

20 UNDER 40

Meet the Class of 2014

Legacy honorees return in this year's class

By Martha Entwistle

YARMOUTH, Maine—The editors of *Security Systems News* are pleased to present the “20 under 40” Class of 2014.

Each year, the “20 under 40” class has some notable characteristics. In 2014, the honorees come from the traditional IT world as well as family businesses. In response to a question we ask every year about how to attract more young people into the security industry, sev-

eral honorees talk about why this should be an easy task.

This is the eighth year we've asked readers to nominate talented young security profes-

sionals age 40 and younger who've displayed leadership qualities. We've always had at least four women in each class and the number of women has been as high as eight (in 2013). This year's class includes six women and fourteen men.

Every year we have legacy honorees. By legacy we mean folks who are second- or third-generation employees in their family-owned business. Last year stood out because we only had one legacy honoree. This year, however, the legacy honorees returned in force. We have seven honorees that are part of a family

business or whose family members introduced them to security. Dan Krumme is a fourth-generation employee of his family business.

Several of the legacy winners told us that they actively tried to stay away from security or they made a point to work for another company before joining the family business. Sarah Jennings of QuickPass, originally founded as a division of Safe-

guard Security, a business owned by the Jennings family until September (See story Page 1), observed, “Security is not an industry

people generally want to get into. It's not like people say, ‘Wow, I want to sell alarm systems.’” She said she came to work at Safeguard “reluctantly at that time, as I thought I was settling. ... It turns out it was the best decision I ever made. I started with residential sales and [my career] took off from there. It'll be six years in November.”

Honorees such as David Sime of CONTAVA and Jim Lash of Diebold came to the security industry from traditional IT roles. They say the fast pace, variety and scope

of the work is what keeps them excited about working in security. Sime said that he and his colleagues “get to work on the coolest technology, with much more variety than traditional network, server and desktop delivery and support roles. There's so much more here, and not only are you working with sexy gear, you're doing it in a cool environments, government institutions, data centers, power generation, you name it.”

We always ask honorees how the industry can attract more talented young people to security. Job fairs, recruiting from colleges and

internships are frequently mentioned as ideas. This year, however, several companies are putting those ideas into practice. Krumme, of Cam-Dex, who did an internship with a security company himself, is actively working with local universities. He's talking to professors, students and setting up internships with an eye toward hiring successful interns.

“Recently Cam-Dex established an internship program in Kansas City and St. Louis to bring in interns during the summer and winter breaks,” Krumme said. “We try to

give the students the opportunity to see the security industry by working for a security integration firm. ... They can see that there are opportunities in security other than going into law enforcement or the justice system.”

Sharon Shaw of Tech Systems shared an idea of how to attract talented, high integrity people to security. “People in the industry should network with others in their sphere of influence. We should be proud of the

industry and make sure we promote it,” she said. “We should talk about the successes we have, not about sales and projects, but about the way what

we do manifests in the real world. ... Most people want to be part of something that's growing, exciting, something that makes a difference. By sharing our experiences with people we spend time with, we can attract more high-integrity, ethical people, the people we want in this business.”

Another year, another truly impressive class of young people. Read on. We hope you'll enjoy the following profiles of SSN's “20 under 40” Class of 2014. Congratulations to this year's class. We think you'll agree that they're all deserving of this honor. **SSN**

“Not only are you working with sexy gear, you're doing it in a cool environments, government institutions, data centers, power generation, you name it.”

— David Sime, CONTAVA

“Most people want to be part of something that's growing, exciting, something that makes a difference. By sharing our experiences with people we spend time with, we can attract more high-integrity, ethical people, the people we want in this business.”

— Sharon Shaw, Tech Systems

Aaron Salma, 31

Account manager, Affiliated Monitoring
Union, N.J.



What inspired you to get into the security industry?

I've always had a passion for law enforcement and security. In college I studied criminal justice. I also was always interested in new technologies and loved to solve problems. It was the combination of these interests that drew me to our industry. At Affiliated I am always learning about new technologies and every day I get to provide creative solutions for our dealers.

What can be done to boost the ranks of young people in the industry?

In many ways our industry is on the cutting edge. We use technology and software to help people lead safer, easier and more secure lives. Working at Affiliated, we are constantly implementing new advanced technologies and services to help our dealers. This is a natural fit for the interests of young people and if there is any challenge to getting them to join the industry, it's because we're not doing a good job of explaining what we actually do.

Where, in terms of technology and trends, do you see the security industry going next?

I agree with Affiliated's view that the electronic security industry is stronger than it's ever been. The Internet of Things is real and increasingly I am seeing the integration of video verification and non-traditional sensors into both commercial and residential alarm systems. As the U.S. population gets older, Affiliated's PERS and mobile PERS offerings are in high demand. Also, our industry's interactive services platforms continue to get better. Talented security dealers backed by professional alarm monitoring now have a broader, more useful set of services to offer their customer than ever before. —Leif Kothe

Brett Springall, 40

Managing director, Security Central
Statesville, N.C.



What inspired you to get into the security industry?

Almost twelve years ago I was looking for work, so I'm not sure that inspiration is the best word! I interviewed at Security Central and a couple of other places, and had a few offers, but this was the one I chose. The reason was that it's a locally owned, family owned company, and I always appreciated that. I always felt at home in a small business, and I saw a company that was a leader in its field, a company that had a really good culture. There's a sort of stability here, too; at that point it had been around about 40 years. The good enthusiastic team I met also made it feel like a good fit.

What can be done to boost the ranks of young people in the industry?

In my particular field, in a monitoring center, I don't see a lack of young people in the industry. In other areas, absolutely, and you see that at tradeshow. But, being a cottage industry, that's always going to be the case. But you can talk about things like outreach programs, such as businesses in their local communities working with community colleges and promoting what they do. It's about putting the message out there that this industry has a very strong future, and that it's a great industry for young people to move into.

Where, in terms of technology and trends, do you see the security industry going next?

We all know POTS is dying on us, so I see the industry moving forward with more alternative communication methods. The other huge trend is value-added services, cloud services in particular, as we're reaching out now to add new services to our portfolio, both for our monitoring and retail/proprietary side. The Internet of Things is enormous, and the industry is going to become very high tech. Monitoring stations are data centers with call centers attached. We're cloud providers now, and our facility is a centralized location to provide those services. —Leif Kothe

Dan Krumme, 26

Branch operations manager, Cam-Dex Security
Kansas City, Kansas



What inspired you to get into the security industry?

I'm fourth generation at Cam-Dex Security. In high school I worked in the field pulling wire, hanging cameras and installing door hardware equipment. In college I did an internship with [Security-Net partner company] Koorsen Security Technology. After graduation I went to work for Koorsen on the national accounts team as a project coordinator. I oversaw and assisted with various national account projects and I was ultimately hired to go around the country working on a project that took me from Los Angeles to New York. After two-and-a-half years with Koorsen, I came back to Cam-Dex in a new role, running the operations side of the St. Louis branch.

What can be done to boost the ranks of young people in the industry?

One of the first things I did here in St. Louis is to reach out to several local universities. I've talked with professors in the business and criminal justice departments just to form relationships and partnerships and to get the word out there about the security industry. Recently Cam-Dex established an internship program in Kansas City and St. Louis to bring in interns during the summer and winter breaks. We try to give the students the opportunity to see the security industry by working for a security integration firm. ... They can see that there are opportunities in security other than going into law enforcement or the justice system.

Where, in terms of technology and trends, do you see the security industry going next?

One thing I see is IP storage moving to the cloud. The technology is there and a lot of companies already have that. It will be interesting to see what happens as we move away from traditional DVRs and NVRs and have video streamed to the cloud. It will certainly open up avenues for RMR. Some other trends are wireless locks [which save time and money] and credentialing on a smartphone instead of prox cards. —Martha Entwistle

David Sime, 34

VP of engineering and delivery, CONTAVA
Edmonton, Alberta



What inspired you to get into the security industry?

I wasn't inspired to get into security, I fell into it. But I became inspired quickly when I saw what it was about and where it could go. ... It's cool, sexy, complex technology, with many different pieces and it's all changing very fast. I came from the telecommunications industry and was the first technical resource at CONTAVA to be entirely ignorant of the technology application. But that new perspective paid off, and we've built a company full of brilliant technical resources coming from many different enterprise IT-based industries. It's easy to attract this talent. They get to work on the coolest technology, with much more variety than traditional network, server and desktop delivery and support roles. There's so much more here, and not only are you working with sexy gear, you're doing it in a cool environments, government institutions, data centers, power generation, you name it.

What can be done to boost the ranks of young people in the industry?

I wish we could do more to get into the technical schools, universities and job fairs in our area. ... To show that it's not just alarm systems, it's so much more sophisticated. It's an easy sale.

Where, in terms of technology and trends, do you see the security industry going next?

The transition to IP—everything and converged or integrated systems is reaching maturity. There's more push from end users to merge everything onto [their] existing IT infrastructure. There's more shared computing, and storage infrastructure. ... In the past, a lot of security was appliance-based; now organizations have unified hardware platforms. I continue to see a migration away from stand-alone systems, enterprises want converged infrastructure. Another trend is that hosted architecture—the so-called cloud—could become prevalent. ... That will reduce the amount of infrastructure we put on site, and we'll host and manage those systems centrally. —Martha Entwistle

Jessica McKinney, 31

Vice president of operations, Crime Prevention Security Systems
Gainesville, Fla.



What inspired you to get into the security industry?

I grew up in the business. My parents started the company in 1975. I just kind of always knew that I would be part of this organization one day. Both my sister [Jorgia McAfee, the company's VP of development] and I would file and answer phones, and we both moved into more prominent roles in the company. I studied business management at UCF [University of Central Florida] in Orlando and it made me understand how I can better our organization. ... As a kid I dreamed of other things, like being a vet or a lawyer, but when it came down to it, I knew in my heart this is the place for me.

What can be done to boost the ranks of young people in the industry?

With technology being such a large part of what we do now, that definitely interests people my age and younger. I think that's going to attract a younger group of people. ... Advertising is going to say where we're headed and get the word out.

Where, in terms of technology and trends, do you see the security industry going next?

I see this trend of ... all the interactive features, people have really started getting interested in them, so I definitely see that continuing to take off. And just a basic security system, I think that's going to go away. Everybody is going to have some sort of interactive feature with their security system and it helps out with retention because customers are using it daily and seeing the value in it. And if you can tie in all your devices such as your thermostats and your cameras and your door locks and your lights, you can [do such things as] cut down on your energy bills. There's a lot of things we sell now that aren't mainstream, but I think they're going to become mainstream. —Tess Nacelewicz

Dan Rose, 28

Director of finance, ASG Security
Beltsville, Md.



What inspired you to get into the security industry?

I've grown up around the security industry. My father worked at a security company that was started by my great-grandfather (Michigan Burglar Alarm), but I never really intended to go into security. Partially it was just timing. I was preparing to graduate with a degree in finance and ASG was looking for an entry-level financial analyst to help out with the budget. After six years, I've loved every second of it. Now, as director of finance, I'm involved in every aspect of the business. I get a nice view of the whole company.

What can be done to boost the ranks of young people in the industry?

I'm involved in all the acquisitions we do, and many had been family-owned businesses. That's the way the industry used to be—made up of small family businesses. Today security companies are becoming technology companies, and I think that will interest young people. We need to make them more aware that we're not your boring old security company, we're technology companies with a lot of potential. When I was in school and went to job fairs, I don't ever remember seeing security companies. That's one possible way to promote the industry.

Where, in terms of technology and trends, do you see the security industry going next?

The industry is transitioning from a pure security play to a more lifestyle, connected-home and business management tool. Advancement in home security technology and cloud-based services in the last five years has been more prolific than it has been over the past 20 years. Players like Apple, Samsung and Google have now entered the home automation space, and I expect an even deeper integration of connectivity of home and business security and consumers' lifestyles. Going forward, security can be the hub for everything, and we as an established-industry can take full advantage of it! —Martha Entwistle

Edwin Arroyave, 37

CEO, Skyline Security Management
Downey, Calif.



What inspired you to get into the security industry?

I love the money part of it. But I also saw the demand for it. Growing up in Huntington Park, [Calif.], I saw many burglaries and I just felt good about being able to do something. I honestly felt like I was protecting clients and helping them avoid a burglary from happening. ... I started off in telemarketing, selling long distance [telephone service] and [in 1999] the VP of sales at that company asked me if I wanted to help him launch an alarm company. I left a job that was paying \$60,000 a year, but I fell in love with product.

What can be done to boost the ranks of young people in the industry?

I think the mentoring part on our end is huge—we need to do a better job of not being so afraid to teach guys the business. I've never had a problem teaching people, because I've always felt the more you give, you get three times in return. I helped a couple of my guys start their own direct dealership. ... I've always felt like eventually, if guys are really good, why not give them the opportunity? Somebody gave me the opportunity, I should be able to do that for somebody else.

Where, in terms of technology and trends, do you see the security industry going next?

It's no secret that home automation is the new trend ... I see automation becoming a necessity product for any type of income, much like a cellphone. It doesn't matter if you're jobless for two years, you still have a cellphone and you pay \$50 a month. ... And what I'm seeing out there, there's a lot of focus on solar and that trend I believe is distracting security companies. ... I'm seeing guys getting burnt out on alarms and there's this new sexy product, solar, that they're trying to get into, but there's still a lot of market available in the alarm industry [with home automation]. —Tess Nacelewicz

Jim Lash, 37

Director of advanced IT installation, Diebold
Canton, Ohio



What inspired you to get into the security industry?

Before I worked in security, I had a traditional IT role. Working in physical security is like adding another layer on to traditional IT security. My interest was piqued once I got in the door [at Diebold], I liked the fast pace, the different technology and the speed with which it changes and still being able to leverage my IT background. Once I saw that, I was hooked. It's cool, it's exciting, it never gets old. That's what draws you in.

What can be done to boost the ranks of young people in the industry?

What interested me is the things we deliver, the complexity and size of the systems. If more young IT professionals understood that you're not just hanging security cameras—it's so much more than that. That's what will hook them in. And once you get into this industry, you don't want to leave.

If the industry had some sort of forum or avenue where [young IT professionals] could see what we do, they would want to be involved. That would increase the population of people who want to buy into the security scene.

Where, in terms of technology and trends, do you see the security industry going next?

We see a lot of business consolidations. Companies that have offices nationally or globally are starting to bring everything together, centralized into an enterprise architecture. They're standardizing on an architecture and bringing [information] from all regions into headquarters. [That means end users can] have system information, video at your fingertips within seconds. Everything is more accelerated, bigger, better, faster. —Martha Entwistle

John Smythe, 32

President, Habitec Security
Holland, Ohio



What inspired you to get into the security industry?

My introduction to the industry was really baptism by fire. My dad founded the company in 1972, and he gave me a call in 2005 and told me he had been diagnosed with leukemia. I was 23 at the time, and he called me home to get acclimated to the business. He passed away six months later. I took a look at the business, and my family did, and we decided it was a great business to be in, so we continued the tradition. It just happens to be a business I like and that gives us an opportunity to provide protection, security and peace of mind for families and businesses.

What can be done to boost the ranks of young people in the industry?

There's going to be a natural progression of younger, tech-savvy types joining our ranks because of what they see out there. A lot of national companies are doing advertising on our behalf, talking about all the new technologies in homes as well as for commercial applications. In our recruitment we're going to have to clearly discuss these things—it's not just running of wire and connecting to a phone line anymore; it's IP, cloud-based solutions. I think that will be very attractive to the type of people we need in this business.

Where, in terms of technology and trends, do you see the security industry going next?

For us, I foresee our central being the backbone for the services we offer, and I think it's important we're involved with monitoring critical signals beyond and above what we're currently doing. For example, we're monitoring an entire piping system for the city of Bowling Green, Ohio, ensuring the water doesn't overflow. I also think hosted security offerings, such as software-as-a-service, will be key. We've invested heavily in hosted and managed access control solutions, and we also host video health checks for DVR and IP camera apps and do video monitoring, which is a hosted application as well. —Leif Kothe

Kristin Hebert, 34

Dealer and vendor relations, Acadian Monitoring Services
Lafayette, La.



What inspired you to get into the security industry?

I was always fascinated with the medical industry, but my heart was always in technology and gadgets. After high school I went to Louisiana Technical College in Lafayette and got an associate's degree in industrial electronics. Unlike my fellow classmates, who were all holding out for the big jobs, I went straight to work. The first job I got was at Argus Security, and I was hired by Merlin Guilbeau [now executive director and CEO at ESA]. He gave me a chance—a young kid out of college with no experience, but tech savvy in general terms. That was in 2000, and I worked my way up through the ranks. Then in 2005, Blaine Comeaux [president at Acadian Monitoring

Services] said he had [a job] for someone experienced in the industry. So now I'm doing what my heart was set on, technology and electronics, but also working for the largest privately owned ambulance company in the country [Acadian's parent company, Acadian Ambulance]. It's a weird twist, but I'm kind of fulfilling both goals.

What can be done to boost the ranks of young people in the industry?

For young people to rise through the ranks, self motivation is important. But it's also important to have mentors to lean on. You have to become a sponge and soak up every bit of knowledge you can, and not be afraid to ask for guidance from anyone, whether they're higher or lower than you on the totem pole.

Where, in terms of technology and trends, do you see the security industry going next?

IP has converged greatly in my fourteen years in the industry. Whole home and business automation is now a reality, and I think they're going to take it even further and integrate even more products that we may not think about on a daily basis. IP is also going to continue to push forth the video and access control sides of the business. —Leif Kothe

Melissa Hansen, 38

Training manager, COPS Monitoring
Morristown, N.J.



What inspired you to get into the security industry?

I was referred by my cousin who worked for COPS in 1995 when I started, and she loved the job, and told me what the position entailed, and from there I knew this was the right job for me, because I love having the opportunity to make a difference.

What can be done to boost the ranks of young people in the industry?

I think what really helped me, and what's really going to help the future generation, is having people who can inspire those working for [them]. We need people who are going to lead by example and teach that with hard work and dedication anything is possible. At COPS, [management] loves growth within the company—they love to promote. All you have to do is come to work and be responsible and just be eager and I think that's what gets you the opportunities.

Where, in terms of technology and trends, do you see the security industry going next?

I think the possibilities are obviously endless. What I really think the focus should be on is that, with every tragedy or disaster, more technology solutions are needed to avoid the same outcomes. This would include enhancing video capabilities and determining what tactics are needed to respond appropriately. —Leif Kothe

Kimberly Kissell Rescigno, 31

Director of sales and marketing, Security Specialists
Stamford, Conn.



What inspired you to get into the security industry?

I stumbled upon it by chance when I relocated from Maryland, where I was in operations management for Enterprise Rent-A-Car, to the greater New York City area. I met Security Specialists' general manager at the time and I was immediately intrigued by the industry, but had very little knowledge of what it really entailed. I researched its trends and viability for the future, and determined that while this may not be a highly publicized field, it was in my opinion recession-proof and profitable. I felt like this would be an industry I could make a lifelong career in.

What can be done to boost the ranks of young people in the industry?

One of the best ways to recruit young people is go out there and generate awareness. I have personally been focusing my recruitment efforts at colleges and universities, going to career fairs and speaking with professors [and asking to come into their classrooms] and do a speech on what security integration is and where it's trending and why it's great to get into for a young professional. I've gotten some valuable candidates that way.

Where, in terms of technology and trends, do you see the security industry going next?

Convergence to a more IT-centric approach is, in my opinion, a must for successful security integrators. Things are going to become more software based and hardware is going to be more of a commodity. At Security Specialists, we have advanced in our industry by merging IT with security. Also, with the adoption of cloud-based services and with such strong emphasis on providing a "future-proofed" customer investment, you'll notice the industry starting to change their business models to be centered around recurring monthly revenue. People are becoming used to the monthly fees for your cellphone and the need to upgrade your cellphone every two to four years, so creating that culture among the security industry I think is really key for successful integrators. —Tess Nacelewicz

Matt Reynolds, 35

Service supervisor, Tyco SimplexGrinnell
Westminster, Mass.



What inspired you to get into the security industry?

I started working here in 2003. I hadn't had any security experience before but I am a licensed electrician here in Arkansas [where he is based]. To be honest with you, I got into it out of necessity. I was job hunting ... and I had a friend that worked here and she said, "I've got a spot." And I was just going to stay here a year and get out and 11 years later I'm still here. Here, they take care of you. It pays well, I enjoy what I'm doing and it's full of opportunities. I started off in installation. I ran jobs and pulled wire, that kind of thing. I got promoted to service technician ... and then I worked my way up and got promoted to service supervisor two years

ago. Being in the service department you get to be in a lot of different places. I love my customers, I love people and I enjoy resolving conflict.

What can be done to boost the ranks of young people in the industry?

That is a constant struggle, getting someone who is trainable and who has drive. I think what we as an industry have to do is go out and recruit people. I'm working on starting to go to technical colleges and schools and actually recruiting. The biggest thing that we've got to do in changing the culture is go out and seek our employees instead of running an ad on Monster.

Where, in terms of technology and trends, do you see the security industry going next?

We're doing things right now ... with our testing equipment that's going Bluetooth, all wireless stuff, where you have the control of the panel in your hand. You pick up your iPad or your iPhone and you can have full control over the systems. We're working on stuff like that, which is awesome, and it's going down to one-man inspections instead of two because of that. —Tess Nacelewicz

Randall Tecza, 39

Vice president of operations, Guardian Protection Services
Warrendale, Pa.



What inspired you to get into the security industry?

My first taste of security was with Comcast, where I was vice president of operations. I helped them launch their security offering in my region, the Keystone Region, around 2012. When we launched that, I was really intrigued by the home automation aspect and the cameras. ... Then I was recruited by Guardian. I was really happy with Comcast, but I had the opportunity to meet Joe Colosimo, he's the president of Guardian Protection, and we really clicked and from a gut level standpoint, ... I saw this was a great opportunity.

What can be done to boost the ranks of young people in the industry?

We need to be more open about hiring people from other industries. ... This gives a pool of more diverse talent that I think translates to more innovative contributions to our industry. ... I hired a technician that was a Best Buy sales agent ... and now he's a trainer for us. Also, I hired a young tech manager from the cable industry who's doing a great job for us managing our national accounts service group. Another way to really boost the ranks: Senior management has to get into the trenches to spot young talent and be willing to mentor the talent.

Where, in terms of technology and trends, do you see the security industry going next?

I see a trend toward our technicians being more than traditional technicians and taking a proactive role in enriching the customer's experience, from selling an add-on to developing an installation experience that would be worthy of a good rating on any social media scale. ... And we'll work harder to come up with more back-end development that will allow us to have a higher level of customer service with more efficient use of the workforce. An example of that is a smartphone device with apps, with which our technicians can interface with systems to perform service and installation. —Tess Nacelewicz

Sarah Jennings, 31

COO, QuickPass
Scottsdale, Ariz.



What inspired you to get into the security industry?

Right out of college I worked in commercial real estate, but then the real estate market took a dump in Arizona. My father offered me a job here. The family business aspect was the biggest draw to working in security. Security is not an industry people generally want to get into. It's not like people say, "Wow, I want to sell alarm systems." I came to work here [at Safeguard], reluctantly at that time, as I thought I was settling. ... It turns out it was the best decision I ever made! I started with residential sales and [my career] took off from there. It'll be six years in November.

What can be done to boost the ranks of young people in the industry?

People my age are driven to technology. That's one of the best parts of my job: I'm constantly around technology. People don't want to sell alarm systems; they want to sell cool stuff. One area I think a lot of [security] manufacturers have missed the boat on is in not making the product really cool. Maybe [manufacturers] should be doing focus groups that include young people. In general, companies will have to start thinking outside the box, both in technology and RMR services, to attract younger people to the industry.

Where, in terms of technology and trends, do you see the security industry going next?

I think smartphones are critical. If you can manage or control any [aspect of a security system] from a smartphone, that's crucial. That's what we do at QuickPass, a [proprietary] gated access visitor management system that we now have in seven states. We use smartphones. Our device security officers use to check visitors in on is a Samsung Galaxy Note (granted, it runs on an actual app), but we use VOIP technology to call residents for visitor approval. ... We also integrate multiple systems into QuickPass. We use Panasonic cameras, monitored through Milestone, and we're looking to go to the cloud on that. —*Martha Entwistle*

Sheba Gopaul, 34

Chief financial officer, Go Safer Security
Laurel, Md.



What inspired you to get into the security industry?

I was working at the University of Maryland [as a finance director and a senior account manager] and I worked on a lot of cyber security projects and I helped develop a cyber security think tank for the university as well. I know it's different from this type of security but I was really interested in cyber, and then I started a health care graduate program last year, not to per se work in health care but to gain patient safety quality experience through the program, ... and I started working part-time with the company [Go Safer Security]. I was doing accounting and helping move the business forward and when I finished my program, they asked me to

come on full time. [The physical security field] is very interesting work because there is a lot of opportunity. ... Maybe because of my background in health care, as well as finance and some cyber, I can help to develop some sort of security device for people to integrate in their homes for medical reasons.

What can be done to boost the ranks of young people in the industry?

I feel that young people will be attracted the same way I was because ... [the industry] is integrating more technology into homes. Google is acquiring more of these technologies itself, so that's the wave of the future. ... More young people will be interested in helping market and design these products.

Where, in terms of technology and trends, do you see the security industry going next?

Soon, everyone is going to be looking in at their house and every room when they're sitting at work in their office. The wave of the future is in all these devices but I think that integration is important. I think what people are going to look for more is the best integration in their home and for [things like] medical devices and security devices for children, pets and older people. —*Tess Nacelewicz*

Trey Alter III, 36

President and CEO, Dynamark Security
Hagerstown, Md.



What inspired you to get into the security industry?

In truth I was really born into the alarm business. The business was started in 1975, a few years before I was born, so I grew up in the business, doing everything there is to do inside a security company, from the warehouse, to central station operations, to installer and accounting. ... As I grew up and became an adult and decided to choose a career, I consciously chose this business because I really love it and I find it very rewarding.

What can be done to boost the ranks of young people in the industry?

I think our industry's already attracting young people and that's a trend that's probably going to accelerate. Our industry has evolved into a technology business, and there seems to be a career path for young people from just about any discipline now, whether it's accounting, software, code writing or marketing. Some of the more successful companies I've seen in our business have begun to see the value of recruiting and hiring top quality candidates right out of college and right out of graduate school.

Where, in terms of technology and trends, do you see the security industry going next?

I think in a broad sense, security and life safety are always going to remain a core focus for a lot of businesses. But we also have to augment that to be relevant to the world changing around us. We're becoming a security, information and services business, and the technology we're installing is helping homes, businesses and governments essentially receive information, translate it and take some action with it. In the monitoring business, while we have all this great technology that allows people to interact with their phone and through the Internet, by and large the process of how we interact with the customer hasn't changed since its advent. We need to do more to allow the customer to interact with us through different mediums more conveniently. —*Leif Kothe*

Sharon Shaw, 29

Client development manager, Tech Systems
Atlanta



What inspired you to get into the security industry?

I was introduced to [my former employer] PSA Security by a family friend. What's kept me in it is working with people who are very passionate about what they do. It's easy to find a sense of patriotism and purpose in this industry, and at the same time it's challenging. Also, as we've talked about in the past, there are not too many women in security. I want to help to make a change in that and bring a different perspective to the industry. Security is a high-integrity business. It's a very trusted group of people you get to work with in this industry.

What can be done to boost the ranks of young people in the industry?

People in the industry should network with others in their sphere of influence. We should be proud of the industry and make sure we promote it. ... We should talk about the successes we have, not about sales and projects, but about the way what we do manifests in the real world. ... Most people want to be part of something that's growing, exciting, something that makes a difference. By sharing our experiences with people we spend time with, we can attract more high-integrity, ethical people, the people we want in this business.

Where, in terms of technology and trends, do you see the security industry going next?

The IT Network is the newest way to deliver security systems, and now we're seeing cyber security [concerns] up close and personal. The definition of convergence has evolved over the past 10 years. Integrators used to worry that IT integrators were out to steal their business. Now we see that they don't have that intention, but we do need to have a close partnership and work with experts in the IT field to ensure that our security systems are not vulnerable [to cyber attacks.] With video, access control and video analytics ... we've just scratched the surface of what we can do with these tools. —*Martha Entwistle*

Tim Ferrian, 34

Director of sales and marketing, Pro-Tec Design
Minneapolis



What inspired you to get into the security industry?

I joke that it was my hatred of the restaurant industry that got me into security. I used to own and run restaurants. It was a good learning experience; I interacted with a lot of people, plumbers, lawyers, schoolteachers, and people of different educational backgrounds, different needs and wants. I had to learn how to connect and communicate with all of them, to quickly establish my credibility and figure out how to serve their needs. I really enjoyed that, but I got tired of missing Mother's Day and Father's Day. ... The restaurant life was not the life I wanted. My father was the director of security for a major utility, and he introduced me to Tom Hagen [president and CEO of Pro-Tec].

What can be done to boost the ranks of young people in the industry?

[Associations and certification programs can be helpful.] Getting involved with industry associations such as SIA, ASIS or local associations such as the International Association for Healthcare Security and Safety. ... Industry certifications can be extremely beneficial. Becoming an Axis Certified Professional or Comptia Security+ certified are [two examples.]

Where, in terms of technology and trends, do you see the security industry going next?

Our business is focused on making life easier, that's the trend—[systems that solve problems] more immediately, more easily, that save time. ... We offer a unified, centralized experience. [Another trend for us] is looking at using surveillance for operational purposes. One example is local cities starting to use their surveillance systems as labor multipliers. Instead of sending public works staff out for an entire day to handle snow removal, they can use cameras on intersections for pinpointing problematic areas. This allows them to use their staff more efficiently, spending time where it's needed, not looking in places it's not. Another example is using discrete cameras in hospital rooms to monitor and manage the storage and administration of narcotics. —*Martha Entwistle*

Troy Iverson, 37

Vice president sales and marketing, AvantGuard Monitoring
Ogden, Utah



What inspired you to get into the security industry?

I was great friends for many years with Josh Garner, CEO and president of AvantGuard Monitoring. When he purchased the company in 2007, he needed help growing the business. I was in sales in a separate industry, but he called me, said he needed some help and made an offer I couldn't refuse. That's how I got involved in security, and the last seven years have been great. It's a fun industry to be a part of and I've enjoyed growing this company.

What can be done to boost the ranks of young people in the industry?

I go to many industry shows across the country, and I've seen a lot more youth over the last five years, many more younger players in the industry, which is exciting. As I think about it, it all draws back to technology. The younger generation is looking for the latest and greatest in technology, and the industry is improving every year on that front. As that continues to take place, more young people are going to enter the industry. We'll also have to continue to educate our universities and tech departments about the exciting world of security, while letting them know this industry is going to be highly tech-driven.

Where, in terms of technology and trends, do you see the security industry going next?

I think the biggest growth will continue to be in home automation and interactive services. There's a great opportunity there for sustained growth. Video surveillance with video verification will continue to rapidly expand in adoption as well, and that will definitely help resolve some of the issues with false alarms. I think you're going to see a lot more video surveillance systems being controlled from mobile devices. Also, the modern look you see in panels now is going to continue to drive growth on that front. We're witnessing the rise of sleek, modern-looking, touchscreen panels that are user-friendly in the same way mobile phones are. —*Leif Kothe*