Business Leader Sessions

SESSION B       4:00 PM - 4:50 PM

6 Reasons Connected Services Are Here to Stay
The security industry is undergoing tremendous changes as we move from providing basic security and life safety to complex, integrated Connected Home and Business solutions. In fact, connected services are increasingly the reason why end-users buy these solutions and are willing to pay for them. Learn why connected services are here to stay and how your business can thrive by embracing them!
Presented by:  Pat Callanan – Hawkeye Communication
               Phil Gardner – B-Safe
               Darryl Germain – Damar Security Systems

Be More Specific: Build Your Relationship with Your Specifier and Create Demand!
Want to learn how to build a fruitful and thriving relationship with security specifiers? Find out how fostering a relationship with specifiers can be mutually beneficial to all parties, while learning how to win security projects by building proper relationships.
Presented by:  Kim Kornmaier – Honeywell
               Frank Pisciotta - Business Protection Specialists (BPS)

Contractual Liability and Risk Management - 5 Reasons to Update Your Contracts NOW
Are you interested in reducing your business risk? If you said YES, then this session on Contractual Liability and Risk Management is something you can’t afford to miss! Learn about the potential risks you may be subjecting your business to and how to address them.
Presented by: Philip Kujawa - Hinshaw & Culbertson LLP

Driving Organizational Change  You’re now ready to execute on all of the great ideas that you’ve heard about. How do you get started? Who do you get to help? What steps do you need to take? Learn valuable strategies to drive change throughout your organization.
Presented by:  John Jennings - Safeguard

Gamification - One of the Most Popular New Tools to Motivate Employees
The concept of rewarding and recognizing a job well done is nothing new. Join us to learn how some unexpected, traditional workforces have found big success using Gamification and leader boards to motivate their employees. We’ll explore how these tools drive sales and social performance as well as share advice on implementing game mechanisms in your company.
Presented by:  Jon Olson – BI Worldwide

How do You Measure Up? Key Metrics in Your Business
Do you know what’s going on in your business? What are your Key Performance Indicators and how do you track them? How do you know if your team is being successful? Do you measure activity that reflects your business goals? Join us for a dynamic discussion on business metrics and the critical alignment of your business!
Presented by: Nicola Oakie – American Video & Security (AVS)
**Pro-Watch® - Product Update**
Come find out what we have in the works with the Pro-Watch® line. Looking for conversions, new lockset choices and new web interfaces? Then come hear what we have in store for the integrated solution that has been trusted for years.
Presented by: Marcus Logan – Honeywell
Eric Green - Honeywell

**Sales Territory Management for Maximum Growth**
As a leader, is your sales territory being managed effectively by your team? Are you sure? Come hear best practices from your peers on how they motivate their teams to really go after and properly manage their target markets.
Presented by: Bryan Bates – Bates Security

**Friday, November 14**

**SESSION C 10:10 AM - 11:00 AM**

**3 Key Hiring Strategies for the New Generation**
Learn some new answers to the age-old question of how and where to find the talent you need and keep them motivated to take your business to the next level.

**5 Things You Need to Know About The Internet of Everything**
With the growth of connected devices increasing exponentially every year, you'll want to make sure you’re ahead of the curve when leveraging this huge opportunity.
Presented by: Rob Hessel – Source 1

**Business Finance 101**
Are you interested in a finance refresher course, or a review of the fundamentals that are critical for every company? Come hear from the Honeywell Security CFO about what you need to know and how to track those key items.
Presented by: Anselm Wong - Honeywell

**Communication Strategies - 2G, 3G, 4G and Beyond.**
We'll discuss strategies for upgrades, coverage, outages and the Internet. You won't want to miss this informative session about the variety of communication options available for you.
Presented by: Alan Buffaloe – Gill Security
Dave Hood – EPS
Dan Jarnagin – Guardian Systems
Ronnie Whiddon – Custom Security

**How to Get More by Giving Back!**
Community service has long been a hallmark of the authorized dealer programs. In recent years, a number of new formulas have been successful at giving back while helping you grow. Come learn more about different ways to give back to your community and beyond while promoting your company's brand and image.
Presented by: Jamie Vos – Security Solutions Northwest
MAXPRO® Cloud 4.0 with Access Control - A Sneak Peek
Come share the excitement as we take MAXPRO® Cloud 4.0 to the next level with access control integration. Listen to dealers who have given the new CLOUD a test drive and join Honeywell as we discuss pricing structures and how to go to market with this hot new product!
Presented by:  Michael Coniff – Honeywell
                John Smith - Honeywell

Wazup in Marketing: Hot Trends 1 - Online Sales and DIY
Ask yourself how you shop today and how do your customers purchase today? We all make purchases online and most businesses are feeling the impact. Is your business ready for the Internet consumer? In addition, the DIY market is booming. Are you ready to support it? We'll explore strategies to prepare you to capture new customer segments from these hot new trends.
Presented by:  Nick Cook – Source 1
                John Campau - Comtronics

SESSION D  11/14/2014  11:10 AM - 12:00 PM

3 Key Lessons of Social Media
Most people know about social media, but do you really understand it? How can you use social media to drive growth in your business? In this session, you'll hear from content experts who will show you how to successfully engage your customers and employees and build your business through social media.
Presented by:  Katt Stearns - We Make Stuff Happen

CONNECTED Home - Strategy for Success!
CONNECTED Home is a key strategy for Honeywell. Hear from a group of dealers who have made it a strategic initiative for their businesses and are winning with it.
Presented by:  Jeremy Bates - Bates Security
                Larry Comeaux - Acadiana Security Plus
                Renee Coassin - American Total Protection

Customer Satisfaction
Highly satisfied customers can be a force-multiplier in helping you thrive in a highly competitive environment. Learning how to measure this and improve your company's customer satisfaction rating are key to your success. This session will highlight ways to implement a company culture that creates raving fans and empowered employees.
Presented by:  Tom Szell – ADS Security
                Ben Scott – ADS Security

Reinventing Your Business and Remaining Relevant in a Changing Environment
We used to be able to say that if we did the same thing over and over, we would get the same results. That's true except when the world around you is changing. Listen to ideas about how to keep your business and strategy relevant in a dynamically changing environment.
Presented by:  Amy Kothari – My Alarm Center
Slay Your Dragon: Hone Your Presentation Skills
We all want to talk like Ted and it takes practice to get there. Come learn the fundamentals of delivering great presentations. You'll learn valuable skills that will help you present like a pro every time!
Presented by: Greg McLochlin - Honeywell

AlarmNet® Honeywell's New Cloud Services Portal
This session will provide an overview of Honeywell's new AlarmNet® portal that will provide dealers a completely new, easier to use interface, a new way to create and manage accounts, to install, program, and manage systems, as well as additional tools and services to help them grow and manage their business more efficiently.
Presented by: Alice DeBiasio - Honeywell

Wazup in Marketing: Hot Trends 2 - Generation Y and Mobile
Let's be honest, who doesn't have a smartphone today? If you aren't marketing to and designing for mobile users, you're missing the boat. Likewise, the next generation of consumers and the workforce is Generation Y – and they have specific needs and wants. Learn how to market and recruit to this group.
Presented by: Diana Tatem - Verizon

SESSION E 11/14/2014 3:10 PM - 4:00 PM

Building a CONNECTED Business
Bringing access control, video and intrusion together in the commercial market can be a challenge, but very rewarding. Hear how your colleagues are using systems integration as a differentiator to grow their business.
Presented by: Danny Tolleson – Guardian Systems

Increase Your Cash Flow: Even Small Acquisitions Count!
Acquisitions aren't just for big companies! Small acquisitions can serve as key, strategic growth engines for your company. Learn the fundamentals of how to make good acquisitions in your market and how they help to grow your company - sometimes for less than what it costs you to install the accounts yourself.
Presented by: Larry Folsom – American Video & Security (AVS)
Judy Randle – Central Monitoring

MAXPRO® Cloud 4.0 with Access Control - A Sneak Peek
Come share the excitement as we take MAXPRO® Cloud 4.0 to the next level with access control integration. Listen to dealers who have given the new CLOUD a test drive and join Honeywell as we discuss pricing structures and how to go to market with this hot new product!
Presented by: Michael Coniff – Honeywell
John Smith - Honeywell
The next BIG THING: Emerging Technologies
Technology is changing at record-breaking speed. What is the next technology that will have an impact on our industry? Join this proactive discussion on new technologies. You'll hear first-hand perspectives from Honeywell and industry leaders as we prepare our business for the next BIG THING.
Presented by: Alan Stoddard – Honeywell
Jan McBride - Honeywell

Why I Choose Honeywell: An End-User Story
Why doesn’t this end-user want to work with me? Why did they go with a different dealer over me? Want to know how end-users go through their dealer selection process? Come hear why some dealers win and some dealers lose from the voice of an end-user. Take this opportunity to improve your business relationship with your customers.
Presented by: Rob Saxton – First Energy
Bob Van Kirk – McKesson
Dave Karsch - Honeywell

SESSION F 11/14/2014 4:10 PM - 5:00 PM
- AlarmNet® Honeywell’s New Cloud Services Portal
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Presented by: Alice DeBiasio - Honeywell

Enterprise Systems: Vertical Market Payoff!
Vertical expertise pays off in a big way when selling enterprise level integrated systems. Listen to an expert who can help you understand what the hot topics are within a variety of key verticals and how to build a successful vertical markets team that impacts growth, profitability and sustainability.
Presented by: John Neyenhouse – Integrated Security

How to Negotiate A Security Acquisition
At some time in the business cycle almost every owner is either buying to expand or selling what was built. Join Barry Epstein from Vertex Capital as he takes you on a deep dive into the integral parts of an acquisition and how to negotiate each stage. From letter of intent to due diligence to closing, this session will arm you with the knowledge and ammunition to perfect an acquisition!
Presented by: Barry Epstein – Vertex Capital

Secrets to Leveraging Mobile Technology for Productivity in Your Company
Are you using mobile technology to increase productivity in your company? With the massive adoption of mobile devices, a host of tools have surfaced to help you be more successful on the go. Come get a firsthand look at how to put mobile technology to work for you and your employees.
Presented by: Mike Riley - Verizon
The Value of a CRM and Lead Management
How accurate is your pipeline? Do you want more visibility into your sales activity, quoting and lead generation efforts? If you answered yes to any of the above questions, then be present as we join industry experts from WeSuite for a captivating discussion on how to optimize your team's performance, lead flow and ROI.
Presented by: Tracy Larson - WeSuite

Saturday, November 15

SESSION G 11:10 AM - 12:00 PM

5 Ways Top Companies are Transforming Their Businesses
Is your business ready for the next millennium? It's not always easy to take that big step towards transforming your business. Day to day distractions often get in the way. Come hear from companies that are leading the charge and taking control of their future by transforming their businesses NOW!
Presented by: Jim Callahan – Ackerman Security
Scott Hightower – Verified Systems
Dave Hood – First Alarm

Bringing it All Together: CONNECTED Enterprise Solutions
When management systems are large enough to require their own team to maintain, a business would require CONNECTED Enterprise solutions. From individual locations to multiple corporate headquarters, administering larger and larger systems can become overwhelming. Learn about the global mindset behind Pro-Watch®, MAXPRO® VMS, and the power Honeywell provides to take your system from a collection of standalone elements to a Connected Enterprise.
Presented by: Greg Tomasko - Honeywell

Build Your Brand
People buy from people they know, like and trust. Learn how to ensure that your brand is the most well known, liked and trusted in your community.
Presented by: John Schwartz – Alarm Detection Systems

MAXPRO® Cloud 4.0 with Access Control - A Sneak Peek
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Presented by: Michael Coniff – Honeywell
John Smith - Honeywell
**Wazup in Marketing: Hot Trends 1 - Online Sales and DIY**

Ask yourself how you shop today and how your customers purchase today? We all make purchases online and most businesses are feeling the impact. Is your business ready for the Internet consumer? In addition, the DIY market is booming. Are you ready to support that market? We'll explore strategies to prepare you to capture new customer segments from these hot new trends.

Presented by: **Nick Cook – Source 1**  
**John Campau - Comtronics**

**SESSION H**  
1:00 PM - 1:50 PM

**AlarmNet® Honeywell’s New Cloud Services Portal**

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Presented by: **Alice DeBiasio - Honeywell**

**Be the Leader of the Pack! Leadership Skills**

Are you a manager or a leader? What is the difference and how can it impact your business and your company. Come learn the fundamentals of being a great leader!

Presented by: **Terry Aronson – Ackerman Security**

**Creating a Culture That People Love**

Do your employees love where they work and what they do? What does your culture say about your company? Come and hear examples of how creating the right culture can have one of the single biggest positive impacts on your business.

Presented by: **John Loud – LOUD Security**

**Go Back for More! Grow RMR with Your Existing Customers**

What are you doing to market to your existing customers? This base represents a tremendous opportunity to grow you RMR. With all of the new products and services available, it's critical that you stay in front of this important segment of your business. Come and hear from dealers who do this on a regular basis - and WIN with it. You’ll hear specific examples from dealers who have demonstrated successful campaigns of mining the base with measurable results.

Presented by: **Dave Hood - EPS**

**Metrics Driven Coaching**

You can't manage what you can't measure. As a sales manager, are you coaching your salespeople to perform to the best of their abilities? Learn how to implement a metrics-driven coaching culture in four simple steps.

Presented by: **Quentin Gunther - Honeywell**
Slay Your Dragon: Hone Your Presentation Skills
We all want to talk like Ted and it takes practice to get there. Come learn the fundamentals of delivering great presentations. You’ll learn valuable skills that will help you present like a pro every time!
Presented by:  Greg McLochlin - Honeywell

Turn the Corner: Managing Creation Costs
How much does it really cost you to create a new customer? Creation costs are at the heart of our industry. What goes in to a creation cost multiple? What are the things to consider? Join us for a provocative look into creation costs, and how they impact your business, your profits and the value of your company. Can we get a dealer to prove that PRICE has an insignificant impact on your creation cost?
Presented by:  Brian Duffy – Per Mar Security Services

Wazup in Marketing: Hot Trends 2 - Generation Y and Mobile
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Presented by:  Diana Tatem - Verizon

Educational Sessions Being Offered Multiple Times