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### Industry Veterans Lead Expansion Into Florida

Local corporations in the state of Florida as well as national and international organizations now have a superior choice when it comes to security integration. Security 101 is pleased to announce the recent openings of its newest franchises in Orlando and Jacksonville, as well as an expansion into South Florida.

Security 101 in Orlando opened its doors October 2008. Ross Linville and Ross Manfredi, industry veterans with more than 25 years' combined experience, have joined forces to bring the Security 101 values into the Central Florida market.

model and the values it represents, Linville's and Manfredi's choice to open a Security 101 franchise was a simple one. "It's time to get back to basics and provide excellent customer service," said Linville. "By following this core value, relationships and future business will follow; this is one of the primary reasons we decided to join the Security 101 team."

Located in Maitland, the Orlando office and its staff is already making strides as a customer-centric organization. "We want to create an organization where our customers like doing business with us while at the same time offering a family-type atmosphere where employees enjoy coming to work each day," Manfredi stated.

Bringing the Security 101 values to the Northeast Florida market, Security 101 Jacksonville opened its doors this past fall.



Ross Linville (l) and Ross Manfredi

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### The Sentinel

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### Tips for the New Year



The new year brings with it many things to look forward to, but it may also bring an unwelcome guest -- increased crime. Here are a few tips to help you secure your business more effectively:

- 1. Maintain a visible premise - day and night.** Your business may be announcing new offers, products or services via window and outdoor signage. Make an effort not to cover all your front window space. Always keep some lights on at night.
- 2. Placement of cash register.** If available, cash registers should face the front of the store, but not too close to windows and doors.
- 3. Effective store layout.** Make sure that the placement of your equipment and products allows for good visibility. Consider mirrors for hard-to-see areas.

**4. Deliveries.** Plan for an increase in shipments and deliveries to your premises. Your designated delivery area must always be attended and/or secured. Ensure that all delivery personnel and vehicles are appropriately identified and logged.

*Any suspicious packages should not be opened and must be reported immediately to the authorities.*

**5. Money Handling.** Vary your routine when it comes to banking; make several deposits per day, and ensure that no money is left on premise at closing.

**6. Review access policies.** Review all your access control policies with your staff, specifically front office personnel. Purge your database to eliminate terminated employees and avoid duplicates.

### Moving Ahead and Filling the Gap

By Jim Pasquarello

Security 101 - "In a league of our own and changing the way Security gets done."



The security industry is largely made up of large national companies and smaller local/regional providers. While national security integrators may offer state-of-the-art products and the latest technology, customers see a real service and support advantage in using local companies. Generally, local vendors are part of the community, take care of their customers and are typically more adaptable than the larger companies.

Upper management individuals in the larger security organizations are often charged with managing their

P&L statements and not so much with taking care of customers. However, national vendors do offer their national accounts the ease of dealing with one point of contact instead of working with several smaller companies across the country.

The Security 101 model for growth aims to fill the gap between these two options and offer the best of both worlds to our customers. In dealing with a multiple office franchise network, the customer receives a standard set of operating principles across the board. And, because each office is locally owned and operated by the best security professionals in the industry, customers still benefit from having a local contact they can count on.

Our declaration that we are in a league of our own and changing the way security gets done is how we see ourselves improving the overall customer experience.

## Viewing Security from Different Angles

Many businesses evaluate their security needs from the inside out: "Who walks in through my doors? How is the lighting in my building/ parking areas?" A different, but equally necessary way of looking at the security of a business is to view it within a "community" setting.

**Be a good neighbor.** By developing relationships with neighboring establishments, one can attain a unique perspective of what others see; their "eyes and ears" can become *your* "eyes and ears" and vice versa.

Look at your business from your neighbor's point of view. Is your main entrance as well-lit as you thought? Are there any physical structures where perpetrators can hide? This community approach can be extremely effective not just in combating crime but also in developing evacuation plans in case of emergency.

**Take on new roles.** On a day to day basis, you see your business from an operator's point of view. From time to time, you should also adopt the viewpoints of other individuals who may visit your establishment.

When looking at your location from a customer's point of view, you may notice some security features; if, however, you look at your building from a perpetrator's

point of view, you will notice other equally key elements. According to recent statistics, *nearly 80% of all criminal acts taking place in shopping centers, strip malls and business offices occur in the parking lots.* Take a look at the lighting, layout, signage and camera availability of your parking areas through the eyes of both your customers and possible criminals.

**Take a walk.** It's important to walk around your physical building and look at it from every angle – across the street, two blocks away, from inside another building, etc. You'd be surprised of the different views you can gain.

By adopting new ways of looking at the accessibility of your business, you'll be able to anticipate threats and adopt the appropriate measures for securing it. A Security 101 associate can work with you in assessing the access and vulnerability of your location and offer the best solutions to your security needs.



## Leading by Example

By John Gibson

My Grandfather used to talk a lot about how to be a successful leader. He said that "a man is only as good as his word," "never tell anyone to do something that you are not willing to do yourself," and most importantly, "lead by example." Respect was something you had to earn. Not an easy task, unless you possess a strong and selfless character. Rich Montalvo, owner of the Fort Lauderdale office, must have had a Grandfather like mine.

Recently our office was informed that we were unable to obtain the permits we had applied for — in a new territory we had just moved

into, for a job we had committed to. Our customer was on an extreme deadline and the only thing I could do was to reach out to a fellow Security 101 owner for help. Knowing Rich, I was not surprised at all by his willingness to fly up from South Florida to Pensacola at a moment's notice and help us provide our customers with the service they expected and deserved.

Rich took time away from his family, left his home at 5 AM to fly up and offer our office his service. We also encountered a new list of requirements that had to be fulfilled and Rich was ready for it. He had two people on standby at his office to navigate through all the last minute roadblocks with ease and

proficiency. At the end of the day, we had the permits we needed to move forward with the job.

At Security 101, we advocate extreme customer service, not only for our customers and our employees, but also for our fellow franchise owners. Rich is the very definition of what Security 101 is all about: going above and beyond, being a part of the solution not the problem, and earning respect by maintaining a standard of true service.

Thanks to Rich Montalvo and his staff, we were able to serve the needs of our customer professionally and seamlessly. My Grandfather would have liked Rich a lot.

## Florida Expansion (Cont.)

The Jacksonville office is headed by Charlie Taylor and Mike Taylor, each with nearly a decade's worth experience in the industry. They noticed over the last few years that the security industry was going through a tremendous amount of consolidation through acquisitions. Once dominated by independently-owned companies like SEMCO and Security One Systems, it was being overtaken by a few large corporations such as ADT.

These consolidations also brought along a shift away from the customer. "We looked around and saw that there wasn't one company we would want to work for – not even one," said Mike Taylor. "If we could see this as potential employees, how long would it be before the customers also felt they were running out of options?"

Security 101's philosophy is a natural



L. to r.: Mike Taylor, Charlie Taylor

fit for this team. "The large corporations typically get this backwards. All the focus is on dollars and cents. So prices go up and service goes down. Before you know it the customers are unhappy and the employees are restless," said Mike Taylor. "We want to buck that trend by creating an atmosphere where employees and customers both feel like they are part of the same team."

Rich Montalvo, President of Security 101 South Florida (formerly Security 101 Ft. Lauderdale) has reached a partnership agreement with Phil Bomeisl and Mike Walton. "These additions fulfill my aspirations of putting together the best management team in the security industry," said Montalvo.

Bomeisl brings 28 years of security integration experience to Security 101, in addition to a reputation for dedication, hard work, integrity and service within the South Florida business community. "My 15 years at Security One Systems were the best years of my life and I couldn't be more excited to be part of a company that shares the same values," said Bomeisl. "Until now, the South Florida security

community has lacked an integrator that can take a leadership role and exceed customer expectations while responding to their individual demands on a consistent basis."

Bomeisl served as Chapter Chairman for the Miami Chapter of ASIS International from 1999 to 2000.

Mike Walton brings nearly 28 years of experience as a Naval Electronics Technician and Electronic Security experience. Walton spent seven years as Vice President of Operations for Security One Systems. "I am thrilled to be back in a leadership position where I can work with a superior team of hard working, dedicated people who understand the importance of taking care of the customer."



L. to r.: Phil Bomeisl, Rich Montalvo, and Mike Walton

## Security 101 Gulf Coast Update

By Ryan Wise

We are extremely proud of our Gulf Coast Security 101 Team as we are closing in for year-end. In spite of the difficult economic situation, this market has more than doubled in sales year over year to date.

This is not only a huge win to our sales force and our installation/service department, but proof that our customers continue to rely on Security 101 to provide the best products and service for their investment.

We continue to work towards developing excellent relationships with all of our customers. Part of the Mobile Operations Team had the pleasure of joining

Mitsubishi, one of our local customers, for their golf tournament and fundraiser.



L. to r.: Alton Wallace, Jake Jones, Tim Whalen and Ryan Wise