

SECURITY NATION

ESX
BONUS EDITION



ESA'S WEINSTOCK
PERSON OF THE YEAR

STEVE FIRESTONE

STEVE FIRESTONE ON THE MEANING
OF 'SERVICE TO THE INDUSTRY'

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SECURITY NATION

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ESX 2022 OVERVIEW



E SX is about more than badge scans. It's about quality conversations, problem-solving, and bringing the industry together to move it forward. The Electronic Security Expo (ESX) is quickly becoming the “UNevent,” redefining the traditional purpose of industry shows within the electronic security and life safety channel. With a mission to bring leaders together to learn more, share more and interact more, this year's event held in Fort Worth did just that.

ESX 2022 was #SecurityConnected, immersing dedicated security professionals in a niche pro-installed environment, where they were provided actionable ideas, strategies, and collaboration opportunities to move the industry forward. It's a more modern take on the traditional expo, where education and advice take the lead over sales pitches.

“ESX 2022 provided quality conversations with new and existing colleagues and suppliers. There are many follow-up connections we are looking forward to

pursuing, and the ESA team was supportive throughout the expo.” says Alexa Scimeca, Director of Sales and Marketing at Allied Risk Management.

Nearly 1,500 professionals registered for the show this year. Many attending for 3.5 days of networking, quality connections with peers and vendors, and some of the industry's leading education. Throughout the peer-led sessions, rich in best practice sharing, professionals were immersed in actionable ideas and strategies that affirmed their integration and monitoring firms as trusted partners in keeping people, places, and things safe.

On the Main Stage, speakers challenged ESXers to rethink the future of the industry, talking through potential disruptor technologies like drones for the masses. They also inspired the audience to lead with self-confidence and grit and explored lessons for a life well-lived.

In fact, 80% reported they will make a purchase or form a partnership as a result of a conversation had at ESX this year. With many reporting that purchases have already been executed just two weeks from the event.

ESX is the heartbeat of the industry. With peer-led educational sessions, a focused expo, and meaningful networking opportunities, this event provides a blueprint for industry professionals to better run, grow, and maximize their companies. It is an opportunity to rethink traditional operating models — to pivot into becoming more agile and responsive in this changing competitive landscape.

The event — owned by Electronic Security Association — has invested significant resources in ensuring quality education is delivered at registration prices that allow integration and monitoring companies of all sizes to bring their leadership teams — elevating the industry as a whole.

“ESX is one of the life-safety industry's most essential events to attend,” says Eric Widner, General Manager at LOUD Security Systems. “With a heavy focus on industry training and a wide array of industry professionals, every company with a growth mindset should highly consider attendance.” ■

“ It was my first time and it was way more than I had anticipated. Great speakers, classes kept you engaged and the events were awesome.” Says Scott Grady, security Manager at All Security.

**STAY TUNED FOR MORE
DETAILS ON ESX 2023 IN
LOUISVILLE KY, JUNE 5-8!**

ESX MAIN STAGE

Just steps away from the expo floor, the ESX Main Stage welcomed award winners, industry disrupters, and motivators for the audience of electronic security and life safety pros.

OPENXCHANGE BREAKFAST

DRONES AND ROBOTS: THE FUTURE OF SECURITY?

Sponsored by Security Business & Security InfoWatch

The week launched with the OpenXchange session, featuring panelists Stacy Stephens, EVP and Chief Client Officer of Knightscope, and Alex Pachikov, CEO of Sunflower Labs. The two panelists discussed the future of drones and robots — and how they will continue to impact our businesses and the industry.

Drones and robots enhance human response for traditional security applications, including deterrence, surveillance, patrol, maintenance, and much more.



ESA'S INSTRUCTOR OF THE YEAR AWARD WAS PRESENTED TO RILEY FIELDS, LICENSING MANAGER AT RING AT THIS MAIN STAGE EVENT.



“ I was truly honored to receive the Instructor of the Year Award. It is very rewarding to give back to the industry that has been so good to me and my family. To see a light bulb come on in a new industry member is one of the best feelings.” says Fields.

KEYNOTE LUNCHEON

SUCCESS, SELF-CONFIDENCE & GRIT FEATURING DR. IVAN JOSEPH

Sponsored by Security Systems News

Keynote speaker Dr. Ivan Joseph, an award-winning coach and Ph.D. sports psychologist, explored the skill of self-confidence with ESX attendees. In this energizing and motivational talk, security pros learned the secrets Ivan used to help individuals and teams reach goals they never thought possible. Humor, visualization, and immersive activities kept everyone engaged and created a memorable experience.

Dr. Ivan Joseph shared powerful stories and research-based insights.



ESA'S SARA E. JACKSON AWARD WAS PRESENTED TO DEE ANN HARN, CEO OF RFI AT THIS MAIN STAGE EVENT. THIS AWARD WAS SPONSORED BY TELGUARD.



“ In my lifetime, I can honestly say I’ve only been truly surprised a handful of times. Being named the recipient of the Sara E. Jackson award was one of those times, says Harn. “I am honored and humbled with this recognition. I will continue to be a champion for ESA and ESX as they provide a place for ‘iron to sharpen iron.’”

GENERAL SESSION

THE STORY OF HOPE: LESSONS FOR A LIFE WELL LIVED FEATURING TONY BRIDWELL

Sponsored by SDM Magazine



Life is a collection of stories we tell and consume throughout our day. Interestingly, the story that consumes us also controls us. The sudden and prolonged disruption of the last two years has left many with a story of a diminished sense of hope. In this interactive talk, Tony revealed the vital lessons that anchor our story of hope, personally, professionally, and even organizationally. Equipped with a simple yet powerful model, attendees were prepared to navigate life’s most challenging circumstances.

Additionally, each person learned how to leverage the three anchor stories to help us in our efforts to be more effective as coaches, mentors, friends, spouses, partners, followers, and leaders. “Leaders too often forget the actual doing part of any strategy is accomplished by people. How people think and feel impacts how they ‘do strategy.’”

SIAC AWARDS & BREAKFAST
NEW FALSE ALARM DISPATCH DATA DEBUNKS MYTHS, SHIFT PERCEPTIONS

Opening the last day of the 2022 Electronic Security Expo, the SIAC breakfast awards ceremony, recapped vital SIAC contributors.

Research was presented by Dr. Joseph Kuhns who gave industry pros new data that debunks long-standing industry myths about alarm system dispatches and false alarm rates. From there ESA’s Youth Scholarship (page 24) and SIAC’s William N. Moody Excellence Award were presented.

The William N. Moody Award started in 2004 by the Security Industry Alarm Coalition (SIAC), and it is given annually to an individual who demonstrates a passion for advancing positive alarm management and best industry practices. It’s 2022 recipient, John Loud of LOUD Security, received the award on stage with honor. ■



ESA'S WEINSTOCK AWARD WAS PRESENTED TO STEVE FIRESTONE AT THIS MAIN STAGE EVENT. THIS AWARD WAS SPONSORED BY RESIDEO.

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ESX NETWORKING



THE UNEVENT FOR QUALITY INTERACTION AND COLLABORATION.

The ESX Community is a group of passionate professionals who share, learn and brainstorm each year to elevate their game — both personally and professionally.

To create and support this community, ESX focuses on quality engagements and creative ways to encourage interactions and break the ice. It's time to rethink what an industry event should offer. Stop settling for shallow interactions that leave you lost in a crowd — and join a community of passionate security professionals ready to make a difference.

As an intimate event that focuses on relationships, ESX is defined by the passionate professionals who attend. Networking events focus on shared experiences that forge lasting connections, and the expo floor is designed to give adequate time for in-depth discussions.

By providing these opportunities, ESX becomes a launchpad for new ideas, plans and partnerships that move the industry forward. The networking events included the Opening Celebration and Pub Crawl, and the ESA's Weinstock Celebration.

The 2022 Opening Celebration, sponsored by Affiliated Monitoring,

welcomed security pros with live music and great conversations after a few years away from an in-person ESX.

The Pub Crawl made stops at The Library for games and live music and pros took to the mic for a night of singing at Pete's Dueling Pianos. Stops were sponsored by JLM Wholesale and immix.

ESX's NEW Weinstock Celebration provided an opportunity to celebrate the accomplishments of the 2022 Morris F. Weinstock Person of the Year, Steve Firestone, at ACRE Distilling. Pros were treated to live music, liquor tasting, cigar rolling and more — all sponsored by ESA's Diamond Partner, Resideo. ■



ESX BY THE NUMBERS

While the first ESX back in-person in two years is now in the rearview mirror, security pros will have the coming months ahead to apply many of the best practices and business insights to their organizations.

The event promises quality interactions and best practice sharing among leaders in the electronic security and life safety industry. This is THE event for education and networking in the channel — and the 2022 event delivered just that.

The show's impact will ripple well into 2023, when the industry's leaders will gather again June 5-8 in Louisville, KY for ESX 2023.



NEARLY
1,500
SECURITY PROS
IN ATTENDANCE



70
Speakers

127

EXHIBITING/
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UP TO
12 HRS
OF CEU CREDITS PROVIDED

2 Intensive Executive Leadership Workshops:

Leading Change that Works

Hiring, Engaging, and Retaining Your Best Talent

2 Interactive CounterPoint Sessions Held on the ESA Central Expo Stage:

DIY - Is Good Enough the New Perfection for Protection?

Workforce Development: Does Security have a Hiring Problem?

4 Main Stage Sessions Delivering:

Success, Self-Confidence and Grit

Drones, Robots - The Future of Security?

The Story of Hope: Lessons for a Life Well Lived

New False Alarm Dispatch Data Debunks Myths, Shifts Perceptions

8 Networking Opportunities at Main Stage Sessions and social events, including:

Opening Celebration

ESA Reception

Pub Crawl

Weinstock Celebration

ESX BY THE NUMBERS

26 BEST PRACTICE SHARING SESSIONS DRIVEN BY ELECTRONIC SECURITY AND LIFE SAFETY TECH INTEGRATORS

Top 5 Factors Before Entering the Multifamily Market

Leveraging Data: Analytics that Drive Customer Experience, Sales and RMR

7 Practical Ways to Become a Better Boss

Handling Contract Modification Risks

Monitoring Smart Tank - Next Gen Tech That Reduces False Alarm Dispatches and Attrition

Powerful Hacks to Grow Your Recurring Revenue

Supercharge Residential Sales with Innovative Products and Services

Reducing Truck Rolls Through Technology and Repeatable Best Practices

New Monitoring Trends and Practices That Reduce False Alarm Dispatches

Rise of the Machine - When and How to Leverage Artificial Intelligence

Best Practices for Promoting Your Company Via Social Media

Monitoring Center Benchmarking: Track. Measure. Manage.

The Connected Experience - Security. Convenience. Privacy.

Fire Alarms - New Codes, Services and Technology that Drive RMR

Monitoring Innovation in Action

The Internet of Litigation: Security. IoT. Cyber Attacks.

Improve Customer Retention by Understanding Attrition

71% 

of respondents say "I will stay in touch with a new peer relationship sparked at ESX."

“ESX is a tremendous opportunity to engage with my industry colleagues in an environment that fosters healthy competition and growth. There are numerous opportunities to educate and grow for the next generation of security industry leaders!”

“ESX is EFFECTIVE! It’s loaded with good education for me and my colleagues, and it has relevant content. I also appreciate the “healthy competition” it fosters.”

“ESX has always been a great social event to meet new and strengthen relationship with both existing suppliers and new suppliers”

“ESX has a great mix of education, networking, motivational, and social time”

“My business has grown by 4x since my first ESX”



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ESX EDUCATION



BEST-PRACTICE SHARING EDUCATION SESSIONS

Real Word Advice to Bring Back to Your Business

E SX brings together the best and brightest professionals in the electronic security and life safety industry, so it's no wonder that its education program is boasted as one of the strongest in the industry.

Dealers, integrators and monitoring professionals will have access to quality education driven by peers and thought leaders with real-world advice. Learn about proven marketing tactics, sales team management practices, what key performance indicators to monitor, how to reduce truck rolls and more.

The education was organized into nine different tracks, each focused on addressing different areas of security companies' success:

Customer Focused

Managing for Success

The Business of Security

Financial Growth

New Markets

The Business of Monitoring

The Future is Now

Increased Sales

Operations Best Practices

80%

OF ATTENDEES RATED
BEST-PRACTICE SHARING SESSIONS
"EXCELLENT" OR "VERY GOOD."

71%

OF ATTENDEES SAW SO MUCH
VALUE IN ESX THEY ARE ALREADY
MARKING THEIR CALENDARS FOR
ESX 2023 IN LOUISVILLE AND ARE
LIKELY OR VERY LIKELY TO ATTEND.

The Financial Growth track was sponsored by BOLD and the Business of Monitoring and The Future is Now were sponsored by Network Optix.

ESX LEADERSHIP WORKSHOP



HIRING, ENGAGING & RETAINING YOUR BEST TALENT



With Speaker Sherry Vidal Brown, PHD, SMU Cox School of Business

When it comes to hiring, it can be challenging to identify who could be the right fit for the company, and sometimes new hires are not well suited for a specific job. So how do we find a “team player” and someone who will be a successful new hire?

Your Company’s Brand is Your Hiring North Star

Sherry Brown, leader of this Leadership Workshop, recommends that as a company it is important to first understand and define what it is and what its values are. This is integral because if your company’s core values are “working as a team” then you to look into new hires that share that value as well. Once hiring managers

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ESX LEADERSHIP WORKSHOP

are aware of specific company values, they can know who their target audience is and who to target with job postings. Hiring new talent means looking at what sets them apart from everyone else. Managers should also have proficient interviewing skills, have questions tailored to core value and brand, and know how to screen resumes based on the company's values and needs. When a company knows what their brand is, it is easy to identify who falls in line with that brand and message as an employee.

Retaining The Talent

Retaining employees has been a challenge in the market for a few years now. So how do you make sure that your talent doesn't walk away? The importance comes from being able to hire someone that falls in line with the company goals and values. If an employee can see career growth and is in tune with the company culture, benefits, and environment then it will be very hard for them to walk away. It is well known that when employees feel seen, valued and taken care of by their employers they prefer to stay long-term at their jobs.

Fulfil Your Brand's Promise

However, this is all easier said than done. Sherry Brown says it is important for companies to be consistent in their branding, values, and culture as well as how they treat and value their employees. The company should do assessments of itself to screen if they are living out their core values and brand message for their employees. This is a key factor in being able to retain talent. Employees want to know that their employers care and respect them.

Ultimately, Sherry Brown tells us that firstly, companies need to be able to identify "who" they are as a whole in terms of culture, values and branding. Secondly, identify specific talent based on who they are and see if they are a good match for that. Thirdly, have managers be able to screen successfully with interview questions tailored specifically to those core values. Last but not least, keeping your employees cared for by implementing your brand's promise goes a long way and will result in long lasting employment. ■



MAIN STAGE: WEINSTOCK AWARD



WEINSTOCK PERSON OF THE YEAR: STEVE FIRESTONE ON THE MEANING OF ‘SERVICE TO THE INDUSTRY’



Managing Risk and Protecting YOUR Business

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MAIN STAGE: WEINSTOCK AWARD

Steve Firestone, as he explains it, has had two terms of service in the security industry. His first tenure began in the mid-1980s after leaving years-long positions in banking and then as a partner at an ad agency. A classified ad in the Wall Street Journal caught his eye: Commonwealth Security in Pennsylvania was looking for a vice president of sales and marketing. Despite not knowing a thing about the industry, he landed the gig and eventually became COO.

After nine years at Commonwealth, he was recruited away to be CMO for the newly launched Entergy Security Corp. Nearly 40 acquisitions and 18 months later the business was sold to Tyco in early 1999, and Firestone exited the industry. For the next 15 years, he worked in C-suite marketing roles before launching his own consulting firm. The security industry eventually beckoned, and he made a grand return in 2012 to be president of Select Security. He remained there until returning to full-time consulting in 2021.

This all amounts to a brief fly-over of a distinguished professional career. But what may define Firestone — the individual — most are the personal connections forged by the spirit of community and association for the betterment of all. Firestone's litany of association work and volunteerism is long and illustrious. It is certainly befitting the very essence of the Morris F. Weinstock Person of the Year, an honor recognizing the lifetime achievement and service to the industry of a dedicated individual.

In the following conversation, Firestone addresses finding a work-life balance with volunteering; the personal rewards one



gains through association work; and the importance of “staying in school.” He also recalls in detail how countless industry brethren lifted him and his family during one of their darkest moments.

What does “service to the industry” mean to you? What inspires you to give back?

The saying — “I want to give back to the industry that has provided me and my family with so much” — I agree with wholeheartedly. But I actually view it even a little bit beyond that. As I said in my acceptance comments at the Weinstock Award event, I actually believe we have an obligation to take what we’ve learned over the years as older professionals and provide that to those who maybe haven’t been around quite as long or haven’t been exposed to as much as we have.



MAIN STAGE: WEINSTOCK AWARD



I have the very good fortune in this regard of having spent half my career outside the industry and half my career in the industry. So, I'm able to bring to the conversation perspectives that are not just specific to experiences within the industry. I look at it as a real obligation. I also said in my acceptance comments that Scripture calls us to do exactly that; but even if you're not spiritually inclined I just feel we have an obligation to do what I just described.

Is there a work/life balance to strike in how much time you spend away from your private life outside of the profession?

It's a short answer — yes. Here's how I view it: Volunteerism takes time away from your ability to do something else that you might choose to do with your personal time, as opposed to your "work time." Having said that, one of the beautiful benefits of involvement with ESA and the broader

industry is it is a very open industry where even among your competitors there's a willingness to share experiences and share life's challenges with each other.

Volunteerism in a really interesting way almost extends your family. While it may take time away from your immediate family members, there are also opportunities for involving family members in what you're doing with your volunteerism. And that actually extends and broadens the experience for your family as you get involved in volunteerism.

To those who say they simply don't have the time to commit to a committee or volunteer service to the industry in some fashion, what do you say?

When I talk to people, I point out that the benefit of volunteering isn't just to the

association or to other members of ESA. The benefit of volunteering is to you as someone who is engaging with the industry. In many of my speaking engagements I talk about the phrase, "stay in school." And "stay in school" means I don't care how experienced you are, how old you are, how smart you are, how much you've been exposed to, there is always something else to learn from someone else.

So volunteering isn't just for the benefit of others. Selfishly, volunteering is also a benefit to the person who's volunteering -- if you're willing to listen and learn from others. So, I don't view it as being, "Oh my gosh, I have to take my time away to give to somebody else." No. It is, "Oh my goodness, look at how much I'm learning and being a better human being, being a better boss, being a better owner, being a better business person."

For those who are not actively engaged in industry service outside of their daily grind, how can they get their feet wet? How can they begin to explore volunteer opportunities?

First of all, more than anything else, if you're not a member of ESA, become a member of ESA and go through the onboarding process as a new member. And even if you've been a member of ESA and you haven't gone through the onboarding process, do it. You need to understand what are all the benefits and how do you get involved a little bit at a time.



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MAIN STAGE: WEINSTOCK AWARD

It is a business-changing decision once you decide to get your feet wet. And there are so many programs, volunteer opportunities, getting involved in things like the Executive Management Professionals [EMP] group within ESA, attending ESX. It is really amazing year after year, when we've talked to people who have either gotten involved in a committee or maybe they just joined the EMP group and they attended their first ESX. They say either directly or in survey results, "Oh my gosh, I had no idea of the value. And I wish I had done this earlier."

We need to evangelize the benefits to others because there is an easy way to get your feet wet, without having to commit to being on a board of directors or something like that.

What are the risks to the industry of not having veteran professionals such as yourself willing to commit your time?

The whole association world and service organizations — not just as it relates to ESA but the whole notion of volunteerism — is evolving as the years go by. It's not just a need for those who are very experienced — meaning years of service — who need to continue to volunteer. But it is even important for those who are younger. Volunteerism, as I said earlier, isn't just you giving your time to something else. It's that you get more benefit out of volunteering than you would give to somebody else. And if we don't do that, then we lose the whole community, the sense of family, the sense of "we're all in this together" and we can learn from each other's failures.

You can go on the internet and find just about anything on how to do something. But what you don't find on the web is how to establish relationships and how to engage in community. And that is the real value of association and volunteer involvement.

How have you benefited personally



and professionally from all your industry engagement and service?

While I feel very blessed to have been able to give the time that I've given, based on my experiences, I really feel that I have gotten way more out of being involved with ESA and the industry than anything I could have given.

I'll give you the best example. This is a human example. My wife was diagnosed with a brain tumor a number of years ago. She had an operation and she's fine now. But while that was going on I had hundreds, if not thousands of companies, individuals, phone calls, emails, personal visits from

people in the industry that knew me from my involvement in the industry. They expressed they were praying for my family as we were going up to the surgery.

I never could have imagined that beyond getting smarter from what I learned from others, or me being able to provide knowledge from my experiences, I never could have imagined that personal connections would have developed the way they developed to get my family through a very difficult time.

So, if you ask me how have I benefited personally? There you go. I felt like I had a whole industry that was in my camp. And when you feel alone in situations like that, whether it's health or other family-related issues or business challenges or whatever it may be, that sense of community is real, and I am eternally grateful for that kind of relationship. ■

ESX GALLERY



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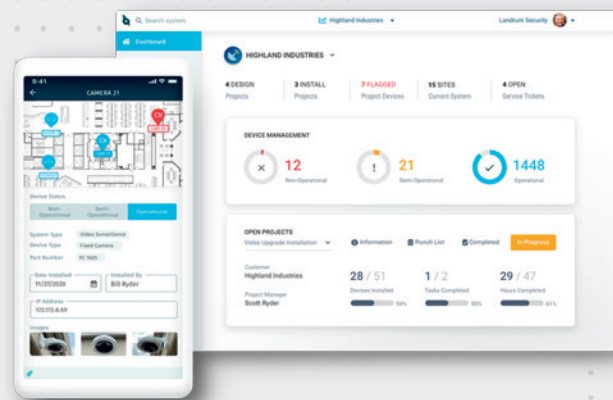
Digital transformation is no longer an option for security integrators. In 2020, the digital transformation train left the station. According to a 2021 Digital Business study conducted by IDG Communications, 89% of all companies have adopted a digital-first business model. For security integrators, this means doing away with pen-and-paper designs and embracing digital solutions. Savvy security integrators are using SiteOwl to shift from analog to digital.

Digital transformation can improve your business processes!

End-users want service technicians to arrive with a solid understanding of their systems. SiteOwl is the world's first purpose-built platform enabling security integrators to bridge the gap between the office and the field by bringing all aspects of design, installation, and service under one platform.

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Collaborative Digital Designs

There is no easy method to install a security system. Moreover, as goals fluctuate and various stakeholders become involved, even minor changes can quickly introduce project inefficiencies. With SiteOwl, you can streamline your installation process by creating and sharing rich digital designs with customers, subcontractors, engineers, and technicians. Here's how a leading security system integrator describes the advantage of using the SiteOwl platform:

"As the world becomes more remote and more collaborative, SiteOwl really gives us an advantage because we're able to collaborate with our clients in real-time. We couldn't do that before with traditional design and PDF tools." - USA Security

Physical security continues to evolve from being seen as a tool for mitigating risk to playing a much more significant role in organizations' digital transformation. Digital transformation will impact your entire company for the better resulting in higher profitability and more loyal customers.

To learn more about how SiteOwl can transform your security installations and help your company succeed, visit us at www.getsiteowl.com or contact us at 1-888-SITEOWL.

MEET ESA'S 2022 YOUTH SCHOLARSHIP WINNERS



The electronic security industry works closely with the public safety sector, and we greatly appreciate the contributions that police, firefighters, paramedics, and EMTs offer to our communities.

To show our appreciation, the ESA Youth Scholarship program was developed to provide college scholarships to their deserving children. Since its launch in 1996, ESA's Youth Scholarship Program has contributed more than \$750,000 to deserving students throughout the nation.

These scholarship awards are made possible by our partners COPS Monitoring and DMP.

Hundreds of applications were received from coast-to-coast of very impressive candidates. Students who are dedicating time in their communities, all while playing sports/hobbies, maintaining high GPAs, and testing scores. After reviewing the applications and with much deliberation, ESA has announced the 2022 winners of its scholarship awards.

Winners from this first round were considered for the national first place and second place scholarships awarding \$17,000 in scholarships.

Sierra Martin, First Place Winner of the ESA Youth Scholarship

First place winner, Sierra Martin was awarded \$13,000 and will be attending Westmont College in Santa Barbara with her twin sister. "This scholarship means a lot to me because it gives me the opportunity to go to college out



of state and supports me in accomplishing my goals of majoring in Biology and competing on a high-level soccer team" says Sierra.

Sierra is involved in multiple extracurricular activities. Including being the first female Eagle Scout in New Mexico and one of the first in United States. One of her Eagle Scout projects was during the beginning of the COVID-19 pandemic and the subsequent

mask shortage. The staff at her local hospital had masks for inside but had to provide their own when walking in and out. Sierra taught her troop to sew, and they made 300 masks to donate to the staff. They received the Messengers of Peace Award for their work.

Sierra plans to continue service projects while in college. “I have been inspired by my dad’s passion, empathy, and willingness to help others.” explains Sierra. “My family and I have volunteered at a variety of places, and, at the beginning of Covid, I organized my Boy Scout Troop into making 300 masks for my local hospital. My family has been service-oriented for as long as I can remember, and I plan to continue to take advantage of service opportunities in my new community.”

“My Dad taught me bravery, the way the world works, and the determination to strive full heartedly towards my goals. I’m thankful to ESA for giving me this opportunity.”

“ My Dad serves at night, so he’s able to make time to train with me and my four siblings most every day. He’s taken us to many historical places, such as battlefields and museums, during our homeschool education, and has always been there to support and motivate me.” she continues passionately.

“I want to everyone who gave Sierra and me this wonderful experience!” says Paul Martin, Sierra’s father. “The scholarship itself is of course a huge help, but also the opportunity to meet with all the wonderful folks there at ESA and for Sierra to speak in front of everyone and feel your support was very valuable to us.”

CONGRATULATIONS, SIERRA!



Luke Rainey, Second Place Winner of the ESA Youth Scholarship

Second place winner, Luke Rainey was awarded \$4000, and he will attend Shippensburg University and is planning on studying Political Science. “I hope to obtain a career related to government and political communications, likely beginning in a staffing position for an officeholder or political group at the state or local level. Through this entry-level position, I expect to gradually advance in my career level to higher positions in government.” says Luke.

“ This scholarship will be an enormous benefit to relieving part of the financial burden attributed to my postsecondary education. Through this scholarship, I will be able to exit college with far less debt and experience an easier transition into a fully independent adult life” says Luke.



Luke did several community service projects. Including working semiweekly at fundraising events for his local fire company and assisting in the production of “The Challenge Program” for local high school students.

“I plan to maintain my presence in the fire company when I am in the local area by contributing at fundraising events, as I have done for the past three years. Although my future will likely require me to live away from my current community in Penn Run, Pennsylvania, I am certain that the values I have been taught by this community through the example of my dad and the dozens of individuals who volunteer at the company will travel with me.”



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2022 ESX INNOVATION AWARD WINNERS REVEALED

ESX's Innovation Awards distinguish innovation and excellence in the industry — and identify the next-gen products and services that will offer significant opportunities for growth for integrator companies.



These products and services were selected by an independent panel of judges based on a specific set of criteria, including ingenuity, applicability, response to market need and more.

The 2022 ESX Innovation Awards Judging Panel, led by Mark Reimer of ADT, also included Michele Monheim, Customer Service Manager of Amherst Alarm, Inc., Rodger Reiswig, Fellow & VP Industry Relations, Global Fire Detection Products of Johnson Controls, and Eric Widner, General Manager of LOUD Security. ESX is grateful to these judges for lending their time and expertise to this important program that recognizes forward-thinking ideas within the security industry.

“We are proud to highlight next-gen products and services that create new opportunities for security professionals to offer their end users,” says George De Marco, ESX chairman. “In addition, these winners offer innovative solutions for companies looking to effectively grow their revenues, improve the customer experience and maximize their profits.”

ESX congratulates the forward thinking companies behind these 22 breakthrough technologies for 2022 (winners listed in alphabetical order by category).

ACCESS CONTROL/ ID SYSTEMS

Gate/Door Operators
Product: IQ Lockdown
Company: Johnson Controls

Electronic/ Mechanical Locks

Product: Home Connect 620 Keypad Connected Smartlock
Company: Kwikset

Hosted / Managed Access Systems

Product: AirAccess®
Company: NAPCO Security Technologies

Readers / Keypads

Product: SPECTRE Nano
Company: STid

DEALER SERVICES

Business Operations
Product: QuoteAnywhere and the Site Survey 3.0
Company: WeSuite, LLC

FIRE LIFE/SAFETY

Controllers & Control Panels – Analog / Addressable / Conventional Systems
Product: FireLink XL 255 New 255Pt Addressable FACP powered by StarLink Cellular
Company: NAPCO Security Technologies

Cellular / Radio Communications
Product: StarLink Max Fire Cellular Communicator
Company: NAPCO Security Technologies

CYBER SECURITY

Data Privacy Solutions
Product: uRISQ
Company: CSR Privacy Solutions

INSTALLATION/ SERVICE TOOLS

Systems Design/LifeCycle Maintenance – Commercial
Product: SiteOwl
Company: SiteOwl

INTRUSION SYSTEMS

Controllers & Control Panels
Product: IQ Pro
Company: Johnson Controls

MOBILE APPS FOR CONSUMERS

App for Security / Life Safety Systems – Residential
Product: Alarm Verification Services
Company: Alula

MONITORING (CENTRAL STATION)

Interactive Services for End User
Product: AG Chat
Company: AvantGuard Monitoring Centers

Dealer App
Product: AvantGuard MLS Reporting Tool
Company: AvantGuard Monitoring Centers

GPS / Mobile Tracking
Product: Security mPERS Umbrella
Company: Essence Security International Ltd.

Enhanced / Verified Monitoring
Product: Evolon Enterprise 2.0
Company: Evolon Technology, Inc.

Software
Product: On Demand Mobile Guard Services
Company: RSPNDR Inc.

SMART HOME: ELECTRONICS/ CONTROL SYSTEMS/ NETWORKING

Energy Management Controls / Systems
Product: Smart Thermostat HD
Company: Alarm.com

IT/Networking
Product: IQ WiFi 6
Company: Johnson Controls

Home Automation / Home Control Systems
Product: PoolScout
Company: Deep Innovations

SPECIALTY PRODUCTS & SERVICES

Power Supplies & Batteries
Product: Tango – PoE Driven Access Control Power Supply/Chargers
Company: Altronix

Command Center Technologies
Product: Vistacom SecureView™
Company: Vistacom Control Room Solutions

VIDEO SURVEILLANCE

Video Analytics
Product: Business Activity Analytics and Pro Series Cameras
Company: Alarm.com

The TechVision Challenge

The TechVision Challenge is a Shark Tank Style Competition held at ESX where judges recognize outstanding products and services that drive the electronic security and life safety industry forward. This challenge is an opportunity for manufacturers and service providers to come up with innovative end user offerings and tools that help dealers, integrators and monitoring professionals become more efficient and profitable.

The selection of the winner is based on specific judging criteria that includes:

- Features & Functions
- Aesthetic & Design Qualities
- Groundbreaking or Innovative
- Improving End User Experience
- Overall WOW Factor
- Improves Efficiency
- Increases Company Value
- Regulatory Compliance

It is up to each contestant to prepare their own presentations for the competition and the TechVision Challenge judging criteria will be used to determine what product or service is named Best of Show for ESX 2022.

Only 10 participants from the Innovation Awards judging process are invited to compete in the TechVision Challenge and an interactive judging panel of a minimum of 3 judges watch the presentations. The judges then have up to 12 minutes for each presentation to judge each product.

This year, we had incredible products in the competition for “Best of Show”, but the ultimate winner was SiteOwl. SiteOwl is a technology company, transforming the way integrators and security directors build and maintain physical security systems. Their product allows its users to simplify security integration and management. SiteOwl users can rapidly build designs on the fly, track real-time field installation progress, centrally manage all security asset information and so much more.



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