Course schedule subject to change.
Visit www.PSATEC.com for complete session content and the current schedule.
# TEC Schedule At-A-Glance

## Sunday, March 11

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am - 5:30 pm</td>
<td>Select Certification and General Education Sessions</td>
</tr>
</tbody>
</table>

## Monday, March 12

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am - 8:00 am</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8:00 am - 12:00 pm</td>
<td>Select Certification and General Education Sessions</td>
</tr>
<tr>
<td>8:00 am - 4:20 pm</td>
<td>USAV Spring Integrators Meeting at TEC</td>
</tr>
<tr>
<td>12:00 pm - 1:30 pm</td>
<td>Lunch</td>
</tr>
<tr>
<td>1:30 pm - 4:20 pm</td>
<td>Certification and General Education Sessions</td>
</tr>
<tr>
<td>5:30 pm - 7:00 pm</td>
<td>Welcome Reception</td>
</tr>
</tbody>
</table>

## Tuesday, March 13

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am - 8:50 am</td>
<td>Opening Keynote with Breakfast</td>
</tr>
<tr>
<td>8:00 am - 12:00 pm</td>
<td>Certification and General Education Sessions</td>
</tr>
<tr>
<td>8:00 am - 4:20 pm</td>
<td>USAV Spring Integrator Meeting at TEC</td>
</tr>
<tr>
<td>12:00 pm - 1:30 pm</td>
<td>State of the Industry with Lunch</td>
</tr>
<tr>
<td>1:30 pm - 4:20 pm</td>
<td>Certification and General Education Sessions</td>
</tr>
<tr>
<td>5:30 pm - 7:00 pm</td>
<td>TEC Fest Colorado Beer Garden</td>
</tr>
</tbody>
</table>

## Wednesday, March 14

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am - 8:00 am</td>
<td>Breakfast</td>
</tr>
<tr>
<td>7:00 am - 8:50 am</td>
<td>PSA Stockholder’s Meeting with Breakfast</td>
</tr>
</tbody>
</table>

## Thursday, March 15

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am - 8:00 am</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8:00 am - 12:00 pm</td>
<td>Certification and General Education Sessions</td>
</tr>
<tr>
<td>12:00 pm - 1:30 pm</td>
<td>Lunch</td>
</tr>
<tr>
<td>1:30 pm - 4:20 pm</td>
<td>Certification Sessions</td>
</tr>
</tbody>
</table>

## Friday, March 16

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am - 8:00 am</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8:00 am - 12:00 pm</td>
<td>Select Certification Sessions</td>
</tr>
<tr>
<td>12:00 pm - 1:30 pm</td>
<td>Lunch</td>
</tr>
<tr>
<td>1:30 pm - 4:20 pm</td>
<td>Select Certification Sessions</td>
</tr>
</tbody>
</table>
**PSA Training Bucks**

Use your PSA Training Bucks to pay for TEC 2018!

PSA Training Bucks can be used to cover TEC registration fees, travel expenses, and hotel accommodations.

Visit [www.PSATEC.com/register](http://www.PSATEC.com/register) for the reimbursement form

---

**New Location for 2018!**

Sheraton Denver Downtown
1550 Court Pl
Denver, CO 80202
303.893.3333

Book Now:
[www.PSATEC.com/where-to-stay](http://www.PSATEC.com/where-to-stay)

---

### Full Conference Pass

<table>
<thead>
<tr>
<th>Category</th>
<th>EARLY BIRD</th>
<th>STANDARD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PSA OWNERS</strong></td>
<td>$849</td>
<td>$999</td>
</tr>
<tr>
<td>Registration Opens</td>
<td>Monday, December 11</td>
<td></td>
</tr>
</tbody>
</table>

Access to all meals and networking events. Select sessions may have additional fees.

### Exhibits Only

**NEW in 2018!**

PSA is offering **Exhibits Only passes at no cost** for one day access to the exhibit floor.

All attendees must register in advance of the event at [www.PSATEC.com](http://www.PSATEC.com)

Exhibits Only passes do not include access to education sessions or meals.

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**Early Bird Pricing Ends January 19, 2018!**

### Full Conference Pass

<table>
<thead>
<tr>
<th>Category</th>
<th>EARLY BIRD</th>
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<tbody>
<tr>
<td><strong>PSA OWNERS</strong></td>
<td>$849</td>
<td>$999</td>
</tr>
<tr>
<td>Registration Opens</td>
<td>Monday, December 11</td>
<td></td>
</tr>
</tbody>
</table>

Access to all meals and networking events. Select sessions may have additional fees.

### General Attendees

<table>
<thead>
<tr>
<th>Category</th>
<th>EARLY BIRD</th>
<th>STANDARD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General Attendees</strong></td>
<td>$999</td>
<td>$1,149</td>
</tr>
<tr>
<td>Registration Opens</td>
<td>Monday, December 18</td>
<td></td>
</tr>
</tbody>
</table>

Access to all meals and networking events. Select sessions may have additional fees.

---

**Book by Feb 16 to Lock in the Discounted Room Rate:**

$189 / night
TEC hosts education designed for all systems integration professionals, from newcomers to industry vets.

Keep an eye out for the learning level marking throughout the course guide:

B = Beginner
I = Intermediate
A = Advanced

LEARNING TRACKS

TEC has education for every department of a systems integration company. Learn more about TEC Learning Tracks:

- **AUDIO-VISUAL**
  Whether you are new to AV or a seasoned pro, this track will help you gain the expertise you need to capitalize on new business opportunities based around the growing confluence of security and pro-AV. These sessions focus on shared knowledge from top pro-audio visual professionals addressing audio, communications, collaboration, display, video control, digital signage, and more.

- **CERTIFICATION**
  Validate your knowledge and skills and obtain some of the most well-known certifications programs from leading industry associations and vendors, ranging from half-day to 5-day courses.

- **CYBERSECURITY**
  Gain insight on cybersecurity issues and learn how to protect your company during these sessions presented by industry experts. This track provides attendees an opportunity to research and discuss the latest standards, trends, and best practices in cybersecurity while discovering products, tools, and procedures they can apply in their office or with their clients in the field.

- **MANAGEMENT**
  Are you a business owner or manager looking to maximize your leadership role? Find sessions designed to provide you with a better understanding of emerging industry trends and topics in leadership and organizational development. Attendees can enhance their leadership capabilities and cultivate and empower organizations that create lasting results.

- **OPERATIONS**
  Discover the project management concepts that drive operational efficiency, increase productivity, and improve quality standards for managing systems integration projects. The operations track focuses on the application of operations principles, project management, and business practices.

- **PROCUREMENT**
  Step through a series of sessions designed to help purchasing professionals navigate common pitfalls and improve processes. The procurement track focuses on learning and engaging with industry peers, vendors, and PSA staff about continuous improvement with stakeholders and successful implementation of purchasing and procurement best practices.

- **SALES & MARKETING**
  Get an edge on your competitors by attending sessions aimed at arming attendees with solutions, approaches, and strategies to grow your customer base and support your sales efforts. Attendees will learn how to apply these techniques directly to specific marketing initiatives and sales challenges for positive results.

- **TECHNICAL**
  Sessions under the technical track are hands-on and technically specific in nature. Attendees will discover technologies driving industry growth and competition, and learn how to leverage the technologies to benefit their organization.

Sessions are marked with colored icons throughout the guide indicating track and learning level.
FOCUS ON RMR

Explore sessions focused on the technologies and best practices from industry and financial pros designed to help RMR become a reality in your company. Attendees will identify recurring revenue streams and managed services that provide value to customers and integrators alike and discover how their businesses can receive recurring revenue every single month - a predictable income!

- BluBØX Basic Training - Sales | p 15
- Business Development in the World of Cyber Security | p 15
- Can Your Sales Team Sell Cyber Security Solutions | p 15
- Designing and Deploying Cloud Access Control Solutions | p 16
- Developing and Implementing a Cloud Enabled Video Program | p 17
- "Enterprise" Sales in the Cloud | p 18
- How Do I Actually Make Money on Cyber Security Solutions? | p 19
- How to Position the Cloud Access Control Solution? | p 20
- Looking into SaaS Sales Opportunities and Growth | p 21
- Networking Power Solutions - Data Analytics for New Age Managed Services | p 22

COMMITTEES

By coming together as a network to share ideas and tackle industry challenges head-on, PSA’s specialty committees deliver value to ALL integrators, regardless of size or markets served.

This year, PSA Committees will host 10 sessions at TEC:

- Cybersecurity Risk Management and the Human Element | p 16
- Hardening Your Security Deployments and Protecting Your Clients | p 19
- How to Create a Culture of Accountability | p 19
- Innovative Tactics, Strategies, and Implementation of Security Technologies | p 20
- Marketing Content: Methods for Increasing Company Participation in a Company’s Marketing Message | p 21
- Metrics for Project Managers | p 21
- Networking: It Ain’t Just Cocktailing and Handshakes | p 22
- Performance Reviews: Annual or Consistent Feedback | p 22
- Project Metrics for Company Leaders | p 22
- Vulnerabilities in Technologies - How Do You Still Secure It? | p 25
## Sunday, March 11

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am - 8:50 am</td>
<td>Advanced Project Management*</td>
</tr>
<tr>
<td>9:00 am - 9:50 am</td>
<td>Bosch C Series Control Panels Master Certification (B8512G/B8512G)*</td>
</tr>
<tr>
<td>10:00 am - 10:50 am</td>
<td>Bosch C Series Control Panels Master Certification (B8512G/B8512G)*</td>
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</table>

## Monday, March 12

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</tr>
<tr>
<td>9:00 am - 9:50 am</td>
<td>3xLOGIC infinias Certification Training</td>
</tr>
<tr>
<td>10:00 am - 10:50 am</td>
<td>AMAG Symmetry Essentials Certification Training*</td>
</tr>
<tr>
<td>11:00 am - 11:50 am</td>
<td>C-CURE 9000 System Installer/Maintainer - AC9001*</td>
</tr>
<tr>
<td>1:30 pm - 2:20 pm</td>
<td>Electronic Security Networking Technician (ESNT)*</td>
</tr>
<tr>
<td>2:30 pm - 3:20 pm</td>
<td>HySecurity CRASH Authorized Integrator Training</td>
</tr>
<tr>
<td>3:30 pm - 4:20 pm</td>
<td>Lenel OnGuard Hardware &amp; Software Fundamentals*</td>
</tr>
<tr>
<td>9:00 am - 9:50 am</td>
<td>SIA Security Project Management Training Seminar (SPM)*</td>
</tr>
<tr>
<td>10:00 am - 10:50 am</td>
<td>USAV Spring Integrator Meeting :: USAV Members Only</td>
</tr>
</tbody>
</table>

### Care Pack Build Event

Join PSA and Mission500 to help give back to the Denver community by participating in this care pack kit build.

*Simply stop by the registration area on Monday and spend a few minute with us as we build care packs to support the homeless in Denver.*

---

* MULTI-DAY SESSION

---

**TRACK KEY:**
- Audio-Visual
- Certifications
- Cybersecurity
- Management
- Operations
- Procurement
- Sales & Mktg
- Technical
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 am - 11:50 am</td>
<td>Lenel OnGuard Hardware &amp; Software Fundamentals*</td>
</tr>
<tr>
<td>11:00 am - 11:50 am</td>
<td>C-CURE 9000 System Installer/Maintainer - AC9001* (Session runs 1:30 pm - 5:30 pm on Sunday)</td>
</tr>
<tr>
<td>11:00 am - 11:50 am</td>
<td>Enhanced Security Through Automated Audio</td>
</tr>
<tr>
<td>11:00 am - 11:50 am</td>
<td>Designing a Cybersecurity Program Based on the NIST Cybersecurity Framework</td>
</tr>
<tr>
<td>11:00 am - 11:50 am</td>
<td>How to Design and Win More Physical Electronic Security Job Bids with Solutions Selling</td>
</tr>
<tr>
<td>11:00 am - 11:50 am</td>
<td>Leveraging Technology to Reduce Installation Costs</td>
</tr>
<tr>
<td>11:00 am - 11:50 am</td>
<td>Conferencing Solutions: When to Choose a Digital Discussion System</td>
</tr>
<tr>
<td>11:00 am - 11:50 am</td>
<td>Purchasing Best Practices: A Roundtable Discussion</td>
</tr>
<tr>
<td>11:00 am - 11:50 am</td>
<td>Feel Good, Look Good For Life!</td>
</tr>
<tr>
<td>11:00 am - 11:50 am</td>
<td>AV/IT Security</td>
</tr>
<tr>
<td>11:00 am - 11:50 am</td>
<td>Get Your Management Team Working Toward the Same Goals</td>
</tr>
<tr>
<td>11:00 am - 11:50 am</td>
<td>Designing Video Solutions for K-12 Schools: Best Practices for a Unique Environment</td>
</tr>
<tr>
<td>11:00 am - 11:50 am</td>
<td>Learn to Lead: Guaranteed to Succeed</td>
</tr>
<tr>
<td>11:00 am - 11:50 am</td>
<td>Getting Stuff Done</td>
</tr>
<tr>
<td>11:00 am - 11:50 am</td>
<td>Networking: It Ain’t Just Cocktails and Handshakes</td>
</tr>
<tr>
<td>11:00 am - 11:50 am</td>
<td>Innovative Tactics, Strategies, and Implementation of Security Technologies</td>
</tr>
<tr>
<td>11:00 am - 11:50 am</td>
<td>Securing the Internet of (Insecure) Things</td>
</tr>
<tr>
<td>11:00 am - 11:50 am</td>
<td>The 2018 Digital Marketing Plan for the Security Industry</td>
</tr>
<tr>
<td>11:00 am - 11:50 am</td>
<td>The Start of the Deal</td>
</tr>
<tr>
<td>1:30 pm - 2:20 pm</td>
<td>SUTCR: Learn The Code of Mining Revenue</td>
</tr>
<tr>
<td>1:30 pm - 2:20 pm</td>
<td>Aspects to Consider When Implementing NEC Video Walls</td>
</tr>
<tr>
<td>1:30 pm - 2:20 pm</td>
<td>Best Practices for Perimeter Protection</td>
</tr>
<tr>
<td>1:30 pm - 2:20 pm</td>
<td>Cyber Threats They Don’t Tell You About</td>
</tr>
<tr>
<td>1:30 pm - 2:20 pm</td>
<td>Conferencing Solutions: When to Choose a Digital Discussion System</td>
</tr>
<tr>
<td>1:30 pm - 2:20 pm</td>
<td>Purchasing Best Practices: A Roundtable Discussion</td>
</tr>
<tr>
<td>1:30 pm - 2:20 pm</td>
<td>Door Security - What More Can Possibly Go Wrong?</td>
</tr>
<tr>
<td>1:30 pm - 2:20 pm</td>
<td>Exit Strategies In An Ever Changing Acquisition World</td>
</tr>
<tr>
<td>1:30 pm - 2:20 pm</td>
<td>Lead to Fail or Lead to Win? The Choice is Yours</td>
</tr>
<tr>
<td>1:30 pm - 2:20 pm</td>
<td>Innovative Tactics, Strategies, and Implementation of Security Technologies</td>
</tr>
<tr>
<td>1:30 pm - 2:20 pm</td>
<td>Metrics for Project Managers</td>
</tr>
<tr>
<td>1:30 pm - 2:20 pm</td>
<td>The Age of Cybersecurity: Changing Roles and Expectations</td>
</tr>
<tr>
<td>1:30 pm - 2:20 pm</td>
<td>Tiered Security Recommendations Benefit Manufacturers, Integrators and End Users</td>
</tr>
<tr>
<td>1:30 pm - 2:20 pm</td>
<td>The Start of the Deal</td>
</tr>
</tbody>
</table>

**LEVEL KEY:**  Beginner - B   Intermediate - I   Advanced - A
General Session with Lunch

**STATE OF THE INDUSTRY**

Tuesday, March 13 • 12:00 PM - 1:30 PM
<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 am - 11:50 am</td>
<td>1. Advanced Megapixel Design: From Concept to Reality</td>
</tr>
<tr>
<td></td>
<td>2. Developing and Implementing a Cloud Enabled Video Program</td>
</tr>
<tr>
<td></td>
<td>3. How Do I Actually Make Money on Cyber Security Solutions?</td>
</tr>
<tr>
<td></td>
<td>5. Modern-Day Prospecting for Security Sales People</td>
</tr>
<tr>
<td></td>
<td>6. Networking Power Solutions - Data Analytics for New Age Managed Services</td>
</tr>
<tr>
<td></td>
<td>7. Vulnerabilities in Technologies - How Do You Still Secure It?</td>
</tr>
<tr>
<td>1:30 pm - 2:20 pm</td>
<td>1.Hacked in 60 Seconds: How Legacy Wiegand Exposes Modern Access Control</td>
</tr>
<tr>
<td></td>
<td>2. Liar, Liar, Pants on Fire</td>
</tr>
<tr>
<td></td>
<td>3. Moving Forward with Access Control for an IP Centric World</td>
</tr>
<tr>
<td></td>
<td>5. Vendor and Integrator Roundtable</td>
</tr>
<tr>
<td></td>
<td>6. Why Can't We Be Friends? Healing the Rift Between Integrators and Manufacturers in the Security Industry</td>
</tr>
<tr>
<td>2:30 pm - 3:20 pm</td>
<td>1. ‘Enterprise’ Sales in the Cloud</td>
</tr>
<tr>
<td></td>
<td>2. Creating Value and Driving Sales through Risk Assessment</td>
</tr>
<tr>
<td></td>
<td>3. Cyber Security for Video Surveillance</td>
</tr>
<tr>
<td></td>
<td>4. Finding your Next Great Employee - The Importance of Succession Planning</td>
</tr>
<tr>
<td></td>
<td>5. Leveraging your Video Surveillance System Using Video Analytics</td>
</tr>
<tr>
<td></td>
<td>6. Looking into SaaS Sales Opportunities and Growth</td>
</tr>
<tr>
<td>3:30 pm - 4:20 pm</td>
<td>1. Building a Better Understanding of the RMA Process</td>
</tr>
<tr>
<td></td>
<td>2. Design and Implementation of a Security Operations Center: A Case Study</td>
</tr>
<tr>
<td></td>
<td>3. CFA Schedule Contracting for the Security Industry</td>
</tr>
<tr>
<td></td>
<td>4. Machine Learning and Video</td>
</tr>
<tr>
<td></td>
<td>5. How to Position the Cloud Access Control Solution?</td>
</tr>
</tbody>
</table>

**DON’T MISS TEC’S MOST POPULAR SESSION!**

By popular demand, the State of the Industry panel will be held as a general session over lunch. Don’t miss this expert discussion of what’s happening in the marketplace and the challenges and opportunities available for today’s systems integrator.

**LEVEL KEY:** Beginner - B  Intermediate - I  Advanced - A
WEDNESDAY, MARCH 14

<table>
<thead>
<tr>
<th>7:00 am - 8:50 am</th>
<th>8:00 am - 8:50 am</th>
<th>9:00 am - 9:50 am</th>
<th>10:00 am - 10:50 am</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PSA STOCKHOLDER’S MEETING</strong></td>
<td><strong>AMAG Symmetry Essentials Certification Training</strong></td>
<td><strong>C-CURE 9000 System Installer/Maintainer - AC9001</strong></td>
<td><strong>Electronic Security Networking Technician (ESNT)</strong></td>
</tr>
<tr>
<td><strong>WITH BREAKFAST</strong></td>
<td><strong>PSA OWNERS ONLY</strong></td>
<td><strong>National Deployment Program Spotlight Studio</strong></td>
<td><strong>SIA CSPM Exam</strong></td>
</tr>
<tr>
<td><em>A separate breakfast will be served for all other attendees</em></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Wednesday, March 14**

**TEC EXHIBIT HALL**

**10:00 AM - 4:00 PM**

* MULTI-DAY SESSION

**TRACK KEY:**
- Audio-Visual
- Certifications
- Cybersecurity
- Management
- Operations
- Procurement
- Sales & Mktg
- Technical
Find **over 100** industry leading security and audio-visual vendors on the show floor at TEC.

**EXPLORE THE FLOOR!**

Explore the interactive TEC exhibit hall floor plan on [www.PSATEC.com/Floor-Plan](http://www.PSATEC.com/Floor-Plan)

Find booth locations and additional information from each of TEC’s exhibiting vendors.
### THURSDAY, MARCH 15


### FRIDAY, MARCH 16

| Time                | AMAG Symmetry Essentials Certification Training* | C-CURE 9000 System Installer/Maintainer - AC9001* | Lenel OnGuard Hardware & Software Fundamentals* | Feenics Intermediate & Advanced Training* |

* MULTI-DAY SESSION
<table>
<thead>
<tr>
<th>Time</th>
<th>Thursday</th>
<th>Friday</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am - 8:50 am</td>
<td>AMAG Symmetry Essentials Certification Training*</td>
<td>AMAG Symmetry Essentials Certification Training*</td>
</tr>
<tr>
<td>9:00 am - 9:50 am</td>
<td>BC CURE 9000 System Installer/Maintainer - AC9001*</td>
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<tr>
<td>11:00 am - 11:50 am</td>
<td>i3xLOGIC infinias Certification Training</td>
<td>i3xLOGIC infinias Certification Training</td>
</tr>
<tr>
<td>1:30 pm - 2:20 pm</td>
<td>BluBØX Training - Technical</td>
<td>BluBØX Training - Technical</td>
</tr>
<tr>
<td>2:30 pm - 3:20 pm</td>
<td>exacqVision Video Management Software Training</td>
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</tr>
<tr>
<td>3:30 pm - 4:20 pm</td>
<td>Feenics Intermediate &amp; Advanced Training*</td>
<td>Feenics Intermediate &amp; Advanced Training*</td>
</tr>
<tr>
<td>1:30 pm - 2:20 pm</td>
<td>Field Management of Security Projects</td>
<td>Field Management of Security Projects</td>
</tr>
<tr>
<td>2:30 pm - 3:20 pm</td>
<td>Leadership Challenge Workshop</td>
<td>Leadership Challenge Workshop</td>
</tr>
<tr>
<td>3:30 pm - 4:20 pm</td>
<td>Vingtor-Stentofon IP Certification Course</td>
<td>Vingtor-Stentofon IP Certification Course</td>
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<td>Developing Quality Training Programs</td>
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<td>LifeSafety Power Certification</td>
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<td>1:30 pm - 2:20 pm</td>
<td>Installation of an IN 120 WiFi Lock and the Advantageousness of WiFi Technology</td>
<td>Installation of an IN 120 WiFi Lock and the Advantageousness of WiFi Technology</td>
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<td>2:30 pm - 3:20 pm</td>
<td>Transform Your Sales: The Case for Outcome Based Selling</td>
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<td>3:30 pm - 4:20 pm</td>
<td>Cybersecurity Risk Management and the Human Element</td>
<td>Cybersecurity Risk Management and the Human Element</td>
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<td>Vulnerability Scanning and Pen Testing</td>
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<td>Artificial Intelligence: Deep Learning Based Intelligent Video Analytics and its Applications in Video Surveillance</td>
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<td>Performance Reviews: Annual or Consistent Feedback</td>
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<td>Diagnosing Power Problems and How They Effect System Performance</td>
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<td>2:30 pm - 3:20 pm</td>
<td>Finding New Business by Understanding &amp; Leveraging Biometrics Technology</td>
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<td>3:30 pm - 4:20 pm</td>
<td>Card and Reader Technologies - Security Vulnerabilities that YOU Should Know</td>
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<td>1:30 pm - 2:20 pm</td>
<td>Seconds Count: Alerting Everyone When An Active Shooter Strikes</td>
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<td>2:30 pm - 3:20 pm</td>
<td>Enhance your Cybersecurity Posture</td>
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<td>Increasing Your Brand Through Social Media</td>
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<td>Designing with Multi-Sensor Cameras</td>
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<td>The Cyber 101 Discussion</td>
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<td>3:30 pm - 4:20 pm</td>
<td>Impact of CSI MasterFormat 2016 on Intelligent Door Locks and Devices</td>
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<td>Pro AV Industry Trends</td>
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<td>Repairing the Internet with Responsible Disclosures</td>
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<td>3:30 pm - 4:20 pm</td>
<td>The Ins and Outs of Projector Edge Blending Technology</td>
<td>The Ins and Outs of Projector Edge Blending Technology</td>
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<td>1:30 pm - 2:20 pm</td>
<td>Migrating Customers to IP: Think Twice, Deploy Once</td>
<td>Migrating Customers to IP: Think Twice, Deploy Once</td>
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<td>2:30 pm - 3:20 pm</td>
<td>Project Metrics for Company Leaders</td>
<td>Project Metrics for Company Leaders</td>
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<td>3:30 pm - 4:20 pm</td>
<td>What is Computer Vision Anyway, and Why is it Important to my Security Company?</td>
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<td>1:30 pm - 2:20 pm</td>
<td>Using Multiple Sensor Types to Simplify Remote Site Surveillance</td>
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<td>2:30 pm - 3:20 pm</td>
<td>Stop Calling (them) Millennials or Gen Z! - Bringing Executive Coaches Out of the Boardroom and Into the Classroom</td>
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**LEVEL KEY:** Beginner - B  •  Intermediate - I  •  Advanced - A
A-Z COURSE LISTING # - B

1. **3xLOGIC infinias Certification Training**
   Donny Shaffer, 3xLOGIC
   - Option 1: Monday, March 12 - 8:00 AM - 4:20 PM
   - Option 2: Thursday, March 15 - 8:00 AM - 4:20 PM
   Join 3xLOGIC expert, Donny Shaffer for a deep dive into the infinias Cloud Access Control application. This hands-on certification course will offer technical training on the infinias ESSENTIALS, PROFESSIONAL and CORPORATE offerings. Explore the world’s smallest and most scalable access control solution. Learn how easy it is to install and deploy while scaling your business. Upon completion of the course, techs will receive a 3xLOGIC Certified Technician Certificate and Certified Partner Polo.

2. **5 Technological Forces Disrupting Security & Transforming Physical Security in the Digital Age**
   Steve Van Till, Brivo
   - Tuesday, March 13 - 9:00 AM - 9:50 AM
   This presentation will take an in-depth look at the five major technological forces driving the security industry from the IT side, with particular focus on how they are interrelated. The five forces include cloud, mobile, big data, Internet of Things and social spaces. The presentation will highlight a real-life example from Lifestyle Communities which demonstrates how mobile and cloud technologies are a gateway platform in creating an exceptional customer experience. The presenter will discuss how companies can improve their security infrastructure through incorporating these technologies into their products, people and processes. The session will conclude with recommendations to the attendees on ways they can position their businesses or careers for the technological changes that are disrupting the physical security industry.

3. **SUTC: Learn The Code of Mining Revenue**
   Paul Boucherie, CPP, CSC, Matterhorn Consulting
   - Monday, March 12 - 3:30 PM - 4:20 PM
   Five Under The Customers Roof (SUTC) is the strategy of being proactive instead of reactive to your existing customers needs. Do your sales people wait for the phone to ring or are they creating new opportunities to expand their presence, service offerings and products to new contacts within the customers organization? How do you know? We will enable you to ask yourself and your sales team the right questions to understand if you are praying for good weather and crop this year or you are planting new fields for growth. This session will pose and gain participant feedback on this important question and then provide recommended guidance on best practices based on our extensive field experience.

4. **Advanced Megapixel Design: From Concept to Reality**
   Rich Kennedy, Arecont Vision
   - Tuesday, March 13 - 11:00 AM - 11:50 AM
   In this session, attendees will observe a step-by-step building and layout of an IP camera surveillance solution. We will discuss pixel density, how it is defined, how to obtain specific pixels on target, and how to combine resolution with optics to obtain specific pixels on target, as well as pixel density (how the numbers match up to the picture quality). Also, we will discuss making the best use of multi-sensor technology in the design process.

5. **Advanced Project Management $550**
   Nadim Sawaya, EPC
   - Sunday, March 11 - Monday, March 12 - 8:00 AM - 4:20 PM
   Advanced Project Management is designed for practicing Project Managers who are involved in managing security projects. It will also provide a practical guide to introduce the whole organization to the principles and concepts of effective project management. Operations Managers and Sales Managers will also benefit from taking this course.

6. **AMAG Symmetry Essentials Certification Training $650**
   Pete Marr and Rick Jaschob AMAG Technology, Inc
   - Monday, March 12 8:00 AM - Friday, March 16 11:50 AM
   This certification program provides in-depth training on the basics of the Symmetry Security Management System for a single site. This course is designed to teach the fundamental skills required to design, install, program and maintain the Symmetry Access Control Security Management System. This class is designed to be both informative and hands-on. As a student you will be required to conduct exercises that provide real world scenarios for programming an access control system. Each student is encouraged to fully participate and to ask questions. Note: You must be a current authorized VAR for this company in order to register for this session. Attendees must complete an on-demand pre-requisite course prior to attending this course.

7. **Artificial Intelligence: Deep Learning Based Intelligent Video Analytics and its Applications in Video Surveillance**
   Paul Sun, IronYun
   - Thursday, March 15 - 11:00 AM - 11:50 AM
   Similar to cloud computing and big data technologies, deep learning technology is now emerging as the third wave of rapid advances that have taken over the information industry by storm. Today's enterprise video surveillance system are storing massive amounts of big data unstructured video data using outdated client/server architectures. Legacy enterprise software Video Management Systems (VMS) and storage systems have many limitations. The recent advancement in machine learning or deep learning based video analytics technology can help address the current VMS and video analytics deficiencies. The field of artificial intelligence known as machine learning or cognitive computing has in recent years become highly popular. The meteoric rise of deep learning technology over the past several years has been truly dramatic in video analytics. The machine learning field has exploded on the scene with the breakthrough in the new deep learning technology. In this presentation, we will showcase and demo recent deep learning advancements in deep learning applications in the video surveillance industry.

8. **Aspects to Consider When Implementing NEC Video Walls**
   TBA, NEC Display
   - Monday, March 12 - 3:30 PM - 4:20 PM
   During this session, NEC will give attendees an overview of video walls, the do's and don'ts and what integrators need to be aware of when designing a solution. Additionally, attendees will discover how to color calibrate a video wall. Lastly, attendees will discover service options and reoccurring revenue streams associated with video wall solutions.

9. **Audio 101 for the Security Integrator**
   Jim Ure, Electro Voice - Bosch
   - Tuesday, March 13 - 10:00 AM - 11:50 AM
   Integration opportunities between audio and security products provide greater security solutions for all customers. In this course, we will be exploring the complete audio system and all of its components. Attendees will learn the differences between 70 volt and 8 ohm speakers along with the appropriate applications for each speaker type. Participants will learn to set up a basic background music and paging system and how to properly select speaker and amplifier types along with appropriate power ratings to accomplish the desired system outcome. Additionally, we will discuss how to appropriately determine installation costs based on current staff ability.

10. **Audio Analytics Design**
    Doug Scott, Louroe
    - Tuesday, March 13 - 3:30 PM - 4:20 PM
    Through basic design we will explore the best uses for audio surveillance and audio analytics. We will cover when and where it is best to use these technologies. We will also cover when and where it will be a successful or legal deployment.

11. **AV/IT Security**
    Paul Zielle, CTS-D, I, Harman
    - Monday, March 12 - 2:30 PM - 3:20 PM
    Traditionally audiovisual (AV) and presentation technologies have been isolated from the enterprise IT network. With the rise of unified communications, cloud applications, enterprise management, and as AV technology reaches further into the organization, AV installations can no longer be isolated. This presentation will discuss the process, stakeholders, and tools used to determine and agree upon the security requirements of an AV installation and some tools and techniques to ensure those requirements are met.

12. **Best Practices for Perimeter Protection**
    Matt Bretoi and Ramon Duran, FLIR
    - Monday, March 12 - 3:30 PM - 4:20 PM
    Outdoor perimeter protection is imperative for critical infrastructure security. Implementing a well-designed security solution that integrates the latest radar, thermal imaging, and target tracking technologies is the key to success. In this session, attendees will learn best practices for design parameters, camera selection, camera placement, analytics configuration, alarm management and integration optimization with third party devices.
Cyber security is reminiscent of IP video 15 years ago. New, different, exciting, not well understood and most importantly, not asked for by current customers. The risk is that your current client contacts may not be the decision makers. The real challenge is they are looking at cyber security solutions but may be asking someone else, perhaps even a competitor. That competitor may want your core physical security business as well! So why change? Competition comes to mind as well as changing buying influences in security decisions at your customer’s place of business. Business survival and growth is a very close second. So what is the inertia breaker to make you reconsider? Ask yourself, the right questions and create a simple, tactical plan. What a great idea for a hands-on workshop! This workshop will do that. You will walk out with the right questions and create a simple, tactical plan. What a great idea for a hands-on workshop! This workshop will do that. You will walk out with the right questions and create a simple, tactical plan.
Corporate Citizenship in Action

Moderated by: Tim Papura, United Publications Inc., Mission 500
Tuesday, March 13 • 9:00 AM - 9:50 AM

Mission 500 is a security industry-centric nonprofit dedicated to serving severely in need children and families in the US, while acting as a catalyst and resource for excellence in corporate social responsibility in the industry. Join Mission 500 for this important panel discussion around corporate social responsibility and employee engagement. There are a number of companies in the industry that demonstrate excellence in the area of corporate social responsibility and employee engagement, and in this session we will present a brief overview on the potential ROI to being a company that cares, and facilitate brief presentations by several industry companies/leaders and their best practices, as well as the effect on their businesses. This subject is a cornerstone discussion in most industries today. Ancillary information and thoughts will be presented by the panel on: community service/employee volunteering, how to appropriately message these activities both internally as well as externally, what does causal marketing look like in the B2B and B2C space, how industry is perceived, how we can continue to build the industry’s reputational equity with the public and other stakeholders and other thought processes in this discipline communicated by our best practice leaders on the panel.

Creating Greater Awareness of the SSA Process

TBA, PSA
Tuesday, March 13 • 8:00 AM - 11:50 AM

Software Service Agreements are a great source of ongoing revenue and a necessity in providing up-to-date support to your customers. Keeping up with expiration dates and specific requirements for each vendor can be very challenging. These sessions with specific vendors are designed for you to be able to ask the questions you need answered to make your SSA process more efficient.

Creating Value and Driving Sales through Risk Assessment

Jeffrey Slotnick, CPP, PSP, Setracon Enterprise Security Risk Management Services
Tuesday, March 13 • 2:30 PM - 3:20 PM

How do you demonstrate value to potential and existing clients? What is the best way to learn about your client’s needs so that your solutions fit their requirements? How do you create consistency with your clients and become a reliable partner? The answer to these questions is a quality risk, threat, and vulnerability assessment. As an integrator, your primary purpose is to solve the security problems of your clients through technology. To do that, the first step is to identify the problems. Risk, threat, and vulnerability assessment is an industry accepted process which leads to the identification of problems (vulnerabilities) and the recommended solutions to mitigate risk. The mitigations are then used to populate a comprehensive Security Master Planning document which provides a value based roadmap for your clients. When you can identify the consequences and impact of loss for risk we are now creating a value based proposition for technology solutions. This session will educate you on the process of risk, threat, and vulnerability assessment which can then be used to drive the value proposition for security systems, engage a method for aligning security department goals with enterprise goals, and ensuring your integration strategies are linked to the strategies of the business.

Cyber Security for Video Surveillance

Ron VanTassel, Arrow Intelligent Systems
Tuesday, March 13 • 2:30 PM - 3:20 PM

Video surveillance and IP based security systems are pervasive and indispensable for many organizations, businesses, and users. Their main purpose is to provide physical security, increase safety, and prevent crime. However, the demand for these systems to be internet connected for remote access, integration, and data mining has increased the exposure to cyber threats and attacks. As a result the security systems have become more vulnerable to cyber activities through sniffing, jamming, spoofing, and botnet attacks. The cyber attacks can create degradation to the security system itself or more serious breaches designed to harvest data for criminal intent. What are some of the main security vulnerabilities including insufficient authentication and authorization, insecure web interface, and lack of password management. Learn how to recognize and address the cyber security issues with scalable and automated applications while lowering operating costs.

Cyber Threats They Don’t Tell You About

Darnell Washington, SecureXperts
Monday, March 12 • 3:30 PM - 4:20 PM

We all know about ransomware, phishing, and malware attacks. What about next generation exploits that undermine the root of trust, privacy, and reputation of individuals and organizations? Learn the tools and tricks of the hackers and apply ways to prevent and minimize your exposure to these threats. During this session, attendees will discover real world examples of insider threats and how cyber threats come with catastrophic impact (especially to small business) which can be detected and averted.

Cybersecurity Risk Management and the Human Element

PSA Cybersecurity Committee
Thursday, March 15 • 8:00 AM - 8:50 AM

One of the biggest threats to an organization is the human element and vulnerabilities people bring to an organization. Social engineering is the art of manipulating people so they provide confidential information that criminals are seeking. As social engineering attacks continue to grow in sophistication and frequency, organizations need to look to education as a first line of defense. PSA’s Cybersecurity Committee will discuss techniques to utilize to prevent organizations from falling victim to savvy attackers employing increasingly sophisticated engineering methods to gain access to sensitive data.

Design and Implementation of a Security Operations Center: A Case Study

Jerry Cordasco, CPP, PSP, Tech Systems, Inc.
Tuesday, March 13 • 3:30 PM - 4:20 PM

This session will discuss the entire process of design, specification, equipment selection, planning, and execution of a real world Security Operation Center from both the integrator’s and the customer’s point of view.

Designing a Cybersecurity Program Based on the NIST Cybersecurity Framework

Larry Wilson, CISSP, CISP, ISSP, ISA, UMass President’s Office
Monday, March 12 • 1:30 PM - 2:30 PM

Companies manage cybersecurity risks by mitigating both the likelihood and the impact of an unauthorized and undesired event. These events could be generated by malware, denial of service attacks, ransomware, phishing emails, web application attacks against vulnerable organizational assets. Any or all of these threat vectors could be present at any given time and can originate from both inside and outside of the organization. This course focuses on designing and building a cybersecurity program based on the NIST Cybersecurity Framework (NCSF) and the NCSF Control Factory Model developed by UMass. The course will teach attendees how to design, build, operate, maintain, and manage a cybersecurity program to protect the organizations critical IT resources and information assets.

Designing and Deploying Cloud Access Control Solutions

Bill Hobbs and Charlie Erickson, 3LOGIC
Tuesday, March 13 • 10:30 AM - 11:20 AM

Learn what this whole cloud thing is really about, such as the features, benefits, and any drawbacks. Delve into the nitty-gritty of installing cloud solutions and the process for choosing specific cloud solutions. We will discuss how to build the database, define door templates, all-important customer expectation setting, and then the service options. During this session, we will address the following questions regarding specific cloud solutions. Why does it matter what cloud service you use? How easy is the cloud system to install? Does the door controller auto-configure or phone home? Also, multi-tenant vs. single tenant, what are the key considerations? Lastly, this training concludes with lessons learned from our two experts who boast a combined 50+ years in the industry and working with access control solutions of every type.

Designing Video Solutions for K-12 Schools: Best Practices for a Unique Environment

Moderated by: Jim Pralle, March Networks
Monday, March 12 • 2:30 PM - 3:20 PM

In this panel discussion, experienced integrators and video surveillance manufacturer representatives will share the best practices they’ve learned delivering successful video solutions to K-12 schools across the U.S. Panelists will speak to the unique attributes of education environments, including specific challenges that need to be factored into system design; active shooter and other events educators need to address with the help of video; working cooperatively with law enforcement and board officials; empowering principals and administrators; and protecting and tracking assets. Panelists will also provide insights into school funding challenges and solutions, and what a typical deployment lifecycle looks like.
Designing with Multi-Sensor Cameras
Aaron Saks, Hanwha Techwin
Thursday, March 15 - 11:00 AM - 11:50 AM
This session will cover how to specify and design systems, and benefits of using full-featured multi-imager and multi-directional cameras from Hanwha Techwin. High performance imaging can be used to reduce costs due to reducing camera counts, which include mounts, switch ports, cabling, etc. This session will also look at advanced features such as high frame-rate imaging, built-in video analytics, and other features designed to make installations quicker and easier.

Developing and Implementing a Cloud Enabled Video Program
Rick Sheppard, OpenEye
Tuesday, March 13 - 11:00 AM - 11:50 AM
This session is designed for senior sales and operational leaders with an interest in developing a new or improving an existing enabled video program. The session will be focused on developing a product offering, go to market strategy and marketing program. The common pitfalls in sales and operational implementation will also be addressed. Participants will take home a number of resources in editable format designed to jump start their program development efforts.

Developing Quality Training Programs
Jeffrey Slotnick, CPP, PSP, Setracon Enterprise Security Risk Management Services
Thursday, March 15 - 8:00 AM - 11:50 AM
This training session and workshop is intended to educate managers and those responsible for training on best practices and methods for creating and delivering best in class, quality training programs, which are court defensible, for employees, work teams, and end users. Attendees will learn about job task analysis, quality training, Adult Learning Theory, training liability, and training records, management. Additionally, attendees will become knowledgeable of different methods of training and how to select the best training method for the content presented. This will be followed by a workshop where participants will engage in a job task analysis for installers, customer service specialists, integrators, and business development professionals.

Diagnosing Power Problems and How They Effect System Performance
Lauren Simmen, SurSurge
Thursday, March 15 - 9:00 AM - 9:50 AM
This session will provide integrators with in-depth knowledge on how to effectively identify and diagnose power anomalies in a system and discuss the implications they have on a system’s performance. This session will also feature ways to manage and mitigate problems to allow for a more optimized system infrastructure and performance.

Door Interlocks: Applications and System Design
Skip Burnham, Dortronics
Tuesday, March 13 - 8:00 AM - 11:50 AM
This class will be a review of electric strike applications and installation requirements when modifying a fire rated frame to install an electric strike? What are my requirements when working on a fire rated assembly and who is trained to do the work? Every project manager, field supervisor and management should know the code! DO YOU? This session will review the ICC Building Codes/Fires Codes for 2012 and 2015 code cycles and the associated NFPA codes to which apply to adding electronic locking hardware to a door.

Driving New Business with Integrated Video and RFID Data Cnt’d
That is one reason why the concept of integrating radio frequency identification (RFID) data with video is gaining traction so quickly. The solution offers organizations - especially retailers - an effective tool for tracking assets, safe-guarding costly objects and merchandise, investigating suspected theft and better managing inventory. For systems integrators, a solution that integrates high-definition video and RFID data represents a new opportunity to help customers improve ROI by leveraging the video and RFID technologies they may already have in place. It also enables forward-thinking integrators to expand their portfolios to drive business with new and existing customers in markets starting from retail and beyond.

Electric Strike Application and Installation
Rodger Schmidt, ASSA ABLOY - EMSO GROUP
Tuesday, March 13 - 1:30 PM - 2:20 PM
This class will be a review of electric strike applications and installation steps to properly install electric striking into or onto a frame-to include the opportunity to complete a cut in and installation of a strike in a frame. We will discuss NFPA 80 - Standaards for Fire Door assemblies - what are your requirements when modifying a fire rated frame to install an electric strike? What do you need to know about the existing hardware on a door to pick the right electric strike for the job?

Electronic Locking Hardware and Codes - You are Responsible for Them!
Rodger Schmidt, ASSA ABLOY - EMSO GROUP
Tuesday, March 13 - 1:30 PM - 4:20 PM
When can you put a delay egress system in place, what are your requirements to do this? If you do not know you are required to as a LICENSED contractor, you and every technician that works for you. Do you need to tie every maglock installed into the fire alarm system? Not necessarily any more. What are my requirements when working on a fire rated assembly and who is trained to do the work? Every project manager, field supervisor and management should know the code! DO YOU? This session will review the ICC Building Codes/Fires Codes for 2012 and 2015 code cycles and the associated NFPA codes to which apply to adding electronic locking hardware to a door.

Electronic Security Networking Technician (ESNT) $1,695
Ray Coulombe, Security Specifiers
Monday, March 12 8:00 AM - Wednesday, March 14 11:30 AM
Electronic Security Networking is a 2.5 day nuts-and-bolts program teaching the basics of IP network fundamentals applied to physical security. While there are many IT certifications deal with in-depth elements of networking, the ESNT is a first-level program specifically for physical security technicians, sales personnel, and other security professionals requiring a strong grounding in IT basics. The program emphasizes hands-on, practical physical security-related applications. The program has been BICSI-approved for 15 Continuing Education Credits (CEC’s). Further, the program provides the training necessary to allow students to test for the Electronic Technicians Association (ETA) Electronic Security Networking Technician (ESNT) certification. With this training, students are well positioned to take full advantage of vendor product training on IP-enabled devices or to continue pursuing IT industry certifications.

Emergency Operational Plan and the Incident Action Plan for Security Integrators
Jerry Wilkins, PSP, Active Risk Survival, Inc.
Tuesday, March 13 - 3:30 PM - 4:20 PM
This one-hour session provides an overview of the Emergency Operation Plan (EOP) and the Incident Action Plan (IAP FEMA 201) as they relate to planning, training, and preparing for an Active Shooter Incident. Participants will learn the terminology/methodology that is used by Emergency Operations Planners and Security Directors to meet the recent mandates and best practices defined in the Interagency Security Committee (FOUO lifted 1/2015) mandates and best practices. The session will include a discussion of OSHA’s General Duty Clause and the Liability Risk Mitigation associated with proper planning, and the utilization of Electronic Counter Measures (CCTV, IDS, ACS, and Mass Notification) as part of Critical Incident Response.

LEVEL KEY:  Beginner - B  ·  Intermediate - I  ·  Advanced - A

TEC 2018 | March 12-16, 2018  17
Enhance your Cybersecurity Posture
PSA Cybersecurity Advisory Board
Thursday, March 15 - 9:00 AM - 9:50 AM
During this panel discussion, PSA’s Cybersecurity Advisory Board will discuss an array of services and solutions that help keep PSA integrators competitive. Panelists will discuss how to adopt practices and implement security control programs to reduce risk to integrators and their customer’s network. Additionally, attendees will gain insights into best practices to help respond effectively to the demand for security assurance along the supply chain.

Enhancing Security Through Automated Audio
James Ure, Electro Voice - Bosch
Monday, March 12 - 1:30 PM - 3:20 PM
Integrating automated audio messaging with physical security and video analytics. This incorporates 2-way radio with onsite first responders to improve response times and actionable messaging. This could also empower multiple diverse agencies with a combined response and communication platform removing barriers between on-site and off-site responders. Understanding the diversity and scalability of such a solution will allow integrators to identify new revenue opportunity within new and existing customers.

"Enterprise" Sales in the Cloud
Brian Matthews, Feenics
Tuesday, March 13 - 1:30 PM - 2:20 PM
We all seem to have heard the standard narrative that ACaS is the perfect solution for small 5 to 10 reader customers, but big enterprise customers will never go for it. It has been heard, embraced, and repeated, but certainly not true. It has almost become an unwritten rule and unfortunately seems to require an undue burden of data to overturn the commonly held belief and misconception. This presentation will walk integrators through the conversations, debates, and data to help position cloud access controls systems in front of enterprise customers and why it makes sense. We will specifically address: cyber security concerns; cost and total cost of ownership; cost to value; benefits to the end user; benefits to the integrator. The audience will be asked for specific examples to walk through as well as being provided some from the presenters. The goal is that business owners, technical staff, and sales staff feel empowered to present and discuss a cloud access control solution to their traditional enterprise class customer.

exacqVision Video Management Software Training
James Goddard, Exacq Technologies
Thursday, March 15 - 8:00 AM - 4:20 PM
Exacq Technologies offers technical training classes for integrators, resellers and end users. Our fundamentals training class is a day-long technical course that covers all aspects of installing, configuring, and using exacqVision IP video surveillance products. This hands-on training class allows every participant to perform each step of the installation process on their own walking through how to install the exacqVision client software onto their laptops. Upon completion, attendees have the knowledge to easily complete an entire system installation and use VMS software on a daily basis.

Exit Strategies In An Ever Changing Acquisition World
Barry Epstein, Vertex Capital
Monday, March 12 - 3:30 PM - 4:20 PM
We are in a tsunami of change in the integration and audio-visual acquisition markets. Today’s buyers of companies range from regional to national and from strategies to private equity to public companies. These buyers are driven by many different goals, including grow and flip, long term integration, video integration, enterprise instances and sub instances and more. Note: You must be a current authorized VAR for this company in order to register for this session.

“Feel Good, Look Good For Life!”
Angela Gaffney, Essential Health & Wellness
Monday, March 12 - 1:30 PM - 2:20 PM
We all seem to have heard the standard narrative that ACaaS is the perfect solution for small 5 to 10 reader customers, but big enterprise customers will never go for it. It has been heard, embraced, and repeated, but certainly not true. It has almost become an unwritten rule and unfortunately seems to require an undue burden of data to overturn the commonly held belief and misconception. This presentation will walk integrators through the conversations, debates, and data to help position cloud access controls systems in front of enterprise customers and why it makes sense. We will specifically address: cyber security concerns; cost and total cost of ownership; cost to value; benefits to the end user; benefits to the integrator. The audience will be asked for specific examples to walk through as well as being provided some from the presenters. The goal is that business owners, technical staff, and sales staff feel empowered to present and discuss a cloud access control solution to their traditional enterprise class customer.

Field Management of Security Projects $275
Nadim Sawaya, EPC
Thursday, March 15 - 8:00 AM - 2:20 PM
The Field Management course is designed to assist security and systems installers, technicians, and project managers in effectively managing the installation work in the field. As an introductory course in project management, Field Management offers a foundation to prepare individuals for a career in project management.

Finding New Business by Understanding & Leveraging Biometric Technology
Larry Reed, ZKAccess
Thursday, March 15 - 10:00 AM - 10:50 AM
This course advises attendees how to leverage today’s biometric security technology to help further differentiate their respective companies and subsequently grow their business in both sales revenue (or career advancement) and profitability. The course reviews the 40-year history and evolution of the Electronic Access Control (EAC) industry so the attendee understands why each new advanced technology replaced its predecessor. Design flaws and innovations are reviewed. The course drills down on the specific components of an EAC system (i.e. readers, controllers, door hardware, software, networking, wiring, etc.). After a thorough understanding of current EAC systems, the attendee then learns about the advantages, inner workings, and implementation considerations (both positive and negative) when installing biometric security systems.

Finding Your Next Great Employee - The Importance of Succession Planning!
Moderated by: Bill Bozeman, CPP, PSA | Panelists: Les Gold, MSK | Charles Durant, Sandra Jones & Company | Leila Blauner, Scalability Solutions LLC | Anthony Berticelli, PSA
Tuesday, March 13 - 2:30 PM - 3:20 PM
We’ve all felt the pain of having a key position unfilled for months, getting bogged down behind training plans, or even postponing retirement because there is no identified backfill. Whether you are an owner, manager, or an individual contributor, open positions can have an impact on the productivity of everyone. Succession planning for all positions is critical to the continuity of business, employee retention, and short and long-term success for companies large and small. This panel brings decades of experience in succession planning at all levels to a discussion about planning for your team and company. Learn how to succession plan for all positions, methods to stay on top of the process, and how to keep your company running on all cylinders through change.

From the Hill: Up-to-the-Minute Legislative Updates Affecting PSA Security Members
Dean Zerbe, alliantgroup
Tuesday, March 13 - 10:00 AM - 10:50 AM
Join former Senior Counsel to the U.S. Senate Finance Committee Dean Zerbe as he shares his exclusive insight on everything from tax reform to healthcare, and legislative updates in 2018 and beyond. Zerbe, who was intimately involved with nearly every major piece of tax legislation signed into law in the 2000s, including the 2001 and 2003 tax reconciliation bills (representing two of the largest tax cuts in the nation’s history), the JOBS bill in 2004 and the Pension Protection Act, will discuss specific legislative and tax policies impacting security system integrators and solution providers. As a frequent speaker and author for Forbes, CNN, MSNBC, and the Wall Street Journal, Zerbe’s lively discussion on short-term and long-term changes in tax policy and impacts the White House will have on these initiatives is not one to miss during PSA TEC 2018!
How Do I Actually Make Money on Cyber Security Solutions?

We tackled this subject as a panel at the inaugural PSA cyber security conference in 2015. We will take a deeper dive into the different approaches, products and solutions to help you get off the bench and into the cyber security game. What are the ways that you can drive RMR or MSP revenues with your existing customers without recreating the wheel or incurring significant company expense, ramp-up time and risks? Cyber security isn’t simple, is it? It can be simpler when you start with what you are capable of doing today. Then strategically plan to expand your resources based on your market success, feedback and potential. Crawl vs. Walk & Run. This session will share strategies and solutions that are simple and effective without breaking your resource bank or patience. Opening cyber security dialogue can be scary unless you have a simple and innovative solution with partners that can help you deliver. This session will provide a suggestions, opinions and experience to help you drive RMR or MSP revenue results over the next year.

How to Create a Culture of Accountability
PSA Leadership Committee Tuesday, March 13 - 9:00 AM - 9:50 AM

How do you improve the culture of your business? How do you get your employees to be more engaged and to take ownership? In order to create a culture of accountability, where employees are engaged and seek ownership, you start by practicing what you preach. Join PSA’s Leadership Committee and leaders in the industry to hear how they work with their employees to create a culture of accountability.

How to Design and Win More Physical Electronic Security Job Bids with Solutions Selling
Robert Lavato, Security Door Controls Monday, March 12 - 1:30 PM - 3:20 PM

Designed for dealers, integrators and installers, this practical, hands-on business development module will ensure attendees are comfortable with the type of technology expertise required to successfully bid jobs and how to apply those technologies into the solutions they actually submit. Session attendees will review real project examples and the step-by-step, common sense process used to design, sell and win more bids.

How to Design Your Conference Space for Better Intelligibility
Troy Jensen, Shure Tuesday, March 13 - 3:30 PM - 4:20 PM

With the ever-increasing reliance on video and teleconference in the workplace basic design principles, which can adversely affect the audio quality of the conference, are often overlooked. We will explain how these simple design considerations are important and how you can implement them in the design of your conference spaces. Topics discussed will include architecture, mechanical systems, interior finishes, along with Audio Visual equipment selection and implementation.

How to Determine the Right Display Technology
TBA, NEC Display Tuesday, March 13 - 9:00 AM - 9:50 AM

Attendees will discover how to best determine the right display technology for AV/IT applications and what factors come into play when choosing a display technology. In addition, they will understand why and how users would use one technology over the other and what, if any, challenges they may face. Also, attendees will research some of the common features of the display technology.

How to Make Your Company Bankable
Mitch Reitman, Reitman Consulting Group, Inc. Tuesday, March 13 - 9:00 AM - 9:50 AM

Whether your company needs a small working capital loan or a multi-million dollar credit facility it is important to understand the proper reasons for taking on debt. We will discuss various lenders, (local banks, specialty lenders, factors, and national banks) and their pros and cons. We will also discuss the loan application and evaluation process and the importance of financial management.

Glenn Bott, Warrior’s Way LLC

Achieving any success requires establishing the vision and committing to its ultimate success. By focusing upon the objective and knowing you will achieve your goal everything is possible. The principles of aikido are extremely useful in accomplishing any goal, by welcoming all events as a learning tool and using these to your advantage you will ultimately succeed without stress and enjoy the process. Glenn shares how these same principles helped him recover from a severe brain injury to once again become a thought leader.

Lynn de Seve, CSA Schedules, Inc.

The CSA Multiple Award Schedule Contract program offers a streamlined procurement vehicle for security integrators to market and sell their products and services to the Federal Government, the largest buyer in the world. CSA Schedule 84 and 70 uniquely include as eligible users state and local government agencies and educational institutions. Whether a rookie or a seasoned veteran learn the who, how, what, and when for the submission and maintenance of this valuable contracting program as well as the most recent technical and regulatory changes impacting the industry.

Tony Diodato, Cypress Integrated Solutions | Cypress Computer Systems

Are your projects leaving security holes that can let criminals in the door? Biometric readers & modern credentials may work flawlessly, but today’s technology has turned Wiegand into a liability which leaves data vulnerable to hackers. See how easily Wiegand can be hacked & learn to secure the connection in this session featuring ethical hacker Babak Javadi & format/protocol expert Tony Diodato. For dealers, installers, integrators, manufacturers and security directors and managers.

PSA Cybersecurity Committee

As security professionals, your clients trust in you to keep them safe. In today’s business world, few, if any organizations are immune to cybersecurity and data breaches. Too many companies do not prioritize cybersecurity during their development and many end users depend on the security integrators to help protect them. Many of your clients may be anxious about cybersecurity, they want reassurance, but don’t always know enough to ask the right questions. So, it’s up to you to not only educate your end users about cyber risks, but also to harden the equipment you install. Hardening a client’s security deployment requires that you understand the best practices for securing each aspect of your deployment and that you make informed decisions about security. In this session, PSA’s Cybersecurity Committee will discuss proper hardening of your security deployments for end users.

Leila Blauner, Scalability Solutions LLC

Hiring people without industry experience brings a tremendous number of advantages (e.g. fresh ideas and insights, a much wider pool of very strong candidates, etc.), but the learning curve can be steep and expensive (both time and money). Integrators on the cutting edge are torn. They want fresh ideas from new team members outside of the industry, and they also don’t want to limit their pool of candidates to the very small number of potential hires that have industry experience. Join this engaging facilitated group discussion to learn from other business leaders who have experience hiring both inside and outside the industry.

LEVEL KEY: Beginner - B  Intermediate - I  Advanced - A
How to Position the Cloud Access Control Solution?
Bill Hobbs and Charlie Erickson, 3xLOGIC
Tuesday, March 13 • 3:30 PM - 4:20 PM
It’s been around for years, but what exactly is this cloud thing? How is the cloud positioned against traditional access technologies and more important, how does it work in practical terms? In this presentation, we’ll do a full SWOT of cloud technology to answer these questions and illuminate the most critical question, “what’s in it for me.” We’ll review key business aspects of the cloud: recurring revenue, the stickiness of the cloud, and how it improves your business valuation, among others. For the integrator/installer, we’ll explore how the cloud sale is different – how to overcome monthly billing objections, setting up accounting for the a recurring billing cycle, and what skill sets are required for being in the cloud business. Once attendees understand the cloud and how to better sell it, we tackle where to sell: the cloud marketplace, identifying prospective customers, positioning cloud for the SMB market, and explaining the advantages of cloud for geographically diverse organizations.

HySecurity CRASH Authorized Integrator Training
Jeremy Brummels and Daniel Butler, HySecurity
Monday, March 12 • 8:00 AM - 4:20 PM
Become a HySecurity Crash Authorized Integrator. The hands-on class presents unique aspects of the StrongArm M50/M50 and HydraVedge SM50 and covers site planning, initial programming, site use, maintenance and troubleshooting. The class identifies critical site and product installation, integration and operation steps, increases your competence and efficiency at designing hardened access control points, and trains you to exploit unique and powerful HySecurity CRASH product benefits.

Impact of CSI MasterFormat 2016 on Intelligent Door Locks and Devices
Moderated by: Chuck Wilson, National System Contractors Association
Thursday, March 15 • 9:00 AM - 9:50 AM
In this session, attendees will discover the rapid developments in intelligent door lock solutions and how they will be specified and brought to the market. Changes in the CSI MasterFormat are presenting new business solutions and how they will be expanded responsibilities for coordination of work results. This session is for business owners and sales professionals who work with consultants, architects, and engineers on specifications and writing scope documents for access control solutions and/or door locking devices. Also a good session for system designers who work with other trades and develop network interfaces.

Increasing Your Brand Through Social Media
David Morgan, Security Dealer Marketing
Thursday, March 15 • 10:00 AM - 10:50 AM
Tapping the vast audience of the social web is a low-cost way to catapult a business brand. This presentation will uncover how to effectively build a company’s brand using social media, which allows organizations to develop new relationships and strengthen existing relationships. This will help drive brand awareness, loyalty, and word-of-mouth marketing. Discover networks which support a company’s brand image, identify valuable content, and outline effective social media strategies.

Innovative Tactics, Strategies, and Implementation of Security Technologies
PSA Technical Committee
Monday, March 12 • 2:30 PM - 3:20 PM
This PSA Technical Committee presentation is presented by industry peers and professionals who share case studies, lessons learned, overviews of cutting-edge technologies, design strategies, and industry best practices. In this session, the Technical Committee will focus on the latest innovations and best practices in biometrics and video analytics technologies. The panel will explore their real-world experiences utilizing and implementing these technologies and discuss real-world challenges encountered and offer practical solutions.

Installation of an IN 120 WiFi Lock and the Advantageousness of WiFi Technology
Russell Cornue, CPDI, CAI, RL, ASSA ABLOY
Thursday, March 15 • 10:00 AM - 11:50 AM
Hands-on portion will consist of the installation, testing and uninstalling of an access control IN120 WiFi Mortise lock from either SARGENT or Corbin Russwin with two individuals per lock. The class will examine the features and benefits of WiFi technology in access control locks and how it leverages the buildings existing IEEE 802.11 WiFi infrastructure which significantly reduce installation costs. We will also examine the advantageous intelligence built into the lock for local decision making, allowing operation regardless of network status. The class will also review credentials available for use with WiFi locks including multiclass SE technology from HID Global which offers heightened security and supports multiple credential technologies, including HID Mobile Access® powered by Seos®.

Lead to Fail or Lead to Win? The Choice is Yours
Kendro Prospero, Turning the Corner
Monday, March 12 • 3:30 PM - 4:20 PM
There is no such thing as a born leader. "Leaders are made, they are not born. They are made by hard effort, which is the price which all of us must pay to achieve any goal that is worthwhile,” Vince Lombardi. Becoming and developing strong leaders is the most important aspect of reaching your goals and becoming successful as a business manager. Too often, great companies fail because of poor leadership and in today’s competitive market. From the top down managers need the skills to lead people. A bad manager can be TOXIC for your team. This presentation will unveil the top essential leadership skills every professional must utilize today. Situational Leadership. Determine how to assess your team & job task readiness and intervene appropriately. Emotional Intelligence: Learn the #1 quality that makes everyone better at working with other humans. Skillful Conversations: We get it, managing is fun until you have to correct someone’s behavior. You’ll learn how to have the tough conversations and do it well. Strong communication skills are paramount to success. Goals, Gaps, & Guidance: Discover tools you can use to navigate what needs to happen to help team members grow or to let them go. Learn how to help your team members and what to do if things are failing apart and get really difficult. You will not only learn the theory behind these leadership essentials but utilize exercises you can implement today.

Leadership Challenge Workshop
Paul Cronin, Cronin Corp.
Thursday, March 15 • 8:00 AM - 4:20 PM
A leadership training series designed for everyone who wants to be leader, from front-line managers and executives, to those who wish to attain more from their jobs. Properly trained leaders not only perform better on the job, they also make those around them more productive, responsible, loyal, and motivated. Topics to be covered: (1) Model the Way. Leaders establish the principles concerning the way people (constituents, peers, and customers alike) should be treated and the way goals should be pursued. They create standards of excellence and then set an example for others to follow. (2) Inspire a Shared Vision: Leaders passionately believe they can make a difference. They envision the future, creating an ideal and unique image of what the organization can become. They breathe life into their visions and get people to see exciting possibilities for the future. (3) Challenge the Process: Leaders search for opportunities to change the status quo. They look for innovative ways to improve the organization. In doing so, they experiment and take risks. Because leaders know that risk taking involves mistakes and failures, they accept the inevitable disappointments as learning opportunities. “Workshop Certification and Diploma.

Learn to Lead: Guaranteed to Succeed
Richard Bryan, A-Player Leadership
Monday, March 12 • 1:30 PM - 2:20 PM
Learn how to become an effective leader. Richard J. Bryan shares funny stories that shed light on the secrets to business success he’s learned from his 20+ years in business. Discover how to work on rather than in your business to get the results you’re looking for! Richard will share his 7-Step Hiring Process, teach you to mentor your team and identify those tasks only you as the leader can accomplish. This inspiring and interactive program guarantees you will learn to lead and succeed!
Lenel OnGuard Hardware & Software Fundamentals $2100
TBA, Lenel
Sunday, March 11 1:30 PM - Friday, March 16 4:20 PM
This five-day, instructor-led course is designed to familiarize students with access control hardware, basic system wiring, software installation, and basic system programming. The purpose of this course is to guide students through the step-by-step process required to ensure basic functionality of a Lenel access control system. The fundamentals course is the first course in the technical certification curriculum that supports the basic knowledge required for all professional, expert, and design architect certification tracks. Note: You must be a current authorized VAR for this company in order to register for this session.

Leveraging Technology to Reduce Installation Costs
Scott Dennison, Allegion
Monday, March 12 - 1:30 PM - 3:20 PM
We all know that customer budget determines how many doors are going to be secured at a facility. Typical installation practices limit the average system to only 10 - 20% of the doors being monitored and secured. With new technologies and system architectures you can increase the number of doors to 30 - 60% and still maintain the same budget. This class will dive into what architectures are available, how they work together at the same site and how to sell the value to the customer.

Leveraging Your Video Surveillance System Using Video Analytics
Steven Rae, Dahua Technology USA
Tuesday, March 13 - 2:50 PM - 3:20 PM
Never before has it been easier to record higher resolution video and store it for longer durations. Now, you can easily and inexpensively collect this video diary, what can you do with it and how can you speed the review process? Using affordable video analytics features and the latest recording capabilities. During this session we will discuss how you can mine valuable data about your retail business using Heat Map and Tripwire (people counting) analytics. Additionally, we will cover how to obtain a quick visual synopsis of who entered an area during a certain time period by using face counting. Attendees will be able to determine the exact time and date when an object was stolen or when someone left a backpack (object removal and object left behind analytics) and how to track a person more accurately and with more detail using Machine Vision techniques between compatible panoramic and PTZ cameras.

Liar, Liar, Pants on Fire
Traci Brown, Traci Brown, Inc
Tuesday, March 13 - 1:30 PM - 2:20 PM
Can you tell when someone is lying? Let body language expert Traci Brown show you how! Are you winning the game of two truths and a lie? You play every day and don’t even know it. Win the game with your team, clients, potential hires and vendors to dramatically improve your bottom line and detect fraud before it happens. Can you trust your team? Can vendors really deliver what they promise? Are they lying over the negotiation table? Are clients telling you all of their needs? Do they like the job you did? Have potential hires infiltrated your resume? Are they really who they say they are in the first place? And most importantly, did your kids eat those donuts or did the dog? In this fast paced session you’ll learn how to use Traci’s system to separate the lies from the truth in today’s headlines...and in your own life so you’re never deceived again. It’s time to put the fires out. Here’s how: instantly tell if someone is lying, know which lies are important, know which lies you should tell, quickly uncover the truth.

LifeSafety Power Certification
Joe Holland, LifeSafety Power, Inc.
Thursday, March 15 - 8:00 AM - 9:50 AM
For the technician up to the project manager, learn how to specify, configure, work with, and troubleshoot the LifeSafety Power FlexPower system. Discuss the advantages of a dual buss power system, the advantages of lock control, networking. Learn how to take advantage of the remote management functions such as remote battery testing and control, remote reporting and alerts.

Looking into SaaS Sales Opportunities and Growth
TBA, HID Global
Tuesday, March 13 - 2:30 PM - 3:20 PM
Security as a Service is an ever-increasing area of interest for integrators. This session will dive into the 3 areas: Real Time Location Service (tracking of inventory, assets and people), Workplace Optimization (monitoring gateways/portal and to learn if asset is in or in proximity to an area), and Condition Monitoring Products and Condition Monitoring Service (track health of motor, conveyors, bearings, gearboxes, etc.). Looking into the newest Bluetooth devices to optimize and gather data that is critical for end users.

Machine Learning and Video
Doug Rosen, Umbo Computer Vision
Tuesday, March 13 - 2:30 PM - 3:20 PM
This mid-level technical presentation reviews the deficiencies of traditional approaches to the video surveillance problem. By analyzing the approaches that technicians favored have had clear drawbacks, including distortions that may seem academic but result in massive real world failure. To solve these approaches, we discuss using Convolutional Neural Networks or deep learning as a potential solution to solving those approaches. At the same time it discusses the technical challenges to applying these machine learning powered computer vision techniques to the surveillance video problem. To close, we discuss future applications that deep learning have for the security vision product.

Marketing Content: Methods for Increasing Participation in a Company’s Marketing Message
PSA Sales and Marketing Committee
Tuesday, March 13 - 11:00 AM - 11:50 AM
What makes for effective marketing content? How can you get everyone in the organization to support and participate in the company’s marketing message? Having a clear understanding of your mission, vision, and core values is the first step to getting everyone in the organization on board with your message. In this session, PSA’s Sales and Marketing Committee will help partners identify ways to help build marketing content that helps support your organization’s overall marketing content message, develop strategies for delivering that message throughout your company and sharing ways to engage employees at all levels of the organization to be a part of the marketing team.

Merging Infrastructure with Emerging Technology
JR Andrews, Altronix
Tuesday, March 13 - 10:00 AM - 10:50 AM
This presentation will cover use of different cabling infrastructures and deployment of Altronix technologies to the benefit of the systems integrator and end-user customers. Product and labor savings will be realized by leveraging fiber, coax and UTP infrastructures with our NetWay, NetWay Spectrum and end-to-end solutions. Deploying mission critical security and surveillance systems at extreme distances and over unique cabling types can be accomplished quickly and with advanced features.

Metrics for Delivering Improved Operational Efficiency
Randy Stearns, D-Tools
Tuesday, March 13 - 2:30 PM - 3:20 PM
During this course, we will identify key areas for system integration companies to improve productivity, and discuss how analytics can help provide better outcomes both internally and ultimately for the end client. Based on this framework, this session will also identify metrics that will help to quantify performance across the business, from sales, product management, labor utilization, product and project profitability, and more. This session will outline how to identify and measure key performance indicators (KPI), and attendees should be able to implement a new quantifiable approach to measuring business effectiveness.

Metrics for Project Managers
PSA Project Management Committee
Monday, March 12 - 3:30 PM - 4:20 PM
As a project manager, you already know that metrics are vital for managing projects. PSA’s Project Management Committee will be discussing metrics for project managers to create better efficiency with company projects and overseeing the project management team. In this session, attendees will discover best practices for designing and building a robust IP platform that supports customers’ IP advancements securely and seamlessly, while using and protecting existing IT investments. Attendees will discover network topologies and attributes prior to any IP migration. During this session we will identify and measure key performance indicators (KPI), and attendees should be able to implement a new quantifiable approach to measuring business effectiveness.

Migrating Customers to IP: Think Twice, Deploy Once
Richard Kasslack, NVT Phybridge
Thursday, March 15 - 9:00 AM - 9:50 AM
Delivering a secure PoE platform that is great for the customer and for you. This session will provide systems integrators and solution providers with best practices for designing and building a robust IP platform that supports customers’ IP advancements securely and seamlessly, while using and protecting existing IT investments. Attendees will discover network topologies and attributes prior to any IP migration. During this session we will define budget strategies that maximize the customer ROI, and your profitability. Attendees will strengthen their cloud-managed service with a secure infrastructure that fits every customer, which will differentiate your value offering/servicing ahead of your competition. This is a must attend session for those looking to capitalize on the move to IP!
Every business owner will one day exit his or her business. A critical part of exit planning is understanding and identifying who will take the business over once the owner exits. Transitioning ownership of the company to an insider is a lengthy process that requires some thought and planning. This presentation will cover the things to consider when identifying the right insider. It will review the six options for transitioning ownership to an insider, including: 1) bequeathing the ownership, 2) gifting it, 3) selling ownership units, 4) bonusing it, 5) the Popeye plan, and 6) the Oldco/Newco plan. Attendees will gain an in-depth understanding of each of these scenarios, including their pros and cons. They will also get a deep dive into a fictional company’s business scenario and the tax consequences of each transition strategy. This presentation will provide business owners with an informative look at what to consider when transitioning ownership to an insider, in order to better prepare for their future exit.
Purchasing Best Practices: A Roundtable Discussion
TBA, PSA
Monday, March 12 - 2:30 PM - 4:20 PM
During this session, attendees will have an opportunity to network, share ideas and best practices around purchasing, and brainstorm new solutions in partnership with other PSA owner companies and the PSA team. Adopt the philosophies, methods, and processes others in the industry are using and implement to build a strong foundation for supply chain excellence.

Remote Connectivity and Power Solutions
David Schulman, KBC Networks
Tuesday, March 13 - 10:00 AM - 10:50 AM
The Remote Connectivity and Power Solutions presentation will provide attendees with a solid understanding of wireless technologies and power options for remote sites.

Repairing the Internet with Responsible Disclosures
Victor Gevers, GDI.foundation
Thursday, March 15 - 10:00 AM - 11:50 AM
In 2016, a non-profit organization GDI.foundation, operated by volunteers, started reporting vulnerabilities as responsible disclosures (coordinated vulnerability disclosures) and helping victims of ransom attacks worldwide under the name PROJECT365. As chairman & co-founder of that organization I would like to share the experiences and challenges they have faced so far. In the last 19 years Victor Gevers (@0xDUDE) has made over 4,250 security reports without getting in trouble with the law. In this talk, you’ll be taken through the experiences of the last 19 years in how you could report ‘bad news’ and show our attempts to report as many vulnerabilities as humanly possible and how to deal with those on the other side, the organizations who receive these reports and the challenges each side faces.

Robotics, Guarding, and the Future of Security
Steve Reinharz, Robotic Assistance Devices
Tuesday, March 13 - 10:00 AM - 10:50 AM
Emerging technologies and developments disrupt how the world does business. Real-world examples include large-scale automated manufacturing, 3D printing, smartphones, online banking, etc. in the security industry, artificial intelligence (AI) and robotics are emerging as this kind of technology. Robotic solutions built with AI can result in improved security, enhanced intelligence and streamlined efficiencies, while radically reducing costs and increasing ROI for enterprise companies. In the guarding world, security robots can help augment traditional methods of guarding that often are mundane or hazardous, thus disrupting the way technology is implemented across the enterprise. Under the right conditions, robots can provide exceptional situational awareness that may not be available with more traditional technologies, while simultaneously increasing operational efficiency and reducing liability. Instead of fearing that robotic security devices will take the place of human security guards, consider this: they can work together. In this panel, we will discuss the technology advancements that have brought us to this point in time, how robotics are being used across industries and in particular in the security industry, and the implications for their use across vertical markets.

Sales: 5 Actions That Deepen Customer Relationships
Tracy Larson, WeSuite
Tuesday, March 13 - 9:00 AM - 9:50 AM
As sales people, sales leaders, and business executives, we are challenged daily to maintain our hard fought existing customer base, while actively developing new sales. So, how do we ensure that we are taking the necessary steps to build and maintain solid, trusted relationships, that deepen our value and staying power? Join us for an informative discussion offering 5 methods, utilizing sales automation to: increase your value and account presence; identify and act on accounts at risk; and nurture accounts as customers for life.

Schlage Engage Technologies and Design
John Dalrymple, Allegion
Thursday, March 15 - 8:00 AM - 11:50 AM
As new technologies are introduced, with them comes new concerns that need to be addressed before and during the installation. This class will explain the new technologies and provide hands-on experience with setting up the locks and access points. We will also explain the differences in the lock features and provide advance training to the installation and maintenance of the locks.

Seconds Count: Alerting Everyone When An Active Shooter Strikes
Amanda Sassano, Alertus Technologies, LLC
Thursday, March 15 - 8:00 AM - 8:50 AM
The number of active shooter incidents has dramatically increased over the past 15 years. As a result, the annual number of people killed or injured has more than doubled since 2000. It can happen to anyone, at any place, at any time. Time wasted is lives lost: what can you do in under 30 seconds? This presentation will show you how the Alertus Emergency Notification System can save lives by alerting everyone of an emergency in only a matter of seconds.

Securing the Internet of (Insecure) Things
Steven Mains, PhD, TechMIS
Monday, March 12 - 1:30 PM - 2:20 PM
The Internet of Things is known to be full of security holes. Webcams have been recalled for the ability of hackers to use them to launch attacks on rival websites. Fitness bands have been hacked to extract location data allowing criminals to know when the wearer is away from home and how far. And my favorite: Spanish company Durmet markets a WiFi-enabled “Smarttress” which features a “Lover Detection System.” The mattress buzzes your phone when it detects suspicious activity allowing you to keep tabs on what’s going on while you are away. Security Integrators are being called on to design and install increasingly complicated home, office and industrial security systems that include remotely operated identification, access and content delivery systems. How do security integrators ensure that the security system they recommended and installed does not become an insecurity system causing the client loss of money, lost productivity and damaged credibility with clients? This talk is designed to acquaint physical security integrators of the pitfalls inherent in the Internet of Insecure Things and how to design in security that can withstand a hack.

Securing the Internet of Things - It's Better Than You Think, But It's Also Worse
Steven Mains, PhD, TechMIS
Tuesday, March 13 - 10:00 AM - 10:50 AM
The Internet of Things (IoT) is fast growing as consumers demand remote controls of their systems and manufacturers seek to gain information on consumer habits. Every day we hear of horror stories of innocuous items like network-enabled fish tanks that become conduits for stealing sensitive financial data and webcams that are used to conduct attacks against websites to cripple competitors or extract ransom. But how vulnerable to hacking are network devices? Do network devices put clients at risk? How do we know which induce a risk and which can be used safely? Is it just networked devices that induce risk or are there risks of hacking non-networked items? The answer is that the problem is both better than we think and much worse. A majority of the vulnerabilities require physical access and simple safeguards can prevent almost all of the rest of data breaches. The bad news is that many non-networked systems are also vulnerable to simple hacks. This talk is designed to acquaint physical security integrators with the real risks involved with networked devices so they can break through the hype and gain credibility with their clients. This talk will also discuss some risks inherent in non-network-enabled devices.

Securing Video Surveillance Devices to Close Network Vulnerabilities
Aaron Saks, Hanwha Techwin
Tuesday, March 13 - 3:30 PM - 4:20 PM
A look at the state of the video surveillance industry through a cyber security lens. This course will start off by examining the latest hacks, vulnerabilities, and other issues that have developed this year. Then we will look at many of the features, protocols, and best practices in current CCTV cameras & recorders that can pose a security risk, as well as how to best secure them. We will discuss hardening guides and how to quickly ensure your products are secured.

SIA CSPM Exam
TBA, SIA
Wednesday, March 14 - 8:00 AM - 11:30 AM
Applications must be approved by SIA in order to sit for the exam. Contact Kimberly Roberts at kroberts@securityindustry.org for more information. Participants must bring own computer for the exam. Fees paid directly to SIA.
The SIA Security Project Management Training Seminar gives security project managers the tools to execute projects efficiently and mitigate the risks for your clients and company. This 2.5-day course offers newer and seasoned PMs a clear perspective on the importance of their role to project stakeholders and identifies risks that could hinder project success. Attendees receive the SIA Security Project Manager’s Essential Guidebook, a compendium of resources, checklists, templates and other materials to help prepare for success on future projects. This training seminar is not a SPM® Certification review course. Review of the SPM® domains within the training seminar is intended to help you identify areas of strength and weakness so that you may focus future self-directed study efforts.

Social Selling with LinkedIn - A Force Multiplier to Generate Leads
David Morgan, Security Dealer Marketing
Tuesday, March 13 - 10:00 AM - 10:50 AM
What do sales people all have in common? Not enough time in the day and the need for more leads! If used correctly, social selling via LinkedIn can be a force multiplier in reducing your cold calling, increasing your personal brand and generating more inbound leads. This session will walk you through best practices to ensure you aren’t invisible to your best prospects, open the flood gates with prospects and position yourself as the security expert in your market.

State of the Industry
Moderated by Bill Bozeman, CPP, PSA
Tuesday, March 13 - 12:00 PM - 1:30 PM
A diverse selection of industry experts take the stage in this can’t-miss presentation. Regardless of your company’s size or sales volume, you’ll benefit from this discussion of what’s happening in the marketplace and the challenges and opportunities for today’s systems integrator.

Stop Calling (them) Millennials or Gen Z! - Bringing Executive Coaches Out of the Boardroom and Into the Classroom
Matt Stewart, The Bearded Leader
Thursday, March 15 - 10:00 AM - 10:50 AM
Let’s stop labeling the next generation with words like Millennials and Zs. Instead focus and think of them as people. By coaching to develop their non-cognitive skills (aka soft skills). How much would your team/company be impacted if you hired graduates with strong interpersonal skills? Could we do a better job preparing students for the soft skills gap of working in the real world? I argue we can and should. The next generation doesn’t want to be taught or told. Could they be guided and coached towards their professional development? What if your new hire understood how to give and receive behavior based feedback? What if your new hire was self-aware of their conflict resolution style and could quickly and easily navigate thru various conflict resolution models? Then why not bring executive coaches into post-secondary schools?

Taking VMS Solutions to the Next Level
David Barber, OnSSI
Thursday, March 15 - 10:00 AM - 11:50 AM
VMS solutions have continued to grow in functionality with business and operational benefits that maximize the investment. The session, hosted by the manufacturer and the system integrator, will dissect an actual case study to reveal how a VMS system enabled the end user to proactively improve facility safety, security and productivity and ensure compliance with various regulations. Also examined will be the impact of the VMS engine processing power and the benefits of open architecture.

The 2018 Digital Marketing Plan for the Security Industry
Jamie Cosweiler, Vector Firm
Monday, March 12 - 1:30 PM - 2:20 PM
Developing content that attracts the right type of leads and customers is a common challenge for many in the security industry. In addition to understanding the types of content needed to produce these opportunities, many just don’t have the time to consistently create this value added information. In this session, we will present a framework for how businesses in the security industry can easily and consistently create content that attracts, captures and converts your ideal target customers. We’ll then explore how to quickly amplify your content across multiple channels to maximize exposure. Finally we’ll discuss best practices and tools to help your security business achieve success and track your digital marketing ROI.

The Age of Cybersecurity: Changing Roles and Expectations
Chuck Davis, Hilvision USA
Monday, March 12 - 2:30 PM - 3:20 PM
With the increase in cybersecurity breaches, systems integrators are starting to evaluate vendors’ product lines by more than just the fit for particular security applications; integrators also want to know that the products they buy are cyber-secure. This session will take a look at the current state of cybersecurity in the physical security industry and explore how cybersecurity risks have affected the partnership among integrators, end users, and manufacturers. What’s changed now that cybersecurity is top of mind? What’s the manufacturer responsible for? The integrator? The end user? This interactive session will delve into best practices for all parties. Integrators will leave this session armed with questions they should be asking their manufacturer partners, and a checklist of best practices they and their end users should have in place.

The Cyber 101 Discussion
Dan Dunkel, New Era Associates
Thursday, March 15 - 8:00 AM - 8:50 AM
How to position the initial cybersecurity discussion in the context of business risk. The session will cover the history of cyber crime and espionage, as well as the evolving tools and tactics of cyber adversaries across various market segments and suggestions for countermeasures through strategic partnerships. The changing nature of technology deployments involves solutions on mobile device access points (IoT), which are expanding the threat surface and accelerating business / cyber risk. Concurrently, outsourced cloud models are accelerating change and challenging the internal reporting structure in organizations, and the traditional selling relationships of physical security integrators. Elevating the CSO and understanding the evolving nature of the CTO and CISO positions will be discussed.

The Ins and Outs of Projector Edge Blending Technology
TBA, NEC Display
Thursday, March 15 - 8:00 AM - 8:50 AM
Edge blending occurs when you combine (overlap) the edges of two projectors in a multi-screen setup. When done well, a single display using multiple projectors produces large, bright, high-resolution images. Done poorly, the display from multiple projectors will show a visible band where the projected images overlap. Edge-blending technology solves that problem. During this session, attendees will discover overall integration projection technology and how and when to use edge blending.

The Start of the Deal
Ron Davis, Davis Mergers & Acquisitions Group
Monday, March 12 - 2:30 PM - 3:20 PM
The industry’s top business broker, whose company Davis Mergers & Acquisitions Group will gross over $100 million in transactions in 2017, is a professional speaker who knows how to give an audience what it wants. He will describe recent M & A transactions including the amount paid by the buyer. Potential sellers will learn specific proven techniques for preparing their companies before taking them to market. (This process is similar to “staging” your house before you show it to potential buyers.) Likewise, buyers will be given detailed steps on what to avoid and what to look for when buying a company, including how to find the most advantageous financing partner. Both sellers and buyers will discover the benefit of using an experienced transaction attorney. The goal is for all participants to end up in a win/win situation. The presentation is delivered by the man who wrote the book on buying and selling companies in the security industry, “The Start of the Deal.” He will give a free autographed copy of the book to each attendee.

Third-Party Cybersecurity Matters
Joel Rokows, Fortium Partners
Tuesday, March 13 - 2:30 PM - 3:20 PM
This session describes the potential for VARs and integrators to unwittingly increase the security vulnerabilities of their customers. The discussion is conducted in the context of network architecture, the limitations of compliance and specific security controls every VAR can adopt to protect their customers’ security. Each VAR in attendance is encouraged to prepare an affirmative statement of its cybersecurity practices and a discussion of how to use this statement can be used as a valuable sales tool for increasing business.
Vetting for Skills
Leila Blauner, Scalability Solutions LLC
Tuesday, March 13 - 1:30 PM - 2:20 PM
If you've ever had a fantastic interview with a candidate who had an impeccable resume and speaks very well about their experience, and then been surprised upon hire when their skills were not quite what you expected, this workshop is for you. Learn the secrets to identifying with total confidence the candidates who truly possess the skillsets your specific business needs - both in terms of culture (EQ) as well as technical.

Video and Audio Over IP
Paul Ziele CTS-D, I, Harman
Tuesday, March 13 - 2:30 PM - 3:20 PM
Streaming audio and video content across a network is a broad topic, from real-time connections replacing traditional AM matrix switch to conferencing to cat videos on YouTube with a huge range of mix and match technologies in any given solution. Choosing the right solution involves considering both the application and content attributes and narrowing down the technologies that do not support those attributes. This presentation will explain key decision points and concepts and give enough technical background information to allow the audience to make informed decisions in specifying and integrating streaming media solutions.

Video Walls and the Security Operations Center - Mitigating and Managing Risk with Advanced Visualization Tools
Robert Cameron, Hiperwall
Tuesday, March 13 - 1:30 PM - 2:20 PM
Video walls are more than just displays on a wall, they offer a central point to consolidate critical information used for a common operational overview to be established; that in-turn provides an organization situational awareness of their daily business and potential risks. Video walls and the advanced software that drives them have become requirements not luxuries for many organizations. The market is growing at an unprecedented rate and offers the PSA member/integrator opportunities to grow revenues and develop deeper subject-matter expertise that positions their organizations in a place to win incremental business.

Vingtor-Stentofon IP Certification
Detrick Ellis, Zenitel
Thursday, March 15 - 8:00 AM - 4:20 PM
This one day training course features the latest generation of Vingtor-Stentofon IP audio solutions. Participants will review advanced audio edge features as well as receive hands on training in SIP based audio solutions. Attendees will set up a serverless IP intercom system and a server-based IP intercom system.

Vulnerabilities in Technologies - How Do You Still Secure It?
PSA Technical Committee
Tuesday, March 13 - 11:00 AM - 11:50 AM
Today, vulnerabilities and threats are being discovered at an alarming rate. This PSA Technical Committee presentation will review current vulnerabilities the security industry faces, and their impact on end-users and integrator companies. In this session, the Technical Committee will suggest possible solutions for implementing security technologies to more effectively protect your customer and your company from cybersecurity breaches and other potential harm or losses.

Vulnerability Scanning and Pen Testing
Robert Van Deren, Bosch Security Systems
Thursday, March 15 - 9:00 AM - 10:50 AM
As of 2015 there close to 300 Million IP Cameras have been installed around the world. Many of these cameras have been installed with default user names and passwords and can be accessed from anywhere in the world. For years the questions has been how secure is the video that a system produces, but that question is changing. Now the question is “Can my security system be used against me?” Most CCTV Cameras are manufactured with an open operating system, or basic kernel, that gives no real consideration to data or cyber security. What are the current fundamental considerations that an organization needs to take into consideration before placing a IP Camera on their network?
What is Computer Vision Anyway, and Why is it Important to My Security Company?
Doug Rosen, Imago Computer Vision
Thursday, March 15 - 8:00 AM - 8:50 AM
This presentation is a low level introduction to motion detection technologies, discussing their history from creation and antiquity to modernity. It discusses how those technologies have been applied to CCTV video as well as those technologies have fallen short of their promise. The presentation then introduces computer vision - starting with an overview of how biological vision works in the brain before moving toward with how that biological process is represented digitally within the context of a computer network of Is and Os. At the heart of it, the goal is to be able to see things in a way similar to the way humans like you and me see. We see things, not bits and bytes. The presentation closes with an overview of how - if these technologies are implemented successfully - the security industry is capable of a vast range of new actions and services for their clients.

What Keeps You Up At Night? Proper Risk Management CYBER Threats and OSHA Compliance
Wayne Dean, BB&T Insurance Services
Tuesday, March 13 - 11:00 AM - 11:50 AM
CYBER threats continue to grow and evolve as the Internet of Things continues to also grow. Everything is connected. Unlike physical threats that prompt immediate action - like stopping, dropping and rolling if you catch on fire - cyber threats are often difficult to identify and understand. Cyber threats include dangers such as viruses erasing entire systems, intruders breaking into systems and altering files, intruders using your computer or device to attack others, and intruders stealing confidential information. The spectrum of cyber risks is limitless; threats, some more serious and sophisticated than others, can have wide-ranging effects on the individual, community, organizational, and national levels. The threats could come from inside or outside and could range from a few hundred dollars to millions. Educating employees, having the proper security protocols, and a comprehensive Data Breach Response Plan are critical for this industry for when a data breach occurs. Just as cyber threats are evolving, OSHA regulations are regularly updated and can be very cumbersome to keep up with. Does your broker provide you with timely updates on new and revised OSHA regulations? Are you prepared for an OSHA inspection? Recordkeeping, documentation review, site inspection, employee interviews are the things that will be reviewed during an audit and is a lot to comply with. Knowing that you are in compliance will give you peace of mind and allow you to focus on the other day-to-day items for your business.

Why Can’t We Be Friends? Healing the Rift Between Integrators and Manufacturers in the Security Industry
Moderated by: Rebecca Bayne, BCSI - Bayne Consulting & Search, Inc.
Tuesday, March 13 - 11:00 AM - 11:50 AM
One of the longest ongoing conflicts in the physical security industry revolves around the discord between systems integrators and manufacturers. Although these two key factions must work together every day and neither can as effectively bring solutions to the end user without the other, the antagonism and animosity has not improved over time. We have better technology from the manufacturers and improved methods as integrators -- but the rift continues. In this session, panelists will bring together key influencers who work on the front lines of our industry in order to discuss concerns, and question the reasons for this unfortunate disharmony. The balanced panel representing individuals who have worked in both arenas, they will openly present the issues, and provide tools for solid success in this critical relationship. They will seek to air concerns, separate fact from fiction, and aim to find agreement on specific game rules to build cooperation, encourage trusted partnerships and improve efficiency in the endeavor to protect people and property.

Your Company as Seen Through the Eyes of a Potential Buyer
Charles Durant, Sandra Jones and Company
Tuesday, March 13 - 3:30 PM - 4:20 PM
The M&A environment for security integrators has been great for sellers over the past five years or so. This is attributed to two primary drivers: secular growth in the security industry that far exceeds national GDP and generationally low interest rates. The well-publicized glut of private equity money combined with low interest rates has clearly pushed up acquisition multiples. This session will provide insights to what buyers are looking for in a business. Most sellers are taken aback by the intensity and complexity of the sale process. Due diligence and closing a deal only is not an end, it's only the beginning. The real work associated with successful acquisitions begins with integration. Those who have an understanding of the sale process are equipped with the knowledge of factors, such as recurring revenue, that make their businesses more attractive and valuable to buyers. Learn what recurring revenue is so important to valuation of your business.