



2015 COURSE GUIDE

...THINKEXPLORECONNECT.....

Training, Exhibits
Conference
May 4 - 8 **2015** | **MAY 6**
EXHIBITS
Westin Westminster, CO

www.psatec.com



Bill Bozeman, CPP
President and CEO
PSA Security Network

Think. Explore. Connect.

PSA Security Network invites you to join us May 4 - 8 for TEC 2015, the premier education and networking event for all physical security professionals.

This year, TEC brings all new sessions that will benefit a company's entire team, from the business owner to sales, marketing, operations, and technical professionals. For the first time, TEC will also feature an all NEW Cybersecurity Track designed to provide practical solutions and applications for physical security integrators who want to become more risk responsible solutions providers.

Don't miss this opportunity to connect with other integrators and manufacturers in beautiful Colorado. You and your entire team will no doubt discover something new to help improve your business. On behalf of everyone at PSA, we look forward to seeing you there.

Bill Bozeman

WHO SHOULD ATTEND TEC?

- Owners
- Executive Management
- Engineer/Systems Designers
- Finance/Controllers
- Project Management
- Sales
- Purchasing
- Marketing
- Technicians
- End User/Customers
- YOU!

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TRAINING BUCKS

PSA OWNER COMPANIES: Use your **PSA TRAINING BUCKS** to pay for TEC 2015

Training Bucks can be used to cover the following expenses for you and **ALL of your staff** attending TEC 2015:

- **TRAVEL**—airfare (coach/economy class only), car rental, airport transfers, or taxi
- **HOTEL**—cost of hotel room, taxes on the room, resort fees (if applicable), and Internet access fees billed to your room
- **TEC EVENT**—registration fees and any additional course fees
- **PSA PEG**—participation costs for members of PSA PEG or iPEG



Download the PSA Training Bucks reimbursement form online: www.psaTEC.com; click the Registration Fees tab under Attend from the menu on the left-hand side.

You may also email Sales@PSAsecurity.com to have the form emailed to you.

Did
you
know

PSA OWNER and MEMBER BONUS!

Register before anyone else and get the courses you want.
TEC Registration begins 2/9/15 for PSA Owner and Member Companies only!

REGISTRATION
BEGINS 2/9/15
FOR OWNERS &
MEMBERS

YOUR TEC WEEKLONG REGISTRATION INCLUDES THE FOLLOWING:

DATE	WHAT
Mon May 4	Breakfast, lunch, Monday courses*, and evening TEC Fan Fare Welcome Reception
Tue May 5	Breakfast, Vendor Awards Luncheon, Tuesday courses*, and evening Platinum and Gold Sponsor Hospitality Suites
Wed May 6	Breakfast, lunch, Wednesday courses*, and evening TEC Jam Session
Thu May 7	Breakfast, lunch, Thursday courses (including the NEW CYBER LEARNING PATH)*, and evening Bowling Tournament
Fri May 8	Breakfast, lunch, and continued Friday courses (including the NEW CYBER LEARNING PATH)*

REGISTRATION AND PRICING

Registration begins:

- **For PSA Owner and Member Companies:**
February 9, 2015
- **For General Attendees:**
February 23, 2015
- **For ALL Attendees:**
Register before March 27, 2015, and SAVE MONEY!

TEC 2015 REGISTRATION	PRICE
WEEKLONG REGISTRATION PSA Owner & Member Companies	
Early Bird (2/9 - 3/27)	\$699*
Standard (3/28 - 4/30)	\$749*
Onsite (5/3 - 5/8)	\$799*
WEEKLONG REGISTRATION General Attendees	
Early Bird (2/24 - 3/27)	\$749*
Standard (3/28 - 4/30)	\$799*
Onsite (5/3 - 5/8)	\$849*
WEDNESDAY EXHIBITS ONLY REGISTRATION All Attendees	
Wednesday Exhibits-Only Entry (Access to show floor only; does not include meals, courses, or evening events)	\$49

CEC CERTIFICATES

Continuing Education Credit certificate(s) will be available for download on the evaluation site for a limited time only following TEC 2015.

CANCELLATION POLICY

For registration and course fees (where applicable)

- Cancellations made before March 31, 2015, will receive a full refund.
- Cancellations made March 31 through April 30, 2015, are subject to a 50% cancellation fee.
- No refunds will be given for cancellations made after April 30, 2015.


HOTEL INFORMATION

Westin Westminster
10600 Westminster Blvd
Westminster, CO 80020

- Rate: \$159/night (does not include hotel fees or taxes)
- Reservation cut-off date: 4/16/15 (rooms booked after this date may be at a higher rate)

Reservations:

- For online portal visit www.psaTEC.com. Choose Hotel/Travel → Hotel Information from the menu on the left-hand side
- Call: 303-410-5000 (Don't forget to mention you are with TEC 2015)
- Cancellation Policy: 24 hours notice of cancellation required or you will be charged one night's stay

*Includes most courses (certification courses requiring an additional fee are marked  and will show pricing in the course description).

TEC AT-A-GLANCE *TEC 2015 Weekly Schedule*

SUNDAY, MAY 3, 2015

TIME	EVENT
3:20 PM - 5:00 PM	Effective Communications Management for Security Project Managers and Engineering

MONDAY, MAY 4, 2015

TIME	EVENT
7:00 AM - 8:00 AM	Breakfast
8:00 AM - 11:40 AM	Courses—Periods 1 & 2
11:45 AM - 1:15 PM	Lunch
1:20 PM - 5:00 PM	Courses—Periods 3 & 4
3:00 PM - 3:20 PM	Afternoon Break—Refreshments served
5:30 PM - 7:30 PM	TEC Fanfare Welcome Reception—Sports Themed! (See page 5 for more information)

TUESDAY, MAY 5, 2015

TIME	EVENT
7:00 AM - 8:00 AM	Breakfast
8:00 AM - 11:40 AM	Courses—Periods 1 & 2
11:45 AM - 1:15 PM	Vendor Awards Luncheon—All are welcome!
1:20 PM - 5:00 PM	Courses—Periods 3 & 4
3:00 PM - 3:20 PM	Afternoon Break—Refreshments served
6:00 PM - 7:30 PM	Platinum and Gold Sponsors' Hospitality Suites

WEDNESDAY, MAY 6, 2015 | EXHIBITS ARE THIS DAY ONLY!

TEC 2015 EXHIBITS | 10:30 AM - 5:00 PM

TIME	EVENT
7:00 AM - 8:00 AM	Breakfast
8:00 AM - 10:15 AM	Courses—Periods 1 & 2
TEC 2015 EXHIBITS 10:30 AM - 5:00 PM	
11:45 AM - 1:15 PM	Lunch (Wednesday Exhibits Only Registrations do not include lunch)
7:30 PM - 9:30 PM	TEC Jam Session—LIVE MUSIC!

THURSDAY, MAY 7, 2015 | Don't miss the NEW CYBER LEARNING PATH!

TIME	EVENT
7:00 AM - 8:00 AM	Breakfast
8:00 AM - 11:40 AM	Courses—Periods 1 & 2
11:45 AM - 1:15 PM	Lunch
1:20 PM - 5:00 PM	Courses—Periods 3 & 4
3:00 PM - 3:20 PM	Afternoon Break—Refreshments served
6:00 PM - 8:00 PM	TEC 2015 Bowling Tournament (You must register for this free event)

FRIDAY, MAY 8, 2015 | Don't miss the NEW CYBER LEARNING PATH!

TIME	EVENT
7:00 AM - 8:00 AM	Breakfast
8:00 AM - 11:40 AM	Courses—Periods 1 & 2
11:45 AM - 1:15 PM	Lunch

Fanfare Welcome Reception

Monday, May 4 | 5:30 - 7:30 PM

**WEAR YOUR
FAVORITE
TEAM JERSEY!**

Show your true colors—your TEAM colors, that is! We're kicking off TEC 2015 with a bang this year at our sports-themed welcome reception.

Join us for a night of friendly rivalry and prizes.



DAILY COURSE SCHEDULE

For full course descriptions and pricing, please see pages 13 - 35.

SUNDAY, MAY 3, 2015

PERIOD 1 8:00 AM - 9:40 AM	PERIOD 2 10:00 AM - 11:40 AM	PERIOD 3 1:20 PM - 3:00 PM	PERIOD 4 3:20 PM - 5:00 PM
			Effective Communications Management for Security Project Managers and Engineering

MONDAY, MAY 4, 2015

PERIOD 1 8:00 AM - 9:40 AM	PERIOD 2 10:00 AM - 11:40 AM	PERIOD 3 1:20 PM - 3:00 PM	PERIOD 4 3:20 PM - 5:00 PM
AMAG Symmetry Essentials Certification			
Electronic Security Networking Technician (ESNT) Certification			
SIA Security Project Management Training Seminar			
Advanced Project Management			
Protecting Against Margin Erosion With Leading-Edge Solutions		Advanced Biometric Access Control Training	
Designing and Bidding Complex Door Interlocking Systems	Better Job Costing and Labor Controls to Increase Profits	Digital Watchdog Spectrum Software and Edge Recording Technicaql Training	
General Liability: What it Covers and What it Doesn't	Fast50: America's Fastest Growing Systems Integrators	Affordable and Reliable Wireless Networks	Building Enterprise Value: What is Your Exit Strategy?
How to Keep the Money You Earn by Implementing Internal Controls	How to Have a Successful RFID Installation	Beyond Business Intelligence: Finding the Needle In the Data Haystack	Increased Profits With Proper Site Surveys
IP Video Lighting Solutions for Vertical Markets	Recurring Revenue Opportunities in Cloud-Based Systems	Compensation Programs That Drive Results	How To Sell Security In the Cloud
Leveraging Technology for Emergency Mass Notification Systems	Security Driven by Intelligence	Exit Briefing: Planning for the Single Largest Transaction of Your Life	Maximizing Your Leadership Role: Transforming Contacts Into Advocates
OpenEye Video and Software Solutions Certification	The Emerging Technology of HD CCTV Over Coax	Taking Advantage of Video Integration From Video Surveillance Feeds, Analytics, and Signage	Network Design in Harsh Environments
Power Supply Command and Control	Win More Projects With Competitive Bids and Project Registration	What the Customer Wants Is HD	Video Transmission and Storage Trends

“While the vast majority

**of hackers may be disinclined
towards violence, it would
only take a few to turn cyber
terrorism into reality.”**

- Dorothy Denning
Distinguished Professor of Defense Analysis, Naval Postgraduate School

DAILY COURSE SCHEDULE

For full course descriptions and pricing, please see pages 13 -35.

TUESDAY, MAY 5, 2015			
PERIOD 1 8:00 AM - 9:40 AM	PERIOD 2 10:00 AM - 11:40 AM	PERIOD 3 1:20 PM - 3:00 PM	PERIOD 4 3:20 PM - 5:00 PM
AMAG Symmetry Essentials Certification			
SIA Security Project Management Training Seminar			
Electronic Security Networking Technician (ESNT) Certification			
Advanced Project Management			Best Practices in Project Management
Channel Partner Certification Training—Megapixel Crash Course		IP Video Infrastructure, Transmission, and Network Communication Fundamentals	
Mango Intelligent Video Content Analytics and ALPR Integrations Technical Training		Designing IP Video Surveillance Systems	
HD-TVI: Future-Proof Your Business with a High-Resolution Analog Solution	2015 Trends in Power Management	Business Optimization: Video Surveillance and Storage Best Practices	Building Brand Awareness Roundtable
Increase Your Sales, Profitability, and Security Designs by Adding Audio	Atlanta's Model for Citywide Surveillance to Enhance Safety	Diversify Your Business and Generate Additional Recurring Monthly Service Revenue Using Cloud Services for Health Monitoring	Cloud-Based Access Control As a Source of Recurring Revenue (RMR)
IP Camera Technology: A Study in Evolution and Advancement	Financial Metrics for Owners, COOs, and CFOs: Fostering Innovation (PSA Owners and Members Only)	Growth Through RMR and Your Financial Statements	Codes, Laws, and Common Sense
Opportunities in Low Power, PoE Locking Hardware and IP-Enabled Access Control Solutions	Job Planning: Project Management Techniques for Your Installation	State of the Industry	Partner Alliance for Safer Schools (PASS): Assessment and Design for Security in K-12 Schools
PSA Stockholders' Meeting (PSA Owners and Members Only)	Samsung Open Platform Technical Training	What Now? How to Sell Security in 2020	State of the Integrator
Wireless Network Technology and Design	The 5 Secrets to Successfully Selling Biometric Access Solutions	Why Offering a Unified Solution is What Your Customer Wants	Using Video for More Than Just Security and Surveillance

DON'T MISS THESE TUESDAY EVENTS!

Vendor Appreciation Awards Luncheon

Tuesday, May 5 | 11:45 AM - 1:15 PM

Join your colleagues and friends as we celebrate the vendors who have been the most supportive of PSA owners, members, and customers. Everyone is welcome!

Hospitality Suites

Tuesday, May 5 | 6:00 PM - 7:30 PM

Learn about new technologies and network with the Platinum and Gold Sponsors of TEC during Tuesday night's Hospitality Suites.




DAILY COURSE SCHEDULE

For full course descriptions and pricing, please see pages 13 - 35.

WEDNESDAY, MAY 6, 2015

THIS DAY ONLY!

TEC 2015 EXHIBITS | 10:30 AM - 5:00 PM

PERIOD 1 8:00 AM - 9:00 AM	PERIOD 2 9:15 AM - 10:15 AM	PERIOD 3 10:30 AM - 11:30 AM	PERIOD 4 1:00 PM - 3:00 PM
<div></div> <div>AMAG Symmetry Essentials Certification</div> <div><i>This course ends at 12:00 PM</i></div>			
<div></div> <div>Electronic Security Networking Technician (ESNT) Certification</div> <div><i>This course ends at 12:00 PM</i></div>			
<div></div> <div>SIA Security Project Management Training Seminar</div>			
<div>Cyber 201</div> <div>Cybersecurity Solutions Spotlight</div> <div><i>These sessions end at 1:15 PM</i></div>			
An Industry Synopsis of Physical Security Technology Technical Committee Roundtable	<div>Cyber 201</div> <div>Insider Edge: One Integrator's Path to a Cyber-Hardened Solution</div>		
Project Management Tools: ConnectWise and Sedona Forum			

TEC JAM SESSION

Wednesday, May 6 | 7:30 - 9:30 pm | The Lake House

Join us for an evening of networking, music, and fun during the TEC Jam Session. We'll be rocking into the night with songs from PSA Owners and Vendor Partners—everyone is welcome!






Don't forget! The winner of the Tuesday Hospitality Suites drawing will be announced tonight! Must be present to win.

DAILY COURSE SCHEDULE

For full course descriptions and pricing, please see pages 13 - 35.

Cyber 101 courses are repeated from the January Cybersecurity Congress. Cyber 201 courses are offered for the first time at TEC 2015.

THURSDAY, MAY 7, 2015

PERIOD 1 8:00 AM - 9:40 AM	PERIOD 2 10:00 AM - 11:40 AM	PERIOD 3 1:20 PM - 3:00 PM	PERIOD 4 3:20 PM - 5:00 PM
<div></div> AMAG Symmetry Essentials Certification			
<div></div> ASIS Certified Protection Professional (CPP) Review Course			
<div></div> ASIS Physical Security Professional (PSP) Review Course			
exacqVision Technical Training			
Samsung IP Institute Training			
Schlage's AD-400 Wireless Lock Technical Training			
VIGIL Video Management System Certification			
Cyber 101 Cyber Insurance: Are You Prepared?	Cyber 101 A Tactical Approach to IT Security	Cyber 201 Assessing Threats and Designing an Effective Cybersecurity Program	Cyber 101 What's Next on the Scale? Revenue Opportunities in Physical/Cyber Convergence
Cyber 201 CompTIA Executive Certificate in IT Security Course 1: Transforming Your Business Through IT Security	Cyber 201 CompTIA Executive Certificate in IT Security Course 2: Your Customer's Risk Profile	Cyber 201 CompTIA Executive Certificate in IT Security Course 3: Solution Selling Strategies	
Cyber 201 Converged Cyber and Physical Security	Cyber 201 Are Your Security Solutions Safe Enough for Critical Infrastructure Protection?	Cyber 201 Determining Cybersecurity Readiness in IP-Based Systems	Cyber 201 Cyber Defense in IP-Video-IT Entangled Networks
Cyber 201 Terrorists in Cyber Space: Ushering in the New Era of Cyber War	Cyber 201 Data Center Security: 4 Trends That Could Change Everything	Cyber 201 How Security Integrators Can Ride the Cloud Tidal Wave to Make Money	Cyber 201 Extending Your Corporate Badge Beyond Physical Access
Cyber 201 Understanding Next Generation Smart Cards and the Migration from Current Credentials to Secure Credentials	Cyber 201 Identity Management in the Age of Mobile Credentials	Cyber 201 Preparing for Today's IP Video Cyber Security War	
Cyber 201 Wearable Device Security			



TEC 2015 BOWLING TOURNAMENT

Thursday, May 7 | 6:00 PM - 8:00 PM




Join us for an evening of networking, fun, FREE bowling, and prizes. Pizza and drinks will be provided.

There is no fee associated with this event; however, you must be registered to bowl.

DAILY COURSE SCHEDULE

For full course descriptions and pricing, please see pages 13 - 35.

Cyber 101 courses are repeated from the January Cybersecurity Congress. Cyber 201 courses are offered for the first time at TEC 2015.

FRIDAY, MAY 8, 2015			
PERIOD 1 8:00 AM - 9:40 AM	PERIOD 2 10:00 AM - 11:40 AM	PERIOD 3 1:20 PM - 3:00 PM	PERIOD 4 3:20 PM - 5:00 PM
<div></div> <div>AMAG Symmetry Essentials Certification</div> <div><i>This course ends at 12:00 pm</i></div>			
<div></div> <div>ASIS Certified Protection Professional (CPP) Review Course</div> <div><i>This course ends at 12:00 pm</i></div>			
<div></div> <div>ASIS Physical Security Professional (PSP) Review Course</div> <div><i>This course ends at 1:00 pm</i></div>			
<div>Cyber 201</div> <div>Practical Basics of Securing the IT Infrastructure in PS Installations</div>			
<div>Cyber 201 for CPAs</div> <div>CPE Cybersecurity and Privacy Program for CPA Ethics Credits</div>			
<div>Cyber 201</div> <div>10 Cybersecurity Best Practices for Internet-Connected Security Camera Systems</div>	<div>Cyber 201</div> <div>Cybersecurity and Video Surveillance: How to Protect Your IP Video Network</div>		
<div>Cyber 101</div> <div>Legal Liability: Uncovering and Mitigating Hidden Risks</div>			
<div>Cyber 101</div> <div>Physical Security Design Modeling: Best Practices</div>			

If we as integrators don't "step up our game" when it comes to cybersecurity in our part of the industry, it will bite us down the road. We have a new perspective regarding cybersecurity.

~ Steve Piechota | Vice President, CFO | Netronix Integration

COURSES BY LEARNING PATH *All paths are open to everyone.*

BUSINESS MANAGEMENT

- An Industry Synopsis of Physical Security Technology (Technology Committee Roundtable) | W1*
- ASIS: CPP Review Course | Th1 - F2
- ASIS: PSP Review Course | Th1 - F2
- Best Practices in Project Management | Tu4
- Building Enterprise Value: What is Your Exit Strategy? | M4
- Cloud-Based Access Control as a Source of Recurring Revenue (RMR) | Tu4
- Compensation Programs That Drive Results | M3
- **Cyber 201** How Security Integrators Can Ride the Cloud Tidal Wave to Make Money | Th3
- **Cyber 201 for CPAs** CPE Cybersecurity and Privacy Program for CPA Ethics Credits | F1 - F2
- Diversify Your Business and Generate Additional Recurring Monthly Service Revenue Using Cloud Services for Health Monitoring | Tu3
- **Entire Cybersecurity Track**
- Exit Briefing: Planning for the Single Largest Transaction of Your Life | M3
- FAST50 America's Fastest Growing Systems Integrators | M2
- Financial Metrics for Owners, COOs and CFOs: Fostering Innovation **(For PSA Owners and Members Only)** | Tu2
- General Liability: What it Covers and What it Doesn't | M1
- Growth Through RMR and Your Financial Statements | Tu3
- How to Keep the Money You Earn by Implementing Internal Controls | M1
- Maximizing Your Leadership Role: Transforming Contacts Into Advocates | M4
- Project Management Tools: ConnectWise and Sedona Forum | W1
- PSA Stockholders' Meeting **(For PSA Owners and Members Only)** | Tu1
- SIA Security Project Management Training Seminar | M1 - W3
- State of the Industry | Tu3
- State of the Integrator | Tu4

*Explanation of Day/Time Codes:

DAY CODE	MEANING	TIME CODE	MEANING
S	Sunday	1	First Period 8:00 AM - 9:40 AM (Wed. 8 - 9 AM)
M	Monday	2	Second Period 10:00 AM - 11:40 AM (Wed 9:15 - 10:15 AM)
Tu	Tuesday	3	Third Period 1:20 PM - 3:00 PM (Wed 10:30 - 11:30 AM)
W	Wednesday	4	Fourth Period 3:20 PM - 5:00 PM (No 4th period on Wed)
Th	Thursday		
F	Friday		

CYBERSECURITY

Cyber 101 courses are repeated from the January Cybersecurity Congress. Cyber 201 courses are offered for the first time at TEC 2015.

- **Cyber 101** 10 Cybersecurity Best Practices for Internet-Connected Security Camera Systems | F1
- **Cyber 101** A Tactical Approach to IT Security | Th2
- **Cyber 101** Cyber Insurance: Are You Prepared? | Th1
- **Cyber 101** Legal Liability: Uncovering and Mitigating Hidden Risks | F1
- **Cyber 101** Physical Security Design Modeling: Best Practices | F1
- **Cyber 101** What's Next on the Scale? Revenue Opportunities in Physical/Cyber Convergence | Th4
- **Cyber 201** Are Your Security Solutions Safe Enough for Critical Infrastructure Protection? | Th2
- **Cyber 201** Assessing Threats and Designing an Effective Cyber Security Program | Th3
- **Cyber 201** CompTIA Executive Certificate in IT Security **Course 1:** Transforming Your Business Through IT Security | Th1
- **Cyber 201** CompTIA Executive Certificate in IT Security **Course 2:** Your Customer's Risk Profile | Th2
- **Cyber 201** CompTIA Executive Certificate in IT Security **Course 3:** Solution Selling Strategies | Th3 - Th4
- **Cyber 201** Converged Cyber and Physical Security | Th1
- **Cyber 201** Cyber Defense in IP-Video-IT Entangled Networks | Th4
- **Cyber 201** Cybersecurity Solutions Spotlight | W1 - W3
- **Cyber 201** Cybersecurity and Video Surveillance: How to Protect Your IP Video Network | F2
- **Cyber 201** Data Center Security: 4 Trends That Could Change Everything | Th2
- **Cyber 201** Determining Cybersecurity Readiness in IP-Based Systems | Th3
- **Cyber 201** Extending Your Corporate Badge Beyond Physical Access | Th4
- **Cyber 201** How Security Integrators Can Ride the Cloud Tidal Wave to Make Money | Th3
- **Cyber 201** Identity Management in an Age of Mobile Credentials | Th2
- **Cyber 201** | Insider Edge: One Integrator's Path to a Cyber-Hardened Solution | W2
- **Cyber 201** Practical Basics of Securing the IT Infrastructure in PS Installations | F1 - F2
- **Cyber 201** Preparing for Today's IP Video Cyber Security War | Th3 - Th4
- **Cyber 201** Terrorists in Cyber Space: Ushering in the New Era of Cyber War | Th1
- **Cyber 201** | Understanding Next Generation Smart Cards and the Migration from Current Credentials to Secure Credentials | Th1
- **Cyber 201** | Wearable Device Security | Th1
- **Cyber 201 for CPAs** CPE Cybersecurity and Privacy Program for CPA Ethics Credits | F1 - F2

COURSES BY LEARNING PATH *All paths are open to everyone.*

INFORMATION TECHNOLOGY

- **Cyber 201** CompTIA Executive Certificate in IT Security
Course 1: Transforming Your Business Through IT Security | Th1
- **Cyber 201** CompTIA Executive Certificate in IT Security
Course 2: Your Customer's Risk Profile | Th2
- **Cyber 201** CompTIA Executive Certificate in IT Security
Course 3: Solution Selling Strategies | Th3 - Th4
- **Entire Cybersecurity Track**

SALES and MARKETING PROFESSIONALS

- Advanced Project Management | M1 - Tu3
- ASIS: CPP Review Course | Th1 - F2
- ASIS: PSP Review Course | Th1 - F2
- Atlanta's Model for Citywide Surveillance to Enhance Safety | Tu2
- Beyond Business Intelligence: Finding the Needle in the Data Haystack | M3
- Building Brand Awareness Roundtable | Tu4
- Cloud-Based Access Control as a Source of Recurring Revenue (RMR) | Tu4
- Designing IP Video Surveillance Systems | Tu3 - Tu4
- HD-TVI: Future-Proof Your Business With a High-Resolution Analog Solution | Tu1
- How To Sell Security In the Cloud | M4
- Increase Your Sales, Profitability, and Security Designs by Adding Audio | Tu1
- IP Video Lighting Solutions for Vertical Markets | M1
- Maximizing Your Leadership Role: Transforming Contacts Into Advocates | M4
- Partner Alliance for Safer Schools (PASS): Assessment and Design for Security in K-12 Schools | Tu4
- Recurring Revenue Opportunities in Cloud-Based Systems | M2
- Security Driven by Intelligence | M2
- The 5 Secrets to Successfully Selling Biometric Access Solutions | Tu2
- Using Video for More than Just Security and Surveillance | Tu4
- What Now? How to Sell Security in 2020 | Tu3
- What the Customer Wants is HD | M3
- Why Offering a Unified Solution is What Your Customer Wants | Tu3

OPERATIONS PROFESSIONALS

- Advanced Project Management | M1 - Tu3
- ASIS: CPP Review Course | Th1 - F2
- ASIS: PSP Review Course | Th1 - F2
- Better Job Costing and Labor Controls to Increase Profit | M2
- Codes, Laws, and Common Sense | Tu4
- Diversify Your Business and Generate Additional Recurring Monthly Service Revenue Using Cloud Services for Health Monitoring | Tu3
- Effective Communications Management for Security Project Managers and Engineering | S4
- Increased Profits With Proper Site Surveys | M4

OPERATIONS PROFESSIONALS *(continued)*

- IP Camera Technology: A Study in Evolution and Advancement | Tu1
- Job Planning: Project Management Techniques for Your Installations | Tu2
- Leveraging Technology for Emergency Mass Notification Systems | M1
- Protecting Against Margin Erosion With Leading-Edge Solutions | M1 - M2
- Taking Advantage of Video Integration From Video Surveillance Feeds, Analytics, and Signage | M3
- Win More Projects With Competitive Bids and Project Registration | M2

TECHNICAL PROFESSIONALS

- 2015 Trends in Power Management | Tu2
- Advanced Biometric Access Control Training | M3 - M4
- Affordable and Reliable Wireless Networks | M3
- AMAG Symmetry Essentials Certification Course | M1 - F2
- An Industry Synopsis of Physical Security Technology (Technical Committee Roundtable) | W1
- Business Optimization: Video Surveillance and Storage Best Practices | Tu3
- Channel Partner Certification Training—Megapixel Crash Course | Tu1 - Tu2
- Designing and Bidding Complex Door Interlocking Systems | M1
- Designing IP Video Surveillance Systems | Tu3 - Tu4
- Digital Watchdog Spectrum Software and Edge Recording Technical Training | M3 - M4
- Effective Communications Management for Security Project Managers and Engineering | S4
- Electronic Security Networking Technician (ESNT) Certification | M1 - W2
- **Entire Cybersecurity Track**
- exacqVision Technical Training | Th1 - Th4
- How to Have a Successful RFID Installation | M2
- IP Video Infrastructure, Transmission, and Networking Communications Fundamentals | Tu3 - Tu4
- Mango Intelligent Video Content Analytics and ALPR Integrations Technical Training | Tu1 - Tu2
- Network Design in Harsh Environments | M4
- OpenEye Video and Software Solutions Certification | M1
- Opportunities in Low Power, PoE Locking Hardware, and IP-Enabled Access Control Solutions | Tu1
- Power Supply Command and Control | M1
- Samsung IP Institute Training | Th1 - Th4
- Samsung Open Platform Technical Training | Tu2
- Schlage AD-400 Wireless Lock Technical Training | Th1 - Th4
- An Industry Synopsis of Physical Security Technology (Technology Committee Roundtable) | W1
- The Emerging Technology of HD CCTV Over Coax | M2
- Video Transmission and Storage Trends | M4
- VIGIL Video Management System Certification | Th1 - Th4
- Wireless Network Technology & Design | Tu1

COURSE DESCRIPTIONS

All courses are listed in alphabetical order by course title. For a listing of courses by day, please see pages 6-10.

LEARNING PATH	SUGGESTED FOR
 Business Management	Senior Leaders, C-level, Dept. Heads
 Sales & Marketing Professionals	Sales, Marketing, Project Mgmt.
 Cybersecurity	ALL
 Operations Professionals	PA, Project Mgmt., Install and Service Mgmt.
 Technical Professionals	Project Mgmt., Installers, Technicians
 Information Technology	Owners, Senior Mgmt., Sales, Bus. Devel.

2015 Trends in Power Management

Tu | 10:00 AM - 11:40 AM

Instructor: Joseph Holland

● This presentation will illustrate the difference between power supply technologies and the benefits of modern technology. Ratings and interpretation of ratings will be covered as well as appropriate sizing of the necessary power supply. Also covered will be how to choose a battery size, battery misconceptions, available software for battery sizing, and the effect of improper charging on battery life. Pros and cons of PTCs versus fuses will be covered as well as advantages and disadvantages of lock based surge protection. The industry's evolution toward remote power management will be discussed with a review of present day diagnostic and control capabilities.

Learning Objectives:

- Properly fit a power supply to a purpose. Choose the best protection, PTC or Fuse.
- Outline the benefits of integrated power approaches including remote monitoring, remote system diagnostics and additional billable services.
- Execute the proper choice of a battery and how to properly charge it.

Advanced Biometric Access Control Training

M | 1:20 PM - 5:00 PM

Instructor: Manish Dalal

● The biometric access control market will be growing in the 22% - 24% range over the next five years. Biometric technology is a powerful differentiator if you understand the strengths, limitations, and technical options available for those companies that choose to feature this technology. This is the first course to be offered to gain in-depth biometric knowledge and gain three CEUs from ESA. This session will provide a detailed and product agnostic content to educate and certify participants in the area of biometric access control knowledge.

Learning Objectives:

- Examine different biometric devices and their relationship to different control panels to better understand integration options.
- Express concerns about privacy/encryption in biometric systems voiced by customers and management.
- Distinguish the difference between integrated and stand-alone biometric solutions and the right applications of these design choices.

Advanced Project Management

 **\$549**

M | 8:00 AM - 5:00 PM

Tu | 8:00 AM - 3:00 PM

Instructor: Nadim Sawaya, CPP

● ● This course 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. We will cover an overview of project management principles and best practices, managing the complete project flow cycle, planning and scheduling project activities, controlling the scope creep, and managing the project closeout process. Additionally, this session will include how to accurately estimate security, typical security project cost breakdown, security systems estimating and design, and how to negotiate change orders.

On the business side of project management, additional topics covered include: project financials, project contracts and construction law, and risk management and mitigation.

Learning Objectives:

- Manage the complete project flow cycle and closeout process.
- Accurately estimate security project cost and negotiate change orders.
- Oversee details pertinent to manage project financials, contracts and construction law.

Affordable and Reliable Wireless Networks

M | 1:20 PM - 3:00 PM

Instructors: Andrey Nedranets, M. Eng., CCNP, CCDP, MCSE
Mark Baxter, PSP

● This session will break a myth that affordable and reliable networking requires wire! Wireless is not "rocket science" anymore. Discover technology platforms that focus on unparalleled user experience combined with industry leading performance at disruptive cost points.

Learning Objectives:

- Discover how to get connectivity virtually anywhere.
- Choose the right technology for wireless communication.

COURSE DESCRIPTIONS

All courses are listed in alphabetical order by course title. For a listing of courses by day, please see pages 6-10.

AMAG Symmetry Essentials Certification

 **\$625**

M, Tu, Th | 8:00 AM - 5:00 PM

W, F | 8:00 AM - 12:00 PM

Instructors: Pete Marr, Xavier Calzada

● This five-day certification program provides in-depth training on the basics of the AMAG Symmetry Security Management System for a single site and 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. A practical and written test will be required to complete the certification requirements.

Topics include:

- Fundamentals of Symmetry hardware
- System specification, configuration, and installation
- Troubleshooting techniques

Prerequisites: Students are required to complete the *Symmetry On Demand Hardware Course* prior to attending the class. **Please contact AMAG Technology's training department for web-based training details: training@AMAG.com.**

Recommended: Student should have a basic understanding of the fundamentals of Windows Operating Systems (Windows 7), basic networking knowledge, and a basic electronics background. Card Access installation experience is helpful. **Maximum of 32 students for this class.**

Learning Objectives:

- Identify the equipment necessary to successfully install the Symmetry Security Management System.
- Install the software and perform configuration of a basic Symmetry Access Control System.

An Industry Synopsis of Physical Security Technology

W | 8:00 AM - 9:00 AM

PSA Technical Committee Roundtable Discussion

●● Presented by the PSA Technical Committee, this roundtable is designed to provide insight on the key technologies driving the industry today and the potential impact these technologies will have on physical security in the future. Attendees will participate in a facilitated discussion and evaluation of the current capabilities of these technologies and the future potential value or limitations of these technologies. With an increased understanding of where current and future products provide value, integrators can better invest in the appropriate competencies and have more valuable interactions with their customers. Don't miss this opportunity to learn from your peers and develop strategies for staying ahead of industry advancements.

LEARNING PATH	SUGGESTED FOR
 Business Management	Senior Leaders, C-level, Dept. Heads
 Sales & Marketing Professionals	Sales, Marketing, Project Mgmt.
 Cybersecurity	ALL
 Operations Professionals	PA, Project Mgmt., Install and Service Mgmt.
 Technical Professionals	Project Mgmt., Installers, Technicians
 Information Technology	Owners, Senior Mgmt., Sales, Bus. Devel.

ASIS Certified Protection Professional (CPP) Review Course

 **\$625**

You must register for this course directly through ASIS at <http://bit.ly/1Ep8Tsl>. This price includes access to the Wednesday exhibits and this session on Thursday and Friday only. Monday and Tuesday education sessions are only available with a week-long TEC registration.

Th | 8:00 AM - 5:00 PM

F | 8:00 AM - 12:00 PM

Instructor: ASIS Faculty

●● Earning your CPP provides objective evidence that you possess substantial relevant experience, as well as demonstrated and tested competence. Developed by practitioners for practitioners, ASIS board certification provides a technical and financial edge. In just a day and a half, experienced instructors walk you step-by-step through a review of the relevant body of knowledge. You will identify areas of strength and weakness so you confidently know where you should focus your study. In addition, you will network and learn from peers, as well as benefit from face time with board certified instructors

Learning Objectives:

- Increase comprehension of key physical security concepts and practices to improve your performance on the exam.
- Test levels of understanding with a practice exam and pinpoint future study needs.
- Gain insights on using preparation time more effectively, prioritize study goals, and learn proven test-taking strategies.

ASIS: Physical Security Professional Review Course

 **\$625**

You must register for this course directly through ASIS at <http://bit.ly/1Ep8Tsl>. This price includes access to the Wednesday exhibits and this session on Thursday and Friday only. Monday and Tuesday education sessions are only available with a week-long TEC registration.

Th | 8:00 AM - 5:00 PM

F | 8:00 AM - 12:00 PM

Instructor: ASIS Faculty

●● The Physical Security Professional (PSP) credential provides demonstrated knowledge and experience in threat assessment and risk analysis; integrated physical security systems; and the appropriate identification, implementation, and ongoing evaluation of security measures. Those who earn the PSP are ASIS board certified in physical security. Students will identify areas of strength and weakness in order to better focus their areas of study. Attendees will also network and learn from peers, as well as benefit from face time with board certified instructors.

Learning Objectives:

- Increase comprehension of key physical security concepts and practices to improve exam performance.
- Test levels of understanding with a practice exam and pinpoint future study needs.
- Gain insights on using preparation time more effectively, prioritize study goals, and learn proven test-taking strategies.

COURSE DESCRIPTIONS

All courses are listed in alphabetical order by course title. For a listing of courses by day, please see pages 6-10.

Atlanta's Model for Citywide Surveillance to Enhance Safety

Tu | 10:00 AM - 11:40 AM

Instructor: Dan Berg

● The Atlanta Public School (APS) System has implemented a video-centric PSIM, enabling the Atlanta Police Department (APD) to access surveillance cameras at the schools for improved situational awareness in the event of an incident or emergency.

The highly-efficient and cost-effective IP video surveillance solution is part of the school system's initiative to upgrade its older analog cameras on an ongoing basis. Officers in the Video Integration Center monitor the police department's radio system; APD is immediately aware if an emergency arises at one of the APS facilities. Operators are then able to access cameras from that school to assess the situation and determine what response is needed; dispatchers can continually relay information gathered from the video to first responders, providing immediate situational awareness to assist in the response.

Take an in-depth look at the integration between the public schools' and police department's video surveillance systems to increase public safety and security.

Learning Objectives:

- Discuss how to create a collaboration with a metro police department.
- Discover how to combine forces and use video to more efficiently prevent crime and prepare for emergencies at participant's organization or facility.
- Explore how nearly one million cameras can be managed with the many benefits of scalability using an open architecture system.

Best Practices in Project Management

Tu | 3:20 PM - 5:00 PM

Roundtable Discussion

● Hosted by the PSA Project Management Committee, this session is designed to engage project managers in a discussion on best practices for navigating the phases of the project life cycle—project initiation, planning, execution, monitoring and control, and closeout. Collaborate with other project managers in the industry for a process improvement session and learn a new approach for improving your project outcomes.

Learning Objectives:

- Discuss best practices for navigating the phases of the project life cycle.
- Collaborate for a process improvement session.

Better Job Costing and Labor Controls to Increase Profits

M | 10:00 AM - 11:40 AM

Instructor: Leslie Shiner, MBA

● Selling the project is just the first step. Completing the project on time and on budget is the key to profitability. Learn how to better account for all the costs of every project and discover ways to measure the true costs of sending an employee out in the field, use a simple labor burden calculator to determine if your billing rate covers all your cost, and improve profitability by managing job costs during the job and analyzing the job after it is complete.

Learning Objectives:

- Identify all costs that should be included in a fully burdened labor rate.
- Establish your pricing structure for the different types of jobs you perform.
- Discover labor costs hiding in your overhead costs.

Beyond Business Intelligence: Finding the Needle in the Data Haystack

M | 1:20 PM - 3:00 PM

Instructor: Bill Hobbs

● Business intelligence has become so much more than a buzzword. The retail industry continues to struggle with ballooning shrink rates from all aspects of their business and while there is ample data available, finding the outliers in the ocean of data that business systems produce becomes an impossible task.

Attendees will learn how current business intelligence solutions can quickly sort through millions of data points and bring the offenders to light. Learn how video backed business intelligence can not only sort out the haystack but also provide you with the evidence you need quickly and effectively. Getting the offenders out of your business quickly equates to a dramatic return on investment that is not available from any other data producer in your company.

Learning Objectives:

- Recognize how business intelligence can bring the outliers out of the darkness quickly.
- Observe video verified business intelligence to update participants with metric driven results.
- Identify the dramatic return on investment that a video verified business intelligence system can bring.

Building Brand Awareness Roundtable

Tu | 3:20 PM - 5:00 PM

Roundtable Discussion

● Hosted by the PSA Sales & Marketing Committee, this interactive roundtable discussion focuses on different approaches for building brand visibility, awareness, and memorability. Using methods outlined in the committee's "Building Your Brand: Seven Steps to Success" guidebook, attendees will learn what resources integrators are leveraging to grow their customer base, support sales teams, and receive a greater return on their investment.

Learning Objectives:

- Discover resources integrators are leveraging to grow their customer base.
- Determine resources to better support sales teams.

COURSE DESCRIPTIONS

All courses are listed in alphabetical order by course title. For a listing of courses by day, please see pages 6-10.

Building Enterprise Value: What is Your Exit Strategy?

M | 3:20 PM - 5:00 PM

Instructor: David Williams

● The most efficient way to build enterprise value is by adding RMR to your current offering. This course will show you not only the positive effects that RMR can have on your company's total value, but the negatives if you choose not to offer services to your customers.

This class will show you the way for integrators to build company value by simply selling cloud-based services without having to invest in heavy, up-front costs for infrastructure. This session will teach you the five key leverage points for making your company successful in the RMR world—your future value depends on it!

Learning Objectives:

- Arrange your organization to be successful at selling the RMR model.
- Differentiate between cloud-based services and managed services.
- Recognize motivators for sales people to sell RMR rather than a bunch of hardware components.

Business Optimization: Video Surveillance and Storage Best Practices

Tu | 1:20 PM - 3:00 PM

Instructor: Dan Hodgkinson

● This presentation will focus on various storage scenarios and design challenges from decentralized, centralized, virtual, and cloud topology. In this training, you will explore the issues and solutions for storage pre-sales development, project selection, video management software certification importance, installation, configuration set-up, updates, monitoring, servicing within the various design options, and support structure.

Learning Objectives:

- Outline the pros/cons to various storage options.
- Decide which option is right or wrong for a specific project.
- Determine the key practices in various options that make deployments smooth and easy to maintain.

“Cyber bullies can hide

behind a mask of anonymity
online, and do not need direct
physical access to their victims
to do unimaginable harm.”

- Anna Maria Chávez
CEO, Girl Scouts of the USA

LEARNING PATH	SUGGESTED FOR
● Business Management	Senior Leaders, C-level, Dept. Heads
● Sales & Marketing Professionals	Sales, Marketing, Project Mgmt.
● Cybersecurity	ALL
● Operations Professionals	PA, Project Mgmt., Install and Service Mgmt.
● Technical Professionals	Project Mgmt., Installers, Technicians
● Information Technology	Owners, Senior Mgmt., Sales, Bus. Devel.

Channel Partner Certification Training—Megapixel Crash Course

Tu | 8:00 AM - 11:40 AM

Instructor: John Bujarski

● Learn the value proposition behind megapixel video surveillance along with system design and optimization best practices from the industry leader in multi-megapixel solutions, Arecont Vision.

Learn why customers should invest in higher definition technology and how cost savings can be realized. Today's system integrator needs to differentiate themselves from the pack. Sales targets are difficult to meet selling \$50-\$150 cameras that result in “me too” solutions delivering mediocre forensics for end-users. Hard and soft ROI value can be quantified and value engineered solutions can win! This course will teach basic concepts of megapixel video and will demonstrate best design and deployment practices to ensure ultimate margin and customer satisfaction success!

Learning Objectives:

- Increase margins in video deployments.
- Build value for end users.
- Explore best practices for installation/deployment success.

Cloud-Based Access Control As a Source of Recurring Revenue (RMR)

Tu | 3:20 PM - 5:00 PM

Instructor: Greg Yusi

● ● A high-level overview of industry trends towards cloud-based technologies and how cloud-based access control, integrated with intrusion, video, and telephone entry, can provide ROI value to end users, integrators, and dealers.

Many service providers are already taking advantage of this technology, and providing this solution may be easier than you think. The industry has reached a tipping point where end users and design firms are demanding cloud-based, hosted, and managed services from their security providers.

Learning how to position and communicate your sales pitch, and how cloud services can save your customer time and money is critical in being successful over the next decade.

Learning Objectives:

- Recognize the value proposition of cloud-based, managed, access control solutions.
- Identify vertical markets eager to take advantage of a hosted and or managed access control solution.
- Calculate the up-front investment required to provide a hosted/managed solution.

COURSE DESCRIPTIONS

All courses are listed in alphabetical order by course title. For a listing of courses by day, please see pages 6-10.

Codes, Laws, and Common Sense

Tu | 3:20 PM - 5:00 PM

Instructors: John Hunepohl, PSP, CSPM

Robert Cullum, AHC, CDT CPL, CFDA

● This session will advise attendees on current NFPA [National Fire Protection Association] standards requiring annual fire and egress doors inspections and some common modification violations. You will gain a starting point for executing a planned inspection program as required by NFPA. This session will also touch on other code issues affecting the security system integrator such as ADA, sustainability, sound transmission, and tornado openings. Documents provided at the session will include attendee workbook, code resource handbook and sample inspection forms.

Learning Objectives:

- List the 13 points of fire door and egress door inspections.
- Identify the most common code violations.
- Uncover solutions for the most common code violations.

Compensation Programs That Drive Results

M | 1:20 PM - 3:00 PM

Moderator: Paul Boucherle, CPP, CSC

Panel Discussion

● Physical security integrators face a delicate balance in developing compensation programs that adequately motivate and retain high performing sales representatives. As traditional methods begin to shift towards team selling, hybrid sales roles, and managed services (RMR) models, business owners will need to adjust compensation programs to continually attract top talent who could otherwise be increasing competitor's sales. Produced by the PSA Sales and Marketing Committee, this panel discussion represents subject matter experts with insights on how to drive results without driving away your best sales representatives.

Learning Objectives:

- Develop insight on how to drive results without driving away sales representatives.
- Discuss compensation programs that motivate and retain sales representatives.

Cyber 101 | 10 Cybersecurity Best Practices for Internet-Connected Security Camera Systems

F | 8:00 AM - 9:40 AM

Instructor: Dean Drako

● With security camera systems connected to the Internet to achieve mobile access and management, companies need to ensure the systems are protected from cyber attack. This session will cover the best practices for security integrators to guarantee your customers have a secure cloud surveillance system, both at installation and on an ongoing basis. How do hosted cloud video surveillance systems measure up and compare? This specific case study for security camera systems can be used as a starting point to assess cyber security vulnerabilities for other physical security systems.

Learning Objectives:

- Assess Internet-connected security camera system vulnerabilities.
- Implement best practices for securing video vulnerabilities.
- Assess a hosted video surveillance system for cybersecurity readiness.

Cyber 101 | A Tactical Approach to IT Security

Th | 10:00 AM - 11:40 AM

Instructor: Kirk Nesbit

● Far too often, organizations large and small take a "set it and forget it; it will never happen to me" stance on IT Security. Implementing a successful security policy is a cyclical, interactive process that is continuously evolving with new threats. Compliance is often a collaboration between integrator and a third-party auditor of the organization's information security processes and technology.

This discussion will identify the recommended services a physical security integrator should consider in building an IT security practice, thus expanding their trusted advisor status for "all things security" to client organizations. Integrators will benefit from an expanded RMR model that offers more tangible value to the client than many other managed services offerings.

Learning Objectives:

- Discuss the lifecycle surrounding IT Security, and assess, implement, define procedures, manage the health/status of the security technology.
- Illustrate how to build a scalable security practice, without incurring significant incremental headcount costs.
- Leverage an IT Security roadmap that varies by vertical industry, use case, and organizational size (SMB to Enterprise).

Cyber 101 | Cyber Insurance: Are You Prepared?

Th | 8:00 AM - 9:40 AM

Instructors: Steve Haase, Jim Skelton

● This session will review key cyber exposures and how to cover the exposures through commercial insurance products. Featured topics include information security viewed as an IT problem vs. an enterprise-wide risk management issue. We will tackle the common misconception that IT alone can safeguard the organization and discuss the best products/purchasing methods to protect the buyer's cyber exposure. Join this informative dialogue to become better educated on typical claims, industry statistics, and best practices, and understand the importance of purchasing cyber insurance. There is value in finding the right insurance broker who has the right markets to protect the buyer's assets.

Learning Objectives:

- Recognize the importance of carrying cyber liability insurance and the exposures that exists.
- Describe how to purchase cyber liability insurance.

"Your most unhappy customers

**are your greatest
source of learning."**

*- Bill Gates
CEO and Chairman, Microsoft*

COURSE DESCRIPTIONS

All courses are listed in alphabetical order by course title. For a listing of courses by day, please see pages 6-10.

Cyber 101 | Legal Liability: Uncovering and Mitigating Hidden Risks

F | 8:00 AM - 9:40 AM

Instructor: David Willson, CISSP

● This lecture will explore where physical security is today and where it's headed with regard to remote access. Much of our lives is going online and now so is our security. People used to only worry about whether their locks could be picked or doors kicked in, but now they also have to understand the risk of their physical security devices being hacked. What security issues and liability exists where physical security meets the cyber world? As manufacturers, integrators, and end-users, what risks exist and what is our potential liability? What steps must be taken to protect ourselves? This session will outline measures to take, including risk assessments, policy development, and security awareness training.

Learning Objectives:

- Address current threats entwined with taking physical security online.
- Outline known and hidden risks to better inform your company security policy objectives and directives.
- Prepare to take next steps to mitigate risk by developing policy, utilizing risk assessments, security awareness training and other cybersecurity tools.

Cyber 101 | Physical Security Design Modeling: Best Practices

F | 8:00 AM - 9:40 AM

Instructor: Darnell Washington

● As technologies innovate at an incredible pace, security continues to be an afterthought added after system design—and in some cases—after system deployment. With the lackluster performance by physical security manufacturers to protect their customers from cyber security risk, it's imperative we begin to integrate formal, standardized security, and secure cyber physical design models into the complete cyber-physical device lifecycle.

Participants will learn best practices in moving from a reactive to a proactive cybersecurity resilience stance.

This session will demonstrate the necessary steps needed to ensure appropriate safeguards are in place, and will discuss compliance with the Presidential Executive Order and Presidential Directive, cybersecurity guidelines, policies, procedures, and government regulatory requirements.

Learning Objectives:

- Identify the proper characteristics of a security design model.
- Discover how appropriate safeguards can be implemented to reduce the risk of failure due to cyber attack or impacts from physical forces.
- Prepare to assess methods to better achieve compliance in meeting the presidential executive order and presidential directive enabling cybersecurity critical infrastructure resilience.

LEARNING PATH	SUGGESTED FOR
● Business Management	Senior Leaders, C-level, Dept. Heads
● Sales & Marketing Professionals	Sales, Marketing, Project Mgmt.
● Cybersecurity	ALL
● Operations Professionals	PA, Project Mgmt., Install and Service Mgmt.
● Technical Professionals	Project Mgmt., Installers, Technicians
● Information Technology	Owners, Senior Mgmt., Sales, Bus. Devel.

Cyber 101 | What's Next on the Scale? Revenue Opportunities in Physical/Cyber Convergence

Th | 3:20 PM - 5:00 PM

Instructor: Daniel Murray, MBA

● Recent cyber attacks and threats to the "internet of things" make risk management paramount in the minds of consumers. This translates into opportunity in commercial security. No one expected a home refrigerator would be used by cyber criminals to execute a botnet attack and send thousands of SPAM emails in 2014. High profile hacking of major US retailers increased the visibility of concern for data security in the US.

Today's security solutions are not about a camera or reader, but nodes on a network which create risk for the traditional IT administrator. Concern over outdated firmware, new threats with embedded Linux/Windows based applications, and interoperability will create revenue streams beyond the traditional "software maintenance agreement."

This presentation will review customer needs assessments, potential managed services, IT best practices, and other opportunities to capitalize on the trends in the security market space.

Learning Objectives:

- Evaluate market trends as a result of network vulnerability and cybersecurity threats.
- Discuss best practices which limit risk to the security integrator.
- Visualize opportunities for Recurring Monthly Revenue in new and existing customer base.

Cyber 201 | Are Your Security Solutions Safe Enough For Critical Infrastructure Protection?

Th | 10:00 AM - 11:40 AM

Instructor: Darnell Washington

● This multimedia session provides a comprehensive review of hacker attack types, threats, and techniques used in 2013-2014. Students will explore entry-level foot printing technologies used by hackers and provide examples of how hackers can get from the mail room to the executive floor using weaknesses that can be injected into information systems.

Attendees will learn how technologies exist to integrate identity and access management credentials to non-person entities and how the incorporation of these technologies mitigate the threats posed by peripherals and network infrastructure devices that are connected to information technology networks. We will discuss how implementation of the Federal Identity and Credential Management (FICAM) Program policy assures effective government-wide identity, credential, and access management.

Learning Objectives:

- Recognize hacker attack types, threats, and techniques.
- Identify relevant standards and communicate them to management and stakeholders for migration to more secure systems and solutions.
- Discuss the importance of certifications in the design process.

COURSE DESCRIPTIONS

All courses are listed in alphabetical order by course title. For a listing of courses by day, please see pages 6-10.

Cyber 201 | Assessing Threats and Designing an Effective Cybersecurity Program

Th | 1:20 PM - 3:00 PM

Instructor: Timothy Fawcett, CISSP, CISA

● Session attendees will be presented with an overview of the various cybersecurity threats and discuss the impact of these threats to various organizations, depending on their industry and lines of business. Students will gain an understanding of threats and their impact to different organizations, and will discuss making risk-based decisions concerning the priority of cybersecurity program improvements.

Learning Objectives:

- Identify cybersecurity threats that are applicable to your organization.
- Recognize appropriate controls that should be implemented to mitigate potential threats to your organization.
- Distinguish and prioritize cybersecurity program improvements that will be the most beneficial for your organization.

Cyber 201 | CompTIA Executive Certificate in IT Security Course 1: Transforming Your Business Through IT Security

Th | 8:00 AM - 9:40 AM

Instructor: Gary Bixler

●● Course one of a three-course series. Participants may take courses individually, or can take all three courses for an Executive Certificate in IT Security.

Security is a core component to every technology provider's business. In this course, solution providers discover what it takes to become a trusted security advisor, explore what comprehensive IT protection looks like and scrutinize the investments required to be successful.

All too often, IT security is viewed as a necessary evil, if not as an outright barrier to doing business. Changing that perception requires a certain finesse in designing and implementing solutions. It means applying granular, rather than crude security controls.

Attendee Takeaways

- CompTIA 10-Week Guide to Accelerating Your IT Security Business
- CompTIA Quick Start Guide to IT Security
- Access to the CompTIA Annual Security Trends Research Study

Learning Objectives:

- Explore ways to facilitate meaningful conversations around security.
- Leverage those conversations in the design and implementation of appropriate IT solutions.

Cyber 201 | CompTIA Executive Certificate in IT Security Course 2: Your Customer's Risk Profile

Th | 10:00 AM - 11:40 AM

Instructor: Gary Bixler

●● Course two of a three-course series. Participants may take courses individually, or can take all three courses for an Executive Certificate in IT Security.

In this course, solution providers learn how they may take steps towards becoming a trusted advisor by better understanding their customer's business. Attendees will also examine how to use a security assessment to explore a customer's security needs. Those completing the course will receive a risk analysis tool they can use to assess their clients' security needs.

Attendee Takeaways

- CompTIA 10-Week Guide to Accelerating Your IT Security Business
- CompTIA Quick Start Guide to IT Security
- Access to the CompTIA Annual Security Trends Research Study

Learning Objectives:

- Gauge the impact of emerging trends on their customers' businesses.
- Take steps towards becoming a trusted advisor by better understanding customers businesses.

Cyber 201 | CompTIA Executive Certificate in IT Security Course 3: Solution Selling Strategies

Th | 1:20 PM - 5:00 PM

Instructor: Gary Bixler

●● Course three of a three-course series. Participants may take courses individually, or can take all three courses for an Executive Certificate in IT Security.

This course will help build the success of solution providers with a solid IT security business. Attendees will learn to develop security strategies that account for their customers' business needs as well as the current IT landscape. In addition, this session will explore strategies to address current IT trends, including unified threat management, cloud security, and the impact of a mobile and social workforce.

Attendee Takeaways

- CompTIA 10-Week Guide to Accelerating Your IT Security Business
- CompTIA Quick Start Guide to IT Security
- Access to the CompTIA Annual Security Trends Research Study

Learning Objectives:

- Develop security strategies that account for their customers' business needs as well as the current IT landscape.
- Examine strategies to address current IT trends, including unified threat management, cloud security, and the impact of a mobile and social workforce.

COURSE DESCRIPTIONS

All courses are listed in alphabetical order by course title. For a listing of courses by day, please see pages 6-10.

Cyber 201 | Converged Cyber and Physical Security

Th | 8:00 AM - 9:40 AM

Instructor: Yossi Applebaum

● An introduction to the world of converged cyber and physical security. This course takes the participant into a journey from threats to solutions and equips the participants with tools to better understand the applications, target markets, and use cases while learning about the vulnerabilities of physical security and Industrial Control Systems (ICS) networks and the ways to protect such networks and systems.

The course includes both theoretical and practical parts starting from a presentation of the threats, including audited and documented cyber attacks, a detailed introduction to a unique cyber security solution to the edge of the network and centralized cyber monitoring system.

Learning Objectives:

- Define cybersecurity solution for physical security and ICS networks and systems.
- Develop into the cybersecurity solution champion in your organization.

Cyber 201 | Cyber Defense in IP-Video-IT Entangled Networks

Th | 3:20 PM - 5:00 PM

Instructor: Yoav Stern

● The transition from analog surveillance systems to IP surveillance systems introduced new IT cybersecurity challenges.

As opposed to analog systems, IP surveillance now runs side-by-side with other IT services and applications, sharing transmission medias as well as software and hardware resources. Cyber threats such as denial of service, identity theft, evidence tampering, and others increase the vulnerability of other IT services and infrastructures by opening ports and penetration points that are sometimes untreated as such. The purpose of this one-hour presentation is to address the various cyber threats, vulnerabilities and emerging solutions when incorporating IP surveillance systems with existing or new IT systems.

Learning Objectives:

- You will be able to recognize the risk of video surveillance network, from cyber attacks.
- Describe the effect IP video networks have on IT Networks, and the risk to IT Networks from cyber attacks initiated from the video side.
- Discuss methods and recommended activities that will be needed in the near future in order to mitigate the risks associated with cyber risk.

LEARNING PATH	SUGGESTED FOR
● Business Management	Senior Leaders, C-level, Dept. Heads
● Sales & Marketing Professionals	Sales, Marketing, Project Mgmt.
● Cybersecurity	ALL
● Operations Professionals	PA, Project Mgmt., Install and Service Mgmt.
● Technical Professionals	Project Mgmt., Installers, Technicians
● Information Technology	Owners, Senior Mgmt., Sales, Bus. Devel.

Cyber 201 | Cybersecurity Solutions Spotlight

W | 8:00 AM - 1:15 PM

Instructor: Paul Boucherle, CPP, CSC

● This session is a pure B2B audition of suppliers who can add value to your company in the cybersecurity world. There is no pretense of "general, agnostic, and greater good," this is a session of suppliers who want to share with you why you should consider doing business with them, period.

This facilitated session will streamline the important information that must be delivered to integrators to "audition" for their business while being facilitated by an experienced and trusted adviser. Each session will be delivered to answer the key questions integrators want to know based on the January Cybersecurity Congress and will include a short question-and-answer period. The goal of this session is to set up one-on-one follow-up sessions between suppliers and attendees.

Learning Objectives:

- Discuss the business value a supplier has to offer your company in delivering a cybersecurity solution set.
- Differentiate between hardware, firmware, software, and service-based approaches to providing cybersecurity to your customers.
- Decide what suppliers add value to your company solutions and which ones to allow a second audition during the TEC 2015 exhibits.

Cyber 201 | Cybersecurity and Video Surveillance: How to Protect Your IP Video Network

F | 10:00 AM - 11:40 AM

Instructor: Joe Coe

● As more and more video surveillance systems migrate to the digital realm, the risk of cyber attacks upon surveillance systems increases. Because any equipment that uses a network is potentially vulnerable to cyber threats, an understanding of how to best protect an IP video system is crucial.

This course describes the types of threats to be aware of, including malware and hacked video feeds, and how to boost the resilience of your security solution. It will also give pointers on creating a cybersecurity plan for your video surveillance installation from the very earliest stages of system design. Making smart choices about cybersecurity will help you more effectively protect the valuable assets you are already guarding with physical security.

Learning Objectives:

- Discuss the types of cyber threats video surveillance systems may be vulnerable to.
- Protect your video surveillance system from cyber attacks.

COURSE DESCRIPTIONS

All courses are listed in alphabetical order by course title. For a listing of courses by day, please see pages 6-10.

Cyber 201 | Data Center Security: 4 Trends That Could Change Everything

Th | 10:00 AM - 11:40 AM

Instructor: Jerry Bowman, RCDD, RTPM, CISSP, CPP, CDCDP

● The practice of securing the data center is changing almost as fast as the technology in them. Protection of data center assets, physical and virtual, are siloed. Increased physical and cyber terrorism are forging new thinking about how to protect data centers. The requirements for securing the data center are becoming holistic with physical and cyber security integrated.

This presentation will cover the varying physical and cyber security challenges for protecting data in motion, at rest, and in process (applications). In addition, it will address the significant business outcomes for cybersecurity—the “CIA” triad—which include confidentiality, integrity, and security, as well as the risks, threats, and countermeasures required to protect today’s data centers against tomorrow’s attacks.

Learning Objectives:

- Acquire knowledge of the direct relationship between physical, IT, and ICT security.
- Discover new opportunities in the practice of cybersecurity.
- Recognize how standards and best practices for cybersecurity impact data center design and operation.

Cyber 201 | Determining Cybersecurity Readiness in IP-Based Systems

Th | 1:20 PM - 3:00 PM

Instructor: Jammy DeSousa

● Recent news headlines about high-profile, security breaches have shone a spotlight on network-based systems and their resiliency against cyber attacks. Cybersecurity features such as authentication, encryption, redundancy, and disaster recovery must now be marked as high priority when selecting a security management platform.

This session will provide a basic checklist of how to determine cybersecurity readiness of video, access control, and other systems, including:

- A list of essential certifications products should garner and maintain (such as FISMA).
- Key elements of vendor compliance and testing procedures.
- How to evaluate a vendor’s ongoing update/patch program.

Learning Objectives:

- Describe how network-based systems can be protected against cybersecurity threats and how to communicate these measures to your customers.
- Determine a list of qualifications for products/vendors when evaluating systems and the importance of third-party testing for certain certifications.
- Discuss which certifications integrators must obtain to be considered for certain projects.

Cyber 201 | Extending Your Corporate Badge Beyond Physical Access

Th | 3:20 PM - 5:00 PM

Instructor: Bassam Al-khalidi

● As the security ecosystem increases in complexity, a need for advanced badge solutions has risen. Users can now leverage existing corporate badges or even use their own electronic devices for physical access and beyond. The goal is to increase the overall security without increasing the complexity to the end user.

Learning Objectives:

- Identify which methods of authentication are best for your users.
- Perform two-factor authentication requirements.
- Deploy a turnkey solution without increasing your existing headcount.

Cyber 201 | How Security Integrators Can Ride the Cloud Tidal Wave to Make Money

Th | 1:20 PM - 3:00 PM

Instructor: Dean Drako, BSEE, MSEE

● ● Cloud technology has been high growth in many industries: computing, email, phone PBX, storage, and CRM. The physical security industry’s move to the cloud is gaining momentum, driven by on-demand deployment, reduced support, remote systems access and management, and integration across functions.

How can security integrators ensure they ride this wave to intelligently expand their business? For which applications do cloud-based technologies make sense to utilize and where is it best to avoid them? How can the recurring monthly revenues associated with the cloud both expand and stabilize your business, while being attractive to customers. How do open APIs play into the cloud solutions? Join this session and find out the answers to these questions and more!

Learning Objectives:

- Explore cloud-based technology trends, as well as in physical security.
- Recognize cloud technology’s impact on video surveillance, which target applications justify a cloud-based implementation and which do not, and what measurements are available to indicate an end user’s current reception.
- Discover how you as a security integrator can improve your revenue streams and incorporate cloud-based solutions into your offerings.

“There are two kinds of people

in America today: those who have experienced a foreign cyber attack and know it, and those who have experienced a foreign cyber attack and don’t know it.”

- Frank R. Wolf
House of Representatives [R], 1981 - 2015

COURSE DESCRIPTIONS

All courses are listed in alphabetical order by course title. For a listing of courses by day, please see pages 6-10.

Cyber 201 | Identify Management in an Age of Mobile Credentials

Th | 10:00 AM - 11:40 AM

Instructor: Julian Lovelock

Traditionally, enterprises have issued employees with credentials dedicated to specific functions. A physical access card enabled access to the building, while a one-time password token provided a stronger alternative to passwords for authentication to networks and applications. Users needing access to multiple systems often required multiple tokens, while visitors to a different office were issued with a temporary access card for that facility.

A new generation of solutions enables a mobile phone to be used as a universal credential, securing access to multiple buildings, IT systems, and other applications. These solutions can offer tremendous benefits in terms of user convenience and management overhead. They also provide an impetus for a more consistent approach to identity management that spans the traditional boundaries of PACS and IT security.

This session will provide an overview of Mobile credentialing solutions and offer insight into the benefits and considerations of such solutions.

Learning Objectives:

- Discuss mobile credentialing solutions.
- Identify the benefits of mobile credentialing.
- Illustrate the considerations of mobile credentialing.

Cyber 201 | Insider Edge: One Integrator's Path to a Cyber-Hardened Solution

W | 9:15 AM - 10:15 AM

Instructor: Andrew Lanning

Many IP devices, including cameras, card readers, and intercoms, support port-based network access control (PNAC) using 802.1x protocols.

802.1x protocols function with a RADIUS server and a switch to control network access using a two-step authentication process for the authorization and accounting of IP devices on a network.

RADIUS provides an additional layer of protection against a cyber-attack on a peripheral IP device by making sure the installed devices are authenticated, prior to communicating, on the network. This is particularly useful with IP devices that are installed on the outside of a building. These devices often have a factory "reset" button, making them particularly vulnerable to attack.

RADIUS can be used to immediately shut down a switch port when an authenticated device is no longer present on that switch port. This gives protection against vulnerabilities like MAC address and IP address spoofing.

This course will walk through a RADIUS server, switch, and 802.1x device configuration. We will demonstrate the application of RADIUS working with the device in real time. RADIUS vulnerabilities, enhancements, and practical implementation steps will also be discussed.

Learning Objectives:

- Discover what 802.1x and Radius server are.
- Discuss how RADIUS can help protect against cyber attacks on peripheral IP hardware.
- Demonstrate how to configure a switch and an 802.1x IP camera to use a RADIUS server.

LEARNING PATH	SUGGESTED FOR
Business Management	Senior Leaders, C-level, Dept. Heads
Sales & Marketing Professionals	Sales, Marketing, Project Mgmt.
Cybersecurity	ALL
Operations Professionals	PA, Project Mgmt., Install and Service Mgmt.
Technical Professionals	Project Mgmt., Installers, Technicians
Information Technology	Owners, Senior Mgmt., Sales, Bus. Devel.

Cyber 201 | Practical Basics of Securing the IT Infrastructure in PS Installations

F | 8:00 AM - 11:40 AM

Instructor: Charles Tendell, CISSP, CEH, CHFI

Technical roles in the physical security space include the people who are configuring, installing, and servicing IP devices on a customer's network and/or designing network-centric systems.

This training will address what they should be doing to ensure proper security controls are implemented. It will also establish how to relate this information to the end user to answer the question, "How are you protecting my...?"

This session intends to teach an approach that is a practical cyber training that doesn't get too detailed on terminology and jargon, rather trains you on the tools and processes that will help you to implement better security controls and walk out of the training knowing more of what to do and how to do it. Topics include practical skills in port scanning, VLANs, working with firewalls and related best practices for security controls.

Attendees are expected to have a basic knowledge of typical network architecture.

Learning Objectives:

- Ensure proper security controls are implemented in installs.
- Adopt practical skills in port scanning, VLANs, working with firewalls and related best practices for security controls.

Cyber 201 | Preparing for Today's IP Video Cybersecurity War

Th | 1:20 PM - 5:00 PM

Instructor: David Brent

Network video solutions can bring a whole host of potential vulnerabilities for attacks that keep you up at night. You don't need a sleeping pill or more practice at counting sheep. You need a way to address the concerns causing the problem.

This course takes a comprehensive look at cybersecurity threats and how to successfully secure your network video system against them. The course includes an outside-in perspective as it relates to "penetration testing" and securing your network, storage, and video devices. It will also discuss physical and network security best practices from the camera's interface to the network's DMZ, as well as video network design fundamentals and considerations.

All of this combines to create options to tailor the security to the level of protection each application requires. Because threats are constantly evolving, most solutions will require maintenance, opening up a need for RMR services.

Learning Objectives:

- Analyze penetration testing of VMS systems.
- Recognize the best practices from the camera's interface to the network's DMZ.

COURSE DESCRIPTIONS

All courses are listed in alphabetical order by course title. For a listing of courses by day, please see pages 6-10.

Cyber 201 | Terrorists in Cyber Space: Ushering in the New Era of Cyber War

Th | 8:00 AM - 9:40 AM

Instructor: Darnell Washington, Lloyd Uliana

● A sobering illustration of how adversaries to the United States have leveled the playing field of National Defense through the use of offensive cyber weapons, malware, supply chain corruption, and unconventional surveillance technologies.

We are on the brink of ushering in a new era of soldiers with the capabilities to recreate a 21st century Pearl Harbor. In reality, cyber war has already been declared. Nation state actors, spies, and moles have already infiltrated our systems and gained significant intelligence through data breaches and the advanced persistent threats (APTs) needed to launch major attacks.

How will we defend ourselves? Attendees will be exposed to unclassified briefing on the current state of cybersecurity from a military perspective, and learn how the National Security Agency was largely responsible for starting a cyber arms race.

This course will discuss the dangers we now face in a post Edward Snowden era, and show how the US is ill-positioned to lead in a much needed global cyber-cooperation.

Learning Objectives:

- Discuss how nation states are launching coordinated attacks against the US.
- Review case study scenarios and how potential security gaps can be exploited and the potential impact of a large scale attack.
- Illustrate cyber security training and educational programs offered in the US.

Cyber 201 | Understanding Next Generation Smart Cards and the Migration From Current Credentials to Security Credentials

Th | 8:00 AM - 9:40 AM

Instructor: Jeremy Earles

● Can I migrate my customer from proximity technology to a smart card and keep the same card number? Is the card secure? Do I have to reprogram my system? I thought smart cards were more expensive? All these questions and more will be answered during this training.

Students will learn about the current and future technologies of credentials and how to migrate a customer with the least amount of pain. Attendees will also be provided with real-world examples of successful migrations and what to watch for with real project planning. This is a great opportunity for integrators to understand how they can better protect their customers and employees.

Learning Objectives:

- Discuss the migration from a proximity card to a more secure credential.
- Recognize the differences in the technologies that are available.
- Illustrate how to manage customer expectations during a card transition and what impact it will have on their daily operations.

Cyber 201 | Wearable Device Security

Th | 8:00 AM - 9:40 AM

Instructor: Charles Wheeler, CISSP

● This course will discuss wearable device security and how it interacts with existing networks. It will also cover the current state of wearables, near future trends and emerging technology, known security vulnerabilities and threats, and what role management can play in improving device security.

Attendees will learn about a new type of network that today's security executive must be prepared for.

Learning Objectives:

- Discuss the high level state of emerging technology and some new or modified security threats.
- Describe wearable technology and how it may interact with existing networks.
- Illustrate coming trends in security hardware as it relates to wearables and users.

Cyber 201 for CPAs | CPE Cybersecurity and Privacy Program for CPA Ethics Credits

F | 8:00 AM - 11:40 AM

Instructor: Alan Heyman, MBA

● ● With so much of a company's intellectual property and sensitive customer and employee information stored electronically, it is critical to identify risks and threats early to prevent data security incidents and control internal investigation costs.

This presentation will discuss the cybersecurity and privacy topic, as well as related ethical mandates, reasonable safeguards, and duty to assess technology. It will also discuss outlooks on the market and next generation technologies.

Learning Objectives:

- Recognize compliance implications so state and federal requirements to preserve confidentiality security and privacy.
- Identify the legal and technical requirements for CPAs to help protect company and clients' interests.
- Discuss how to conduct risk assessments and identify vulnerabilities and safeguards to prevent data security incidents.

"As the world is

**increasingly interconnected,
everyone shares the responsibility
of securing cyberspace."**

- Newton Lee

Author, "Counterterrorism and Cybersecurity:
Total Information Awareness"

COURSE DESCRIPTIONS

All courses are listed in alphabetical order by course title. For a listing of courses by day, please see pages 6-10.

Designing and Bidding Complex Door Interlocking Systems

M | 8:00 AM - 9:40 AM

Instructor: Bryan Sanderford

When the number of doors increases, the system complexity expands drastically. While you may have supplied two- and three-door systems in the past, financial, bio-laboratory, and healthcare facilities can easily involve over 50 related or connected doors. Local code requirements may conflict with the owner's preferred door operation.

Using actual completed projects, we will show how different combinations of devices can be used to satisfy the conflicting needs of security and life safety. In this course attendees will be informed of solutions that address unusual control requirements of recent projects and learn how to work with the owner or engineer to become involved in the project prior to bid and potentially become the "sole source" provider. A check list supplied in this course will assist the design engineer and the integrator to avoid costly pitfalls from incompatible devices. In addition, the course will provide multiple wiring diagrams of recent door interlock applications.

Learning Objectives:

- Determine which facilities are using what types of interlocks in addressing life safety requirements versus security control issues.
- Discover how to integrate multiple control systems into a reliable operation.
- Prepare to address complex installations utilizing PLC-based controls.

Designing IP Video Surveillance Systems

Tu | 1:20 PM - 5:00 PM

Instructor: John Minasyan

This course is designed for both sales and technical personnel and will help with asking the right questions in order to deploy the right products for the application. It will teach attendees the technology trade-offs they need to know to properly design an IP video surveillance system.

Students will learn how to select the right camera for the job and optimize the installation for weather, power, and cabling considerations. Attendees will also learn about best practices in deploying the latest mega pixel cameras, including 360 degree and thermal imaging technologies.

Learning Objectives:

- Describe video compression.
- Implement strategies for transmission.
- Demonstrate network consideration.

LEARNING PATH	SUGGESTED FOR
 Business Management	Senior Leaders, C-level, Dept. Heads
 Sales & Marketing Professionals	Sales, Marketing, Project Mgmt.
 Cybersecurity	ALL
 Operations Professionals	PA, Project Mgmt., Install and Service Mgmt.
 Technical Professionals	Project Mgmt., Installers, Technicians
 Information Technology	Owners, Senior Mgmt., Sales, Bus. Devel.

Digital Watchdog Spectrum Software and Edge Recording Technical Training

M | 1:20 pm - 5:00 pm

Instructor: Paul Krofssik, Ian Johnston, Patrick Kelly

This course will cover the Digital Watchdog Edge Solution, including best practices for network design system requirements and the benefits of edge recording vs. standard camera/server. Along with system setup and configuration, it will also demonstrate how automatic functions of the Digital Watchdog Spectrum IPVMS dramatically speed up installation.

With the introduction of higher and higher megapixel cameras and the strain these can put on a network, using Edge recording will be more and more prevalent. With storage at the camera and the technical advancements in the Digital Watchdog Spectrum Software, the end user will have the same experience as a conventional NVR setup.

Learning Objectives:

- Describe the elements that make up a true Edge recording system.
- Use the Digital Watchdog Spectrum IPVMS and explore how its features make the most sense in a Edge-based system.
- Design and setup a network for optimal performance with Edge cameras and Digital Watchdog Spectrum Software.

Diversify Your Business and Generate Additional Recurring Monthly Service Revenue Using Cloud Services for Health Monitoring

Tu | 1:20 PM - 3:00 PM

Instructor: John Lowy

Build a greater relationship with your customers, enhance your level of service, and offer additional value-added services using the cloud and health monitoring technology.

This session will introduce the concepts of cloud-based services and how they can be incorporated into the service offerings of security and surveillance integrators, dealers, and installers. Experts will share their years of experience working with integrators and service providers to develop business solutions aimed at developing and increasing recurring monthly service revenue (RMR). With an understanding of successful strategies to avoid pitfalls and expand revenues, participants will take part in an interactive exercise, creating a strategic business plan that will incorporate cloud services into their current customer offerings.

Learning Objectives:

- Examine the concept of cloud-based services.
- Explore how cloud-based services can enhance service offerings.
- Establish a strategic business plan incorporating cloud services into current service offering.

COURSE DESCRIPTIONS

All courses are listed in alphabetical order by course title. For a listing of courses by day, please see pages 6-10.

Effective Communications Management for Security Project Managers and Engineering

S | 3:20 PM - 5:00 PM

Instructor: Paul Boucherle, CPP, CSC

● Professional communications at the PM level includes the standard processes you would expect: timely and detailed communication. However, effective communication goes beyond this and includes face-to-face interactions. Being able to read people instead of simply providing information is a business skill worth developing.

This session will provide PMs, engineers, and lead technicians with new skills in communicating effectively with a wide variety of stakeholders, and will provide a "hands-on" building of their awareness and skill sets in working with sales teams, end users, sub contractors, G.C., E. C., and their own management team.

Learning Objectives:

- Recognize your communication style with all its strengths and weaknesses.
- Evaluate people more efficiently to ensure your communications are appropriate and effective.
- Implement a methodology and its tools to immediately become a better communicator.

Electronic Security Networking Technician (ESNT) Certification

💰 \$1,599

M, Tu | 8:00 AM - 5:00 PM

W | 8:00 AM - 12:00 PM

Instructor: Ray Coulombe

● Training for the Electronic Security Networking Technician (ESNT) certification, sponsored by the Electronic Technicians Association (ETA), is a two-day "nuts and bolts" program teaching the basics of IP network fundamentals applied to physical security. The ESNT provides lecture, demonstration, and hands-on training in all aspects of IP physical security devices. Students will learn how to configure network settings; program, connect, install, and troubleshoot IP cameras; and examine alternative data transmission techniques.

The ESNT is a first-level program specifically for physical security technicians and sales personnel. Students will receive all training necessary to successfully complete the ESNT certification written test, which is administered at the end of the training class. All ETA certifications measure competencies of persons, not products or companies, and are not vendor specific. Students also qualify for 15 BICSI CEU's.

Learning Objectives:

- Discuss key features of network switches and routers.
- Relate system and network requirements to customer IT personnel.
- Determine the key features of IP cameras and how to program them.

exacqVision Technical Training

Th | 8:00 AM - 5:00 PM

Instructor: Brian Clark

● The exacqVision Technical Training course is an accredited course that covers all aspects of installing, configuring, and using the exacqVision video management system (VMS) software and recorders.

Upon completion, attendees will have the skills to complete an entire system installation and use the exacqVision VMS software on a daily basis. While no prior training or course work is necessary to attend the exacqVision Technical Training class, attendees can learn a great deal of information about the exacqVision VMS by utilizing the Online User Training videos available on www.exacq.com. **Attendees must bring a laptop computer to the class.** All other networking equipment necessary will be provided. The exacqVision training class is certified by BICSI and the Electronic Security Association.

Learning Objectives:

- Install, configure, and use the exacqVision video management system (VMS) software and recorder.
- Demonstrate to your customer how to use the exacqVision client to monitor and review recorded video.

Exit Briefing: Planning for the Single Largest Transaction of Your Life

M | 1:20 PM - 3:00 PM

Instructor: Robert Zarlengo, CPA/ABV, CVA, CExP

● This session will provide you with a game plan on how to plan for the single largest financial transaction of your life. You had a plan when you started your business, shouldn't you have one when you leave it?

Why you should attend this course:

- More than 70% of business owners will attempt to exit their businesses by 2030.
- Over supply of companies will depress values; many companies will end up in liquidation.
- It is easier to predict the future if you write it.

Learning Objectives:

- Develop a plan on how and when to exit your business maximizing the value of your business.
- Review the value drivers of your business and assess which ones are working and which ones need to be improved.
- Assess whether a sale to insiders makes more sense than a sale to outsiders.

Fast50 America's Fastest Growing Systems Integrators

M | 10:00 AM - 11:40 AM

Instructor: Paul Rothman

● What does it take to be named one of the fastest-growing PSA systems integrators? Here's your chance to find out from some of the owners of those very companies in this exclusive Fast50 roundtable panel discussion moderated by Security Dealer & Integrator (SD&I) magazine editor-in-chief Paul Rothman. Each member of the panel represents a PSA owner whose company was ranked in SD&I's annual Fast50, announced at the recent ISC West show and in the April issue of the magazine.

Learning Objectives:

- Discuss what it takes to be named one of the fastest-growing PSA systems integrators.
- Discover new trends assisting these companies to earn the Fast50 title.

COURSE DESCRIPTIONS

All courses are listed in alphabetical order by course title. For a listing of courses by day, please see pages 6-10.

Financial Metrics for Owners, COOs, and CFOs: Fostering Innovation

Tu | 10:00 AM - 11:40 AM

Instructor: Pierre Trapanese

● This meeting is for PSA Owners and Members only. This course uses the findings from the PSA Financial Survey, and is designed to provide owners and senior managers with the essential tools for understanding and managing their organization's income state. Business experts and PSA owners and managers will translate the findings to operational and financial improvements that can lead you to increased profits and cash-flow, and build long-term value.

Topics:

- Tracking key performance indicators.
- Translating metrics into meaningful operational information.
- Considerations when developing results-driven compensation plans.
- Mitigating contractual exposures and loss.
- Reducing risk and shed liability.
- Strategies for improving cash flow and valuations.

Learning Objectives:

- Uncover what key performance indicators should be tracked.
- Translate metrics into meaningful operational information.
- Determine what strategies can help build innovation through equity, funding and strategic partnerships.

General Liability: What It Covers and What It Doesn't

M | 8:00 AM - 9:40 AM

Instructor: Richard Poling

● Every company must have general liability coverage. This course will address general liability, what it covers and what it doesn't, and the errors and omission part of a policy. Knowing the limitation and exclusions in a typical policy is important to determine if additional insurance products are needed or if risk management steps are needed to avoid or reduce the potential for uninsured losses.

Companies often need certificates to provide proof of insurance. Some request requirements of "primary and non-contributory insurance" or "additional insured." Does the company really understand what these certificates request are asking and the importance to them? Finally, this course will touch on appropriate and quality of contracts. If companies bring their policy we would be happy to look it over and address any questions or concerns they have after the class.

Learning Objectives:

- Analyze your insurance policy and everything that goes along with it.
- Discover the scope and limitation of your liability insurance coverage.
- Establish the necessary protection required to shield your business from lawsuits and ultimately destruction of the business.

LEARNING PATH	SUGGESTED FOR
● Business Management	Senior Leaders, C-level, Dept. Heads
● Sales & Marketing Professionals	Sales, Marketing, Project Mgmt.
● Cybersecurity	ALL
● Operations Professionals	PA, Project Mgmt., Install and Service Mgmt.
● Technical Professionals	Project Mgmt., Installers, Technicians
● Information Technology	Owners, Senior Mgmt., Sales, Bus. Devel.

Growth Through RMR and Your Financial Statements

Tu | 1:20 PM - 3:00 PM

Instructor: Barry Epstein, Rob Simploulos

● The integration market is becoming more and more competitive. Business models are changing and the old ones will not continue to yield the same profit as in past years. The new mantras are recurring monthly revenue and financial statement optimization.

Join SDM 100 company president Rob Simopoulos as he sorts through numerous new channels of recurring revenue. Listen to Barry Epstein of Vertex Capital as he works through your balance sheets and income statements to show inflection points that will dramatically affect your profitability. This combination will amplify not only your revenue but, more importantly, jump-start your bottom line.

Learning Objectives:

- Pursue additional monthly recurring revenue in new markets.
- Plug the holes in your income statement and maximize the assets on your balance sheet.

HD-TVI: Future-Proof Your Business With a High-Resolution Analog Solution

Tu | 8:00 AM - 9:40 AM

Instructor: Joe Coe, Ahmed Elsayed, Duane Djie

● How can you make the most of existing infrastructure and benefit from the performance of digital video without losing the value of your original investment? HD-TVI.

This innovative technology makes the analog-to-digital transition simple when incorporated into video surveillance equipment such as multi-channel encoders, DVRs, and high-definition cameras. HD-TVI cameras are able to convert the analog signal to a digital signal while using existing coaxial cable and providing up to 1080p high definition video. HD-TVI DVRs boast "tribrid" technology, where you can add HD-TVI cameras, utilize existing analog cameras, and upgrade to IP megapixel cameras all within the same system. The result is a high-resolution analog solution that helps to "future-proof" your business.

This course explains the basic technology behind HD-TVI, covers the pros and cons of HD-TVI versus IP video, and offers insight into the benefits of HD-TVI over HD-CVI.

Learning Objectives:

- Explore the technology behind HD-TVI.
- Discover whether your video surveillance solution would best benefit from HD-TVI or IP video.
- Examine the advantages HD-TVI has over HD-CVI.

COURSE DESCRIPTIONS

All courses are listed in alphabetical order by course title. For a listing of courses by day, please see pages 6-10.

How to Have a Successful RFID Installation - AVI

M | 10:00 AM - 11:40 AM

Instructor: Richard Langevin

● This course will explain what integrators need to know about proper RFID pre and post installations for success. Attendees will learn what the biggest mistakes of RFID are and the difficulties of parking and gate control installations.

Students will discuss the realities and limitations of RFID long-range technology, which frequency is best for the client's application and why, and—most importantly—when to say NO!

Participants will also learn how to properly conduct site surveys and what to watch for, the right and wrong way to do an installation, and 999 ways NOT to install an AVI tag. They'll also learn the importance of proper grounding of AVI Readers and why it matters.

Learning Objectives:

- Explore how to properly purchase and install participant's RFID installation.
- Investigate the technical face of RFID, and how to properly buy, install, and trouble-shoot installations.

How to Keep the Money You Earn by Implementing Internal Controls

M | 8:00 AM - 9:40 AM

Instructor: Leslie Shiner, MBA

● You work much too hard to have your profits disappear through fraud, embezzlement, or theft. And it's not just money that walks out the door—it can also be your tools, clients, and expertise. It's not a question of "if" it will happen, but a matter of "when and how much?"

In this eye-opening session, learn how to create internal controls to ensure you keep the money you earn. From understanding the importance of the tone at the top to the three points of the fraud triangle, participants will learn how to cut down on profit loss. Even if your employees have been with you forever, it is important to abide by the saying: "Trust the controls, not the people."

Learning Objectives:

- Discern the signs that fraud, embezzlement, or theft are occurring in your company.
- Establish internal controls in each of your company functions.

How to Sell Security in the Cloud

M | 3:20 PM - 5:00 PM

Instructor: Christopher Peterson

● Many security integrators believe their system sales people can't sell services to their large accounts. Discover how you can employ a sales strategy that will help you solve this problem.

This session explains a system developed specifically for security integration companies that will enable their sales teams to methodically grow their hosted and managed service: security in the cloud. It's not a people problem, it's not a market problem—it's an approach problem. This program covers the overall approach to the market, including the four phases that every sales professional should follow in growing their security-in-the-cloud business.

Learning Objectives:

- Establish your market in a manner that will position you as THE expert in security-in-the-cloud technology.
- Recruit the right type of accounts that will generate business in the short term.
- Recognize best practices that will make your accounts comfortable with cloud technology.

Increase Your Sales, Profitability, and Security Designs by Adding Audio

Tu | 8:00 AM - 9:40 AM

Instructor: Douglas Scott

● It's 2015 and time for a new way of thinking when it comes to security. Both audio and video should be on the same playing field, but the present reality is that our industry remains focused on video-only systems. We need to start giving audio the same amount of attention that we give video when it relates to security, and the time has come to recognize audio monitoring as an equally critical component.

In today's security landscape where tragic events regularly make headlines, it is imperative that both video and audio reign as kings of the security world to further enhance safety.

Learning Objectives:

- Identify the best use of audio in a security system.
- Design systems with directional microphone for optimum audio capture.
- Discuss the use of audio and how it pertains to the laws in each state in the US and Canada.

Increased Profits With Proper Site Surveys

M | 3:20 PM - 5:00 PM

Instructor: Roger Schmidt

● This course will help you grow profits through completion of a proper access control system site survey. Participants will learn who should be a part of the site survey team and their roles, who the stakeholders will be and their roles, and how to minimize return trips for additional information or because of a poor survey.

This session will discuss the changing landscape of electronic door hardware, what is coming in the future, and how the industry is handling the changes to "green" and "sustainability."

Learning Objectives:

- Complete a proper site survey to minimize returns or the wrong hardware at installation.
- Recognize the importance for field technicians to complete a site survey.
- Develop a training plan to address the new products coming in the future as "green" and "sustainability" play a greater part in our industry.

The difference between

a successful person and others is
not a lack of strength, not a lack of
knowledge, but rather a lack of will.

- Vince Lombardi
American Football Coach

COURSE DESCRIPTIONS

All courses are listed in alphabetical order by course title. For a listing of courses by day, please see pages 6-10.

IP Camera Technology: A Study in Evolution and Advancement

Tu | 8:00 AM - 9:40 AM

Instructor: Ken Takahashi, Chaim Shain

● A discussion of past, present, and future IP video technologies. This course will address current and new technologies within today's IP security cameras and the benefits of various compression methodologies. This session will discuss how these methodologies differ, their respective impact on storage and bandwidth utilization in video security installations, and the result of these differences on corporate networks. This program will also discuss the most common solutions security professionals implement to lower bandwidth utilization and overall storage and how the three factors that impact these solutions (frame rate, resolution, and activity levels) are commonly handled in today's cameras.

Finally, there will be discussions on where the industry is moving, how these new changes will impact security professionals in the near future, and best practices on how to mitigate these common issues.

Learning Objectives:

- Distinguish the benefits for end users and installers found in today's security cameras.
- Explore the differences in methodology between today's IP Cameras.
- Discover the direction and impact of future technologies for video security professionals.

IP Video Infrastructure, Transmission, and Networking Communications Fundamentals

Tu | 1:20 PM - 5:00 PM

Instructors: Mauricio Velasco, Rich Huttick, Ed Carter

● Participants will learn IP networking systems design fundamentals, including switching and Power over Ethernet and working with transmission media. The course will also cover IFS Basic Layer 2 switch programming, cable diagnostics, and PoE Management. You will be advised of the basics of network security utilizing IP video and networking case studies and applications.

Learning Objectives:

- Recognize and apply network switch management fundamentals.
- Explore the different factors affecting IP video network bandwidth usage.
- Articulate fundamentals and topologies of managed network design.

LEARNING PATH	SUGGESTED FOR
● Business Management	Senior Leaders, C-level, Dept. Heads
● Sales & Marketing Professionals	Sales, Marketing, Project Mgmt.
● Cybersecurity	ALL
● Operations Professionals	PA, Project Mgmt., Install and Service Mgmt.
● Technical Professionals	Project Mgmt., Installers, Technicians
● Information Technology	Owners, Senior Mgmt., Sales, Bus. Devel.

IP Video Lighting Solutions for Vertical Markets

M | 8:00 AM - 9:40 AM

Instructor: Murray Kreuzer

● Participants will learn about the importance of LED lighting in a network surveillance video system. There will be an introduction of how to specify active-infrared and white light lighting for HD and MP video cameras; for providing a high signal at the camera end and especially today's newest network video technologies of 180 degree, 360 degree, 4k video, video analytics, and license plate recognition within a video management system.

Participants will learn a basic overview of how LED lighting benefits IP video in several vertical markets: electrical substations, ports, solar farms, prisons, remote and portable surveillance systems, hazardous locations—gas/oil, mining, and campuses.

The session will close with time to discuss your video projects requiring lighting and lighting technologies.

Learning objectives:

- Explore the different types of lighting and how each benefits the camera, the latest video technologies and the entire video network and management system.
- Specify lighting for a variety of camera types and resolutions.
- Describe how led lighting is utilized in a variety of vertical markets.

Job Planning: Project Management Techniques for Your Installations

Tu | 10:00 AM - 11:40 AM

Instructor: Michael Marks

● This course will cover best practices on managing installations from the point a job is sold through its completion.

We will discuss and review how to best manage a job and the various components throughout the life cycle, including labor management, part management, job costing, charge order processing, and allocation of resources.

Learning Objectives:

- Adopt project management best practices to improve part management and inventory control.
- Implement processes to streamline purchase management and just-in-time delivery.
- Demonstrate the means to better manage labor planning and resource allocation, job costing and estimating.

COURSE DESCRIPTIONS

All courses are listed in alphabetical order by course title. For a listing of courses by day, please see pages 6-10.

Leveraging Technology for Emergency Mass Notification Systems

M | 8:00 AM - 9:40 AM

Instructors: Ryan Ockuly, Jason Volk

● How can organizations ensure everyone's safety in the event of an emergency situation? Notification coverage and timeliness are crucial when it comes to getting an emergency alert out to individuals, and it is important for organizations to consider a comprehensive emergency notification system that can reach all students, faculty, staff, and visitors both quickly and easily.

Comprehensive notification coverage generally requires a variety of alerting methods to overcome obstacles that may prevent individuals from receiving an emergency alert; multiple modalities should be used to provide both visual and audible notification. Whether an organization has an emergency notification system in place and is looking to expand or is considering longer-term future additions, being mindful of the system's ability to integrate is essential. If an institution already has one or more products or systems in place, it's crucial that the new system work well with those components, not only for cost effectiveness but to ensure a cohesive system overall. Finally, organizations should be mindful of important mass notification codes and mandates when selecting an emergency notification system, including the Americans with Disabilities Act, Higher Education Opportunity Act, National Fire Alarm Signaling Code, Section 508 of the Rehabilitation Act, and Unified Facilities Criteria.

Learning Objectives:

- Analyze the challenges and solutions facing organizations that seek a comprehensive emergency notification system.
- Implement the tools that your customers need to activate a comprehensive emergency alert in an emergency scenario.
- Introduce customers to an "easy button" activation solution for dispatching emergency alerts.

Mango Intelligent Video Content Analytics and ALPR Integrations Technical Training

Tu | 8:00 AM - 11:40 AM

Instructors: Randy Simpson, CPP, CML; Golan Malka

● Learn how Behavior Watch and ALPR System software fully integrates into Milestone, Salient and HD Video Management Systems adding intelligence to your monitoring solution. Activate your cameras. Change forensic video recording into real time event management. See examples of a seamless integration adding value to your customers existing video management system. Learn how to use rules based analytics to create custom alarm events managed through the VMS. Add ALPR camera system OCR plate data to the VMS. See more watch less!

Learning Objectives:

- Design and install integrated Mate Video Content Analytics into Salient, Milestone and AD.
- Integrate ALPR camera systems into Salient, Milestone, custom systems, and a cloud environment.
- Create system architecture for an integrated system platform.

Maximizing Your Leadership Role: Transforming Contacts Into Advocates

M | 3:20 PM - 5:00 PM

Instructor: Byron Sabol, MBA

● This stimulating presentation demonstrates seven proven steps for taking stakeholder relationships to a higher, more meaningful level by producing advocates. Advocates will say great things about you to their own influential contacts, while opening doors for you to new meaningful opportunities.

Cultivating advocates is one of the most effective means for business professionals to:

- Advance their personal and career goals.
- Reduce the time needed to meet key decision makers.
- Persuade others to their point-of-view.
- Generate new business.
- Increase their sphere of influence.

In today's complex and competitive business environment, these seven proven steps will place audience members on the direct path to achieving greater personal and professional success.

Learning Objectives:

- Convert stakeholders into highly supportive advocates.
- Implement a seven-step process proven to drive business relationships to a higher and more meaningful level.
- Utilize the Advocate Profile Form to advance relationships with important stakeholders [**Note: Every audience member receives a copy of the Advocate Profile Form**].

Network Design in Harsh Environments

M | 3:20 PM - 5:00 PM

Instructor: Moses Ramos

● Most IT gear is meant to live in a nice, environmentally-controlled room with the loud whoosh of a high powered cooling system. Well, what happens when that loud whoosh is the sound of an Arctic storm ripping through town and your Ethernet switch is in a small box outside on a pole in the middle of it?

Selecting gear for outdoor environments is much more challenging with all that you have to consider: temperature, long distances, spotty power, and even Mother Nature. Let our experts show you the technology available and the applications for the best practices of selecting wired, wireless and retrofit product that fit these difficult requirements.

Learning Objectives:

- Identify the inherent differences and challenges to designing a network in marginal or harsh environments.
- Recognize the importance of product selection when working in harsh environments.
- Explore the many types of network technologies for dealing with the conditions and applications encountered in the outdoors.

COURSE DESCRIPTIONS

All courses are listed in alphabetical order by course title. For a listing of courses by day, please see pages 6-10.

OpenEye Video and Software Solutions Certification

M | 8:00 AM - 9:40 AM

Instructor: John Lowy, Mike Hodor

● In this session, learn about OpenEye's latest updates to their server and RADIUS Multi-Site Video Management Software and ReportStar, a health monitoring service that regularly checks your surveillance system to ensure video is there when you need it.

Attendees will learn about OpenEye's newly released embedded, plug and play, PoE-enabled NVRs: the E-Series NVR; and the EasyNVR with revolutionary WebConnect. This workshop will provide you with the knowledge of software and product updates towards OpenEye's Factory certification program.

Learning Objectives:

- Increase RMR.
- Improve sales via new software features and benefits.
- Perform efficient installations and services to increase profits.

Opportunities in Low Power, PoE Locking Hardware, and IP-Enabled Access Control Solutions

Tu | 8:00 AM - 9:40 AM

Instructor: Robert Lovato

● The world is wired. Internet cable is everywhere. Buildings are smart. Imagine the opportunities to provide access control solutions by simply tapping into the nearest Ethernet connection to connect, power, and control door access and egress. Imagine the savings in cost and installation time not having long cable runs and power supplies for every door or eliminating controllers for powering access control devices. Stop imagining because that world is here today.

PoE-capable locking hardware exist to allow easy integration and connection to an access control system using ordinary Ethernet cable in a low power, PoE-enabled network. And, there are now expandable IP-based access controls that bridge the gap between traditional locking hardware and IT networks. This course provides security technicians/installers, system designers/engineers, project managers and IT professionals a practical overview of the convergence of physical and IT security applied to door access control. A working product demo of low power, PoE cable locking hardware and IP-based access controls will be provided.

Learning Objectives:

- Assess door openings for low power, PoE, IP-enabled electrified access control upgrade options.
- Identify appropriate low-power, PoE capable electrified door components for consideration.
- Recognize how the upgraded door opening may be integrated into a low power, PoE and IP-enabled access control system.

LEARNING PATH	SUGGESTED FOR
● Business Management	Senior Leaders, C-level, Dept. Heads
● Sales & Marketing Professionals	Sales, Marketing, Project Mgmt.
● Cybersecurity	ALL
● Operations Professionals	PA, Project Mgmt., Install and Service Mgmt.
● Technical Professionals	Project Mgmt., Installers, Technicians
● Information Technology	Owners, Senior Mgmt., Sales, Bus. Devel.

Partner Alliance for Safer Schools (PASS): Assessment and Design for Security in K-12 Schools

Tu | 3:20 PM - 5:00 PM

Instructors: Scott Lord, Jim Crumbley

● The PASS course will outline the guidelines for effective recommendations for school safety and security. The guidelines are based on core security principles that include defining the threat, mitigating the threat and measuring the results. This is done through a tiered approach covering processes and security technology in an integrated way. PASS is a joint effort by NSCA and SIA. The course will outline recommendations and best practices to approaching security from not just one perspective (i.e. active shooter) but an overall approach to mitigate the threats faced by schools today. The guidelines learned in this course will provide integrators the ability to effectively assess and assist schools in securing the school properly and providing a safe environment.

Learning Objectives:

- Define threats common to schools at each educational level (elementary, middle and high).
- Construct a layered approach to security that combats typical threats as well as mitigates the risks related to active shooters.
- Structure scalable/tiered measures that administrators can implement without significant funding and until more elaborate measures are designed, approved and funded.

Power Supply Command and Control

M | 8:00 AM - 9:40 AM

Instructor: J.R. Andrews

● In this presentation you will learn to harness the benefits and features associated with specifying and deploying power supplies and accessories that communicate over the network. New technology affords the integrator the ability to remotely diagnose and respond to system issues in an expedient manner while greatly reducing and/or eliminating costly service calls altogether. In addition, with this embedded technology, power outputs and relays can be controlled independently to initiate or reset security devices remotely. Attendees will learn how to increase their revenue stream while providing a higher level of security and service for their valued customers.

Learning Objectives:

- Create a new revenue stream for your business by offering more services.
- Establish real or potential system issues before deploying service personnel to your customer's facility.
- Greatly reduce the operating overhead associated with your service department.

COURSE DESCRIPTIONS

All courses are listed in alphabetical order by course title. For a listing of courses by day, please see pages 6-10.

Project Management Tools: ConnectWise and Sedona Forum

W | 8:00 AM - 9:00 AM

Roundtable Discussion

● Hosted by the PSA Project Management Committee, this session is exclusively designed for PSA companies currently using or interested in using ConnectWise and Sedona platforms for managing their operations. Learn how your fellow physical security integrators are using these applications, the benefits and challenges of each, and proven best practices for getting the most out of your system. Don't miss this opportunity to network and develop a software support group.

Learning Objectives:

- Use ConnectWise and Sedona platforms for managing operations.
- Address the benefits and challenges of using these applications

Protecting Against Margin Erosion With Leading-Edge Solutions

M | 8:00 AM - 11:40 AM

Instructor: Kyle Parker

● This course will examine how to prevent margin erosion in an era of low-cost, low-bid, and low-value video surveillance solutions. We will share case study examples of how integrators can utilize high-quality, leading-edge megapixel solutions to ensure profitable bid designs that result in a win-win for the designing integrator and the end user/practitioner alike. Breakout sessions will involve a workshop approach to resolving real-life applications that ensure delivery of end-user ROI and SI margin enhancement. As a special course extra, field applications engineers will review course attendee's design/ROI solution challenges and designs will be delivered along with aggressive project registration pricing prior to conclusion of TEC.

Learning Objectives:

- Discover how to optimize margins.
- Transfer increased value to the end-user/practitioner.
- Improve design resources to increase operational efficiency.

PSA Stockholders' Meeting

Tu | 8:00 AM - 9:40 AM

Moderator: Bill Bozeman, CPP

● **This meeting is for all PSA Owner and Member companies only.**

Hosted by PSA executives, staff, and members of the PSA Board of Directors, this forum will address how to maximize your equity share. We will review important and exclusive benefits available to you as a PSA stockholder and will ensure you are taking full advantage of all the programs available to you.

Learning Objectives:

- Discover how to maximize your equity share.
- Review important and exclusive benefits available to PSA stockholders.

Recurring Revenue Opportunities in Cloud-Based Systems

M | 10:00 AM - 11:40 AM

Instructor: Bob Shanes

● Emergency communication systems aren't just for emergencies anymore. While colleges and universities embraced mass notification technology early on as a way to send out emergency messages to students, staff and visitors, the NFPA 72 2010 changes are making it possible for emergency communication systems to also broadcast non-emergency messages. Many colleges and universities rely on mass notification to streamline day-to-day communications, such as alerting faculty members about meeting updates, alerting students if a class venue has changed, reminding them of approaching or shifting deadlines, and notifying students of special events or a change in office hours.

The new cloud-based mass notification solutions offer an RMR opportunity for integrators who are ready to adopt the software as a service model. This course will discuss the various ways to leverage the mass notification system outside of emergencies to grow the revenue stream.

Learning Objectives:

- Increase recurring revenue potential.
- Articulate the software as a service solution benefits to key decision makers.
- Carry out a mass notification solution in a higher education market.

Samsung IP Institute Training

Th | 8:00 AM - 5:00 PM

Instructors: Greg Hadley; Sean Grimm, PSP

● This is a one-day Samsung SIPI course for BICSI or ESA credits for technicians, installers, project manager, and estimators to get certified on Samsung IP products.

Attendees will gain familiarity with all Samsung tools available for installation and will gain knowledge on the use of SSM for all security applications.

Learning Objectives:

- Install any Samsung camera utilizing Samsung tools available on the Samsung Website.
- Download and install Samsung Security Manager (SSM) as free Samsung viewing software.

COURSE DESCRIPTIONS

All courses are listed in alphabetical order by course title. For a listing of courses by day, please see pages 6-10.

Samsung Open Platform Technical Training

Tu | 10:00 AM - 11:40 AM

Instructor: Sean Grimm, PSP

● This is a one-day Samsung SIPI course for BICSI or ESA credits for technicians, installers, project manager, and estimators to get certified on Samsung IP products. Topics covered will include Samsung IPOLIS device manager, Samsung IP installer tool, Samsung field of view calculator, Samsung network design tool, Samsung BIM RIVIT drawing tool, mounting accessory guide, and IP camera temperature, power, and heater table. All tools will be used in conjunction with the Samsung Security Manager (SSM) viewing software. Those in attendance will gain familiarity with all Samsung available tools for installation and will gain knowledge on the use of SSM for all security applications.

Learning Objectives:

- Install any Samsung camera utilizing Samsung tools available on the Samsung website.
- Download and install Samsung Security Manager (SSM) as free Samsung viewing software.

Schlage AD-400 Wireless Lock Technical Training

Th | 8:00 AM - 5:00 PM

Instructor: John Dalrymple

● The Schlage AD-400 wireless locking solution gives you more ways to solve your customer's access control challenges and can save you time and money on installations.

Join us for this hands-on event to learn about the components and tools used for a successful installation at the job site.

Topics Include:

- Installation of an AD-400 cylindrical lock
- How the AD-400 lock communicates with the controller
- Special tools that make install and setup easier
- Tips, tricks, and troubleshooting

Each participating organization that attends this class will receive one AD-400 Cylindrical Lock on a sample mount and one TK-400 wireless test kit. **Class size is limited to 16 individuals.**

Learning Objectives:

- Design and install a Schlage AD wireless system.
- Test and troubleshoot equipment.
- Recognize external variables that might impact a system and how to design around those variables.

LEARNING PATH	SUGGESTED FOR
● Business Management	Senior Leaders, C-level, Dept. Heads
● Sales & Marketing Professionals	Sales, Marketing, Project Mgmt.
● Cybersecurity	ALL
● Operations Professionals	PA, Project Mgmt., Install and Service Mgmt.
● Technical Professionals	Project Mgmt., Installers, Technicians
● Information Technology	Owners, Senior Mgmt., Sales, Bus. Devel.

Security Driven by Intelligence

M | 10:00 AM - 11:40 AM

Instructors: William Godoy, Deborah Lynn, Jerry Contreras

● This course will demonstrate where thermal cameras are applicable and what markets are best suited for this solution using a video for examples.

We will provide a look into an embedded NVR series and video analytics which include people counting, queue management, object tracking, intruder detection, and camera tampering.

Learning Objectives:

- Discover many new specific cameras for specific vertical markets.
- Identify an analytic package where all information is stored on the camera and you have no recurring revenue for license fees.
- Illustrate where and how thermal cameras are applicable and how much they have come down in price.

SIA Security Project Management Training Seminar

💰 \$995

M, Tu | 8:00 AM - 5:00 PM

W | 8:00 AM - 12:00 PM

Instructor: SIA Faculty

● The Certified Security Project Manager (CSPM) credential requires prospective candidates to demonstrate their ability and skill in implementing the concepts of professional project management.

A successful security project manager should be able to execute the variables of physical security projects and demonstrate a high-level of practical experience. The SIA CSPM credential requires prospective candidates to demonstrate their knowledge of and experience in implementing the concepts of professional project management in a security setting. Whether you plan to seek the CSPM credential or not, the CSPM Review Course provides the necessary information, tools, and training to successfully manage security projects at all phases—from defining the project scope of work, planning, and implementation, to the successful delivery of the project. Tailored to the security industry, this course benefits existing and aspiring security project managers alike.

Learning Objectives:

- Increase profit margin through the more effective estimation, management and execution of security projects.
- Improve the percentage of projects delivered on time and within budget.
- Enhance customer satisfaction and increase return business.

COURSE DESCRIPTIONS

All courses are listed in alphabetical order by course title. For a listing of courses by day, please see pages 6-10.

State of the Industry

Tu | 1:20 PM - 3:00 PM

Panel Discussion

Moderator: Sandy Jones

● A diverse panel of experts from our valued security industry association partnerships will fill you in on what's going on in our industry. They will outline opportunities to preside in leadership roles; new developments on certifications, standards and association events; why you might want access to members-only resources and what we can look forward to in the next five years.

Learning Objectives:

- Identify trends in the security industry.
- Discuss leadership roles and new industry developments.

State of the Integrator

Tu | 3:00 PM - 5:00 PM

Panel Discussion

Moderator: Bill Bozeman, CPP

● PSA Security integrators making the news in 2014/ 2015 take the stage for a frank discussion of the "adapt or die" challenge facing the entrepreneurial business. Regardless of your company's size or sales volume, you'll benefit from this discussion of smart growth strategies, and how these integrators manage to maintain their edge against better capitalized competition.

Learning Objectives:

- Discuss challenges facing the entrepreneurial business.
- Discover growth strategies to maintain competitive advantage.

Taking Advantage of Video Integration From Video Surveillance Feeds, Analytics, and Signage

M | 1:20 PM - 3:00 PM

Instructor: Dan Hodkinson

● Integrating video surveillance systems with digital signage applications can improve business applications for specific systems like mass notification and retail customer profiles, and improve security situational awareness in order to make better business decisions.

In this training session, attendees will learn how the combination of video surveillance and digital signage can provide ROI and higher level of protection for surveillance projects.

Learning Objectives:

- Utilize digital signage and surveillance for specific market applications.
- Describe how surveillance, access control and signage can be integrated into a complete solution to enhance your level of protection.
- Leverage digital signage applications into the integration of mass communication systems and use video analytics to increase your ROI to drive content and influence behavior.
- Use video analytics to increase your ROI to drive content and influence behavior.

The 5 Secrets to Successfully Selling Biometric Access Solutions

Tu | 10:00 AM - 11:40 AM

Instructor: Paul Boucherle, CPP, CSC

● The biometric access control market is emerging as a significant growth opportunity. Are you effectively seeing and selling these opportunities?

This session focuses on the practical and tactical approaches to assessing your current and new prospects' opportunities to improve their physical security program and lower their TCO for access systems in unique ways. Stay in front of your competition proactively offering your clients technologies that are different and differentiate yourself in that process.

Learning Objectives:

- Compare different features and benefits of different categories of biometric product selections.
- Differentiate your solutions from the competition.
- Use a simple matrix tool to help you and your customers make more informed decisions.

The Emerging Technology of HD CCTV Over Coax

M | 10:00 AM - 11:40 AM

Instructor: Farzad Ferydouni

● This course will cover the latest in HD-SDI (High Definition Serial Digital Interface) HD CCTV over Coax technology that guarantees you real-time (30FPS) 1080p (2.1MP) video capture, as well as the robust functions built into the entire lineup of economical yet feature rich OnCue HD-SDI cameras and DVRs.

Learning Objectives:

- Explore the CCTV/surveillance industry's adoption of this technology from the broadcast industry, product capabilities and limitations of HD-SDI which provides the highest quality, sharpest, 30FPS real-time 1080P image capture.
- Compare HD-SDI products to current IP/network and analog, including recognizing benefits such as the use of existing coax infrastructure for video transmission which reduces installation time and costs.
- Identify how you can utilize VITEK OnCue digital-real-time 1080p video with zero latency and unmatched record/playback quality to improve existing capabilities in security, loss prevention, management, sales, and much more!

"Badges? We ain't got no badges!"

**We don't need no badges.
I don't have to show you
any stinkin' badges!"**

- Movie quote
"The Treasure of the Sierra Madre"

COURSE DESCRIPTIONS

All courses are listed in alphabetical order by course title. For a listing of courses by day, please see pages 6-10.

Using Video for More Than Just Security and Surveillance

Tu | 3:20 PM - 5:00 PM

Instructor: Dan Cremins

● Retailers, banks, and other customers are all being pushed to increase profits. At a corporate level, one approach that many are taking is to better understand what is happening in their stores, branches and locations. Many tools are in place now to help understand what happens but even the best "big data" solutions cannot provide the full insight that companies need to make smart decisions to change their business. Video is typically used just for loss prevention and investigation, but when integrated with transactions, analytics, and alerts, can provide valuable data to maximize customer service, operations, and marketing dollars without having a corporate executive visit every location.

Learning Objectives:

- Illustrate that video surveillance is key to loss prevention but can provide much needed business analytics and reporting that provides customers with detailed reports on how to manage their business.
- Establish that business analytics can provide much needed customer data to maximize customer service, operations, and marketing dollars without having a corporate executive visit every location.

Video Transmission and Storage Trends

M | 3:20 PM - 5:00 PM

Instructor: Mathew Jenkins

● In this session we will tackle the trends in storage systems for security applications, explaining their principal weakness—the hard disk—and how future technologies will offer greatly increased reliability.

You will be advised of the barriers that still remain and the ways POE can be used creatively to offer many benefits compared to analog equipment, including megapixel resolution and increased intelligence. However, a major hurdle to upgrading existing sites involves the necessity of new cabling. The cost of laying new Cat 5e cable for network devices can be significant, plus the cable length limitations of Ethernet can be restrictive. This course will explain how to take advantage of the existing infrastructure, even at maximum range, over a single 75 ohm coaxial cable.

Learning Objectives:

- Utilize existing cabling infrastructure to IP.
- Explore how RAID and hard drives function.
- Identify the complexity of video storage vs. data storage.

LEARNING PATH	SUGGESTED FOR
● Business Management	Senior Leaders, C-level, Dept. Heads
● Sales & Marketing Professionals	Sales, Marketing, Project Mgmt.
● Cybersecurity	ALL
● Operations Professionals	PA, Project Mgmt., Install and Service Mgmt.
● Technical Professionals	Project Mgmt., Installers, Technicians
● Information Technology	Owners, Senior Mgmt., Sales, Bus. Devel.

VIGIL Video Management System Certification

Th | 8:00 AM - 5:00 PM

Instructor: Bill Hobbs

● This course is designed for field technicians who will be responsible for the design, installation, configuration, and support of a VIGIL video appliance. The student will learn to use the installation wizard and other configuration tools to install cameras, and set recording profiles.

Students should have a working knowledge of IP networking and come to class with their own PC capable of downloading and installing application software. An overview of the VIGIL client and central management platform will also be provided.

Learning Objectives:

- Install and configure a VIGIL video management system.
- Centrally manage and support a VIGIL video management system.
- Troubleshoot and support a VIGIL video management system.

What Now? How to Sell Security in 2020

Tu | 1:20 PM - 3:00 PM

Instructor: Christopher Peterson

● Selling has changed significantly in the last 15 years. When a problem was discovered in 2000, your customers called you right away to help solve the problem. They relied on you from the beginning of the sales cycle. Today, at the point of discovery, your customer heads to the computer and does a search for their solution. They scan their discussion groups, security blogs, and manufacturer websites. After they've determined the solution by themselves, they call you and two competitors to quote the job.

How can you sell today? How can you dominate in 2020? You have to receive that call at the point of discovery. This course will teach you specific methods of earning your prospects' trust to make sure they call you at the same time they search the web and call their peers. We will discuss today's buying process and strategies that will dramatically increase your chances of being pulled into the opportunities.

Learning Objectives:

- Implement a sales strategy that is congruent with the current buying behavior of your prospects, while your competition is still pursuing them in the same way they did in 2000.
- Adjust yourself and your business as THE expert in your space.
- Recognize the need to stop pushing into opportunities or asking to quote jobs—you'll be asked ahead of time to help define the job.

COURSE DESCRIPTIONS

All courses are listed in alphabetical order by course title. For a listing of courses by day, please see pages 6-10.

What the Customer Wants is HD

M | 1:20 PM - 3:00 PM

Instructor: Greg Cortina

● HD is here to stay and now even the smallest of customers are demanding a better image. HD-MPX products using CVI technology can provide stunning images at a very low cost.

This course will expand on the current status of the technology, discuss what it is capable of in the near and far future and learn how it will revitalize existing systems to retain customers.

Attendees will define potential markets where this technology is a perfect fit, including corrections, lower education, and municipalities, and will explore actual installation considerations when designing a system new and as an upgrade.

Learning Objectives:

- Explore the technology behind CVI and what it's capable of, now and in the future.
- Identify markets where CVI and IP NVR's apply and can work together.
- Discuss the hazards to watch for when upgrading a system from conventional analog to CVI and IP.

Why Offering a Unified Solution is What Your Customer Wants

Tu | 1:20 PM - 3:00 PM

Instructor: Jim Murray

● This presentation will educate attendees on the benefits of selecting a unified security solution—access control, video management, and IP cameras—from one manufacturer.

A unified system offers easy setup and maintenance. Integrators will have one point of contact for all systems, no middleware to manage, less training as there is only one user interface to learn, and both the end user and integrator save money.

Learning Objectives:

- Discuss the benefits of a unified solution (access control, video management, IP cameras), as well as Edge based video analytics and how it improves security.
- Discover how Edge based video analytics increases security and notifies security staff when there are changes.

Win More Projects With Competitive Bids and Project Registration

M | 10:00 AM - 11:40 AM

Instructor: Janel Lincoln

● Learn how competitive bids and project registration make it easier for PSA owner and customer companies to secure large projects. Experts will discuss how to land jobs previously unobtainable through proper implementation and integration of these programs into your purchasing strategy. Participants will discuss PSA's Competitive Bid Program in detail: what qualifies, what information is needed, and what to expect. Make sure you attend this can't-miss session!

Learning Objectives:

- Identify potential projects you are working on that could qualify for a discount from PSA and/or a manufacturer.
- Discover the minimum information necessary to start this process.
- Identify who to contact to get this process started and what to expect from our program.

Wireless Network Technology and Design

Tu | 8:00 AM - 9:40 AM

Instructor: Guy Walker

● This class will discuss current and developing wireless Ethernet technology, with an emphasis on appropriate applications for using it and where not to use it. Students will walk through an evaluation of a potential location for a wireless network using both sophisticated RF tools and nothing but the internet. And, since all wireless networks eventually land on wired infrastructure, we will explore proper ways to integrate this technology into a secure, complete network for your security system.

Learning Objectives:

- Discover about wireless Ethernet technology available today and in the future.
- Develop the skill to evaluate appropriate uses for wireless networking by performing a site survey.
- Explore proper philosophies for integrating wireless technology into your overall network scheme.



2015 COURSE GUIDE

.....THINK.....EXPLORE.....CONNECT.....

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