

PLEASE JOIN US FOR WAESA'S Virtual 5th Annual Security & Integration Symposium

Tuesday & Wednesday, November 10th & 11th 2020

8:00am-12:30pm each day

\$65 per Member \$85 per Non –Member

Receive L&I CEU CREDITS for attending the Symposium
(Journey Level and Administrator)

(Must attend the full symposium to receive CEU's & CEU's do not apply to Apprentices)

We are excited to announce our speakers

“The State of your *Company* from an industry expert Consultant's Perspective”

Presented by **Kirk MacDowell**

Industry experts continue to speak to the “State of the Industry” which is good to know. This session will go beyond the “state” and focus on how these changes could “impact” your company. At the conclusion of this session, you will be in a better place to position your company for growth and seize the opportunities that are changing our industry. We will review case studies of how fellow alarm dealers and integrators are positioning their companies to outpace the competition.



Kirk MacDowell is the Founder & CEO - MacGuard Security Advisors, Inc.

Dynamic business leader and 40-year security industry veteran, Kirk MacDowell is the founder and CEO of *MacGuard Security Advisors*. Bringing insight from his time at industry innovator *Alarm.com*, top Fortune 100 manufacturers *General Electric* and *United Technologies*, a top 50 SDM integrator, and his own electronic security firm – Kirk now offers guidance on how to innovate, transform, and compete in today's ever-changing electronic security landscape. Services include strategic consulting, growth strategies, and business evaluation and planning. A sought-after industry speaker, Kirk ...



remains active in many associations, serving as a past board member of *The Monitoring Association* (TMA), *Security Industry Association* (SIA) and current Chairman of the *Alarm Industry Research and Education Foundation* (AIREF), as well as Chairman of the Board of the *Security Industry Alarm Collation* (SIAC).

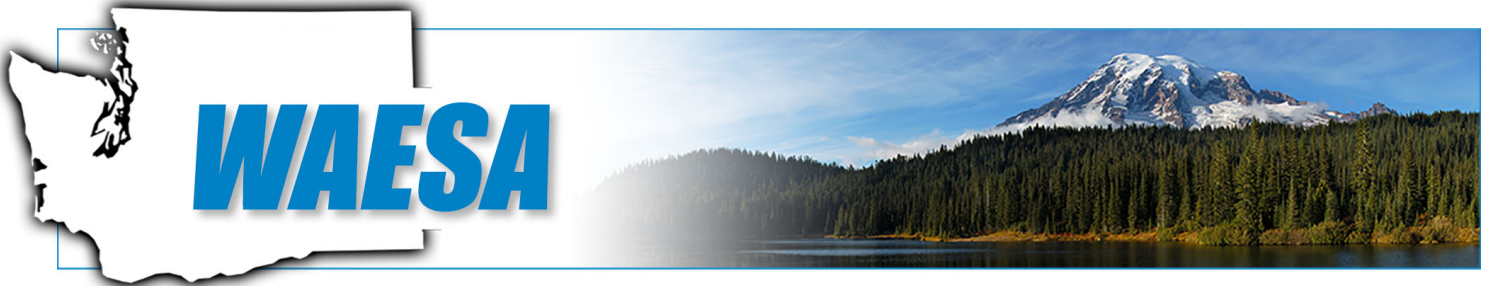
Marketing Concepts for Security Companies during the Pandemic presented by **David Morgan**

David Morgan is a Co-Founder and Vice President of *Security Dealer Marketing* and has a column, [*Marketing Madmen*](#) in *SDM Magazine* since January, 2014. He has been active in the alarm industry and has been the Communications Chair for the *California Alarm Association*. Over the years he has spoken at many of our Industry's biggest events including: ISC West, ESX, Honeywell Connect, PSA TEC, CAA and have even done many Webinars for Ken Kirschenbaum and TMA.



Understanding Business Insurance presented by **Crystal Jacobs, US Risk**

Crystal will explain the different types of business insurance and why each type is important to your business. This is a great opportunity to ask questions and understand how limits and types of insurance affect your business. She will also talk about claims, the claims process, and how they are affected by your business practices.



Choose Video Surveillance Monitoring as a Complement to your Security Solution
presented by **Jeremy White, *Pro-Vigil***

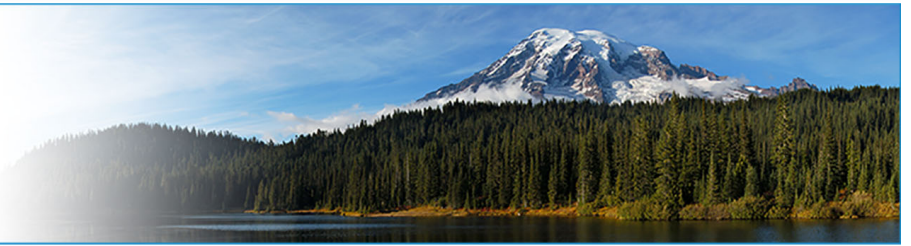
Jeremy will talk about how managed surveillance will increase your RMR and provide benefits to your customers by improving response time, warding off intruders and increasing arrests. He will explain how to market to your customers and how video monitoring detects, deters, and dispatches. He will also talk about the different industries that benefit from video monitoring.

Experts Forum

Panel Discussion on the CDMA/3G sunset

Virtual Trade Show

Presentations by our sponsor vendors



WAESA's
5th Annual Security and Integration Symposium Registration Form
(Zoom invitation will be sent at least one week before the event)

Billing Contact: _____ Company: _____

Address: _____ City: _____

State: _____ Zip: _____

Phone: _____ Email: _____

Attendees: \$65 per Member / \$85 per Non-Member

Name 1: _____ Name 2: _____

Email: _____ Email: _____

Name 3: _____ Name 4: _____

Email: _____ Email: _____

Attendee(s) Total: \$ _____

Sponsorships:

Scrolling Marquee \$250: _____

Event Sponsorship \$1000: _____

Speaker Sponsorship \$250: _____

15 min Vendor Presentations \$400: **sold out** _____

Sponsorship (s) Total: \$ _____

Grand Total: \$ _____

Credit Card Payments:

Visa MasterCard AMEX

Card #: _____

Name on Card: _____

Billing Address: _____ City: _____ State: _____

Zip: _____

Exp. Date: _____ CVV Code: _____

Register at <https://squareup.com/market/waesa>

Or return completed form via email to info@waesa.org or via mail with payment to WAESA, PO Box 73087, Puyallup WA 98373 Questions – 360-739-7772



Security and Integration Symposium Agenda

General Attendee Schedule

11/10/2020	
8:00 am - 9:15 am	Kirk MacDowell
9:15 am - 9:30 am	Break
9:30 am – 10:45 am	Vendor Presentations
10:45 am – 11:00 am	Break
11:00 am – 12:15 pm	David Morgan
11/11/2020	
8:00 am - 9:00 am	Jeremy White – Pro-Vigil
9:00 am – 10:00 am	SARPG Crystal Jacobs
10:00 am - 10:15 am	Break
10:15 am – 11:00 am	Vendor Presentations
11:00 am – 12:00 pm	AHJ/ Industry Experts Forum



Thank you to our GEM Sponsors!

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