

Editor's Zone

Security Integration: The Final Frontier

When we launched the re-vamped *Security Sales & Integration* earlier this year, we did so out of a self-imposed obligation to bring our readers the very finest package of industry information available. We recognized the necessity of helping low-voltage dealers/integrators keep pace in a rapidly evolving and converging world of economics and technology.

There are many ways in which we are accomplishing this, but the central mantra is to provide informative, technological, educational and business-oriented material that either enhances what you are already doing or alerts you to something brand new that could be beneficial for your company. Ultimately, the intent is to keep you ahead of the proverbial curve and elevate you and your business to new levels of professionalism and profits. Together, as partners, we can *boldly go where no industry has gone before.*

Some of the folks who are already *exploring the strange new world of security/electronic systems and seeking out new livelihood* are members of the PSA Security Network — the world's largest electronic security cooperative. At the recent 2002 PSA Conference & Exhibits in Denver, I met dozens of forward-thinking dealers and system integrators who are committed to putting customers' needs first and exploiting new technology to deliver comprehensive solutions. Consequently, they are building loyal relationships and earning their fair share on installations as well as ongoing service.

Among the movers and shakers I had the pleasure of speaking with were Buddy Lee, president of Videotec Corp. in Highland, Ind.; Mike Kobelin, president of Selectron Inc. in Portland, Ore.; David Green, president of Metrol Security Services in Phoenix; and Marcy Wilson, owner of Security Lock Systems in Tampa, Fla.

Lee talked about designing simulated luxury boxes for the Chicago Bears; Kobelin shared aspects of his company's work for software firm Symantec;



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Green shed light on the false alarm issue; and Wilson spoke about how contracting with one tenant of a large office building has led to other work within that building.

Overall, I was quite impressed by the atmosphere and agenda of the weeklong event, which concentrated on training, networking and product exhibits. Everyone was very cordial; there wasn't the type of guarded-for-fear-of-giving-away-trade-secrets mentality that mars most dealer/integrator-related functions. Hence, there was a

free flow of camaraderie and ideas that was very refreshing and I'm sure rewarding for attendees.

The nearly 75 intensive seminars and classes featured several of the industry's brightest, most seasoned instructors and speakers.

Your humble editor presented a session that spelled out the valuable yet free information and services *Security Sales & Integration* offers dealers/integrators. Other seminars leaned mostly toward the technical side, but management and sales topics were also included.

A lot of the credit for the heightened success of PSA goes to its tireless staff and recently named president, Bill Bozeman, who clearly has a vision of bolstering the group's already lofty standards of excellence and increasing its clout. He also appears focused on raising awareness levels of PSA's existence and purpose, both within and outside of the security industry.

I believe this is very important because PSA is capable of projecting the kind of professionalism that the public needs to associate with the electronic security industry. Amazingly, I have discovered that many long-time alarm dealers are unaware of PSA, even though it has been around since 1974.

Although its membership is limited by qualifying criteria and geography, I urge you to look into what PSA and its members are doing and how they are doing it. It just may help your company *live long and prosper*. For more information: visit www.psasecurity.com.