

SECURITY NATION

ESX
BONUS EDITION

ESA's
Weinstock
Person of the
Year

**KIRK
MACDOWELL**

THE WEINSTOCK'S
WOULD BE PROUD

THANK YOU TO OUR 2024 EXECUTIVE STRATEGIC PARTNERS

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SECURITY NATION

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ESX 2024 HIGHLIGHTS

Innovation, education, and networking – ESX 2024 packed this triple punch and brought together thought leaders, technological innovators, and industry experts to showcase the latest advancements and trends impacting the electronic security and life safety industry.

While large international industry tradeshows attract end user attendees from a lot of different sectors, ESX ranks as the largest tradeshow open exclusively to security professionals. It offers the unique opportunity for security integrators and monitoring companies across the country to meet one-to-one with electronic security equipment manufacturers and service providers. ESX is designed to provide a strong mix of educational and networking events to help attendees grow their businesses. Here's a recap of just some of the highlights from ESX 2024:



Kicking off with ESA meetings and the Executive Leadership Workshop, Day 1 wrapped up with the official Opening Celebration featuring drinks and live bluegrass music. Day 2 began with the OpenXChange Breakfast, followed by educational sessions and the Expo floor opening. And that was just the beginning – the day's events also included the Keynote Luncheon, Innovation Awards,

and the SIAC Awards Reception. The day wrapped up with the ever-popular Pub Crawl. The educational sessions and exhibits continued on Day 3, which also featured the General Session followed later by the Weinstock Celebration which was held at Derby City Gaming and honored Kirk MacDowell with the prestigious Morris F. Weinstock Award. Day 4's Closing Luncheon concluded ESX 2024, and attendees headed back home with a renewed sense of optimism and inspiration. The event not only demonstrated the remarkable advancements in electronic security but also highlighted the industry's commitment to delivering innovative solutions that prioritize safety and protection.

ESX, with peer-led educational sessions, a focused expo, and meaningful networking opportunities, provided a blueprint for industry professionals to better run, grow, and maximize their companies. It was an opportunity to rethink traditional operating models and pivot into becoming even more agile and responsive in this changing competitive landscape.



MAKE SURE TO SAVE THE DATE FOR ESX 2025 HOSTED IN ATLANTA, GEORGIA (COBB COUNTY) JUNE 16-19!

ESX MAIN STAGE

EDUCATION, MOTIVATION,
INSPIRATION

The ESX Main Stage highlighted inspiration, motivation, and networking with electronic security and life safety peers. Just steps away from the Expo floor, the stage welcomed award winners, industry disruptors, and motivators for the audience of electronic security and life safety pros.

OpenXchange Breakfast

In this session, attendees were accelerated into the future. Here they heard from forward-thinking leaders who inspired them to reassess the trajectory of both the industry and their companies. These visionaries challenged participants to reimagine the business of security in the future. The panel discussion identified disruptive technologies and emerging trends, providing insights to attendees on how to navigate the evolving competitive landscape as well as the opportunities and challenges likely to impact the industry into the future.

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ESA'S YOUTH SCHOLARSHIP AWARD PRESENTATION



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This year's first place award recipient is **Brady Freundel**, son of police officer James Freundel.

ESA'S SARA E. JACKSON AWARD WAS PRESENTED BY TELGUARD



Holly Borgmann Honored with ESA's Sara E. Jackson Award for Outstanding Leadership & Advocacy.

ESX OPENING KEYNOTE LUNCHEON



SELF-LEADERSHIP: Leveling Up: Tools to Help You Lead Yourself Better & Inspire Others

Presented by Ryan Leak, best-selling author and executive coach

Ryan addressed the often-overlooked challenge of self-leadership. He posed thought-provoking questions like, "What's it like for people to be led by me?" and shared practical tools and strategies for developing a personal vision and support system. His insights were relatable and actionable, helping attendees navigate the isolation that can come with leadership roles. Ryan's engaging anecdotes and real-life examples left everyone inspired and better equipped to lead both themselves and others.

GENERAL SESSION

THE HUDDLE & THE HUSTLE: LEADING TEAMS THROUGH CHANGE, ADVERSITY & OPPORTUNITY

Presented by Justin Forsett, co-founder & CEO of Hustle Clean and a former NFL running back

In his engaging presentation, **Justin Forsett** delved deep into the intricacies of guiding teams through dynamic circumstances. Drawing from his own remarkable journey, Justin offered invaluable insights on how to navigate change, overcome adversity, and seize opportunities effectively.



MEDIA ENDORSER:

SDM

ESA'S MORRIS F. WEINSTOCK AWARD WAS PRESENTED BY RESIDEO.

CLOSING LUNCHEON

Attendees dove deep into the knowledge they may have missed from the three-day program and discovered the key takeaways and trends that emerged from over 30 best practice-sharing sessions.

Participants interacted with a panel led by ESA's Immediate Past Chairman John Loud as they distilled the essence of the education program into a brief, bite-sized digest for their team. They stayed informed and involved, even if they couldn't catch every session.



ESA'S SECURITY TECHNICIAN OF THE YEAR AWARD PRESENTATION





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we can help
you build your
business



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Honeywell Home

FIRST ALERT®

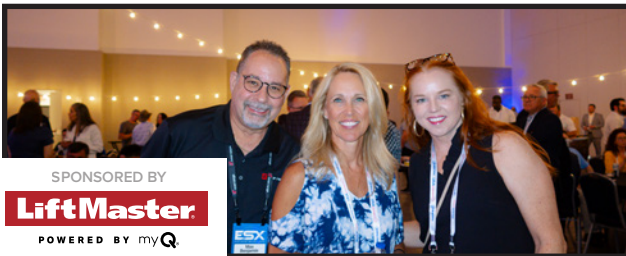
ESX NETWORKING

THE UNEVENT FOR QUALITY INTERACTION AND COLLABORATION.

ESX 2024, known as the premier event for the electronic security and life safety industry, once again excelled in creating an environment conducive to quality interaction and collaboration. The event's networking opportunities were meticulously crafted to ensure attendees could build meaningful connections, share insights, and advance their professional relationships. Here's a look back at some of the standout networking events from ESX 2024.

OPENING CELEBRATION

The Opening Celebration on Monday, June 3, set the stage for a week of dynamic networking. Attendees gathered at the Kentucky International Convention Center for a bourbon-themed welcome party complete with hors d'oeuvres, drinks, and live music. The atmosphere was lively as industry professionals reconnected with old friends and forged new relationships. This celebration marked the perfect kickoff to the week, combining the warmth of Southern hospitality with the excitement of future possibilities in the industry.



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PUB CRAWL

On Tuesday, June 4, the networking continued with the ESX Pub Crawl, an event that took attendees through some of Louisville's finest nightlife spots. Starting at the Barrel Bar and Grill, moving to Patrick O'Shea's in Louisville Downtown, and ending at Number 15, participants enjoyed a night of camaraderie and fun. This informal setting allowed for relaxed and genuine interactions, where experiences were shared, stories were told, and new friendships were formed.



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MONITORING

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ESA'S WEINSTOCK CELEBRATION

The highlight of the networking events was the ESA Weinstock Celebration on Wednesday, June 5. This Derby-themed evening recognized ESA's Weinstock Person of the Year, Kirk MacDowell, for his outstanding achievements and service within the industry (Page 21). In true Kentucky style, attendees donned their finest Derby attire, complete with fancy hats and dapper suits, and enjoyed an evening filled with great conversation, live music, and local Louisville fare. This elegant celebration was exclusive to ESX registrants with Executive, Deluxe, and Expo Plus passes, providing an intimate setting for in-depth networking and celebration of industry achievements.



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ESX EDUCATION

ESX 2024 EDUCATION: REAL-WORLD ADVICE TO TRANSFORM YOUR BUSINESS



ESX 2024, the premier educational event for the electronic security and life safety industry, left attendees buzzing with excitement and enriched with real-world knowledge. This year's event offered a comprehensive array of educational programming, featuring over 32 meticulously curated education sessions designed to cater to the diverse needs of integrators. These sessions covered various topics, allowing attendees to delve deep into areas most relevant to their business interests and professional aspirations.

The education sessions were separated into tracks including Sales, Operations, Monitoring, and Management, offering a well-rounded perspective on critical aspects of running a successful security and life safety business. Attendees had the opportunity to gain insights from industry leaders, thought-provoking speakers, and experienced professionals who shared their strategies and best practices.

RMR EDUCATION EVENT OF THE INDUSTRY

One of the specialized focuses of ESX 2024's educational programming was Recurring Monthly Revenue (RMR). Industry veterans shared their proven methods for increasing RMR streams and reducing attrition, empowering attendees to build stable and sustainable revenue models. These sessions were designed to help businesses develop strategies that ensure long-term financial health and growth.

FIRE FOCUS

Another compelling addition to the lineup was the sessions centered around entering the fire business vertical. With the electronic security industry witnessing an increasing demand for integrated fire safety solutions, these sessions proved invaluable for businesses looking to

diversify and tap into this market segment. Experts provided insights into regulatory requirements, market opportunities, and best practices for implementing fire safety solutions.

TAKEAWAYS AND IMPACT

ESX 2024's exceptional educational programming left a lasting impact on attendees, equipping them with the knowledge and tools to thrive in an ever-changing industry landscape. Participants departed with a renewed sense of enthusiasm, armed with actionable strategies to implement in their businesses.

As the event concluded, attendees gained invaluable insights and practical advice that they could bring back to their organizations, ensuring they stay ahead in the competitive world of electronic security and life safety.

SPECIAL THANKS TO ESX'S EDUCATION ADVISORS

The Sales track was sponsored by Prima by NAPCO Security Technologies, Inc.



The Operations track was sponsored by TCX - The Connection Xchange



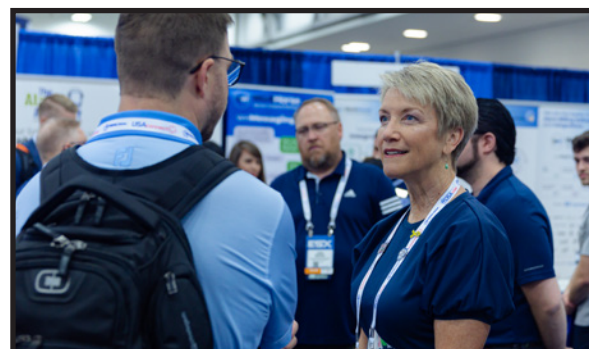
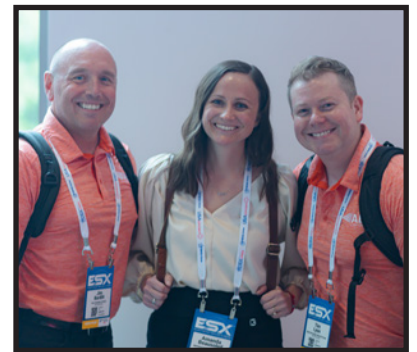
The Management track was sponsored by NAPCO Security Technologies, Inc.



The Monitoring track was sponsored by RSPNDR.



ESX GALLERY



ESX BY THE NUMBERS

ESX 2024 JUMPED 15 NET PROMOTER SCORE POINTS from 2023. Creating a rare and impactful experience according to industry standards.

TOP FOUR REASONS ATTENDEES CAME TO ESX 2024

NETWORKING WITH INDUSTRY COLLEAGUES

DISCOVER NEW BUSINESS IDEAS, TRENDS, OPPORTUNITIES OR STRATEGIES

GAIN INDUSTRY KNOWLEDGE AND PERSPECTIVE

ENHANCE LEADERSHIP, MANAGEMENT OR BUSINESS SKILLS

95 TOTAL SPEAKERS



NEARLY 150

EXHIBITORS AND SPONSORS

756 MYESX APP USERS CONNECTED WITH OTHER SECURITY PROS AT THE SHOW

AVERAGE OF 50 PEOPLE PER BEST PRACTICE SHARING SESSION



32

EDUCATIONAL SESSIONS

ESX BY THE NUMBERS



WHAT INTEGRATORS ARE SAYING ABOUT ESX

“What an inspirational week in Louisville attending ESX - Electronic Security Expo! From the education sessions to the keynote speakers, to the networking events, to the award celebrations, top notch! Can’t wait till next year... in Atlanta.”

**- Melissa Brinkman, CEO
Custom Alarm**

“An enormous amount of knowledge, experience and education at this event.”

“It was nice to see products and people from the industry that I normally do not see. We tend to use the same product and see the same people day to day and are not exposed to ideas outside our little box.”

“ESX was great, because we needed more industry-specific training that were not necessarily sponsored by vendors, trying to sell their products and services.”

“Checks all the boxes and it’s not a zoo like ISC.”

84% OF ATTENDEES RATED ESX EDUCATIONAL OPPORTUNITIES “VERY GOOD” OR “EXCELLENT”

87% OF ATTENDEES SAID THEY WILL MAKE A PURCHASE OR FORM A PARTNERSHIP AS A RESULT OF A QUALITY CONVERSATION HAD AT ESX.

ESX BY THE NUMBERS

TOP 10 SESSIONS BY ATTENDANCE

MASTERING THE ART OF VALUE: ACQUISITION INTELLIGENCE & ENTERPRISE VALUATION

UNIQUE SALES STRATEGIES FOR THE TOP 5 COMMERCIAL VERTICALS

VISIONARY INSIGHTS: HOW AND WHY VIDEO MONITORING CAN SUPERCHARGE YOUR RMR

FROM LIFE SAFETY TO LIFESTYLE: TRANSFORMATIVE INDUSTRY STRATEGIES

VIDEO SURVEILLANCE AND MONITORING IN THE AGE OF INTELLIGENT SECURITY

REVOLUTIONIZING SECURITY: UNVEILING THE POWER OF AI AND MACHINE LEARNING INTEGRATION

HARMONIZING SALES AND OPERATIONS: MAXIMIZING ROI THROUGH COLLABORATIVE ESTIMATING

UNLOCKING VIDEO SALES THAT SURGE RMR: STRATEGIES, TECHNIQUES AND APPLICATIONS

PROJECT MANAGEMENT MASTERY: INSTALLATIONS FROM QUEUE TO CLOSE

RAISING RMR RATES WITHOUT CUSTOMER ATTRITION



ESX BY THE NUMBERS

WHAT ATTENDEES ARE SAYING ABOUT ESX

“Very important topic ... the reluctance to increase rates to avoid losing a client is REAK... glad to have attended this session. Great info shared and participation from the attendees added to the value!”

“Top notch expert speakers.”

“Very good session and discussion. It will be helpful as we move forward in our business.”

“Some great discussion points and ideas that I took away on how to improve our operational response. Open and engaging dialog with valuable input from attendees as well.”

“Wonderful class and insight!!!!”

WHAT EXHIBITORS ARE SAYING ABOUT ESX

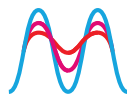
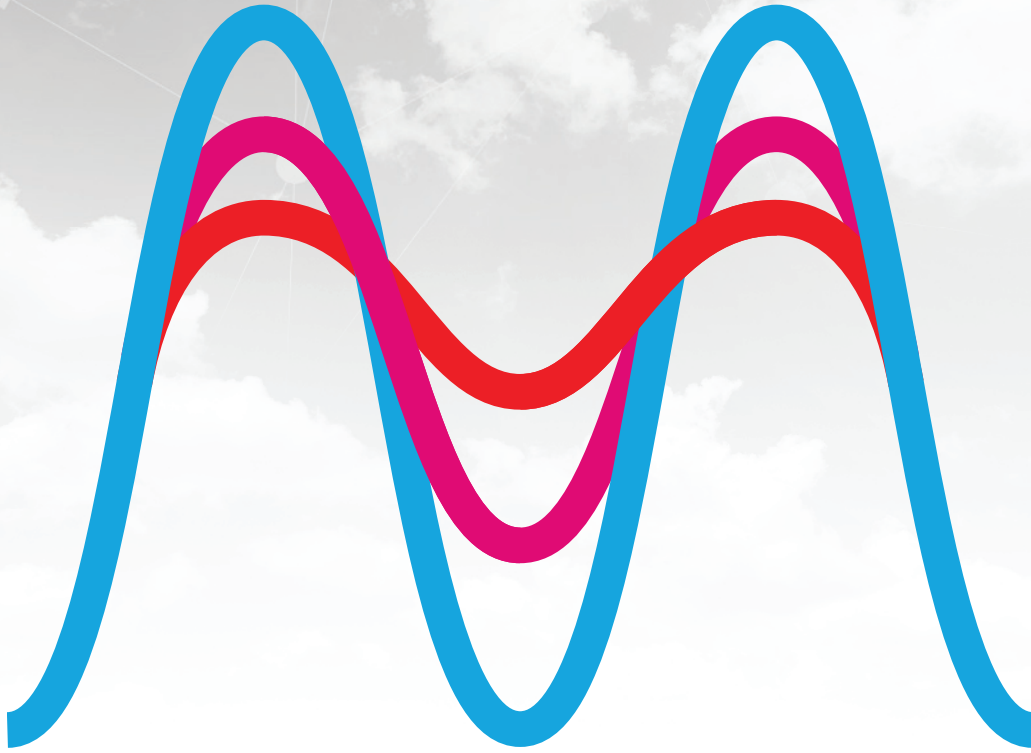
“ESX was incredible! Since we were able to meet with actual decision makers, we closed more than 150K in sales on the ESX show floor. That paid for our booth and was the first time we left a tradeshow with an immediate ROI!” Jake Voll – SS&Si Dealer Network

“What an amazing time this was! From a business and personal perspective, it was a great event! Congrats on a very successful 2024 ESX!” – Daniel Rosales, Telguard, Sr Director of Marketing

“ESX provided us with a comprehensive forum to explore the latest technological innovations in the security industry. The knowledge and connections we gained at ESX have been instrumental in enhancing our operations”. - Edgeworth Security Team

“What a great week at ESX. Best ESX ever and you and team did a wonderful job. I am looking forward to next year in Cobb County, Georgia.” – Kirk MacDowell, MacGuard Security Advisors

“ESX is a show and conference that just continues to deliver! Great time, lots of networking, great exhibit floor, education, and fun!”- Tracy Larson, WeSuite



MULTI-CARRIER



New!

TG7-FM
Multi-Carrier
Fire Alarm
Communicator

“M” IS FOR MULTI-CARRIER. AND MEGA-RELIABLE.

The first of its kind, Telguard’s TG-7FM commercial fire alarm communicator chooses the best option from all three major carriers and switches as needed to provide continuous cellular connectivity. That’s what we call revolutionary reliability.



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INNOVATION AWARDS

These prestigious Innovation Awards highlight next-generation products and services that present significant growth opportunities for integrator companies.

An independent panel of judges selected the winners based on a comprehensive set of criteria, including ingenuity, applicability, response to market needs, and more. The 2024 ESX Innovation Awards Judging Panel, led by Preston Atkins, Systems Engineer at Certified Alarm Co. of AL Inc., also included Richard Tampier, VP of Everon Solutions, Jamie Byrd, VP of Business Development at Security Central, and Gregory R. Breyer, Director of Fire Business Development at Zeus Fire & Security. ESX extends its gratitude to these judges for their dedication and expertise in recognizing forward-thinking ideas within the security industry.

“The ESX Innovation Award winners showcase the industry’s leading-edge advancements. These innovative products and services are driving efficiency and profitability. Congratulations to this year’s outstanding innovators for shaping the future of security and life safety technology.”

- George De Marco, ESX Chairman.

2024 ESX INNOVATION AWARD WINNERS REVEALED



ESX CONGRATULATES THE VISIONARY COMPANIES BEHIND THESE BREAKTHROUGH TECHNOLOGIES. WINNERS ARE LISTED IN ALPHABETICAL ORDER BY CATEGORY:

INNOVATION AWARDS

ACCESS CONTROL/ID SYSTEMS:

Readers / Keypads

Company: Aiphone
Product: AC-2DM

FIRE/ LIFE SAFETY

Detection Appliances – Smoke / Heat / Gas Detection Services

Company: Ajax Systems
Product: FireProtect 2 RB (Heat/Smoke/CO) UL Jeweller

Cellular / Radio Communications

Company: NAPCO Security Technologies, Inc.
Product: Super Dual™ StarLink Fire Max2 Supervised Dual SIM/ Dual Path Communicator

INSTALLATION/ SERVICE TOOLS

Tools / Testers

Company: CameraShine
Product: CameraShine Surveillance Cleaning Kit– Clean Any Camera Safely from the Ground

Systems Design / LifeCycle Maintenance – Commercial

Company: System Surveyor
Product: System Surveyor 2.0

INTRUSION SYSTEMS

Outdoor Detection

Company: Ajax Systems
Product: MotionCam Outdoor (PhOD) Jeweller

MONITORING (CENTRAL STATION)

Alarm Monitoring for End User

Company: Becklar Enterprise Monitoring - AvantGuard (AG)
Product: Patented Becklar Engage Platform– an AI-Powered Platform that Makes a Difference in the Moments that Matter

SMART HOME

IT / Networking

Company: Snap One
Product: Araknis 920-Series Switch

Home Automation / Home Control Systems

Company: Snap One
Product: Control4 Halo Touch Remote

SPECIALTY PRODUCTS & SERVICES

Power Supplies & Batteries

Company: CyperPower Systems
Product: CP1500PFCRM2U PFC Sinewave Short-Depth UPS System

TECHVISION CHALLENGE

ABOUT BEST OF SHOW WINNER



The TechVision Challenge is a Shark Tank Style Competition held at ESX where judges recognize outstanding products and services that drive the electronic security and life safety industry forward. The TechVision Challenge is an opportunity for manufacturers and service providers to come up with innovative end user offerings and tools that help dealers, integrators and monitoring professionals become more efficient and profitable.

The selection of the winner is based on specific judging criteria that includes:

- **Features & Functions**
- **Aesthetic & Design Qualities**
- **Groundbreaking or Innovative**
- **Improving End User Experience**
- **Overall WOW Factor**
- **Improves Efficiency**
- **Increases Company Value**
- **Regulatory Compliance**

INNOVATION AWARDS

VIDEO SURVEILLANCE

Managed Video

Company:
Becklar Enterprise Monitoring - AvantGuard (AG)
Product:
Advanced Interactive Video Monitoring and Remote Guarding Solution – EyeForce

Video Analytics

Company:
Alarm.com
Product:
Alarm.com AI Deterrence (AID)

Video Management Software

Company:
Eagle Eye Networks
Product:
Eagle Eye 911 Camera Sharing / Eagle Eye 911 Public Safety Sharing Complete

Megapixel / HD Cameras

Company:
Resideo
Product:
First Alert VX3 HD Outdoor Camera

Digital Recording and Network Storage

Company:
NVR (16-CH)
Product:
Ajax Systems

IP Cameras

Company:
TurretCam (8 Mp/2.8mm)
Product:
NVR (16-CH)

The ESX Innovation Awards continue to spotlight the innovative efforts of companies that are shaping the future of the security and life safety industry. The awards ceremony will take place during the ESX 2024 Expo, where attendees can explore these cutting-edge products and services.

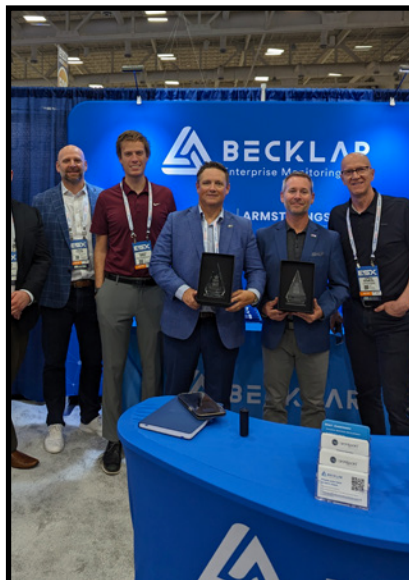
TECHVISION CHALLENGE



It is up to each contestant to prepare their own presentations for the competition and the TechVision Challenge judging criteria will be used to determine what product or service will be named Best of Show for ESX 2024.

This year, 9 participants from the Innovation Awards judging process were invited to compete in the TechVision Challenge and an interactive judging panel of minimum 3 judges watch the presentations. The judges then have up to 12 minutes for each presentation to judge each product.

This year, we had incredible products in the competition for “Best of Show”, but the ultimate winner was Ajax Systems for the FireProtect 2 RB (Heat/Smoke/CO) UL Jeweller with runner-up Eagle Eye Networks for their Eagle Eye 911 Camera Sharing/ Eagle Eye 911 Public Safety Sharing Complete.



INNOVATION AWARDS



TECHVISION CHALLENGE



BEST IN SHOW WINNER AJAX SYSTEMS FOR THE FIREPROTECT 2 RB (HEAT/ SMOKE/CO) UL JEWELLER

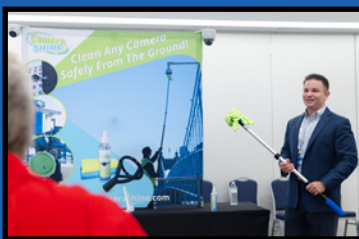
FireProtect 2 RB is a wireless combined fire detector with heat, smoke, and CO sensors. It features an 85 dB buzzer, a patented smoke chamber, and an interconnected fire alarm. With 5 years of operation from replaceable pre-installed batteries, FireProtect 2 ensures accurate and robust fire detection.

RUNNER UP EAGLE EYE NETWORKS FOR THEIR EAGLE EYE 911 CAMERA SHARING/ EAGLE EYE 911 PUBLIC SAFETY SHARING COMPLETE.

Eagle Eye 911 Camera Sharing, a first-of-its-kind technology, gives Emergency Communication Centers instant access to security cameras during an emergency, empowering them to deliver critical incident information to first responders, to provide situational awareness, accelerate response times, and improve public safety. Works with Eagle Eye Cloud VMS and alternate VMSes.



TECHVISION GALLERY



Managing Risk & Protecting YOUR Business



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Commercial Auto/Fleet | Workers Compensation | Cyber Liability**

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SecurityAmericals.com

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MAIN STAGE: WEINSTOCK AWARD

ESA's
Weinstock
Person of the
Year



**KIRK
MACDOWELL**

**THE WEINSTOCK'S
WOULD BE PROUD**

BY ERIN HARRINGTON

MAIN STAGE: WEINSTOCK AWARD



Sometimes you really can find exactly what you're looking for in the Yellow Pages. Just ask Kirk MacDowell, this year's richly deserving recipient of ESA's prestigious Morris F. Weinstock Award.

A business leader and 40+ year security industry veteran, MacDowell was making his entry into the industry some 44 years ago and looked in the Yellow Pages under "Security." It led him to listings for industry Associations, which in turn led him to meeting with George Weinstock, Morris' son, and Les Gold, one of the industry's most highly respected and regarded legal experts and leaders. "They were extremely helpful in getting me started in the industry," MacDowell says. "So, my entry into the industry started through an Association. I felt indebted to industry work and got involved with the California Association, which was then called the Western BFAA (Burglar and Fire Alarm Association). I was born into it, and I so much admire the mentors who helped me."

Those mentors, and the trail that MacDowell himself continued to blaze on behalf of the industry, well prepared him, and qualified him, to earn the distinctive Morris F. Weinstock Award at this year's ESX. The professionalism and cohesion that Morris F. Weinstock

brought to the security industry was nothing short of awesome. His life's work was dedicated to the security alarm industry. He and his brother launched Morse Signal Devices in Cleveland in the 1930s, and they later moved the business to Southern California where it grew into the largest independent installing and monitoring provider in the West. Weinstock went on to play a pivotal part in launching the National Burglar & Fire

Alarm Association (NBFAA) in 1948, now known as the Electronic Security Association (ESA), and later also served as Association's president. The Morris F. Weinstock Award was initiated in 1970 and has since been regarded as one of the industry's highest honors.

Fast forward 44 years to the present day and Kirk MacDowell now has earned a plaque on his wall recognizing him as a Morris F. Weinstock Award recipient. Over the past four decades, MacDowell has worked unwaveringly for the advancement of the industry. His resume spans impressive contributions at industry innovating companies - Alarm.com, General Electric, and United Technologies - and as a Top 50 SDM integrator, and now, at his own firm, MacGuard Security Advisors, where he consults and offers guidance on how to innovate, transform, and successfully compete in today's ever-changing electronic security landscape.

In addition to his work pursuits, MacDowell has devoted a ton of time to industry causes and initiatives. He remains active in many Associations serving on numerous industry and private company boards. He was the past Board of Director of the Security Industry Association (SIA) and The Monitoring Association (TMA), past Chairman of AIREF (Alarm Industry Research & Education Foundation), past President of the Los Angeles County



MAIN STAGE: WEINSTOCK AWARD

Burglar and Fire Alarm Association (LABFAA), past Chairman of the Security Industry Alarm Collation (SIAC), and currently serves as Chair of ESA's Leadership Identification and Nominating Committee (LINC). But anyone who has had the privilege of knowing Kirk MacDowell knows well that his contributions to the industry span far beyond the confines of his resume. He brings warmth, sincerity, and enthusiasm to not only his professional work but to his personal interactions with so many in the industry.

When asked how he has benefited personally and professionally from all his industry engagement and service, MacDowell speaks right from the heart when he replies:

“I have made terrific lifelong friends and they’ve become mentors and colleagues. I can call them whenever I need some help or guidance and they’ve been terrific. And that’s benefitted me personally because I try to emulate them and do things simply for the love of the industry and its people.”

That love is evident in the extensive amount of service MacDowell has generously given back to the industry. “The betterment of the industry should always be first before individual, personal gain,” he says. “Great things happen because we try to work for the betterment of the entire industry, not just one company. Look at ESA - they represent very large companies as well as one-person integrators. What inspired me was people helping me, and then it was my turn to help others.”



Moving forward, he says that “The reality is there are always going to be obstacles, but the industry has been successful because of the Association’s ability to maneuver around them.” He cites the pandemic as a prime example when UL worked with central stations to keep them open and operating despite the lockdowns. That’s been just one way that the industry continues to pivot to meet



challenges, respond to the ever-changing security landscape, and continually innovate. And, as MacDowell points out, “Our industry has grown remarkably since Morris Weinstock and Ben Call founded the NBFAA in 1947. We are an industry which now contributes \$110 billion to the economy and supports 1.74 million jobs in the United States and Canada. That is something we can all be proud of. I always try to focus on mentorship and legacy. It’s important to mentor others in this space, see them succeed into the future, and leave a legacy behind for others to build upon. It’s not my legacy; people won’t remember my name, but they’ll remember the legacy that we all leave for this industry. Being able to learn from your peers – that is what our industry is all about.”

Merlin Guilbeau, Chief Executive Officer of the Electronic Security Association adds that, “Kirk MacDowell’s career has produced a body of work deserving of this distinguished honor. In business, he exemplifies the values of honesty and integrity, and the work ethic portrayed by Morris Weinstock. And when giving back to the industry, he leads by example with humility and gratitude, inspiring others to do the same. We are all fortunate he chose this industry to leave his mark.”

MAIN STAGE: WEINSTOCK AWARD

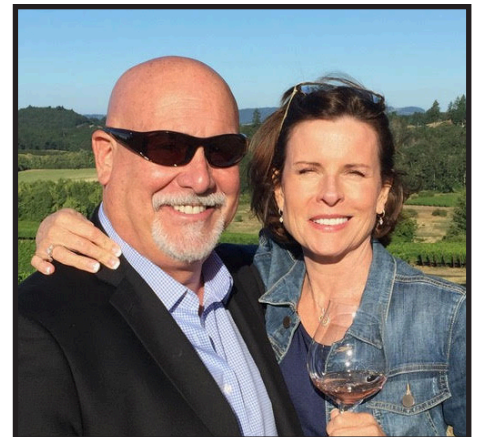
“To join the ranks of the Morris F. Weinstock award, with leaders that have come before me, is humbling to say the least,” MacDowell says. And as he humbly noted in his Award acceptance speech at ESX, “Getting here wasn’t a solo journey. Any success I may enjoy is built on the foundational blocks laid by others before me.”



family,” MacDowell said. “This award isn’t about one person; it’s about all who steward Mr. Weinstock’s vision.”

This is the very mantra that our industry continues to build upon - leveraging the countless contributions made by so many dedicated industry professionals before us to propel the industry forward. “Receiving this award is not just a personal honor but a celebration of everyone who has helped shape me - my family, the dedicated MacGuard team, and all of my industry

MacDowell has been right on target in his decades-long efforts working within and for the industry. But he is wrong about one thing - people will surely always remember his name, and his legacy. And it is still going strong. Heartfelt thanks to Kirk MacDowell on behalf of the industry for his dedication and service to the security industry and congratulations on earning this well-deserved Award!



YOUTH SCHOLARSHIP

ESA ANNOUNCES ITS 2024 YOUTH SCHOLARSHIP AWARD WINNERS



Our police, firefighters, paramedics, and EMTs selflessly put their lives on the line to keep us safe. The security industry works closely with these forces, providing support and technology to help them do their job more efficiently.

But ESA is committed to doing more than just that. To give back to this brave group of public servants, ESA has developed the ESA Youth Scholarship Program —

a philanthropic endeavor that aims to support the futures of first responders' children. The program has awarded over \$941,500 to high school seniors dedicated to excellence and inspired by their first responder parents.

“Participating in the youth scholarship program for children of first responders is profoundly rewarding, as it offers these incredibly deserving young individual’s opportunities they might not otherwise

have.” says Kelly Bond, Partner at Davis Mergers and Acquisitions Group and Scholarship Chairwoman “Seeing their individual successes, and knowing you’ve contributed to their futures, brings immense personal satisfaction and pride.”

The Youth Scholarship Award strives to make an impact on youth so they can make an impact on the world, much as their parents have. This year, nine state associations participated with ESA in

YOUTH SCHOLARSHIP

a programmatic effort to support the families of first responders. Awards were given in each state and national first and second place winners were also recognized.

This year's first place award recipient is Brady Freundel, son of police officer James Freundel. Brady highlights how proud he is to have a first responder father.

"I have always been proud to tell others that my father is a police officer for the Washington D.C. Metropolitan Police Department," says Brady Freundel, 2024 ESA youth Scholarship Winner "His sacrifice, like others in public safety, is honorable yet he is humble and expects nothing in return for his dedicated work. I have tried my best to incorporate these traits in my life as well."

In the Fall, Brady will begin his endeavor of becoming an electrical engineer. He hopes to serve the United States of America by creating weapons systems



that deter aggression against our country. As an engineer, Brady plans to use his skills to make the world a better place and empower those in need while giving back to the community through coaching STEM programs at local schools.

"I strive to live a life of service to my community like my father. This scholarship will help me reach my goal of becoming an electrical engineer and making my community the best it can be," he adds. "I am sincerely grateful to

have received the Electronic Security Associations Youth Scholarship. No words can describe the immense pride and joy I experienced when I received the call that I was the national finalist! Not only was I being honored for my community service, but my father's work as a police officer was being honored, as well. This generous support will help pay for my tuition in the Fall and will help relieve some of the financial burden. I am committed to excellence in my electrical engineering studies, and plan to be an active member of my college community. Thank you for believing in my potential and granting me the ESA Youth Scholarship. It means so much to me!"

ESA flew Brady and his father, James Freundel, to ESX 2024 in Louisville for them to receive the \$13,500 award in person.

These ESA scholarship awards are made possible by contributions from ESA and from our partners COPS Monitoring and the Law Offices of Marc Katz.



YOUTH SCHOLARSHIP



ESA'S SECOND PLACE NATIONAL WINNER, JESSE STEWART FROM WASHINGTON STATE, WHOSE FATHER IS A FIREFIGHTER FOR SHORELINE FIRE DEPARTMENT STATION 61 WAS AWARDED \$3,500.

ESA also wants to recognize the following state winners:

[Stella Werle, California](#)

[Olivia Swim, Florida](#)

[Madeline Kromer, Georgia](#)

[Averie Roberts, Nevada](#)

[Mason Drew, New York](#)

[Isabelle Zuick, Colorado](#)

[Gabriella Egnizzo, New Jersey](#)

[Oliver T. Mathews, Wisconsin](#)

Donations, which will enhance these awards, can now be made online by electronic security and life safety channel supporters who are interested in contributing. All donations will go directly to scholarship awards for high school seniors across the country. Supporters will be recognized on the ESA website. Donations can be made at: ESAweb.org/scholarship-donate.

We also extend our thanks to ESA's Youth Scholarship Program's Volunteer Committee Members:

PROGRAM CHAIRWOMAN:
KELLY BOND, PARTNER
AT DAVIS MERGERS AND
ACQUISITIONS GROUP

KAREN SMITH, SR.
DIRECTOR AT
CULTRIS SECURITY
SYSTEMS, INC.





JASON ETTER, OWNER
OF AVX INTEGRATED
TECHNOLOGIES

MIKE PERDUE, GENERAL
MANAGER AT FIRE AND
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LILIANNE CHAUMONT,
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LIFETIME MEMBERSHIP

KEITH BAIRD AWARDED HONORARY LIFETIME MEMBERSHIP



During the ESA Annual Meeting held in conjunction with ESX 2024, the association recognized Keith Baird with honorary Lifetime membership. This membership category is designed to honor an individual who has rendered meritorious service to the association and the industry. The association does not grant this honor lightly, in fact only 9 other individuals have been honored in the past 75 years.

Recently retired, Baird's career in the security industry began in 1984 when Ben Cornett hired him as the West Coast

sales manager for Blue Grass Electronics, which was acquired in 1995 by ADEMCO (Pittway), itself then acquired in 2000 by Honeywell, and eventually spun off into Resideo.

For 35+ years he led with class and by example, guiding and mentoring teams of young professionals that developed into future industry leaders. He worked tirelessly supporting associations including ESA, the Foundation for Advancing Security Talent (FAST), the Security Industry Alarm Coalition and the California Alarm Association (CAA) to name a few.

Recruited by John Jennings to the board of directors of the Alarm Industry Research and Educational Foundation (now FAST), he served as treasurer and co-chaired the annual golf classic that was a critical fundraiser for the organization.

His efforts advocating for participation and financial support of local, state and national associations led to many industry accolades such as CAA Mark Schubert Award finalist (2004), CAA Mid-California Alarm/Silicon Valley Alarm Member of the Year (2004), CAA Mark Schubert Memorial Award finalist (2015) and the Security Sales & Integration Hall of Fame inductee in 2021.

As a Lifetime Member, Baird can attend ESA meetings and events and shall have the right to vote on all matters brought before the Members.

MAIN STAGE: SARA E. JACKSON AWARD



HOLLY BORGSMANN HONORED WITH ESA'S SARA E. JACKSON AWARD FOR OUTSTANDING LEADERSHIP & ADVOCACY

The Electronic Security Association (ESA) proudly announces Holly Borgmann, Vice President, Government Affairs at ADT, as the esteemed recipient of the Sara E. Jackson Award for 2024. This prestigious accolade recognizes individuals who exemplify extraordinary leadership and dedication in advancing the electronic security and life safety industry.

Holly Borgmann's remarkable career trajectory and unwavering commitment to industry excellence parallel the legacy of Sara E. Jackson, the award's namesake and a trailblazer in the security sector. Jackson's story of resilience and determination serves as an inspiration to all industry professionals which is how the Sara E. Jackson Award came to be. Despite facing personal adversity, Jackson assumed full responsibility for her company, Denver Burglar Alarm, and successfully led it through challenging times. Her legacy continues to inspire industry leaders like Borgmann to rise to new heights.

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MAIN STAGE: SARA E. JACKSON AWARD

In accepting the Sara E. Jackson award, Holly Borgmann expressed her gratitude, stating:

“It is truly an honor to receive the Sara E. Jackson Award. Sara’s story of resilience and leadership is incredibly inspiring, and I am humbled to be recognized in her name. I am grateful for the opportunity to contribute to the advancement of our industry and look forward to continuing to work towards a safer future for all.”

John Loud, President of LOUD Security Systems and Chairman of ESA says “Holly Borgmann is receiving this honor for her service as the chairperson of the ESA Government Relations Committee for the last two years. In a display of tremendous leadership, she has led the committee by example personally advocating throughout the country on behalf of the industry.

Security Pros honored Holly Borgmann at ESX – The Electronic Security Expo in Louisville, KY with a presentation that took place on the Main Stage prior to the Opening Keynote Luncheon.



“We are fortunate to have volunteer leaders like Holly Borgmann who are willing to lend their time and expertise to the ESA community.” says Merlin Guilbeau, CEO of the Electronic Security Association “Under

her proactive leadership, ESA was able to advance initiatives that protect the industry and positively impact public safety.”

The Sara E. Jackson Award, sponsored by Telguard is presented annually to individuals who have demonstrated exceptional leadership, resilience, and dedication to the electronic security and life safety industry.



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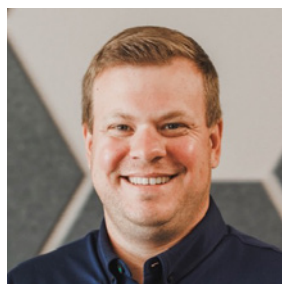
AMY BECKER

President of Astute Financial Consulting



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TRACY LARSON

President of WeSuite, LLC



JOHN LOUD

President of LOUD Security



**JACKIE O'NEIL
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Monitoring Partner Solutions of CMS



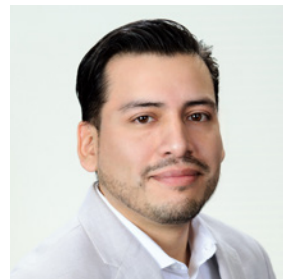
ELIZABETH PARKS

President & CMO of Parks Associates



CINDY PONDER

Vice President of Operations of Bates Security



DANIEL ROSALES

Sr. Director of Marketing, Product Management, & Technical Services of Telguard



KEVIN STONE

Chief Operating Officer & EVP of Doyle Security Systems, Inc.



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WES USIE

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Because of these minds, ESX can bring you some of the best educational sessions in the industry. They work hard to produce top materials to serve you and your business. To do so, they carefully review attendee feedback surveys and attendance data from previous years and take into consideration their own business' challenges to develop a list of possible sessions. Up to 120 session ideas are considered in an in-person meeting with ESA's team. Those ideas are then narrowed down to the top 28 through a detailed and thorough process to ensure only the most powerful content is delivered at the event.

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