or visit
DMP.com/OwnersForum-2025
to register. We look forward
to seeing you!

SPEAKERS



ROBERT HERJAVEC

Robert Herjavec is a globally recognized business leader and motivational speaker. He is the Emmy award-winning executive producer and lead Shark on *Shark Tank* in the United States for the last 16 years. He has appeared on 5 seasons of *Dragon's Den* in Canada and is also currently on *Shark Tank Australia*. He is an accomplished author with 3 books and had 2 books on *The New York Times* bestseller list at the same time. His motto is: "Constant, forward, momentum."



RORY VADEN

Rory Vaden is *The New York Times* bestselling author of *Take the Stairs*. His insights have been featured in *The Wall Street Journal*, *Forbes*, *CNN*, *Entrepreneur*, *Inc.*, on Fox News national television and in several other major media outlets. As a world-renowned speaker, his TEDx talk has been viewed over 2 million times, he is a 2x World Champion of Public Speaking Finalist and he was recently named as one of the top 100 leadership speakers in the world by *Inc. Magazine*. He is also the Co-Founder of Brand Builders Group where he teaches people to build and monetize a rock solid reputation™.




BEN CORNETT



Ben Cornett is an industry icon. Enshrined into the Security Industry Hall of Fame in 2004, Ben retired as the president of Honeywell Security in 2011 after 16 years of service. Previously, Ben was the president & CEO of IntelliSense and he led the merger of C&K and Ademco. Early on, Ben pioneered the worldwide market for glassbreak sensors and he was a champion for improving the level of customer service within our industry.



HOST: JEFF CIVILICO

Jeff Civillico recently celebrated a 10-year run on the Las Vegas Strip as a Headliner with Caesars Entertainment at the iconic hotel properties The LINQ, The Flamingo and The Paris. His clean, family-friendly "Comedy in Action" show remains highly acclaimed. Jeff now takes his renowned comedy show to live, virtual and hybrid corporate events and conferences globally. Having been featured in national publications including *Forbes* and *The Wall Street Journal*, Jeff also serves as a Host Personality and Keynote Speaker for major corporations, associations and nonprofit organizations.

EVENT	LOCATION	DATE
 Owners Forum	Las Vegas, NV	April 1, 2025
ISC West	Las Vegas, NV	April 2-4, 2025
NetOne Grand Champions	Cancun, MX	April 2-6, 2025
Sonitrol National Dealers Association	Scottsdale, AZ	April 10-13, 2025
AFAA Annual Fire Expo	Orlando, FL	April 14-16, 2025
ESTA Annual Owners' Meeting	San Diego, CA	April 27-30, 2025
CONNECTIONS: Premier Connected Home Conference	Plano, TX	May 7-9, 2025
CAA Spring Convention	Palm Springs, CA	May 14-17, 2025
SIA GovSummit	Washington, DC	May 20-21, 2025
NetOne Shareholders/Sales & Marketing Meeting	Philadelphia, PA	May 19-22, 2025
InfoComm	Orlando, FL	June 11-13, 2025
 50th Anniversary Open House	Springfield, MO	June 12, 2025
ESX	Cobb County, GA	June 16-19, 2025
AICC	Cobb County, GA	June 19, 2025
NFPA Conference & Expo	Las Vegas, NV	June 15-17, 2025
National Sheriff's Association	Ft. Lauderdale, FL	June 23-26, 2025
Expo Seguridad	Mexico City, MX	June 24-26, 2025
ESA Sales Team Meeting		July 22-23, 2025
IAFC	Orlando, FL	August 13-15, 2025
ESX 2026 Planning Meeting		August 19-20, 2025
CEDIA	Denver, CO	September 4-6, 2025
NetOne Shareholder & Strategic Leaders Conference	Des Moines, IA	September 15-18, 2025
 Dealer Roundtable	Gulf Shores, AL	September 22-23, 2025
ESA Membership Campaign Trip		September 24-28, 2025
SMART SPACES: Apartments, Hospitality, and Community Living		September 2025
GSX	New Orleans, LA	September 29-October 1, 2025
ESA Town Hall Recording	Dallas, TX	October 4, 2025

EVENT	LOCATION	DATE
TMA Annual Meeting	Palm Springs, CA	October 4-8, 2025
Texas BFAA	Galveston, TX	October 5-7, 2025
ESTA Fall Operations Meeting		October 8-9, 2025
SIA Securing New Ground	New York, NY	October 14-15, 2025
IACP	Denver, CO	October 18-21, 2025
Resideo Connect	Los Angeles, CA	October 22-25, 2025
ISC East	New York, NY	November 18-20, 2025
 Sales Leader Roundtable	Panama City Beach, FL	December 2-3, 2025
CAA Winter Convention	San Francisco, CA	December 3-6, 2025
 Dealer Roundtable	Tucson, AZ	February 16-17, 2026
 Owners Forum	Las Vegas, NV	March 24, 2026
ISC West	Las Vegas, NV	March 25-27, 2026
GSX	Atlanta, GA	September 14-16, 2026
 Dealer Roundtable	Colorado Springs, CO	October 5-6, 2026



Do you know of an upcoming event that is not included on this list? Submit the event title, date and location to Mark Hillenburg at MHillenburg@DMP.com.



Security Industry Walk the Hill Day 2025



Mark Hillenburg,
Vice President of
Industry Relations

The Security Industry Association (SIA), with support from the Electronic Security Association (ESA) and The Monitoring Association (TMA), hosted an event March 4-5, 2025, bringing over 60 security industry executives to Washington, D.C., to promote important policy priorities that affect our industries every day. Individuals from various security industry manufacturers and integrators, including several DMP dealers, gathered to meet with their elected representatives on Capitol Hill.



This year's Security Hill Day kicked off with the Policy Leadership Dinner, featuring special guest speakers Tom Wheeler, general Counsel for the U.S. Department of Education, and Brendan Buck, a political analyst for the *New York Times* and NBC News. Wheeler spoke to attendees about the current state of school security and what can be done to make schools safer for students and faculty. Buck helped demystify some of the inner workings of Washington, D.C. and put in context the importance of industry engagement with policymakers at this critical time.

The following morning, the events began with an informative policy breakfast featuring remarks from Rep. Aaron Bean (R-Fla.) from the House Committee on Ways and Means, Rep. David Joyce (R-Pa.) from the Committee on Energy and Commerce and Robert Boland, chief of staff to House Majority Whip Tom Emmer (R-Minn.) Experts discussed the latest policy developments on a range of issues, including important details of the tax reform package under development, tariffs, a national data privacy law, Federal Communications Commission and Federal Trade Commission policies among other topics.

Once the Policy Breakfast concluded, Security Hill Day attendees spent the rest of the day meeting with lawmakers and their staff from both the Senate and House. In just one day, participants were able to meet with 73 congressional offices, as company executives provided a unique outlook on how policies under consideration directly affect their businesses, customers and employees. At the end of the day, participants joined members of Congress and

staff for a reception in the historic Speaker's Dining Room within the U.S. Capitol building.

Below is a more detailed look at the security industry topics that were discussed.

Protecting Our Nation and Growing Our Economy

Protecting our country, our citizens and our economy is the ultimate mission of the security industry, which contributes over \$430 billion to the economy and provides more than 2.1 million jobs in the United States. We advocate for policies that support the growth of tech-focused jobs in our industry and the effectiveness of our work to secure the future and ensure a safer world.

Tax and Workforce Development Policy

It's critical that Congress restore and extend three essential pro-growth business tax policies; the deduction for domestic research and development expenses, 100% bonus depreciation and a cap on deducting business interest expenses that is tied to earnings before interest, taxes, depreciation and amortization (EBITDA). We also support proposals to maintain the TCJA tax corporate and income tax rates for pass-through entities and expanded eligible uses for 529 plans to cover costs to obtain and maintain certifications and other credentials (the Freedom to Invest in Tomorrow's Workforce Act, H.R. 1151). These provisions are essential to U.S. security firms, including startups, that are leading the way in technical innovation, as well as helping businesses of all sizes expand their workforce and make investments in facilities and equipment that improve safety and security for their employees and patrons.

Border Security

Modern security technologies are essential to achieving operational control of U.S. borders and ports of entry, from vetting travelers to detecting breaches of physical barriers and promoting a rapid response to border incursions. We support policies ensuring such technologies are deployed to their fullest potential, and continued funding for essential grant programs such as the Homeland Security Grant Program and the Nonprofit Security Grant Program that allow the federal government to continue making investments in critical capabilities to meet security requirements.

Artificial Intelligence (AI) and Data Privacy

AI-driven technologies are critical to today's safety and security applications, driving most recent innovations in the security industry and enabling groundbreaking improvements in capabilities to protect businesses and consumers and bolster public safety. We support development and use of AI technologies in ways that are human-centric, ethical and trustworthy and that mitigate potential risks and we support policies that allow society to continue to harness the benefits of AI for enhancing safety and security. We also support the development of a national data privacy framework providing uniform rules for how businesses and consumers manage personal data, which take into account the unique role of safety and security applications that allow effective utilization of these technologies by security professionals, businesses and property owners.

Lower 900 MHz Band

The Lower 900 MHz Band of spectrum is used by millions of devices including alarm, electronic access and security camera technologies among other security and life safety equipment

essential for protecting homes, small businesses and critical infrastructure. We support the protection of unlicensed device use in this band so that the technologies used to protect public safety and American families can continue to operate in a competitive environment that drives growth and innovation. We encourage the FCC to dismiss a petition that seeks to roll back a non-interference requirement in the Lower 900 MHz Band to restructure it for the implementation of a back-up

GPS service, although other non-interfering alternatives exist.

School Security

More must be done to secure our schools we support increasing federal assistance to schools struggling with the cost of meeting security needs, promoting adoption of successful state school security assistance programs and initiatives encouraging nationwide use of best practices for school security. We support increasing funding for the School Violence



John Loud meets with Congressman Barry Loudermilk, representing the GA 11th District and his Chief of Staff Rob Adkerson



Tom Wheeler, General Counsel, Department of Education

Event Photos: Courtesy of ESA



PROFESSIONAL MONITORING
DISPATCHING FIRST RESPONDERS,
PROVIDING PEACE OF MIND.

40
YEARS

A SAFER AMERICA, MONITORED BY CMS

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EXTENSIVE EXPERIENCE

CMS has provided high-quality alarm monitoring nationwide for over 40 years. Our employee tenure is unparalleled, with an average management & front-line representative tenure of 20 years & four years, respectively.

UNRIVALED SUPPORT

The CMS Business Development Support team serves as the foundation for the dealer experience & your connection to all of CMS' inside operations.

OUR PEOPLE

CMS' hiring process involves extensive background checks prior to entering our rigorous 12-week training program. Operator education is intensive & hands-on.

SERVICES

We do it all... Fire/Environmental/Video Monitoring, Two-way voice, PERS & MPERS, Cellular & IP, Message Center, Subscriber Billing, Interactive Services & more...

PROMONITORING.COM

Prevention Program (SVPP) at the Department of Justice, as the funding for grants can currently only cover a fraction of the available solutions to improve security at schools and on school grounds.



One of the best industry resources for school security is created by SIA and available to you here.



The Partner Alliance for Safer Schools (PASS) offers the most comprehensive information available on best practices specifically for securing school facilities, vetted extensively by experts across the education, public safety and industry sectors. PASS School Safety and Security Guidelines provide the information, tools and insight needed to implement a tiered approach to securing and enhancing the safety of school environments based on individual needs, nationwide best practices and effective utilization of available resources.



You can download the Guidelines for K-12 schools by scanning the QR code.

These topics and others are important issues to the security industry. Walk the Hill Day is just one way your membership of an industry association is important to you and to our industry.

“While so many company owners and top management teams get to stay laser focused on their growth, opportunities and obstacles of navigating their companies, rest assured that organizations such as ESA (Electronic Security Association) have 20+ paid staff working for



- John Loud, President, LOUD Security Systems, Inc.



If your company would like to join the Electronic Security Association, you can use the QR code to apply to join (please add a

us all towards the betterment and protection of our security industry and ultimately all of our businesses. I encourage you to get involved with your state associations and the national associations that are out there working for us all. Our ‘civic rent’ or dues to an organization like ESA goes a long way to help with the mission and initiatives working for the best outcomes for the security industry.”



note to your application that you learned about ESA Membership from DMP).

Regardless of the impact or content, your security industry associations provide invaluable resources for your company. Advocating for cellular and telephone communications issues is widely represented by The Monitoring Association (TMA).

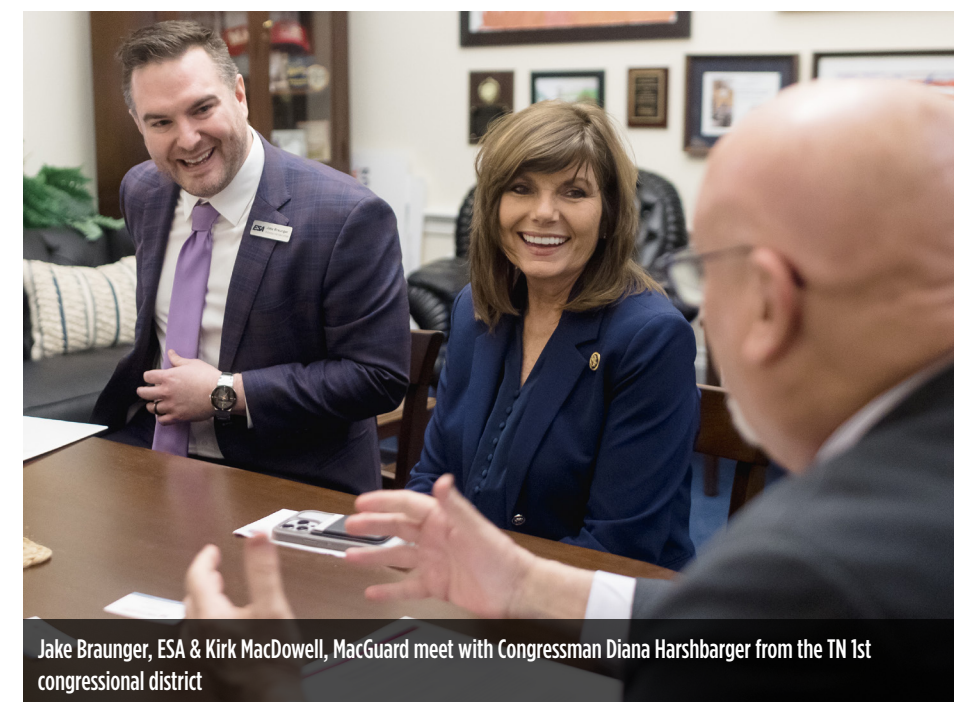


TMA promotes and advances professional monitoring to consumers and first responders

through education, advocacy and the creation of standards. Since its founding TMA has worked to foster and improve relations between its members and related groups – law enforcement and fire officials, the insurance industry, equipment suppliers and government agencies.

As an ANSI Accredited Standards Developing Organization, TMA develops and maintains American National Standards for the benefit of member companies and the customers they serve.

“Involving myself and members of my team in industry associations I have found keeps us well informed of many important things that allow us to make educated decisions enabling us to grow our company. We learn so



Jake Braunger, ESA & Kirk MacDowell, MacGuard meet with Congressman Diana Harshbarger from the TN 1st congressional district



Dr. Shane Clary, Bay Alarm; Hannah Balash, Legislative Aid for Congressman Eric Burlison, MO 7th District; Jeremy Bates, Bates Security & Mark Hillenborg, DMP

much from networking with our peers, listening to speakers and interacting with vendors at the various activities we involve ourselves in and I know without a doubt that we were able to grow Bates Security more easily because of our involvement.”

- Jeremy Bates Vice President of Business Development - President, Bates Security



DMP is an advocate for our industry associations. If you are interested in joining one of the industry associations named here, or one of the several others DMP supports and is part of, you can find more information on their ad within this magazine or by contacting the association directly. ●



DMP Dealers - Greg Breyer, Zeus Fire & Security; Dr. Shane Clary, Bay Alarm Company; Jeremy Bates, Bates Security; Jake Braunger, ESA; Mark Hillenburg, DMP; Merlin Guilbeau, ESA; John Loud, LOUD Security

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HOW WILL NEW TARIFFS AFFECT SECURITY PRODUCTS

DMP has long taken steps to mitigate the impact of tariffs on our customers. That includes purchasing U.S.-sourced materials whenever possible, sourcing other materials outside of China, and making advance purchases to account for future needs.

For instance, DMP has purchased all steel and plastic housing production within the United

States for decades, and we have already moved sourcing of affected semiconductors and other components outside of China where possible. (Scan the QR code for more information.) This proactive approach means a smaller percentage of DMP-manufactured products are affected by tariff policies, providing more pricing stability



than companies that manufacture 100% of their products outside the United States.

DMP sources a few OEM products from Canada and Mexico—mainly fire detection sensor products. To offset the potential impact of new tariffs on these goods, we proactively purchased sufficient supplies of Mexico-supplied detectors to fulfill all of our 2025 needs, and those products are already in the DMP warehouse. ●



Reach even the most ambitious possibilities

With our expert advice and tailored solutions, we can help you build a lasting legacy. Our CIBC Security Industry Banking team is ready to help you achieve your goals.

Commercial Banking | Capital Markets | Private Wealth

Connect with Mark Grudzien, Managing Director at 312-564-3984 or with us at us.cibc.com/security-industry

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INTRODUCING

DualSIM Communicators

DualSIM provides greater reliability in communication and reduces service calls.



DualSIM capabilities have been added to several DMP communication products. DualSIM functionality allows one communicator to transmit signals over Verizon and AT&T networks — a feature rapidly growing in demand. To meet this demand, new DualSIM versions of CellCom, DualCom and PowerCom Fire are now available.

- If the signal strength indicates risk of losing connection, the system checks the secondary carrier's signal, automatically switching over if its signal is better.
- During alarm transmission, if a signal fails with one carrier, the system will switch to the other carrier to deliver the message to the monitoring center.

DualSIM products improve the customer experience with increased reliability and fewer service calls. Dealers can choose to activate one provider or both, eliminating the customary service call needed to change carriers. When both carriers are activated, an improved communication process with additional benefits is enabled:

- The control panel chooses a primary cell carrier based on signal strength.
- Every hour, the panel will check the signal of the primary carrier.

"This exciting feature offers triple redundancy for alarm signals when combined with network communication," said Warren Hill, executive director of product management at DMP. "When a customer uses DualSIM alongside our exclusive Adaptive Technology, if there are network issues for any reason, the panel will dynamically switch from network, to the primary cell carrier, to the secondary carrier as needed. That's three ways your alarm message can get through when you need it most."

If the network communication path is disrupted, Adaptive Technology seamlessly switches to the panel's cellular path, ensuring constant supervision at the same check-in rate. DualSIM adds a third layer by having another cellular option. Additionally, DMP provides free network communication, enabling dealer partners the ability to increase profitability.

While other DualSIM products on the market check the cellular signal strength once a day, the DMP solution checks every hour—24 times as often as competitors—ensuring reliable and uninterrupted communications to the monitoring center when it matters most. ●

DOMINATE THE MARKET-TAKE OVER AND PROFIT



Com Series

DualSIM, FirstNet Communication!

Stop wasting your money

- NEW, incredibly low pricing on all communicators
- No monthly charge for network communication

Stop wasting your time

- Update user codes on 1,000 Honeywell or DSC Panels in 10 seconds
- Customers remotely manage user codes and more



Check takeover compatibility at [DMP.com/ComSeries-DD](https://www.dmp.com/ComSeries-DD) today!



New Cellular Jamming Detector from DMP

Latest innovation JamAlert™ combats the growing threat of cell jammers.

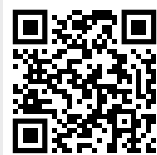


Introducing a revolutionary device that detects when cellular frequencies are being jammed. JamAlert™ instantly notifies the control panel when cellular communication is being compromised, empowering security professionals to stay ahead of the threat.

JamAlert solves a growing industry-wide problem, particularly for high-end retail businesses and financial institutions. Production and distribution of cellular jammers is on the rise in the U.S. These illegal devices are being used to defeat alarm system communications, allowing thieves to enter compromised facilities undetected. When jammed, cellular alarm signals never make it to the monitoring center and no authorities are dispatched. By detecting cellular jamming on multiple frequencies, JamAlert offers a way to mitigate potential losses.

“JamAlert is a groundbreaking device in this industry,” said Warren Hill, executive director of product management at DMP. “DMP dealers can offer this solution to their entire customer base. It’s backward and forward compatible with DMP panels, as well as universally compatible with other panels.”

Add JamAlert to security systems in homes, retail stores, businesses and financial institutions for an extra layer of protection against the growing threat of jamming devices that interrupt cellular alarm transmission. ●



Learn more at DMP.com/JamAlert

Jammers can't pick it out of a lineup.



But it just might send *them* to one.

JamAlert™

An inconspicuous device that looks like an ordinary communicator, but provides revolutionary feedback to alarm panels, monitoring centers and end users when cellular jamming is detected. Stay ahead of the threat (and the bad guys) with JamAlert.



Visit DMP.com/JamAlert-DD to learn how to stay ahead of the threat.
JamAlert™ - Patent Pending



The Future of Physical Access Control: Beyond Keys, Cards and Even Mobile



BY LEE ODESS, CEO OF THE ACCESS CONTROL COLLECTIVE

There is much conversation right now about mobile, NFC and wallets. I am well documented in my belief that what's going on right now is the introduction of the first luxury good in our industry that will drive mainstream adoption (\$100B market) beyond the traditional cottage industry of high security (\$10B market). With that thought comes the realization that while it's an incremental step — albeit the right step — it alone is not transformative. We are at a more significant inflection point and need to have more conversations about what the future will look like.

To be fair, I do not have a crystal ball more than anyone else. However, I have spent a reasonable amount of time traveling to many markets worldwide and having countless conversations about what it may look like. Here are my thoughts on how physical access control systems (PACs) will evolve and what customers value most in this new era.

The End of Friction

Tomorrow's access control systems will make our current "badge-in" process seem as outdated as physical keys. Not the COVID-era "frictionless" solutions our industry opportunistically pushed into the market — we should be a bit embarrassed about that rushed approach. Instead, I envision seamless systems using advanced biometrics, gait analysis and intention prediction algorithms to create genuine frictionless entry experiences.

Imagine walking toward a secure area and having doors automatically recognize you, assess your clearance level, and grant access — all ethically and without reaching for a badge or phone. This isn't just about convenience; these systems will employ advanced sensors and AI-powered analytics to maintain continuous security awareness, making split-second decisions about access rights based on real-time environmental and behavioral data.

Predictive Security

I believe future PACs will shift dramatically from reactive to proactive security measures.



Machine learning algorithms will analyze patterns in access requests, user behaviors and environmental factors to identify potential security risks before they materialize. I'm particularly excited about solving complex problems that current systems struggle with, such as tailgating.

These systems will enable real-time risk assessment and dynamic policy enforcement. When unusual patterns are detected — such as an employee attempting to access a restricted area outside their regular hours — the system will automatically escalate security measures while handling the situation independently.

The ROI Revolution

Let me be clear: no one can tell me with a straight face that the way our systems are set up and configured has to be manual and start at zero every time. Next-generation access

control systems will dramatically reduce the need for manual oversight and intervention, leading to substantial operational efficiencies and cost savings. Want to make more money, add value and be even stickier than the last 30 years? This is how.

Thanks to the systems' ability to adapt and evolve without frequent hardware changes, organizations will see reduced security personnel costs, decreased insurance premiums and lower maintenance expenses. The data analytics capabilities will provide unprecedented insights into space utilization, employee movement patterns, and operational bottlenecks, transforming access control from a necessary expense into a strategic asset.

Data-Driven Intelligence

This is what "cybersecurity" would look like if our

industry moved from high-level conversations to actual implementation. Future systems will harness big data and advanced analytics, collecting information from various sources and transforming it into actionable intelligence. I firmly believe whoever owns the data is going to win — period. Every access control company needs to consider this.

The insights will extend beyond security applications, informing decisions about space utilization, energy management and human resources planning. Access patterns could drive choices about office layout changes, HVAC system optimization, or staffing adjustments, making these systems strategic assets for overall organizational management.

The Trust Factor

The COVID-19 pandemic shattered the trust and comfort customers once had in their chosen "ride-or-die" access

control systems. Moving forward, the brands and systems that will earn customers' confidence must demonstrate actual future readiness, with the flexibility to scale up and down and adapt to new challenges without requiring complete overhauls.

The AI Agent Revolution

What excites me most is the potential of AI agents. During a recent conference, when asked if our systems were underpriced, a security lead from a large financial firm argued they weren't, explaining how our system is just one piece of the puzzle requiring a team to set up and manage. That's a fair point, but here's where we need to push our thinking: What if we didn't need all those people? What if our systems could configure themselves, even partially?

The good news is that we could bring this future to the present now. It comes down to desire and incentives. I know many

customers are waiting for us to do so. This shift from simple access management to intelligent, data-driven security ecosystems represents an evolution in technology and a fundamental reimagining of how we secure and interact with our built environment.

I welcome your thoughts on this vision for our industry's future. To continue the conversation, connect with me on LinkedIn at [ln/leeodess](#) or email me at lee@leeodess.com.

Lee Odess is CEO of The Access Control Collective (TACC), a portfolio of media brands including the Access Control Executive Brief, a leading industry Slack community, and The Security Breakdown newsletter. A recognized thought leader in access control and smart lock technology, he provides strategic insights through digital content creation, TACC's consulting and events platforms. Learn more at tacc.me.





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Leadership Lessons: Learning the Hard Way

BY JORDAN JACKSON, CEO OF SECURITY CENTRAL



Paraphrased from Jordan Jackson's live presentation at the DMP Dealer Roundtable in Huntington Beach, CA on February 17, 2025.

Leadership is a journey filled with lessons — some learned the easy way, others the hard way. As a leader, I've always believed in teaching my children that learning can happen in two ways: by experience or by observation. My hope in sharing this story is that you'll take the easier path by learning from my mistakes rather than making them yourself.

It's Not About You — Or Is It?

More than 20 years ago, a local pastor wrote *The Purpose Driven Life*, a book that sold over 50 million copies and became a global phenomenon. The book's opening sentence is simple yet profound: It's not about you. The message is clear; finding meaning and purpose in life requires focusing on others, serving, loving and caring for those around us.

I firmly believe in that principle, yet another book offers a different perspective that challenges us to take personal responsibility for our leadership. *Extreme Ownership*, written by former Navy SEALs Jocko Willink and Leif Babin, tells a powerful story that highlights the role of leadership in success — or failure.

The Boat Crew Experiment: Leadership in Action

During Navy SEAL training, recruits are divided into teams that compete in various grueling exercises, including boat races. Each team is assigned a small inflatable raft and the goal is to row out to designated buoys, complete specific tasks and return as quickly as possible.

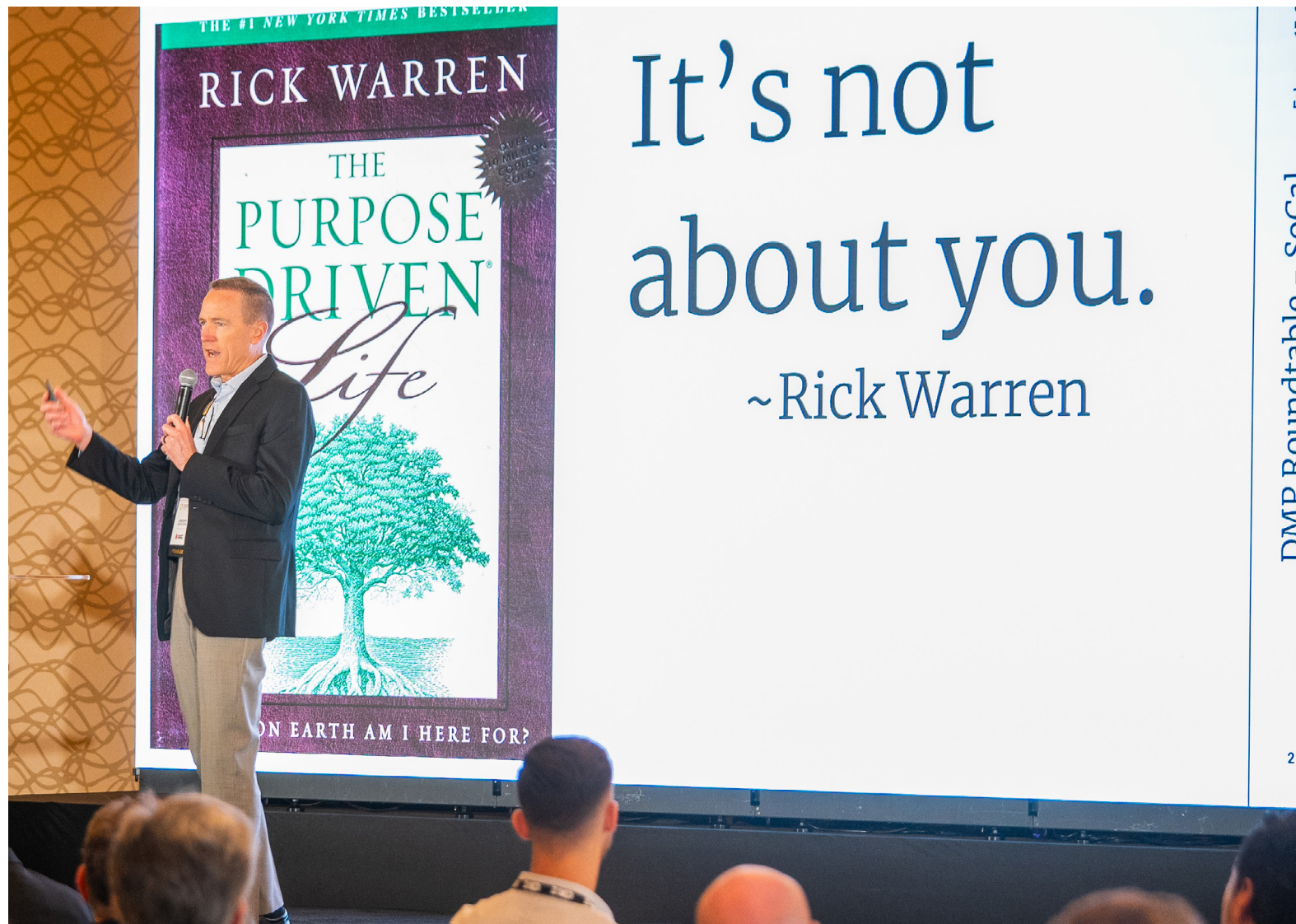
As the competitions continued, a pattern emerged — one team consistently finished first, while another repeatedly came in last. A logical assumption would be that the fastest team had stronger, more capable members, while the losing team was made up of weaker, less competent individuals.

But then, the drill instructors did something unexpected. They swapped the leaders of the first place and last-place teams. And what happened next stunned everyone: the struggling team immediately began performing at the top. They didn't suddenly become stronger or faster — what changed was the leadership.

This experiment reinforced a critical lesson: **there are no bad teams, only bad leaders.**

This story forces us to ask an important question: **What kind of leader am I?**

When our teams struggle, it's easy to blame external factors — resources, team members, market conditions or even company culture. We tend to look outward for excuses rather than inward



for solutions. But the reality is, as leaders, we must take ownership of our team's performance.

Instead of asking, *What's wrong with my team?* we should be asking, *What am I doing — or failing to do — that's contributing to this problem?*

Leadership Is Everywhere

I was reminded that leadership isn't confined to a title, a company or even a workplace. Leadership opportunities exist everywhere—in our homes, our churches, our communities, and even our recreational activities. Whether you're managing a team at work, coaching a sports team or guiding your children at home, you are leading.

It's not
about you.
~Rick Warren

And with that leadership comes responsibility. If we have the ability to influence others, we have a moral obligation to become the best leaders we can be. In industries where lives depend on the decisions we make, there is no room for complacency. Leadership isn't about taking the easy path. It's about making the right choices, even when they're difficult.

Taking Ownership: A Call to Action

So, how do we become better leaders? Here are three key takeaways from this leadership lesson:

1. Look in the Mirror First
Before pointing fingers at your team, evaluate your own actions and mindset. Are you

setting clear expectations? Are you leading with integrity? Are you providing the tools and support your team needs to succeed? True leadership begins with self-awareness and accountability.

2. Embrace Extreme Ownership

The best leaders take full responsibility for their teams' successes and failures. This means owning mistakes, learning from them and implementing changes to improve outcomes. When leaders take responsibility, they empower their teams to do the same.

3. Invest in Your Growth as a Leader

Leadership is a skill that must be continuously developed. Read, learn from mentors,

seek feedback and refine your approach. Great leaders never stop growing.

The *Extreme Ownership* story serves as a reminder that leadership isn't about luck, talent or having the best team members. It's about how effectively we lead. If we find our teams struggling, the first step is to evaluate our own leadership. The best leaders don't make excuses — they take responsibility and inspire those around them to do the same.

No matter where you lead — at work, at home or in your community — you have an opportunity to make a difference. The question is: will you step up and take ownership?

My Story and the Early Days at Security Central: Hard Work and Determination

My leadership journey began when I left a stable banking career to join my father-in-law's small security company, Security Central. At first, I approached this opportunity with confidence — perhaps even quiet arrogance — believing that my strong work ethic and operational mindset would transform the business.

Working alongside my father-in-law, a charismatic salesman, I complemented the business with my detail-oriented approach, ensuring that promises made to customers were fulfilled. Over nearly two decades, we grew the company together, achieving moderate success.

When the time came for my father-in-law to retire, we planned to sell the company to a private equity (PE) firm. However, the 2008 financial crisis shattered that plan. Instead of selling, I took on significant debt to buy the business myself — just as the economy was collapsing. This marked a turning point in my leadership approach.



**The Workaholic Phase:
A Common Pitfall**

To ensure the company's survival, I adopted an "outwork everyone" mentality. I took on sales, operations and leadership responsibilities, running the company with relentless effort. However, this unsustainable approach led to exhaustion and stagnation.

Recognizing that my strategy wasn't working long-term, I sought guidance. I joined Convene, a faith-based business owners' group, where I met other entrepreneurs facing similar challenges. Through this group, I underwent a core business analysis — a deep dive into the company's strengths, weaknesses and leadership style.

What I expected was tactical business advice on revenue growth and cost control. What I received instead was a wake-up call: **"You're a micromanager."**

Initially, I rejected this assessment. I trusted my employees, so why did they

feel micromanaged? The reality was, while I had confidence in them, I never truly empowered them. I enjoyed being the "answer man," the one who had all the solutions. This realization forced me to rethink my leadership approach.

Shifting from Doer to Leader
A turning point in my leadership came from a lesson by leadership expert Andy Stanley: **"Only do what only you can do."**

At first, I struggled with this concept. What was the one thing only I could do? I realized that nearly every task — sales, operations, finances — could be delegated to others. However, there was one thing that only I could bring: **my values.**

If I delegated leadership without instilling my values, the company would reflect someone else's priorities. This epiphany led me to redefine Security Central's mission, vision and values.

Defining a Mission That Matters
I wanted more than just running

a profitable business; I wanted Security Central to **impact lives.** Inspired by my faith, I developed a simple, memorable mission statement:

"Impacting Lives to the Fourth Power."

This mission was based on four expanding circles of impact:

1. **Employees** - We strive to see our employees thrive, both personally and professionally.
2. **Customers** - We serve to hear our customers rave about the C.A.R.E. they receive.
3. **Communities** - We work to build communities that flourish in safety and security.
4. **The World** - We give our time, talents and treasure to help the world believe in hope and love.

By shifting the company's focus from financial success to meaningful impact, we infused purpose into the business.

Establishing Core Values for Decision-Making

I knew that if I wanted employees to make decisions independently, they needed a framework. I created our **C.A.R.E. values**, which served as both a promise to customers and a guide for internal decision-making:

- C** - Care for customers' personal safety and peace of mind.
- A** - Answer calls and alarms quickly.
- R** - Reflect Godly character in all we do.
- E** - Earn a fair profit to fuel our positive impact.

Every decision — big or small — had to align with all four values. If a solution met only two or three of the values, it wasn't good enough. This framework ensured employees understood how to make decisions that aligned with Security Central's culture.

Letting Go of Control and Truly Leading

With a clear mission and values in place, I faced my biggest leadership challenge: **letting go of control.**

Previously, I had led by example, hoping employees would pick up on my methods. Now, I needed to take a more intentional approach. I embraced a new leadership mindset, focusing on three key actions:

1. **Empowerment** - I explicitly told employees they had the authority to make decisions within the CARE framework. If they made a mistake, I would support them as long as they followed company values.
2. **Encouragement** - Many employees lacked confidence in decision-making. I reassured them that they were capable, reinforcing trust in their judgment.
3. **Communication** - Instead of doing the work myself, I became a communicator, ensuring everyone was aligned on vision and strategy.

I compared this transformation to the role of a **coxswain** in rowing. Unlike rowers who face backward, the coxswain sits at the rear facing forward, **seeing the destination, setting the pace and guiding the team.** The coxswain doesn't row; they lead.

For years, I had been in the trenches, paddling as hard as possible. Now, I realized that my role was to guide, communicate and empower others to move the business forward.

The Outcome: A Thriving Business and Empowered Team

By shifting from a micromanager to a leader, I created a healthier, more effective work environment. Employees felt trusted and took ownership of their roles. Customers received better service

because empowered employees could make decisions quickly. The company thrived — not just financially, but in its broader mission of **impacting lives.**

The biggest lesson from my journey? **Leadership isn't about doing — it's about empowering.**

By focusing on values, trusting my team and embracing my role as a leader rather than a worker, I transformed not just my business, but my own approach to leadership.

Final Takeaways: Becoming a Better Leader

For anyone striving to become a better leader, my experience offers several key insights:

1. **Let go of micromanagement.** Trust your team and empower them to make decisions.
2. **Define and communicate your values.** Your culture is shaped by the values you instill.
3. **Only do what only you can do.** Focus on leadership, not just execution.
4. **Use a clear decision-making framework.** Establish guiding principles so employees know how to act independently.
5. **Shift from doer to leader.** Great leaders don't just work harder. They set direction and inspire others to row in the same direction.

Leadership is about more than just business success. It's about **creating a lasting impact on the people and communities you serve.** ●



DMP Training Opportunities



With our vast world-class training options, you and your employees can gain intensive product knowledge, sales insights and leadership training through online courses or in-person training at DMP Headquarters. Visit DMP.com/DMPUniversity for more information.

TECHNICIAN BOOTCAMP

Hosted at DMP Headquarters, this bootcamp is designed to immerse technicians in DMP products and culture. Hands-on training labs are geared to dealer technicians who have basic alarm installation experience, basic computer skills and mobile app exposure.

ADVANCED TECHNICIAN BOOTCAMP

For those who want a greater understanding of DMP's higher level programming. Technicians who passed our Technician Bootcamp are invited to take this course, hosted at DMP Headquarters.

CONTROL PANELS AND OTHER HARDWARE TRAINING

Instructor-led, on-site training for your team. Each course consists of interactive classroom training, combining traditional classroom-style teaching with hands-on training.

SOFTWARE TRAINING

Instructor-led, on-site training for your team. These courses provide an understanding of the basic features, how programming affects the systems and the correct way to program each software. Much of the software training can also be accessed online, still instructor-led.

END USER TRAINING

Instructor-led, on-site training for your team. These courses engage technicians, programmers and salespeople with end user training from a keypad and Virtual Keypad. Virtual Keypad webinar training for Access Control is also available.

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World-class training online. Gain intensive product knowledge, sales insights and leadership training through online courses. Become more competent and confident in your product knowledge with online, on-demand courses.

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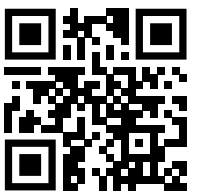
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THE SALES SKINNY

HAVING A PLAN AND EXECUTING YOUR PLAN

Top producers have a plan. They approach each day with a systematic methodology that produces winners! They have a 4-D Plan: the DRIVE and DESIRE to win, and the DISCIPLINE to DELIVER. They are motivated by daily goals and have the **DO-IT-NOW! Attitude** which produces

\$UCCE\$\$. Discipline is the basic set of tools required to solve life's problems. Even sales problems. Without discipline, we can solve nothing. Discipline is the bridge we cross from the "dream world" to reality. You must have the discipline every day that fosters business development.



To get the gold, systems must be sold! Being successful in the alarm industry is not a matter of luck. The people you see earning the big bucks are not doing it because of luck. **LUCK IS PREPARATION MEETING OPPORTUNITY.** To become the winner you want to be and to make the income to support the lifestyle you wish for you and your family, you must have an action plan to take advantage of the opportunities. You've got to plan your work in an organized manner, then work your plan DAILY with a dedicated commitment that will take you to your goals.

When you look at the potential of the security sales profession, how can you not get excited about the opportunities in this business? There are over 145 million homes in the United States, and most do not have a monitored alarm system. Plus, only 1 in 7 firms have an alarm system. Additionally, this is one of the only industries where everyone is a prospect. Everyone needs it. Almost every alarm company puts a sign and decals in the property's windows to identify the competition! Think about that. Add to this the new housing starts and there's a fortune to be made in serving the residential and commercial marketplace. Plus, there are hundreds of thousands of small businesses in America today. If you live or work in the U.S., it is easy to see if you require security services and products. Isn't that fantastic? Can you name another industry with such potential?

Now at this point, you are probably asking, "How do I become a successful residential or commercial sales consultant to reach — and serve — such an incredible potential marketplace?"

To be a sales winner today requires a commitment to knowing your product, using proper sales techniques, having a positive attitude, being dedicated to prospecting, perfect practice, practice and more practice, and making productive use of your time.

The equipment and products that you will sell are only one side of the equation for customer satisfaction and success. The other side is you, the security salesperson who must provide the professional competence that comes from learning and practicing the science of salesmanship to complete the SELLING CYCLE.

To be a winner, you are allowed to become:

- A person who **PLANS TO WIN**
- A person who **PREPARES TO WIN** (and then)
- You have every right to **EXPECT TO WIN!**

And That's Why You Are In This Business, Isn't It?

Think about this philosophy, simple as it sounds, which has spelled success for many security salespeople just like you. That philosophy is simply "taking control" of your market-area. The steps of the sales cycle will show you how sales professionals find, approach, and sell their prospects. The cycle is designed to take your prospect through the logical and systematic process through which they arrive at the positive conclusion you want — they buy your system as the



solution to their need, then provide you with your next prospect.

But You Have to Develop Good Habits!

"Accepting a lower level of competence in my work than I can achieve will cost me an enormous amount of money." This statement can be essential to your sales career. Remember it. Set your goals and commit to continually striving to "stretch" to be the best.

Here is a bit of information that might be of interest to you...

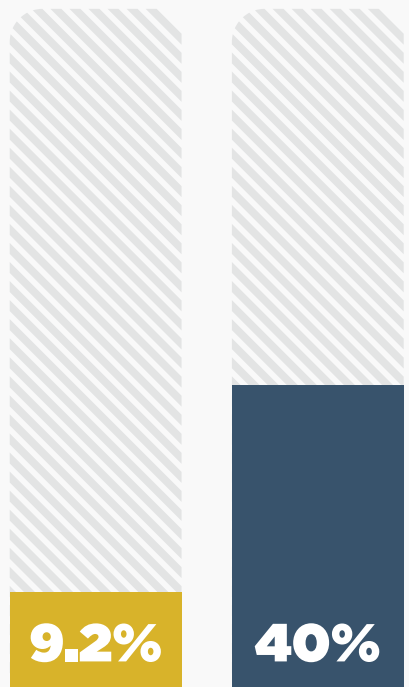
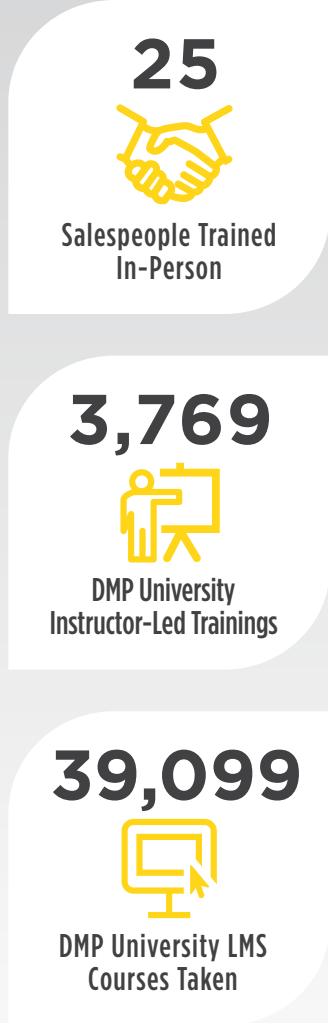
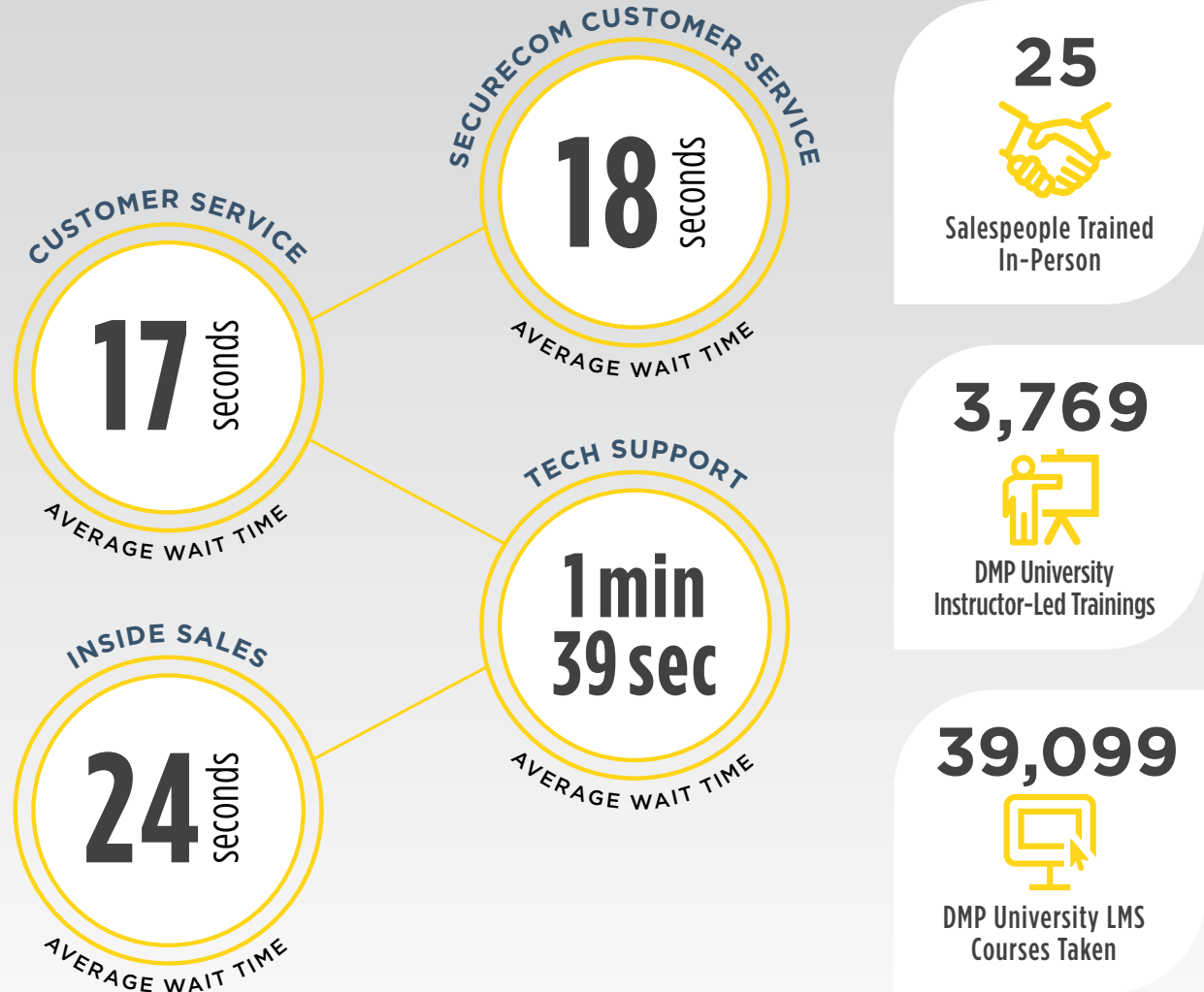
"I am your constant companion. I am your greatest helper or heaviest burden. I will push you onward or drag you down in failure. I am completely at your command. You might as well turn over half the things you do to me, and I will do them quickly and correctly. I am easily managed, but you must be firm with me. Show me exactly how you want it done, and after a few lessons, I will do it automatically. I am the servant of all great people and, alas, of all failures too. Those who are great, I have made

great. Those who are failures, I have made failures. I am not a machine, though I work with all a machine's precision plus a person's intelligence. You may run me for profit or ruin; it makes no difference to me. Take me, train me, be firm with me, and I will place the world at your feet. Be easy with me, and I will destroy you. Who am I?"

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DMP ON THE JOB

DMP On The Job is a newsletter series full of educational information, helpful tips, events, news and resources created specifically for technicians.

DEALER ADMIN PROGRAMMING AND CUSTOMER PRIVACY

Dealer Admin is a centralized, cloud-based administrative portal that combines many programming features and powerful tools like system analytics. Dealer Admin enables you to quickly program systems, optimize your services, run reports, update your panels remotely, manage your customers and much more. It can also be used on a mobile device, allowing you to take Dealer Admin on the go and scan serial numbers for your installation.

Dealer Admin is a great tool to create, add, delete and update customer information. You will be able to easily see users' location, system type, version

and connection type with the customer dashboard. To begin programming in Dealer Admin, you will need to add a customer and create their system. You will need to know their name, email and contact information to create their customer profile. For their system, you will need to create a descriptive name and select the system type.

Once the customer and system has been created in Dealer Admin, you can finish programming the panel and any additional devices by going to the Programming tab in the side menu. Dealer Admin follows the same programming order as a keypad, so there is no confusion

between the two programming processes. If your control panel is connected to the network, you can enter the panel serial number and app key to establish a connection with Dealer Admin.

As you start making programming changes in Dealer Admin, you can send those changes to the panel all at once or on a per programming menu basis. This allows you the flexibility to add or delete additional devices on site and meet the customer's needs. Once you have finished programming in Dealer Admin, you can move on to installing the panel and devices. When the system comes online, Dealer Admin automatically pushes



Victoria Webster,
Training
Development
Specialist

programming to the panel. To complete the installation, you should test the system and train the end user. Dealer Admin also allows you to perform remote updates, view the system health status and manage Virtual Keypad app users through the customer dashboard. Dealer Admin gives you the ability to respond to your customer's needs quickly and efficiently, all from one place.

How can I use Dealer Admin as a technician?

Dealer Admin is an easy way to remotely create, program and manage your systems.

How is Dealer Admin beneficial to a technician? Dealer Admin has many built-in tools to help technicians save time at each installation site. The **Templates** feature allows you to create

a template to standardize programming for any DMP panel family. Templates can be created and customized to your specification, or you can create a template from an existing panel's programming.

You can also make programming selections for the system before it comes online with the **Pre-Programming** feature. Pre-Programming allows you to configure all programming settings before arriving at the installation site. Once the panel is online, you can send the panel programming down to the panel from Dealer Admin. This can be used in conjunction with the **Auto Programming** feature, which allows you to send your pre-programmed selections to the panel automatically when the panel comes online. By the time you are finished installing all system components, the panel will have received programming from Dealer Admin.

Technicians can also use the **Mass Programming** feature,

which allows you to standardize programming across multiple systems with the same devices and settings. Once you have selected the programming changes in Mass Programming, Dealer Admin will automatically send the changes down to the systems you selected.

As more technicians have been using Dealer Admin, DMP has added new features to ensure the privacy and safety of your customer's system. Dealers can set up Custom Roles for their technicians that require them to perform a system test at the keypad prior to accessing the system details in Dealer Admin. Once the system test has been completed at the keypad, the system appears in the technician's Dealer Admin account and asks if they would like to claim the system. This allows the technician to make any programming changes virtually within a certain time frame while still protecting your customer's privacy. ●

TECH SUPPORT REPRESENTATIVE SPOTLIGHT



CHLOE GERTNER

What Tech Support team are you on? Do you "specialize" in anything?
I work with Hardware, Access Control and Entré/SCS-VR.

What is your Tech Support Level?
Technical Support Representative Level 1.

How long have you worked at DMP?
I have worked at DMP since October of 2024.

What is your favorite DMP Value and why?
My favorite value is innovation. I enjoy creating new things, and especially in Tech Support, coming up with unique solutions to aid in troubleshooting is very important.

A little about me:

I have a great passion for technology, especially when it comes to computers and programming. I enjoy making websites and small games in my free time.



DMP 1100 SERIES WIRELESS

DMP's built-in LED survey is all you need to visually confirm communication!

Introduction

DMP 1100 Series Wireless provides many advantages over other industry wireless systems. DMP wireless systems provide two-way, supervised communication using 900 MHz, frequency-hopping, spread-spectrum technology. Every 32 milliseconds, DMP wireless hops to a new frequency across 53 frequencies. The order is random and determined by the house code of the panel. This protects against jamming and communication interference which will also help ensure a reliable signal. Competitors use the 300 MHz frequency to send information on a single narrow channel resulting in a more cluttered band and more missed signals.

FUN FACT

DMP 1100 Series Wireless uses the 900 MHz frequency and can be used at up to 1.7 miles with a high-powered receiver.

Pre-Installation

A great feature of DMP 1100 Series Wireless is its built-in device testing. We call it the LED

Survey. The LED Survey allows a single installer to pre-test all zone locations before mounting or installing the device. To use the LED Survey, remove the cover and hold the transmitter in the exact desired location. Then, press the tamper switch to test if the device is communicating with the panel.

Proper Communication: If communication is confirmed, for each press or release of the tamper switch the LED blinks immediately on and immediately off.

Failed Communication: If communication is faulty, the LED remains on for about 8 seconds or flashes multiple times in quick succession. Relocate the device until the LED confirms clear communication.

Post-Installation

Once all wireless devices have been installed, it is important to test the system to ensure they are all working properly and reliably. A great tool to test the wireless zones is the **Wireless Walk Test**. The wireless walk test can be accessed by pressing **8144** and then **CMD** at the keypad. After selecting the **Wireless Zones** test, the panel will test each wireless device once a minute for 5 minutes total. The keypad displays a trip counter and counts as each device successfully checks in. If a device

fails to check in, then the keypad displays the zone number and zone name that failed.

General Troubleshooting

If the panel is placed in a location that makes the most sense for the installation, but some zones aren't communicating properly, there are a few things you can try. First, check the location of the wireless device. If there are any large metal objects, metal ducts, or foil installations between the receiver and device, then this could be impeding wireless communication and would cause your device to not check in properly. To fix this issue, move the wireless device to a different location and test again. If the device location does not have any metal objects between the receiver and device and the zone should be communicating properly, try adding a high-power receiver or repeater to enhance the communication distance between the receiver and device.

Replacing Batteries

To replace the battery in a wireless device, remove the cover and observe the polarity before replacing the battery. Then, snap the cover on and reset the sensor to clear the **LOBAT** message on the keypad. The keypad displays **SENSORS OFF** and **SENSORS ON.** ●



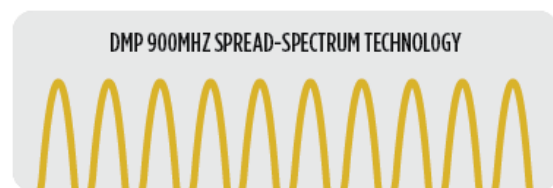
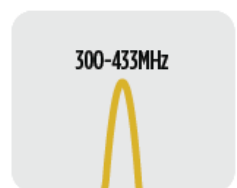
Innovative Monitoring Solutions

Unmatched Support

The NMC Difference

- ✓ Two-Ring Commitment
- ✓ High-Value RMR Opportunities
- ✓ 24/7 Support and eLearning for Dealers
- ✓ After-Hours Technical Support for End-Users
- ✓ Our Award-Winning Business Intelligence Portal, Nexus

MORE RELIABLE AND SECURE





DMP MARKETING TOOLBOX



**Chuck La Tournous,
Director of Marketing**

A common theme that comes up in conversations with dealers is that marketing your own businesses locally can be challenging. How many companies have access to a dedicated marketing team? How many have all the marketing resources they can use?

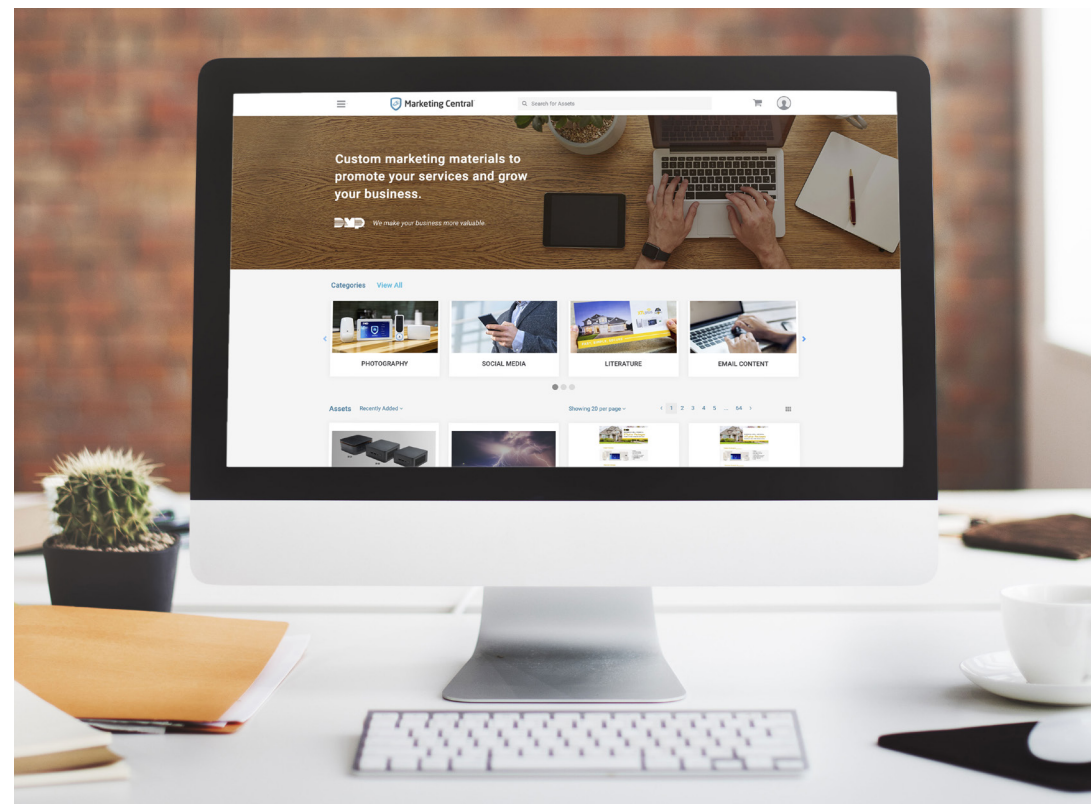
As a DMP dealer, you do have access to a dedicated marketing team. They just happen to reside in Springfield, Missouri. And you do have access to all the

marketing resources you can use. I'm going to show you how to get to some of them.

You're probably already familiar with Marketing Central. It's a great repository of resources and tools you can use to market your own business. But it's only part of a larger program we call the Dealer Marketing Program. That consists of several things: the Private Label Program, a Custom Video Library, of course Marketing Central, and Dealer Admin — which has marketing tools you may not even be aware of.

Private Label Program

The Private Label Program lets you put your name in front of your customers every time they pass by or use their system's keypad. No matter what kind of



keypad you have, there is a customization feature for it. For physical keypads, there are custom keypad inserts that we will brand with your logo. They're back-illuminated, so they stand out nicely, creating a constant, professional branding opportunity for you.

For touchscreen keypads, there are two different programs. For 5- and 7-inch keypads, we can do basic customization, which keeps your contact information and your logo in front of your customers. For the 5-inch keypads, we do that through SD cards, loaded with your logo and contact information. We'll get those SD cards to you and you can install them directly into the keypads. For 7-inch keypads, you can do it for free by yourself right through Dealer Admin.

There's also a fully customized option for 5- and 7-inch touchscreen keypads, where we'll work with you and our development team to make dynamic, polished animated screens. In all cases, the contact information on display is editable and updatable through Dealer Admin. If your phone number changes,

if your email address changes, if you expand or move your office, that information can be updated immediately into those custom keypads, so your customers always know how to reach you.

We also offer custom branded credentials through our friends at Farpointe. They are laser etched, high quality, durable and make a great presentation for your brand. That way your logo is always literally in your customer's pocket all the time. All these options reflect our belief that it's your brand that should be promoted — not ours. We believe the best way for DMP to succeed is to help our dealers succeed. You'll see that approach in everything we do — in all the ways we support you.

Custom Videos

Our Custom Video Library consists of dozens of high quality videos (59 as of this writing), all of which can be customized with your logo, your contact information and even your brand colors. They're on a variety of topics in a variety of styles, including a brand new animated video series — how-to videos targeted to end users. There



are also some market-specific videos for residential, commercial and small business.

These videos are ready to go as is. You can use them on your websites, your social media, in office, during sales visits with prospective clients — any way you choose. The way we embed your logo in them is seamless, making it look like they were built for you from the start. They're branded with not only your logo and your contact information, but your brand colors as well. We can provide all 59 or any that you choose. Turnaround is two to five business days. But right now we're currently tracking at under two days. If you're interested, I would love to see you flood us with requests. Put us to the test and see how quickly we can turn those around for you.

Marketing Central

Marketing Central is your repository for high quality marketing resources across a wide variety of items, including stock and product photography, ready-to-go social media content, email content and lots of quality marketing literature. Much of it is customizable with your name, your logo and your contact information.

Think of Marketing Central as sort of a storefront for all these resources. If you go to Photography, we break it down by category for you so we can provide whatever you're looking for. High quality product photos, lifestyle photos, installation photos that you can use in your own collateral, on your own website, any way you choose.

Let's look at social media content. Do you struggle to find content for your social media accounts? We know it can be a full-time job to do properly. So we provide you with lots of evergreen content you can use on a variety of topics. All you need to do is copy and paste the text and the photo into your own social media account and you're ready to go. You can edit them as you see fit, drastically cutting the time it takes to create that content.

Similarly, we provide a wide selection of email content along a variety of topics as well. Again, it's as simple as copying and pasting into your own email and sending it out. It comes from you to your customers in your email lists.

Marketing Central also makes it easy to create your own



Security Industry Alarm Coalition

One Voice for the Security Industry on Alarm Management Issues



WWW.SIACINC.ORG

Support Partnerships

SIAC works closely with leadership of the following national law enforcement associations to enhance the benefit of alarm systems as part of the overall crime prevention and public safety programs:



Our Mission:

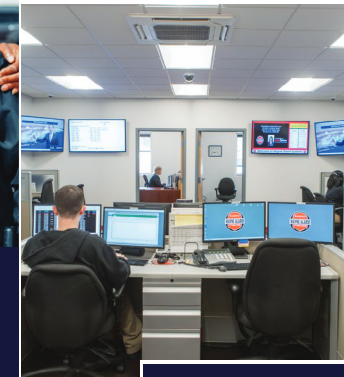
Our work directly impacts public safety as we promote the deterrent effect of alarm systems for community safety, while working closely with our public and private partners.

Staff of Experts...

SIAC's retired executive law enforcement staff is available to assist local governments and law enforcement agencies in developing and/or modifying an existing alarm ordinance while establishing an effective alarm management program.

The SIAC staff is available to law enforcement and local governments in reviewing, developing and implementing alarm management programs, including an alarm ordinance with tracking and billing components.

SIAC is a 501(c)(6) non-profit organization representing one voice for the professional electronic security industry on alarm management issues. SIAC has the support of the national alarm companies in North America, which makes it an effective, responsible and proactive coalition for the professional security industry



A recent academic study, *Assessing the Effectiveness of the Model Alarm Ordinance; A Study of Three Cities and One County*, showed significant sustained results in alarm call reductions (over a ten year period). Some Study Findings:

- Vast majority of alarm users do not consume significant law enforcement resources
- Only a very small percentage of users are responsible for utilizing law enforcement resources
- The majority of alarm owners (often more than 90%) do not require a law enforcement response annually
- Zero responses to 92% of its registered alarm sites over a 10-year period
- Even with increases in alarm permits with new installations, agencies continue to see annual reductions in alarm calls dispatched
- For the Study's Full Report, Video and Power Point visit, <https://siacinc.org>

Model Ordinance Supported by IACP/SACOP & NSA by resolution includes these "Best Practices":

- Alarm Registration/Permitting
- Limiting Free Responses to one or two
- Enhanced Call Confirmation (Requiring 2 calls prior to dispatch)
- Accepting Cancellations
- Suspending Response to Chronic Abusers
- Appeal Process
- Strict Enforcement
- Alarm Management Class (optional)

Complete Model Ordinance download is available from <https://siacinc.org>.

Training and Education

SIAC staff delivers training and informational programs throughout North America

Alarm Management Committees

SIAC works closely with the IACP and its State Association of Chiefs of Police (SACOP) in establishing Alarm Management Committees. The committees consist of police chiefs and alarm industry leaders who develop strategies and policies to address alarm issues and provide solutions based on best practices.

Helping you to reduce alarm calls!

SIAC is a non-profit association providing no cost alarm management consulting to local government and its law enforcement agency.

- Customizing the Model Ordinance to local conditions
- Reducing Alarm Dispatches
- Recovering Costs
- Establish an Alarm School
- Assist with billing & tracking components

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customized versions of literature like brochures, sell sheets, door hangers and more. When you create a login in Marketing Central, you will upload your logo and your contact information. We store and remember that for you. Anytime you find a piece of literature you think would be helpful, you can have your logo and your contact information added instantly. All that material is free to download. You can use it digitally or print it at your local print shop. If you prefer, we will print it for you in our own on-premises print shop. We'll print it and ship it to you quickly, and we do it at our cost — there's no markup. This is very popular with dealers and we're continually expanding our offerings with new material.

Dealer Admin

You already use Dealer Admin for configuring panels, setting user groups and administering accounts. But Dealer Admin has some marketing capabilities as well, which you may not be aware of. First are email campaigns similar to what you see on Marketing Central. We have pre-configured, pre-written email campaigns ready to go for you, featuring your logo and contact information. But because it's within Dealer Admin, you can use your customer information to do smart selections to send relevant messages to specific customer groups.

For instance, if you have somebody who hasn't logged into Virtual Keypad for a while, you can send them an email that reminds them of the availability of that product. If you have customers who aren't using your video monitoring, you can send a message directly to that group to offer that feature.

The emails are sent right from Dealer Admin. To get to them, start in the Settings section. Choose Dealer, and you'll see a tab called Email Campaigns.

There you'll find the pre-configured campaigns available to you. There are descriptions that tell you the purpose of the campaign and who the audience will be. The emails are pre-configured for you with your logo and contact information. It's as easy as choosing one and sending it out.

The second marketing feature of Dealer Admin is our Referral Program. It's a tell-a-friend promotion that lets your existing customers provide you with new leads. You control the message, you control the offer, so you can make it whatever you want — a free month of monitoring or a free camera, for example. That offer then appears within the Virtual Keypad app.

To get started, go to Settings, then Dealer. Go to the Customer Referral tab and set your offer. You can change it as frequently as you like.

We are constantly making improvements to all the platforms within the Dealer Marketing Program. We're working on enhancements to the Dealer

Admin program and adding new emails even as we speak. We're always looking for your feedback on ways to improve the programs and would love to hear from you. Are you using these resources? If you try some of them, how are they working out for you? How can our team help make things even better for you? We rely on you to help us provide you with better support.

The Dealer Marketing Program consists of Private Label, Dealer Admin, Marketing Central and Custom Videos. Contact us if you'd like help utilizing more of these services. We have an entire team here that's committed to your success. Because when you succeed, we succeed. ●

Chuck La Tournous is the director of marketing at DMP. His marketing background spans multiple industries, including retail, financial services and technology. Prior to his role at DMP, he was at a large national insurance company. He has written for Macworld magazine, Fast Company and others.



JOIN TMA!

The Monitoring Association (TMA) is a thriving professional community of security integrators, monitoring centers, and third-party monitoring providers, as well as security manufacturers, service providers, and consultants. **Join TMA and give your company every advantage for success in today's competitive marketplace.**

A Network You Can Trust.

As a TMA member, your team is instantly part of a network of professionals with knowledge, experience, and expertise that spans security and monitoring operations and technology. Consultants and service providers who specialize in marketing, insurance, risk management, law, banking, and finance are also engaged within TMA. **Take your business to new levels of success with TMA.**

A Forum for Your Voice.

From groundbreaking ANSI standards to influential legislation, TMA members have the opportunity to be on the frontlines of decision-making that will impact the future of their business. **Make certain your business' priorities and interests are represented by TMA.**

A Resource for Competitive Distinction.

TMA offers credentials and programs designed specifically for monitoring centers. When prospects look to evaluate service providers in today's competitive landscape, TMA's Five Diamond and IQ credentials and ASAP-to-PSAP service convey a commitment to service excellence. TMATraining.org features an extensive portfolio of online courses for professionals in the security industry. TMA members receive discounted prices. **Distinguish your business in the marketplace with TMA.**

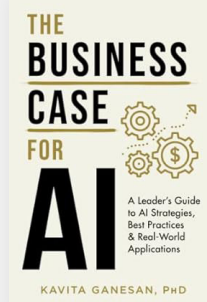
To apply, visit tma.us/membership/why-join/.



Owen's Book Club

Book Reviews and Sage Wisdom from a Retired CEO

Many of you may recall our good friend and retired DMP dealer, Owen DeWitt from FlintLoc Technologies. Owen attended most of our Dealer Roundtables and he is an avid reader. In fact, he has been trading book suggestions with DMP CEO Rick Britton for years. So in an attempt to capture this sage wisdom, we have asked Owen to share some book recommendations with us.



The Business Case for AI by Kavita Ganesan

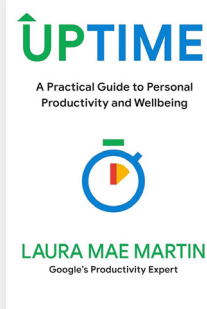
Any/every business will use some AI – just what is the ROAI???? I recommend you find an AI app that you like for proofing your documents!

- Myths:
 - We'll all lose our jobs
 - AI is 99.99% accurate
 - AI means instant, incredible results
 - Customer algorithms are less biased than humans
 - Sophistication is superior
- AI has been around for over 50 years – now auto, appliances, computers, etc.

1

All In by Mike Michalowicz

- Beware of “golden handcuffs” – employee owns the customer
- Fit+Ability+Safety+Ownership=All-in Team
- End entropy
- Recruit:
 - Able to adapt to change
 - Willing to learn
 - Good listener
- Empower your team with ownership
- Weekly 1:1s, Quarterly retreats, Annual retreats
- Build a community (Feel seen, connected, supported, & pride)
- Personal Operating Manuals – POM
- Hire slow, fire slower



Uptime by Laura Mae Martin

Personal Productivity

- Top 3 Priorities
- Saying NO
- Using Lists
- Beating Procrastination
- Downtime
- Clean-up your email (archive in 1 folder – use search feature/save time)
- Direction is more important than speed

3

Glad We Met by Steven Rogelberg

If you are looking to mentor someone – personally or professionally – this book may help you – 1:1 meetings!

- Set a cadence
- Locations may work like you think
- Don't ask – how are you?
- Agenda – yes or no?
- Take notes
- 5 Key Behaviors
- Follow-up
- Skewed perceptions
- 1:1s are a critical investment in people

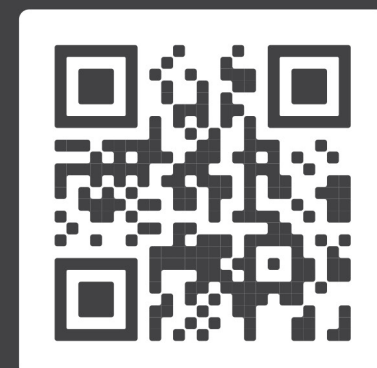


It's Here!

The **ONLY** Intercom That Works Natively With DMP XR Series Panels



DON'T MISS OUT ON THIS LIMITED TIME OFFER
OFFER EXPIRES MARCH 31ST, 2025



SCAN TO CLAIM YOUR DEAL

Why pay double for outdated systems when you can get superior features at half the price? Unlike DoorKing and Cellgate, you can **keep your DMP infrastructure intact** without the extra hassle. LevelUp's new intercom line is **fully compatible with DMP XR access systems**, allowing you to easily manage gate access through Dealer Admin and Virtual Keypad.



SEEN AROUND THE WEB

DEALER WEBSITES THAT
FEATURE DMP PRODUCTS
AND PHOTOGRAPHY

Marketing Central™



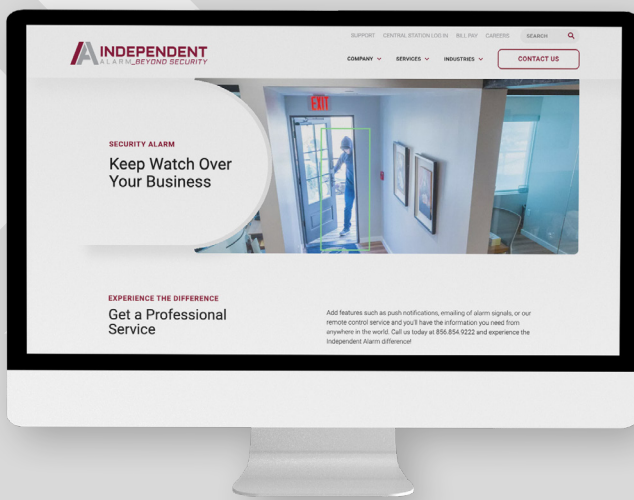
Scan the QR code to view the Marketing Support page on DMP.com to see what marketing materials are available for dealers. View and download web graphics, photography, email assets, social media and more on Marketing Central. Use the sign-up form on the Marketing Support page to request a login for Marketing Central.



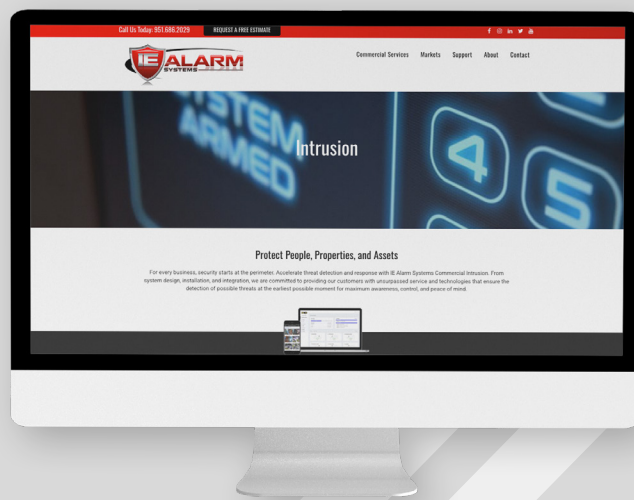
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PUT YOUR READERS & CREDENTIALS TO WORK FOR YOUR BUSINESS



Custom branding the RFID components you install can help grow your business. Your logo and contact details promote your brand, encourage customers to contact *you* for credential reorders, and generate new leads.

Branding options available through DMP:

- Durable, UV-resistant, full-color labels for readers
- Scratch- and fade-resistant laser etching for physical cards and tags

Contact your DMP Regional Sales Manager to begin promoting your business today!

1-800-641-4282



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DMP Video Verification ONLINE AND AVAILABLE HERE



If you are compatible with DMP video verification and your logo is not listed here, please contact Mark Hillenburg at MHillenburg@DMP.com.



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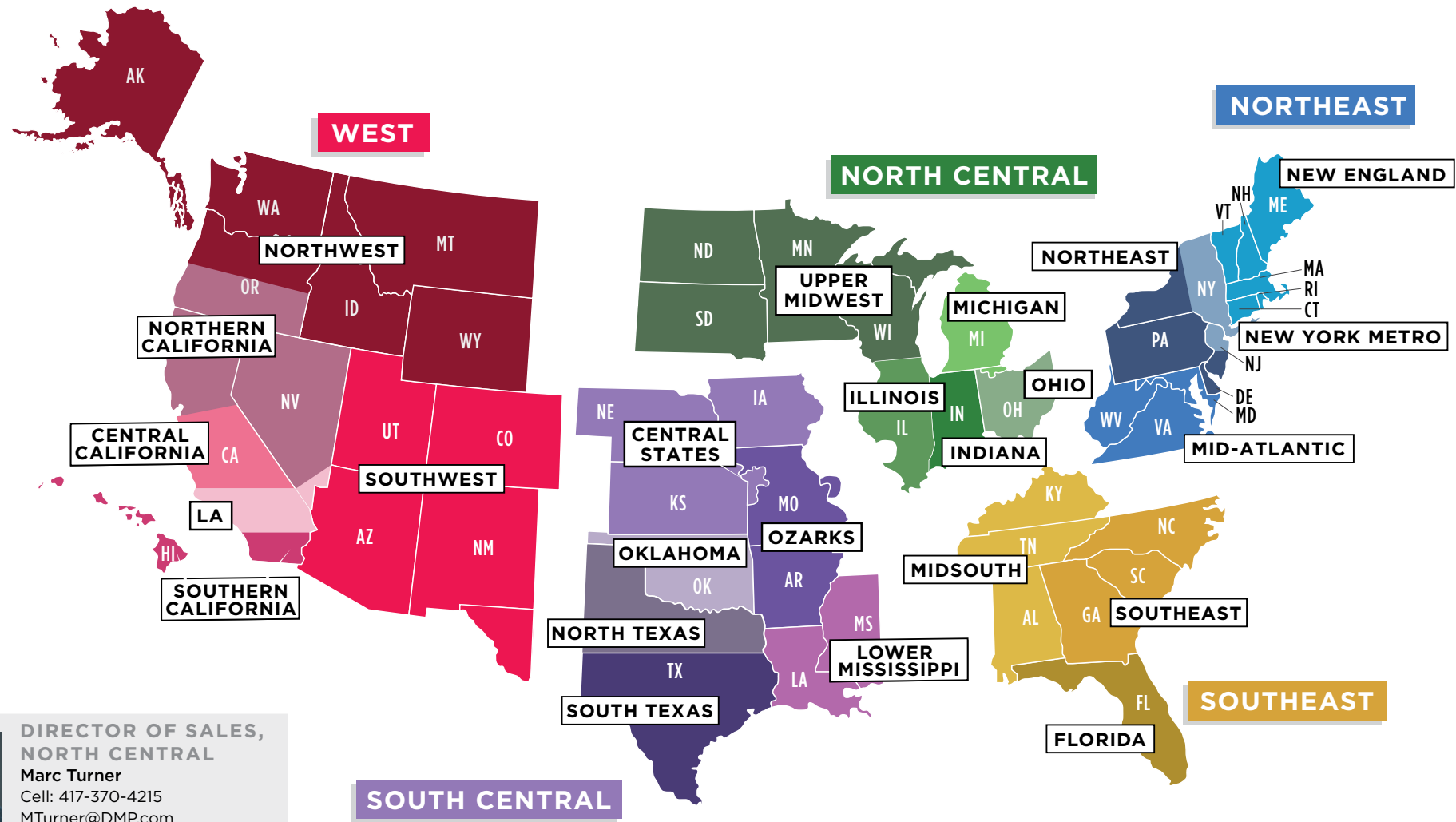
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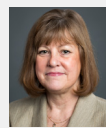


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Join the Movement. Become a Partner in Verified Alarm Response.

At PPVAR, we are on a mission to revolutionize the way alarm response is handled. By joining our movement, you can make a significant impact on the partnership between public safety and the alarm industry. Together we strive to establish processes and standards that ensure a fact-based response to verified alarms.

Membership in PPVAR allows you to

- Influence future standards and ordinances
- Collaborate with all stakeholders in the alarm response process including law enforcement, public safety, emergency communication centers, alarm monitoring centers, NRTLs.
- Solve issues of concern arising from current and future technology

Our Goals:

- Promote the value of verification and validation in alarm events.
- Enhance dispatch efficiencies.
- Increase first responder safety.
- Increase apprehension rates for intrusion alarms.

Be a Part of the Change. Join PPVAR Today!

Make a meaningful difference in the alarm response process by joining PPVAR. Visit our website at www.ppvar.org or call us at (844) 967-7827 to learn more about how you can become a valuable partner in verified alarm response. Together, let's create a safer future for everyone.

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www.ppvar.org



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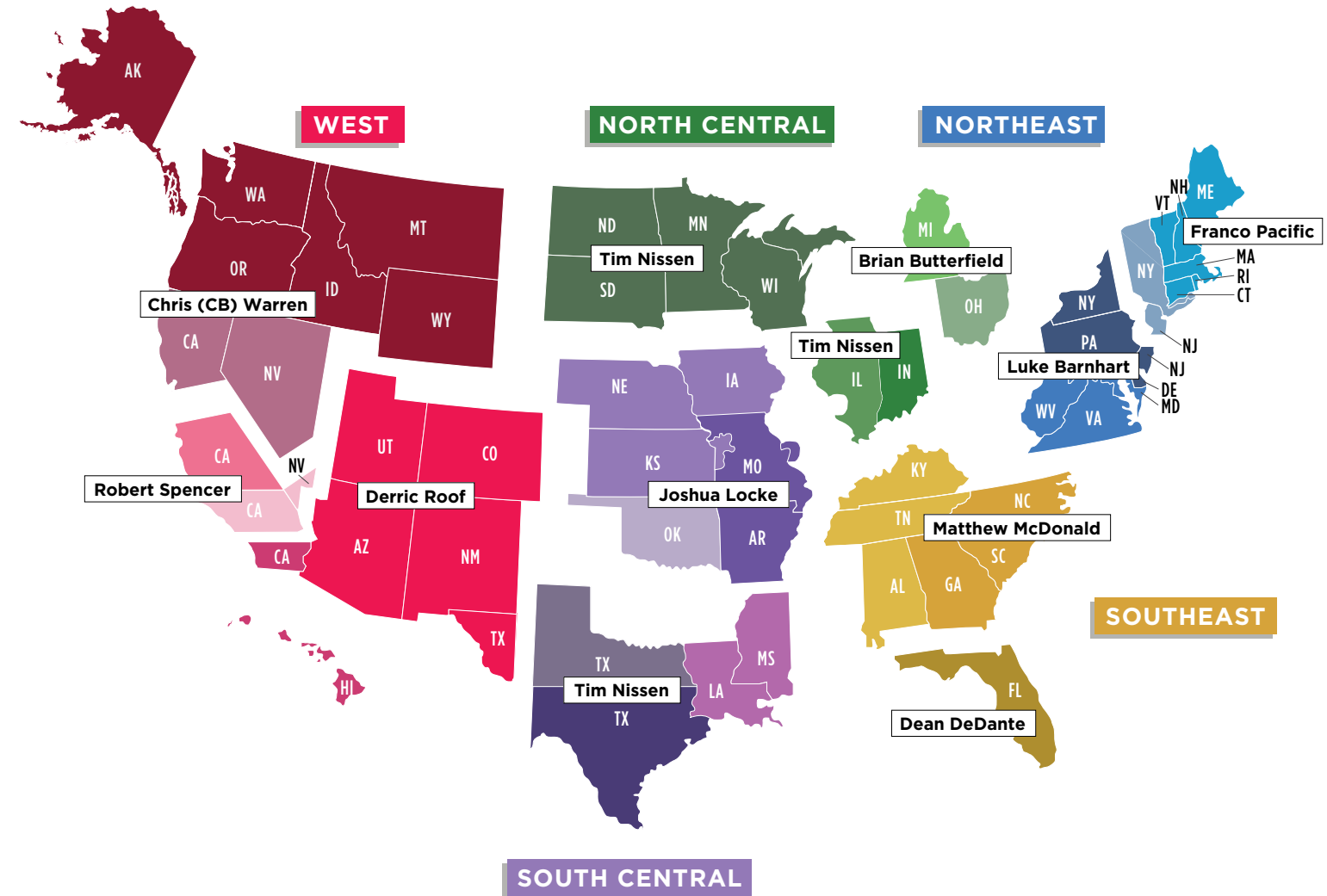
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Derric Roof
 Regional Training Manager
 Cell: 417-988-0374
 DRoof@DMP.com





Meet the Global Team



Mark NeSmith

Vice President of International Sales

Cell: 417-839-2547
Email: MNeSmith@DMP.com

For over a decade, Mark NeSmith has served as a leader in our Sales Department. About a year ago, he moved into the role of vice president of international sales, where he is building a global team to expand the service and distribution of DMP products into new international markets. Here's a brief overview of this team, to highlight their experience and welcome the newest members.



Scott Foster

Account Executive, United Kingdom

Scott Foster has recently been appointed as account executive for the United Kingdom. He is an experienced business development manager within the security industry, including business planning, project management, sales and product marketing.



Foster has been in the security industry for over a decade. His expertise includes cloud-based access control, CCTV, SaaS and telecommunications. He will travel throughout the UK and Ireland to provide exceptional support to DMP dealers there.

Cell: +44 07765 999100 | Email: SFoster@DMP-Global.com



Shaun Mottram

Technical Support Specialist, United Kingdom

Shaun Mottram also joined the global team this quarter. He provides support and training to DMP dealers in the United Kingdom and Ireland. He has experience in multiple aspects of the security industry, including sales, system design and project engineering from the manufacturer and integrator perspectives.



Most recently, he worked at Brivo. His professional background also includes telecommunications, IT and CCTV expertise.

Cell: +44 7931 375537 | Email: SMottram@DMP-Global.com



Carlos Mecca

Director of Sales, Latin America

Carlos Mecca serves as our director of sales in Latin America and is currently based in Florida. He has a distinguished career in security sales, including decades of experience cultivating beneficial partnerships and bringing innovative solutions to security customers. Carlos has been with DMP for over ten years.

Cell: 417-422-0530 | Email: CMecca@DMP.com



Jayson Gutiérrez

Account Executive, Latin America

Jayson Gutiérrez has recently been appointed as account executive for Latin America, bringing a strong background in sales and management within the electronic security industry. He has extensive experience in business development, key account management and sales strategies within the security technology sector. His track record includes working with system integrators and distributors, helping clients find innovative solutions to meet their security needs.



"DMP is known for its commitment to innovation, quality and exceptional service. Its focus on developing customer-driven products and supporting its customers truly aligns with my work philosophy," says Jayson.

Gutiérrez is based in Colombia. He will work closely with DMP dealers across Central America and South America, helping them maximize the benefits of DMP solutions to grow their businesses and meet their customers' needs. His focus on building long-term relationships and deep market knowledge makes him a valuable addition to the team.

Cell: 417-447-9677 | Email: JAGutierrez@DMP-Global.com



Diego Serra

Technical Support Specialist, Latin America

Diego Serra is based in Mexico and has been working with DMP since 2016, providing training and technical support to DMP dealers across Latin America. He has over twenty years of experience in the security industry and is an integral part of the global team.



Cell: 417-292-8488 | Email: DSerra@DMP-Global.com

FEATURE UPDATES

NEW FLX-S-DT Motion Detector

New Dual-Tech Motion Detector for Residential and Small Business

The new FLX-S-DT motion detector replaces the MX-40 and is available now. The FLX Series is easy to install and offers the latest features in motion detection with no increase in price:

- Dual-tech — Microwave and Infrared
- Built-in pet immunity
- Adjustable sensitivity and pulse count

The FLX Series is perfect for residential and small business customers.

Please note, MX-40 will be discontinued when current inventory depletes. Order today to stock up before they run out.



MX-40
PIR and Microwave Detector



FLX-S-DT
PIR and Microwave Detector

UPDATE Virtual Keypad

New Feature

VirtualKeypad.com and Virtual Keypad App have been updated to include the following:

- TMSentry Control Panel Support

TMSentry Support

VirtualKeypad.com and Virtual

Keypad App now support TMSentry Control Panels.

More Information

For additional information on Virtual Keypad, refer to the **Virtual Keypad Help File**. For questions or technical assistance, contact DMP Technical Support at 1-866-266-2826.



NEW Indoor Curtain PIR Detector

The AP2-20N indoor curtain PIR detector combines stable and reliable performance with a compact and discreet design. It's ideal for protecting large store front windows, hallways, storage units, small entryways, and other commercial and residential applications.

- 20ft detection range with mounting height of 8ft - 12ft
- Double Conductive Shielding resists interference and reduces false alarms



UPDATE Dealer Admin - Mobile Wallet Credentials

New Features

Custom credential pool size is now available for Mobile Wallet Credentials on Dealer Admin.

customers 5, 10, 25, 50, 100, 250, 500, 750, or 1000 credentials. Now, a custom pool size is available which increases by increments of 5 to a maximum of 1,000.

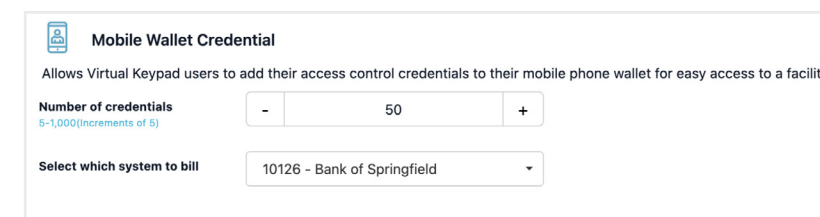
Credential Pool Update

This update allows greater flexibility and granularity when assigning a pool of credentials. Previously, credentials were selected from a static pool, offering

More Information



To learn more, scan the QR code.



UPDATE 1100R Wireless Repeaters

1100R Series Wireless Repeaters are now being manufactured with Version 203 (1/10/25) firmware.

Improvements

Previously, the 1100R sent a **NOPWR** (no power) trouble message when powered on. This update lowers the low power threshold to 10.2 volts, so the 1100R powers up without indicating low power trouble.

Obtaining the New Firmware

1100R Wireless Repeaters with Version 203 firmware can be ordered by contacting DMP Customer Service at 1-866-266-2826 or by visiting buy.dmp.com.

VIEW ALL UPDATES HERE



DMP.COM/RESOURCES/TECHNICAL-UPDATES

DMP'S PRODUCT SOFTWARE DOWNLOADS



DMP.COM/PRODUCTSOFTWARE

UPDATE 7-Inch Touchscreen Keypad Demo

Demo link for the 7-Inch Touchscreen Keypad

A new Touchscreen Demo is available at KeypadDemo.DMP.com!

Here's how to save the Touchscreen Demo link to your mobile device's Home Screen, creating an easy-to-access shortcut:

iOS:

1. Open a browser (e.g., Safari, Chrome) and navigate to KeypadDemo.DMP.com.
2. Tap the **Share** button.
3. Select **Add to Home Screen**.
4. Customize the name (optional), then tap **Add**.

Android:

1. Open your browser (e.g., Chrome) and go to KeypadDemo.DMP.com.
2. Tap the **Menu** icon (three dots).
3. Select **Add to Home Screen** and edit the name if prompted.
4. Tap **Add**, and the shortcut will appear on your Home Screen.



UPDATE XV Gateway with AlarmVision®

Additional features and analytics have been added to Dealer Admin for the XV Gateway with AlarmVision®.

Line Cross

This feature allows for up to four line cross triggers to be configured per camera, in addition to the four regions already available. For each line created, Entrance, Exit, or Bi-Directional line cross can be

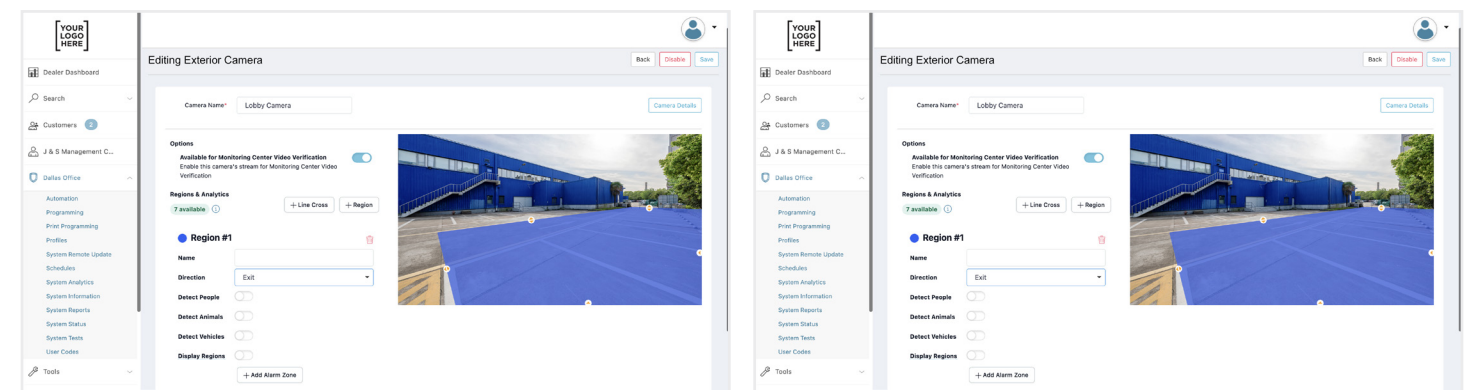
enabled, which includes analytics that apply to vehicles, people or animals. Alarm zones can also be tied to line cross triggers.

Direction of Travel

This feature allows directions (Entrance, Exit, and Bi-Directional) to be applied to regions, which monitors when a vehicle, person or animal moves in a direction that is a part of a programmed region.

Vehicle Loitering

This feature allows vehicle loitering time to apply to regions. This can be enabled by choosing the minutes and seconds that a vehicle is allowed to be present before an alert is triggered.



UPDATE Com Series Version 242

Updated Version 242 (1/8/25) firmware is available for upcoming Com Series models.

Upcoming Products

- CellCom-2
- DualCom-2
- DualComNF-2
- DualComW-2
- PowerComF-2

DualSIM Models

Com Series Communicators will feature upcoming DualSIM models that can connect to both Verizon and AT&T cellular carriers, providing an additional backup communication method. You can choose to activate Verizon, AT&T, or both carriers on Dealer Admin.

Once DualSIM is activated, carriers can also be switched to **ATT**, **VZW**, or **BOTH** in the panel's **DIAG** (Diagnostics) menu if remote connectivity is unavailable.

Signal Strength Test

Upon being powered on, the panel selects a primary carrier. Once the primary is established, the panel tests the signal strength of the primary every hour. During the test, if the primary's signal drops by 10db or more, the panel then tests the backup carrier. If the backup has a stronger signal, it becomes the new primary. Every five hours, the panel automatically tests the backup's signal strength to determine the stronger signal.

Obtaining the New Products

To order Com Series DualSIM communicators, contact DMP Customer Service at 1-866-266-2826 or visit Buy.DMP.com.



UPDATE V-6000 Series Cameras

New Features

Video Stream Improvements are now available for the V-6000 series cameras.

Video Stream Improvements

The V-6000 series cameras now use WebRTC to improve streaming stability, improve load times, and decrease latency.



UPDATE XT30/XT50 Version 242

Updated Version 242 (1/29/25) firmware is now available for XT30/XT50 Control Panels.

DualSIM Activation

This update allows for the activation of the upcoming 263LTE-2 Cellular Communicator, which can connect to both Verizon and AT&T cellular carriers, providing an additional backup communication method. You can choose to activate Verizon, AT&T or both carriers on Dealer Admin.

Once DualSIM is activated, carriers can also be switched to **ATT**, **VZW** or **BOTH** in the panel's **DIAG** (Diagnostics) menu if remote connectivity is unavailable.

Signal Strength Test

Upon being powered on, the panel selects a primary carrier. Once the primary is established, the panel tests the signal strength of the primary every hour. During the test, if the primary's signal drops by 10db or more, the panel then tests the backup carrier. If the backup has a stronger signal, it becomes the new primary. Every five hours, the panel automatically tests the backup's signal strength to determine the stronger signal.

Obtaining the New Firmware

XT30/XT50 firmware updates are available, free of charge, on Dealer Admin (dealer.securecomwireless.com) or for download from DMP's Product Software Downloads.

UPDATE PowerCom Fire Series Communicators

Hardware Update

Effective February 2025, all PowerCom Fire FirstNet Series Communicators are shipping with updated hardware.

FirstNet Network

PowerCom Fire Series Communicators have been updated to include a new model with FirstNet network capability, which can be activated when ordering a PowerComF-FN model.

Obtaining the New Hardware

To order the new PowerComF-FN

Communicator with updated hardware, contact Customer Service at 1-866-266-2826 or visit buy.dmp.com.



UPDATE DualSIM Activation - Dealer Admin™

Dealer Admin has been updated to include the following feature:

- DualSIM Activation

DualSIM Activation

DualSIM operation uses a single cellular communicator that connects to both Verizon and AT&T carriers, providing an additional backup communication method. DualSIM can be enabled in Dealer Admin when any of the upcoming cellular modules and communicators are used:

- 263LTE-2
- DualCom-2
- DualComNF-2
- DualComW-2
- PowerComF-2
- TMSentry

To enable DualSIM in Dealer Admin, complete the following steps:

1. In the menu, go to **Customers** and select the customer name.
2. In **Systems**, select the Add icon.
3. Enter the **System Name**.
4. Select the **System Type**.
5. In **Connection Type**, choose **Cellular** or **EASYconnect + Cell Backup**.
6. Select the checkbox next to **Use DualSIM**.
7. Enter the **First SIM Number** and **Second SIM Number**.
8. Select **Get Status** next to each SIM Number. If the module is inactive, select **Activate** next to each SIM number. Each **Phone Number** auto-populates after activating.
9. At the top of the page, select **Save**.

UPDATE Entré Security & Access Management Software



Entré Security & Access Management software has been updated to Version 9.6.4 (1/22/25).

Improvements

Loading Time

This update improves the speed in which the client opens, saves, and searches user code profiles, allowing a large number of panels to be added to the user code profiles.

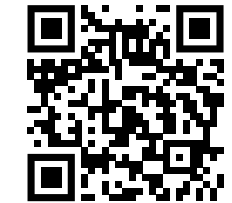
SQL Connections

Previously, code for cleaning up SQL connections was not functioning as intended, causing the SQL connections to increase requiring a Tomcat service restart to free connections. This update ensures that SQL connections are cleaned up as intended.

Obtaining the New Software

Entré Security & Access Management software Version 9.6.4 is provided to dealers who have previously purchased an Entré license, who are current with their Entré support agreement, and who have an Entré Certified Technician.

Before upgrading, perform a backup of your SQL database using Microsoft SQL Server Management Studio. DMP recommends that you reindex and reorganize the SQL database after upgrading Entré. It is recommended to make this part of your standard database maintenance as described in



the Server Maintenance section of the Entré Installation, Setup, and Server Maintenance Guide (LT-2494).

Entré Security & Access Management software has been updated to Version 9.7 Update (2/7/25).

TMSentry Support

This update allows TMSentry Control Panels Version 242 or higher to be managed on Entré for remote programming, troubleshooting and diagnostics.

DualSIM Activation

This update supports the upcoming TMSentry model for DualSIM activation, which can connect to both Verizon and AT&T cellular carriers, providing an additional backup communication method. You can choose to activate or deactivate Verizon, AT&T or both carriers on Entré. This update requires TMSentry Version 242 or higher.

Once DualSIM is activated, carriers can also be switched to ATT, VZW or BOTH in the panel's **DIAG** (Diagnostics) menu if remote connectivity is unavailable.

User Code Encryption

This update encrypts user code data at rest. Backup your database and important files before upgrading to Version 9.7.

Obtaining the New Firmware

Entré Security & Access Management software Version 9.7 is provided to dealers who have previously purchased an Entré license, who are current with their Entré support agreement, and who have an Entré Certified Technician.

To upgrade to Entré Version 9.7, please complete the Pre-

Upgrade Checklist (LT-1782) before contacting the Software Support Team in DMP Technical Support at 888.436.7832.

Before upgrading, perform a backup of your SQL database using Microsoft SQL Server Management Studio. DMP recommends that you reindex and reorganize the SQL database after upgrading Entré. It is recommended to make this part of your standard database maintenance as described in the Server Maintenance section



of the Entré Installation, Setup, and Server Maintenance Guide (LT-2494).

UPDATE XR Series Version 243

New Features

Updated Version 243 (1/20/25) firmware is now available for XR Series Control Panels.

Multi-Swipe Custom Actions

Multi-swipe options have been added to **Custom Actions** in Virtual Keypad and are now supported on XR Series Control Panels. Custom swipe actions can be enabled to allow users to **Swipe Twice** or **Swipe Three Times** to arm one area or a group of areas, unlock a door or a group of doors, initiate a Lockdown, or activate Favorites, Lights, and Outputs.

Key Fobs as Zones

XR Series Control Panels and upcoming 1100XH Series Wireless Receivers Version 209 or 309 (encrypted) have been updated to allow 1-button and 2-button key fobs to be programmed as wireless panic zones. Previously, 1144 Series

Wireless Key Fobs could only be programmed using the designated key fob range. Now, in addition to the existing key fob range, up to 100 key fobs on the XR150 and up to 500 key fobs on the XR550 can be programmed as wireless panic zones.

DualSIM Activation

This update allows for the activation of the upcoming 263LTE-2 Cellular Communicator, which can connect to both Verizon and AT&T cellular carriers, providing an additional backup communication method. You can choose to activate Verizon, AT&T or both carriers on Dealer Admin. Once DualSIM is activated, carriers can also be switched to **ATT**, **VZW** or **BOTH** in the panel's **DIAG** (Diagnostics) menu if remote connectivity is unavailable.

Signal Strength Test

Upon being powered on, the panel selects a primary carrier.

Once the primary is established, the panel tests the signal strength of the primary every hour. During the test, if the primary's signal drops by 10db or more, the panel then tests the backup carrier. If the backup has a stronger signal, it becomes the new primary. Every five hours, the panel automatically tests the backup's signal strength to determine the stronger signal.

Obtaining the New Firmware

XR Series firmware updates are available, free of charge, on Dealer Admin (dealer.securecomwireless.com).



Obtaining the New Firmware

XR Series firmware updates are available, free of charge, on Dealer Admin (dealer.securecomwireless.com) or for download from DMP's Product Software Downloads.

Obtaining the New Firmware

XR Series firmware updates are available, free of charge, on Dealer Admin (dealer.securecomwireless.com) or for download from DMP's Product Software Downloads.

connected to a 5-inch Touchscreen Keypad with Version 205 firmware or lower, selecting **Easy Exit** did not start the countdown. Now, **Easy Exit** correctly initiates and displays the countdown.

and initiating the **Exit Delay** countdown disrupted the arming sequence of another area, preventing the second area from completing its countdown and arming. Now, the panel correctly arms all areas.

Updated Version 243 (2/28/25) firmware is now available for XR Series Control Panels.

Easy Exit

Previously, when the panel was updated to Version 243 firmware (1/20/25) and

Updated Version 243 (3/6/25) firmware is now available for XR Series Control Panels.

Exit Delay Improvement

Previously, when the panel was updated to Version 243 firmware, arming one area

UPDATE XR Series Version 243 (Cont.)

Updated Version 243 (2/13/25) firmware is now available for XR Series Control Panels.

Power Trouble

Previously, the panel acknowledged power trouble from the 1100T but only sent a Restore report to the receiver without an initiating Trouble report. This occurred when the following conditions were met:

- **Power Fail Delay** was set to the default of 1 hour on the panel.
- The 1100T experienced power

trouble for more than 3 minutes but less than 1 hour.

Now, the panel reports power trouble and its restoral events to the receiver for the 1100T.

Door Schedules

This update allows **Door Schedules** to operate correctly when only a start time or only an end time is entered.

Custom Actions

This update allows multi-swipe

options in **Custom Actions** to properly arm common areas when all other areas are armed.

Obtaining the New Firmware

XR Series firmware updates are available, free of charge, on Dealer Admin (dealer.securecomwireless.com) or for download from DMP's Product Software Downloads.

UPDATE TMSentry™ Version 242

Updated Version 242 (1/9/25) firmware is now available for TMSentry Control Panels.

Entré Support

This update allows TMSentry panels with Version 242 or higher to be managed on Entré for remote programming, troubleshooting and diagnostics.

Zone Expansion

This update allows you to add up to 4 additional wired zones (11-14) to TMSentry panels when connecting to a keypad with zone expansion, such as the 7070 or 7073 Thinline™ LCD Keypads. This increases the total to 10 zones.

DualSIM Activation

This update supports the upcoming TMSentry model for DualSIM activation, which can connect to both Verizon and AT&T cellular carriers, providing an additional backup communication method. You can choose to activate Verizon, AT&T or both carriers on Dealer Admin or Entré.

Once DualSIM is activated, carriers can also be switched to **ATT**, **VZW** or **BOTH** in the panel's **DIAG** (Diagnostics) menu if remote connectivity is unavailable.

Signal Strength Test

Upon being powered on, the panel selects a primary carrier. Once the primary is established, the panel tests the signal strength of the primary every hour. During the test, if the primary's signal

drops by 10db or more, the panel then tests the backup carrier. If the backup has a stronger signal, it becomes the new primary. Every five hours, the panel automatically tests the backup's signal strength to determine the stronger signal.

Obtaining the New Firmware

Firmware updates are available, free of charge, on Dealer Admin (dealer.securecomwireless.com).



UPDATE XT75 Version 251

Updated Version 251 (1/23/25) firmware is now available for XT75 Control Panels.

DualSIM Activation

This update allows for the activation of the upcoming 263LTE-2 Cellular Communicator, which can connect to both Verizon and AT&T cellular carriers, providing an additional backup communication method. You can choose to activate Verizon, AT&T or both carriers on Dealer Admin.

Once DualSIM is activated, carriers can also be switched to **ATT**, **VZW** or **BOTH** in the panel's **DIAG** (Diagnostics) menu if remote connectivity is unavailable.

Signal Strength Test

Upon being powered on, the panel selects a primary carrier. Once the primary is established, the panel tests the signal strength of the primary every hour. During the test, if the primary's signal drops by 10db or more, the panel then tests the backup carrier. If the backup has a stronger signal, it becomes the new primary. Every five hours, the panel automatically tests the backup's signal strength to determine the stronger signal.

Obtaining the New Firmware

XT75 firmware updates are available, free of charge, on Dealer Admin (dealer.securecomwireless.com).

UPDATE XT30/XT50 and XTL Series Version 242

Updated Version 242 (2/20/25) firmware is now available for XT30/XT50, XTLplus and XTLtouch Control Panels.

Improvement

Previously, when the panel was connected to an 8860 Series 7-inch Touchscreen Keypad and updated to Version 242 firmware, the weather and time did not display on the keypad. Now, the weather and time display correctly.

Obtaining the New Firmware

XT30/XT50 and XTL Series firmware updates are available, free of charge, on Dealer Admin (dealer.securecomwireless.com) or for download from DMP's Product Software Downloads.

UPDATE 1100XH Series Wireless Receivers

1100XH Series Wireless Receivers are now being manufactured with Version 209/309 (12/6/24) firmware.

Key Fobs as Zones

1100XH Series Wireless Receivers have been updated to support XR Series Version 243 firmware. This update allows 1-button and 2-button key fobs to be programmed as wireless panic zones. Previously, 1144 Series Wireless Key Fobs could only be programmed using the designated key fob range. Now, in addition to the existing key fob

range, up to 100 key fobs on the XR150 and up to 500 key fobs on the XR550 can be programmed as wireless panic zones.

Obtaining the New Firmware

1100XH Series Wireless Receivers with Version 209/309 firmware can be ordered by contacting DMP Customer Service at 1-866-266-2826 or by visiting buy.dmp.com.

UPDATE XF6 Series Version 242

Updated Version 242 (1/10/25) firmware is now available for XF6 Series Control Panels.

DualSIM Activation

This update allows for the activation of the upcoming 263LTE-2 Cellular Communicator, which can connect to both Verizon and AT&T cellular carriers, providing an additional backup communication method. You can choose to activate Verizon, AT&T or both carriers on Dealer Admin. Once DualSIM is activated, carriers can also be switched to **ATT**, **VZW** or **BOTH** in the panel's **DIAG** (Diagnostics) menu if remote connectivity is unavailable.

Signal Strength Test

Upon being powered on, the panel selects a primary carrier. Once the primary is established, the panel tests the signal strength of the primary every hour. During the test, if the primary's signal drops by 10db or more, the panel then tests the backup carrier. If the backup has a stronger signal, it becomes the new primary. Every five hours, the panel automatically tests the backup's signal strength to determine the stronger signal.

Obtaining the New Firmware

XF6 Series firmware updates are available, free of charge, on Dealer Admin (dealer.securecomwireless.com).



**DMP EXECUTIVE
ROUNDTABLE**
SALES LEADERS

SAVE THE DATE
DECEMBER 2-3, 2025

**EMBASSY SUITES BY HILTON
PANAMA CITY BEACH RESORT**
IN PANAMA CITY, FL

The DMP Sales Leaders Roundtable is an event hosted by members of the DMP Executive Management Group including Owner & President, Rick Britton. The objective is to provide sales leaders and sales managers with an opportunity to discuss best practices with their industry peers and learn from professional sales speakers and content creators.



Space is limited! Please register before Saturday, November 15, 2025 at DMP.com/Roundtable-PanamaCity25.



Convoy of Hope LA Fire Response



**WATCH THE VIDEO:
CONVOY OF HOPE'S
CALIFORNIA WILDFIRES
RESPONSE UPDATE**



At the Dealer Roundtable in Huntington Beach, David Rogers gave an update on how

Convoy of Hope is helping those impacted by wildfires in the Los Angeles area. Convoy is often one of the first to arrive at a disaster with hygiene kits, blankets and food supplies. Beyond that, though, Convoy stays until they are no longer needed. They will have workers there for the long haul. Many of our dealers have had packing parties to prepare kits for such disasters.

Dave Rogers used to work for DMP for nearly 20 years, but for the last several he has worked for Convoy of Hope; Dave can you tell us a bit about Convoy of Hope and what you do?

Convoy of Hope is a faith-based organization with a driving passion to feed the world and to bring help and hope where it is needed most. I work with a team who tells the stories of people who just need a chance to adapt and overcome their current situation and give them hope of a better life.

Convoy of Hope is located in Springfield, MO and it is a strategic partner of DMP and the Britton family. Convoy has some major pillars to what it does locally and globally. Can you talk to us about those pillars?

Both domestically and internationally we start with a disaster, which we are constantly monitoring and when one presents itself, we:

- Respond
- Relief

- Recover
- Rebuild
- Remain

Convoy responded to **99** disasters last year.

Then, mostly internationally, we look for ways to help the communities we have helped. That usually will be feeding kids. School-based feeding is our 2nd pillar and initiative. We feed kids in schools, because they are the center of town and a gathering place for families. Education can help a child get on the path out of poverty. Currently we are feeding over 600K in 39 countries.

Then we noticed that the moms were there during the lunch time, helping make and serve the meals. We started to get to know them, hear their dreams and began to

dream with them about helping them own their own businesses. So, we invite them to be in our training program and once they graduate, we help them start their own business with money, machines and their dreams. Currently we have over **48K** women and girls in our women's empowerment program. And when we look five years back, over 90% of these entrepreneurs are still in business.

Finally, we visit farmers to help them increase their yields and produce different crops through innovation and science. Food security is the last piece in the puzzle to help a community transform into providing food for their people and profit for the farmers.

As you said, one of those pillars is disaster recovery that has

Convoy responding all over the world. You have a video about the Convoy response in Southern California for the recent fires. Talk to us a little about that.

The fires were devastating and people are still in the recovery stage. Convoy of Hope has already provided over 1 million pounds of product and served over 55,000 individuals. Our distribution model is through churches, because they have large parking lots and are empty most of the week. We don't leave until the job is done and our current plan is to be in SoCal for at least 2 more years. We are still in Lahaina, and just now started providing essential relief in Tennessee, Kentucky, Virginia and West Virginia with the floods.

This year, Convoy of Hope is number 27 on the Forbes List of top 100 charities. Can you talk to us about how DMP Dealers can get involved with Convoy of Hope either on an ongoing basis, or as needed to respond to disasters?

First do something. If you already have organizations you are working with, make sure your employees, vendors and customers know it. If not, find organizations that align with your values. You can do **workplace giving** (DMP started with a campaign of \$10 or \$5 a paycheck, which can feed a kid for a month), **volunteerism** (last year CFA packed 2 million meals with 800 employees in an hour). Convoy has become an easy button for many organizations, churches and families. When a **disaster** hits the news, they don't need to figure out what to do. Convoy is there and our partners say, we are there. **Advocacy**, like patrol pack for law enforcement. We love our partnership with DMP as their equipment protects our people and property installed by DMP dealers like Bay Alarm in Northern California and Loud Security in Atlanta. So in short, just do the next kind thing. ●



DMP FAMILY Happenings

Larry Strong Photography

Larry Strong is the shipping supervisor at DMP and he has been working in shipping for 37 years. He has assuredly shipped or packed a box of product to every DMP dealer around the world in that time.

Larry is also a very accomplished photographer. He has been published in various print magazines and has won numerous photography awards.

He posted this series of snowy bird photos in February and we thought we should share them.



DMP Celebrates 50 Years with Special Swag Boxes Sent to All Employees

Fred Bohr
Digital Monitoring Products - Upper Midwest.
2w

Another week of travel with 1200 miles, 11 meetings in 6 cities. I came home very exhausted to this box of wonderful DMP 50th anniversary goodies.
[#digitalmonitoringproducts](#) is very thoughtful and creative with their celebrations!



DMP Hosts Its Annual Chili Cookoff With a Superbowl Theme



Judges Choice Winner: Brandon Dirickson
Peoples Choice Winner: Jesse Dengel

AD INDEX

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For more information about advertising, please email DealerDigest@DMP.com.

DMP Social

Post your install photos on social and tag @dmpalarms!

We love to see your before and after photos!

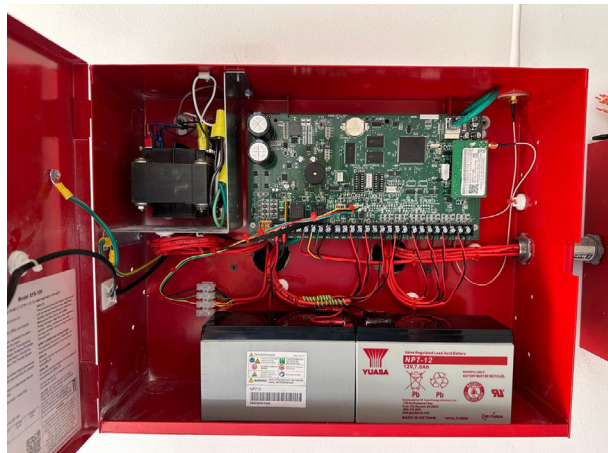
NECA-IBEW Electrical Training Center

LEA term 5 working on DMP for access controls. Connections for 734 door controller, PIR REX, push button, door strike, card reader, door position switch and door alarm contact. All completed installation and tested system with access cards, REX and push button. Nice work!

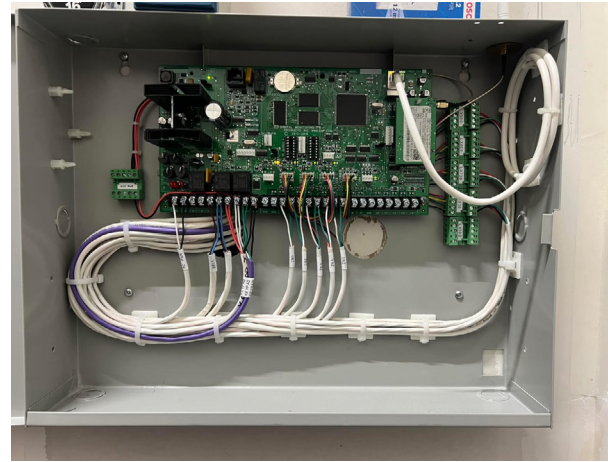


Glenn Security Systems

Finished a system up yesterday! This is a great addition to the DMP Family of Products!

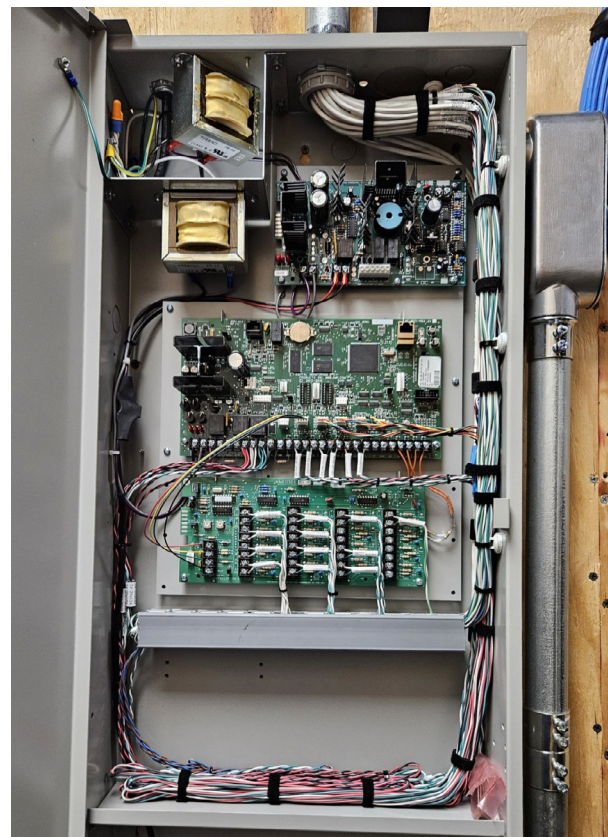


Lorenzo Gokul | Low Voltage Nation Group DMP XR550.



Ruben Cuevas | Preferred Technologies

Quality over quantity! DMP intrusion system head-end.



Join Us

At DMP headquarters in Springfield, Missouri
to celebrate DMP's 50th Anniversary

THURSDAY, JUNE 12, 2025
STARTING AT 10:00 A.M.

DMP 50th Celebration & Open House

2500 N. PARTNERSHIP BLVD
SPRINGFIELD, MO 65803



RSVP BY
MAY 31ST

*Celebrating
Fifty Years*



OPTECH



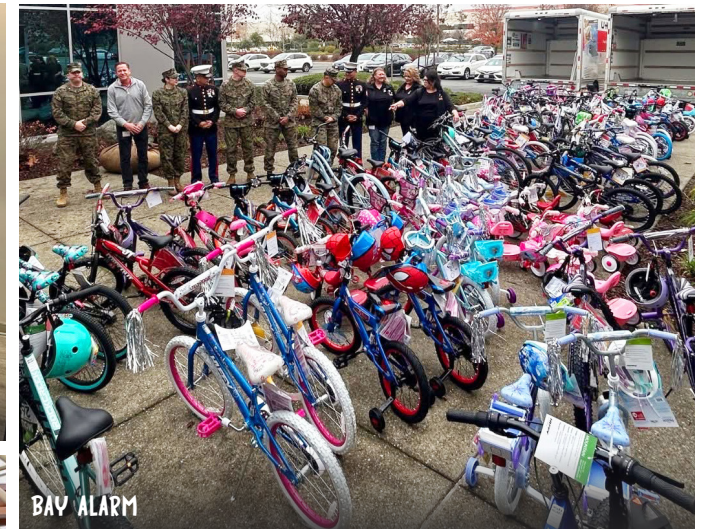
DMP



DIAL SECURITY



GREAT LAKES BUILDING SYSTEMS



BAY ALARM



COOK SOLUTIONS GROUP

TOYS FOR TOTS
CHALLENGE

TOTAL NUMBER OF BAGS OF TOYS COLLECTED:

220

THANK YOU TO OUR PARTICIPATING DEALERS!



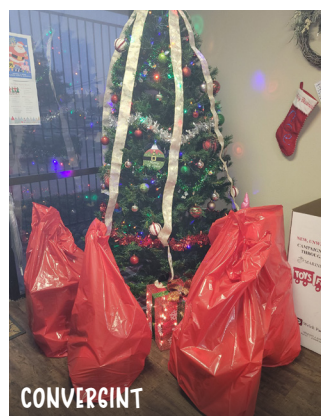
CHIMERA INTEGRATIONS



SECURITY INSTRUMENT



LOUD SECURITY



CONVERGINT



KANSAS CITY CCTV & SECURITY



ALPHA TECHNOLOGIES & ALARM SYSTEMS



AMERICAN ALARMS



CHIMERA INTEGRATIONS



SECURITY ALARM



BAY ALARM



SAN MARINO SECURITY



DIAL SECURITY



SECURITY ALARM



DMP

Welcome TO THE TEAM



Erin Barsanti

National Account Director

Erin Barsanti has joined DMP as a national account director. Through her years of experience managing key accounts, she has received recognition for consistent exceptional results. Having been in the security industry since 2011, Barsanti has extensive experience with major companies like Brivo and Alarm.com. Her expertise includes managing sales cycles, expanding reseller networks and driving significant growth.

“I chose DMP because of its excellent reputation in the security industry and the company’s strong values,” said Barsanti. “DMP stands out for its honesty, integrity and innovative approach. I’m also drawn to its focus on teamwork and generosity, as well as the way DMP fosters a positive work culture that benefits employees, dealers and the broader community.”

Barsanti is based in the Washington, D.C. area. She has worked closely with many DMP dealers throughout her career. “DMP solutions are known for their reliability, ease of use and innovative features. I’m excited to now be a part of the team that supports such a strong product lineup.”



Melissa Fischer

Regional Sales Manager, Illinois

Melissa Fischer has joined DMP as the regional sales manager for Illinois. She will provide ongoing service and support to DMP dealers throughout the state. The addition of this role represents an expansion of the DMP sales team, designed to further elevate personalized service to dealers.

“DMP’s outstanding commitment to providing both customers and employees with service, support and resources is unmatched,” said Fischer. “I am excited to join a team that puts the customer first in everything they do. The DMP values of responsiveness, integrity and innovation align with my own and I look forward to putting them into action in my new role.”

Fischer is based in the Chicago area. She has worked in sales roles on both the integrator and manufacturing side of the security industry, with experience across a number of solutions and verticals including video, access control, intrusion and more.

THE WORLD LEADER IN SENSING SOLUTIONS

With indoor and outdoor detection solutions for every threat level, OPTEX sensors provide flexibility, performance, and guaranteed reliability. With 45 years of experience and over 25 companies in our global portfolio, OPTEX has established a worldwide reputation for quality, innovation, and technical excellence.



PRODUCT HIGHLIGHTS:

REDSKAN Pro Advanced LiDAR Series

Extremely reliable and versatile, the REDSCAN PRO security sensors are using LiDAR technology to create a high resolution virtual laser wall or plane up to 100m (330ft) long, ideal to protect perimeters, buildings, roofs and assets.

Available Models:

- RLS-50100V:** 50 x 100 m (165 x 330 ft.), indoor & outdoor model
- RLS-3060V:** 30 x 60 m (100 x 200 ft.), indoor & outdoor model



REDSKAN mini-Pro LiDAR Series

Provides unparalleled accuracy and flexibility for high-security applications, utilizing cutting-edge time-of-flight technology to precisely track moving objects. With a built-in FHD camera (RLS-2020V model) and ONVIF compliance, it enhances security with visual verification and seamless integration.

Available Models:

- RLS-2020V:** 20 x 20 m (65 x 65 ft.), 95° indoor & outdoor model, with FHD camera
- RLS-2020A:** 20 x 20 m (65 x 65 ft.), 95° indoor & outdoor model

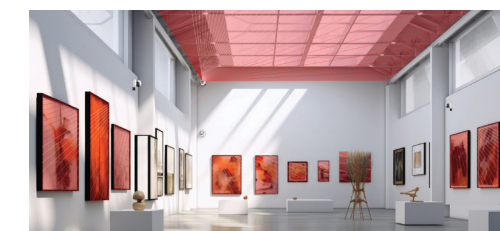


FlipX Indoor PIR / Combination Detector Series

With unique 180° rotatable lens for customized detection, ideal for indoor residential to high-end commercial security applications

Available Models:

- FLX-S-ST & FLX-S-DT:** Standard models for residential & light commercial use
- FLX-P-ST & FLX-P-DT:** Professional models for commercial applications
- FLX-A-AM & FLX-A-DAM:** Advanced models for high end commercial applications



Contact Us: 800.966.7839

sales@optexamerica.com



Mike Moschitta

Regional Sales Manager, Ozarks

Mike Moschitta has joined DMP as the regional sales manager for the Ozarks territory. He will provide ongoing service and support to DMP dealers in Missouri and Arkansas, including the St. Louis metro area. "I chose DMP because of their impeccable reputation for the last 50 years in the security industry. Their dedication to taking care of the customer first and fast aligns with how I like to operate," said Moschitta. "DMP's commitment to their customers and giving back to the community is something I admire and am excited to be a part of. I am looking forward to furthering their values with my DMP partners and colleagues."

Moschitta has held various roles in the low voltage industry for over 25 years. Most recently, he served as regional sales manager for Brivo cloud access control. He started out as a technician on the integrator side of the industry, moving into leadership roles in service, operations and sales. He also has experience with inside sales for distributors. His expertise includes intrusion systems, CCTV video, fire alarm and access control.



Jammy DeSousa

Product Manager, Video Solutions

Jammy DeSousa has joined DMP as the product manager for video solutions. He is a highly accomplished product management leader in AI-enabled video surveillance, IP cameras and enterprise video management systems.

"DMP stands out for its exceptional product quality, cutting-edge remote services platform and dealer-friendly tools, making it ideally positioned to lead the industry in intelligent cloud video solutions," said DeSousa.

With over 20 years in security and IT, he has launched and managed over 100 products, driving business growth and innovation in intelligent video solutions. Most recently, he worked at Johnson Controls, where he led the development of AI-driven IP cameras, NVRs and edge devices. He is also a recognized contributor to industry standards like ONVIF and the inventor of a patented system for dynamic device configuration.



CALIFORNIA · NEVADA · NEW YORK

UL Listed for CRZH, CRZM, CVSG, UUFO, UUFX

The Industry's Highest-Trained Monitoring Specialists Work On-Site From Our 3 Hardened Facilities.

From the onset of the pandemic, our choice has been to keep critical monitoring operations staff on-site. We believe monitoring from home provides lower-quality service.

Remote work has touched every industry, and every business has had to make choices about "how" they will do business.

We've made our choice.

- Unfailing power redundancy
- Multi-carrier phone/internet connections
- Strict security (access by cleared staff only)
- No distractions, dogs barking, kids playing, doorbells, etc.

Proud to support the DMP Dealer family with the highest quality services including monitoring of all DMP panels, video products, SecureCom Wireless communications, and direct integration with the Virtual Keypad App.



RAPID RESPONSE MONITORING

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Security Dealer
DMP DIGEST

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2500 N. Partnership Blvd.
Springfield, MO 65803

DMP.com
800-641-4282



**DMP EXECUTIVE
ROUNDTABLE**
DEALER

SAVE THE DATE
SEPTEMBER 22-23, 2025

EMBASSY SUITES
IN GULF SHORES, AL

The DMP Executive Dealer Roundtable is an event hosted by members of the DMP Executive Management Group including Owner and President, Rick Britton. This event provides DMP dealers with an opportunity to discuss best practices with other dealers or security personnel around the country. It is targeted to owners, senior management, and sales and marketing management personnel.



Space is limited! Please register before Friday, August 29, 2025 at DMP.com/Roundtable-GulfShores25.

