

Event Information

Location

Turning Stone Resort & Casino
5218 Patrick Road
Verona, NY 13478
Reservations: 800.771.7711
www.TurningStone.com

Registration & Information Desk Hours

Sunday, August 1 11:00AM - 9:00PM
Monday, August 2 7:00AM - 6:00PM
Tuesday, August 3 7:00AM - 6:00PM

Schedule at a Glance

Sunday, August 1

1:00PM - 5:30PM Sessions / Workshops
4:00PM - 9:00PM RISE Expo Exhibitor Set-Up,
Events Center

Monday, August 2

7:30AM - 9:00AM Opening Breakfast, *Oneida/Mohawk*
8:00AM - 9:00AM Welcome by Jeffrey Atkins,
Oneida/Mohawk
9:15AM RISE Expo Opens, *Events Center*
9:30AM Departure of Tour 1 of the RRMS
Facility, *Events Center Atrium*
10:00AM - 11:30AM Vendor Spotlight Sessions
11:30AM - 1:30PM Lunch Served, *Events Center*
12:30PM Return of Tour 1 of the RRMS Facility,
Events Center Atrium
1:45PM - 3:15PM Vendor Spotlight Sessions
2:00PM Departure of Tour 2 of the RRMS
Facility, *Events Center Atrium*

3:30PM - 5:00PM

Vendor Spotlight Sessions

5:00PM

Return of Tour 2 of the RRMS Facility,
Events Center Atrium

5:00PM - 6:00PM

Happy Hour with the Exhibitors!
Events Center

6:00PM - 7:00PM

RISE Exhibitor Tear Down

7:30PM - 12:30AM

Dinner & Featured Entertainment
LAVA Nightclub

Tuesday, August 3

8:00AM - 9:30AM

Breakfast, *Events Center*

8:30AM - 9:30AM

Breakfast Keynote: Gail Kasper
Events Center

9:45AM - 12:00PM

Sessions / Workshops

12:00PM - 1:15PM

Luncheon, *Events Center*

12:30PM - 1:15PM

Luncheon Presentation: Peter Flynn
Events Center

1:30PM - 6:15PM

Sessions / Workshops

4:00PM - 6:00PM

Happy Hour in the Rapid Room!
Cypress D & E

7:00PM - 8:00PM

Cocktail Reception
Events Center Atrium

8:00PM - 9:30PM

Closing Dinner
Events Center

8:30PM - 9:30PM

Event Keynote: Eric Haseltine
Events Center

Wednesday, August 4

6:30AM - 7:30AM

Continental Breakfast
Clubhouse Patio

7:30AM

Rapid Classic Golf Tournament
Shotgun Start, *Shenendoah Course*

Following Golf

Rapid Classic Luncheon & Awards
Clubhouse - 2nd Floor

Event Schedule

Sunday, August 1, 2010

- | | | |
|--|---|-------------------------------------|
| 11:00AM | <p>Registration / Information Desk Open - Attendees & Exhibitors
<i>Location: Events Center Atrium</i></p> | |
| 1:00PM - 2:00PM | <p>Online Lead Generation
<i>Location: Cypress C</i>
<i>Presenter: Leslie Stevens, Eclipse Marketing</i></p> <p>All across the country, security integrators and other contractors are waking up to the enormous opportunity to generate leads through electronic marketing efforts. Using real-world examples from security and related industries, this session outlines how you can develop websites, e-mail marketing and social media programs that will stimulate awareness and interest in your company's product and service offerings.</p> | <i>Track: Sales & Marketing</i> |
| <p>NTS CEUs: 0.1
NJ CEUs: 1.0
BUS - Business</p> | | |
| 1:00PM - 3:00PM | <p>Selecting An Effective Pricing Strategy
<i>Location: Cypress A & B</i>
<i>Presenter: Robert Shoremount, Strandberg Consulting Group</i></p> <p>This course will help business owners and sales managers understand the dynamics of pricing and its impact on business results. We will identify and compare 18 pricing strategies and how they can be used to help implement marketing objectives and differentiate your products and services from the competition. We will also review sample financial statements and costs you need to consider when pricing your products and services.</p> | <i>Track: Biz</i> |
| <p>NTS CEUs: 0.2
NJ CEUs: 2.0
BUS - Business</p> | | |
| 2:00PM - 4:00PM | <p>Video Surveillance Fundamentals
<i>Location: Onondaga</i>
<i>Presenter: Kenneth Nelson, UTC Fire & Security (formerly GE Security)</i></p> <p>Video surveillance continues to be the fastest growing category in electronic security and, if you haven't already gotten into it, you need to. This course provides a primer on the functions of all types of video surveillance equipment, from lenses and cameras to transmission media, storage systems and monitors.</p> | <i>Track: Tech</i> |
| <p>NTS CEUs: 0.2
NJ CEUs: 2.0
TECES - Technical
Electronic Security</p> | | |
| 1:00PM - 5:00PM | <p>Fire Alarm Test and Inspection Course
<i>Location: Cayuga</i>
<i>Presenter: Greg Kessinger SET, CFPS, Zenith Design Group, Inc.</i></p> <p>There is more to a fire alarm system inspection than spraying a smoke detector and tripping a manual pull box. The Test & Inspection requirements abound in NFPA 72. Is your company providing all the documentation required by NFPA 72? Do your techs know the proper method for testing duct smoke detectors? If you want to beef up your company's Fire System Inspections, this class will help you out.</p> | <i>Track: Fire</i> |
| <p>NTS CEUs: 0.4
NJ CEUs: 4.0
TECFA - Technical
Fire Alarm</p> | | |
| 2:15PM - 3:15PM | <p>IP Alarm Communications
<i>Location: Cypress C</i>
<i>Presenter: Gordon Hope, AlarmNet, Honeywell Security & Communications</i></p> <p>As POTS (Plain Old Telephone Service) fades slowly into the sunset, there is no question that more and more alarm and other security signal communications will move to the internet, with specific use of Internet Protocol (IP) technology. In this session, you'll hear from one of the industry's premier experts on signal communications:</p> <ul style="list-style-type: none"> • How the telecommunications system of the US is changing and when and where you will need to adapt, • The current and near future state of IP communications, • Common problems and solutions in implementing IP alarm communication both for new and replacement installations. <p>You won't want to miss this session covering one of the top technical challenges in the industry today!</p> | <i>Track: Tech</i> |
| <p>NTS CEUs: 0.1
NJ CEUs: 1.0
TECBF - Technical
Burglar & Fire Alarm</p> | | |

3:30PM - 5:30PM

Building a Powerful Network TEAM

Location: Cypress C

Track: Sales & Marketing

NTS CEUs: 0.2

NJ CEUs: 2.0

BUS - Business

Presenter: Ken Krisby, Success Solutions

This session provides practical, how-to training on the indispensable skill of networking. We'll answer key questions like:

- What is networking?
- How can it benefit you?
- Why is networking necessary?
- Where do you start?
- How do you reap rewards?
- How can networking help you grow?
- How can networking increase cash flow?
- How do you tap networks in your own backyard?
- How can you garner immediate rewards from networking?

The session is taught through interaction and exercises to ensure you learn skills you can put to work right away for business and personal growth.

3:30PM - 5:30PM

Dealer-to-Dealer Roundtables: Growth Strategies

Location: Seneca

Track: Dealer-to-Dealer

NTS CEUs: 0.2

NJ CEUs: 2.0

BUS - Business

Moderator: TBA

With the economy growing, your business needs to do the same to keep pace with the market. In this session, moderated by the chief staff executive of the industry's oldest and largest trade association and stocked with leading installation and integration companies from across the country, you'll hear about product and service offerings and sales and marketing strategies that are producing rapid growth. Then take some time to participate in roundtable discussions with your peers to develop even more growth strategies tuned specifically to your business.

4:00PM - 9:00PM

RISE Expo Exhibitor Set-Up

Location: Events Center

9:00PM

Registration / Information Desk Closed

Monday, August, 2, 2010

7:00AM

Registration / Information Desk Open - Attendees & Exhibitors

Location: Events Center Atrium

7:30AM - 9:00AM

Opening Breakfast

Location: Oneida-Mohawk

8:00AM - 9:00AM

Welcome by Jeffrey Atkins, President, Rapid Response Monitoring

Location: Oneida-Mohawk

9:15AM

Rapid Innovators & Suppliers Expo (RISE) Opens

Location: Events Center

A number of the leading manufacturers and distributors in the electronic security industry along with top suppliers of financial, legal and marketing services will be exhibiting on the 13,700 square foot 2010 RISE Expo floor. Stop by their exhibits to learn more about these valuable products and services or take part in a product demo or training session.

9:30AM

Departure of Tour 1 of the Rapid Response Monitoring Facility

Location: Events Center Atrium

10:00AM - 11:30AM

Innovations in Communications and Recurring Revenue

Presented by Visonic

Location: Cypress A & B

Track: Vendor Spotlight

Presenters: Mark Ingram, Bill Lyon, Visonic

Visonic, a market leader in security and communications, introduces attendees to ideas presented recently by Rowan Gibson, world renowned author and speaker. Gibson's ISC West presentation at Visonic's "Executive Summit on Innovation" focused on seizing new growth opportunities and creating new markets. It's packed with great ideas on how to keep competitive in your market by looking at your business differently than before!

- 10:00AM -11:30AM **Prepare for the Landline Sunset with Telguard**
Presented by Telular Corp.
Location: Cypress C *Track: Vendor Spotlight*
Presenter: Shawn Welsh, Telular Corp.
 The trend of cutting the landline is a major driving force in the security industry today. Prepare for the landline sunset and grow your business by including Telguard cellular alarm solutions in your portfolio. Learn all about these reliable, cost-effective and field-proven solutions that work with every panel, every time. In addition, attendees will become more knowledgeable on the fact and fiction regarding the future of GSM.
- 10:00AM -11:30AM **Financing to Grow Your Business**
Presented by Alarm Financial Services
Location: Seneca *Track: Vendor Spotlight*
Presenter: Jim Wooster, Alarm Financial Services
 In this session, attendees will receive an overview of financing options available to security companies. Uses of financing vary, including paying off or consolidating debt, buying out a partner, marketing and advertising, expansion, purchase of another company, or just to meet the operating capital needs of any growing business.
- 10:00AM -11:30AM **IP Video: Smokin' Hot or Smoke and Mirrors?**
Presented by OpenEye
Location: Onondaga *Track: Vendor Spotlight*
Presenter: Steve Lenox, OpenEye
 All video looks GREAT on spec sheets. "Q" How do you cut through the marketing hype to navigate the IP video minefield? "A" ...learn to ask the right questions! Learn about megapixel, bandwidth, codecs, frame rates, estimators, edge, centralized, managed, NVR, HVR, DVR, PBR and profitable installations. Empower yourself with the knowledge to adopt IP video on your terms.
- 11:30AM - 1:30PM **Lunch Served**
Location: Events Center
- 12:30PM **Return of Tour 1 of the Rapid Response Monitoring Facility**
Location: Events Center Atrium
- 1:45PM - 3:15PM **Have You Heard the Latest about our IP Communications?**
Presented by Bosch Security Systems
Location: Cypress A & B *Track: Vendor Spotlight*
Presenter: Mike Clark, Bosch Security Systems
 Hear the latest updates in intrusion and fire detection. The FPA-1000-UL analog addressable fire panel monitors for CO with integrated gas detection, features built-in IP communication, and offers remote programming via a web server. Also, achieve remote programming and alarm communications over digital cellular networks with the new GSM/GPRS module for the G Series panels.
- 1:45PM - 3:15PM **Providing Answers through Security. Adding Communication to your Security System**
Presented by Aiphone
Location: Cypress C *Track: Vendor Spotlight*
Presenter: Marty Schutt, Aiphone
 Aiphone Corporation is the world's largest manufacturer of intercommunication systems and accessories. Learn about Aiphone's systems, including the JK Series PanTilt Zoom video system, the GH Multi-Tenant Series, and the integratable AX Series run on CAT5e. End with Aiphone's newest line of IP intercom solutions for audio and video applications.
- 1:45PM - 3:15PM **Increase your Sales and RMR with Personal Emergency Reporting Systems by Linear**
Presented by Linear Corporation
Location: Seneca *Track: Vendor Spotlight*
Presenter: Todd Carson, Linear Corporation
 Linear, a leading manufacturer of Personal Emergency Response Systems (PERS). Join Todd Carson, Linear Northeast District Sales Manager, for a training session sure to enhance and expand your PERS knowledge. Todd has been very successful at helping dealers greatly increase their RMR and sales in PERS, Security and Access Control.

- 1:45PM - 3:15PM **Vendor Spotlight Session: Haylor, Freyer & Coon, Inc.**
Location: Onondaga *Track: Vendor Spotlight*
- 2:00PM **Departure of Tour 2 of the Rapid Response Monitoring Facility**
Location: Events Center Atrium
- 3:30PM - 5:00PM **Simon XT & Two-Way Talking Touch Screen**
Presented by UTC Fire & Security
Location: Cypress A & B *Track: Vendor Spotlight*
Presenter: Marty Redfern, UTC Fire & Security
Simon XT™ is a cost-effective security system that offers up to 40 zones of burglary and fire protection, and which complies with SIA False Alarm Standards. With a built-in display touchpad and a status speaker that provides visual and voice messages for feedback, Simon XT is well suited for houses, apartments, and condominiums.
- 3:30PM - 5:00PM **New Technology from Napco**
Presented by Napco Security
Location: Cypress C *Track: Vendor Spotlight*
Presenter: Paul Hoey, Napco Security
Record up to 30 days of continuous video playback/control on-line to generate more recurring revenue with cost effective IP cameras. Radio reporting for ANY panel full data 4/2 or ID format radio back up or primary or IP. Also, a stand alone or connect to ANY burg panel with GEM- Biometric reader/keypad. Users can view their premise with a virtual KP and introducing the most powerful, feature-rich platform for 24V commercial fire, burg or combination burg/access/fire, wireless, conventional & addressable technologies.
- 3:30PM - 5:00PM **PERS - Who to Market to and How to do it Successfully**
Presented by Medical Alarm Concepts
Location: Seneca *Track: Vendor Spotlight*
Presenters: Howard Teicher, Jennifer Loria, Medical Alarm Concepts; Joseph Russotto, Edist
Learn the basics of PERS marketing. Many dealers start off in the wrong direction in this space and find it hard to break into the market successfully. We will discuss how to build a "foundation" for marketing concepts that will deliver results consistently and inexpensively. Don't Miss it!
- 3:30PM - 5:00PM **Business Continuation and Buy/Sell Planning**
Presented by Haylor, Freyer & Coon, Inc.
Location: Onondaga *Track: Vendor Spotlight*
Presenter: Kent Schmidt, Haylor, Freyer & Coon, Inc.
The Death of a Business owner ALWAYS brings uncertainty to the continuation of a business. Who will buy and run the business, and how will the value be determined to ensure your family will be treated fairly. This program will discuss what should be considered to establish a successful Business Continuation plan.
- 5:00PM **Return of Tour 2 of the Rapid Response Monitoring Facility**
Location: Events Center Atrium
- 5:00PM - 6:00PM **Happy Hour with the Exhibitors!**
Location: Events Center Atrium
- 6:00PM **RISE Expo Closes / Registration / Information Desk Closed**
- 6:00PM - 7:00PM **RISE Exhibitor Tear Down**

7:30PM - 12:30AM

Dinner & Featured Entertainment

Location: Turning Stone's Exclusive Nightclub: LAVA



LAVA is an energetic dance club that “takes the club experience to a new level of glamour and sophistication.” Continue networking in this fun environment with great food and beverages, music and memorable live acts. You won’t want to miss this exciting addition to the RRUG event!



Shimshi - Impossible is Overrated

Over 15 million people witnessed Shimshi’s magic when he appeared on NBC’S hit TV show, *America’s Got Talent*. Shimshi was the last magician standing out of hundreds that performed.

Shimshi is currently the resident magician for the Wynn Encore in Las Vegas and also performs in *Amazed*, a daily show at The Planet Hollywood Resort and Casino.

Shimshi has performed for over 700 corporate and private events. His celebrity audiences include Michael Jackson, Brad Pitt, Anthony Hopkins, Usher, Steve Martin and more.

Shimshi’s magic will leave you breathless and saying “I believe in magic!”



Daniel Uzunoff – The Magic Man

The Magic Man is a local legend. He has been performing up close magic since childhood and his quick hands and unique style have all that see him asking “how did he do that?”

The Magic Man performs at a variety of corporate and private events and he is currently performing regularly at the Wise Guys Comedy Club in Syracuse, NY.

The Magic Man’s tricks will keep you guessing and coming back for more!

Tuesday, August 3, 2010

7:00AM **Registration / Information Desk Open**

Location: Events Center Atrium

8:00AM - 9:30AM **Breakfast**

Location: Events Center

8:30AM - 9:30AM **Breakfast Keynote: Achieving a Breakthrough Year: How to Grow Your Business, Exceed Sales, and Maximize Customer Opportunities**

Location: Events Center

Presenter: Gail Kasper, Gail Kasper LLC



One of America's most sought after Life Strategists and Group Performance Experts, Gail Kasper has worked with Executives, Professional Athletes, Sports Teams, Fortune 500 companies and Ivy League Universities with proven results. Creator of the Systematic Attitude Development-Technique (SAD-T), Ms. Kasper is listed by the National Speakers Association among the top 12% of Professional Speakers, was named 2008 Woman of the Year by ABI International Board of Review and co-hosted the Emmy award-winning America's TVJobNetwork. She is applauded by organizations across the country for her return-on-investment sales program, Selling Success.

Ms. Kasper is a co-author of Mission Possible 10, a contributing editor to the national magazine, *Success*, and the author of the audio-CD programs "Make a Decision to Win" and "Likeable You". In addition to her work on America's TVJobNetwork, she has made numerous appearances on network and cable TV including The Today Show, FOX Business News, Oprah and Friends and on ABC as a Time Management expert. She is currently the host of the Philadelphia Visitors Channel.

As the founder and Executive Director of the Make a Decision to Win Foundation, she volunteers her time to empower challenged adults and students to find the greatness within themselves.

Ms. Kasper is FIRO-B certified, a member of the National Speakers Association and a member of the International Association of Coaching.

In this presentation, Gail pushes the group to think outside of the box and exceed their own personal limitations, regardless of any business situation or challenge. Gail defines her Systematic Attitude Development-Technique and how to use it to increase sales, maintain customer loyalty, and grow your business. Gail will share her story where, through her SAD-T process, Gail has achieved incredible success in the face of extraordinary odds, and has become one of the nation's leading speakers, an in-demand national television personality, Top 1% Club Mentor, and author, having co-authored a book with Stephen Covey and Brian Tracy. Gail's presentation will ignite a creative fire that will encourage participants to achieve excellence in both their personal and professional lives.

NTS CEUs: 0.1

NJ CEUs: 1.0

BUS - Business

9:45AM - 11:45AM

Growing Your Business in a Struggling Economy

Location: Cypress A & B

Track: Biz

NTS CEUs: 0.2

NJ CEUs: 2.0

BUS - Business

Presenter: Gail Kasper, Gail Kasper, LLC

Today, as business owners, we are not only faced with the challenges of the economy, but also managing a staff who must deal with its personal and professional repercussions. The strength of management is key to an organization's survival. In this 2-hour workshop participants will learn the essential tools to increase sales, uplift employee morale, improve communication levels between management and front line employees, and help the organization take action toward the company vision.

9:45AM - 11:45AM

Fire System Trouble Shooting

Location: Cayuga

Track: Fire

NTS CEUs: 0.2

NJ CEUs: 2.0

TECFA - Technical
Fire Alarm

Presenter: Kenneth Nelson, UTC Fire & Security

This course provides an overview of common commercial fire alarm system problems and practical fixes for each. The course also teaches an approach to fire system troubleshooting that will help you efficiently identify and solve the problems. You won't want to miss this true time and money saving session.

- 9:45AM - 10:45AM **RapidWeb3k™: Streamlining Internet Account Access**
Location: Cypress C *Track: Rapid*
NTS CEUs: 0.1 *Presenters: Peter Kirk, Director of Software Development, Al Thompson, Technical Support Manager,*
NJ CEUs: 1.0 *Karla Jorge, RapidWeb/RapidLink Support Specialist*
TECES - Technical
Electronic Security
In this session you will learn how Rapid Response has used the robust backbone of the Stages platform to bring our proprietary web-based system, RapidWeb3k™, to the next level. Our software development and technical experts will walk you through the features of RapidWeb3k™, including: real-time graphical illustrations of your account activity, easy account lookup, streamlined viewing and updating of all account data. Our experts will show you how easy it is to manage your entire account base anywhere you have internet access!
- 9:45AM - 10:45AM **Turning Installation & Service Technicians Into Sales Ambassadors**
Location: Onondaga *Track: Sales & Marketing*
NTS CEUs: 0.1 *Presenter: Ken Krisby, Success Solutions*
NJ CEUs: 1.0
BUS - Business
Every contact with a customer represents an opportunity to sell, and perhaps no one in your organization has as much customer contact as your installation and service technicians. In this session, you'll learn how to train and motivate your technicians to become solid sales ambassadors for your company. Our proven techniques will help get your technicians asking customers for additions and upgrades, building referrals and landing commitments to maintenance agreements. Make sure you attend and learn these sure fire ways to power up sales through your techs.
- 9:45AM - 10:45AM **Managed Access & Video Monitoring Models**
Location: Seneca *Track: Tech*
NTS CEUs: 0.1 *Presenter: Matt Krebs, Axis Communications*
NJ CEUs: 1.0
TECES - Technical
Electronic Security
At long last, the electronic security industry is developing models for the sale, service and monitoring of video surveillance and electronic access control that bring these high growth technologies into the recurring revenue mix. Learn how dealers are selling and servicing monitored video and managed access, what some of the typical product packages are and how these accounts are valued in the overall business.
- 11:00AM - 12:00PM **The Future of Mobile Account Management**
Location: Cypress C *Track: Rapid*
NTS CEUs: 0.1 *Presenters: Peter Kirk, Director of Software Development, Al Thompson, Technical Support Manager,*
NJ CEUs: 1.0 *Karla Jorge, RapidWeb/RapidLink Support Specialist*
BUS - Business
Rapid Response is bringing you the Technology of Tomorrow today, by providing instant access to account information from anywhere using your mobile device! It is now more important than ever to effectively manage time and money to not only remain profitable, but to attain growth in this fast-paced industry. In this session, you will learn about the newest Rapid Response mobile device services and how their features can help you better manage your accounts and grow your business!
- 11:00AM - 12:00PM **High-End Residential Retrofits**
Location: Seneca *Track: Tech*
NTS CEUs: 0.1 *Presenter: Ian Hendler, Leviton Manufacturing Co, Inc.*
NJ CEUs: 1.0 *Moderator: Laura Stepanek, SDM Magazine*
TECES - Technical
Electronic Security
Are you leaving dollars on the table on your residential installations in existing homes? With the need to maximize revenues and profits on each and every job, now is the time to look at your options for adding systems like video surveillance and electronic access control to your residential projects and new custom electronics products in lighting control and multi-room audio. We'll tour appropriate products and systems, market stats and sales approach to make sure you are taking full advantage of high-end residential retrofit opportunities.

<p>11:00AM - 12:00PM</p> <p>NTS CEUs: 0.1 NJ CEUs: 1.0 BUS - Business</p>	<p>Developing a Sales Process to Exceed Sales Goals <i>Location: Onondaga</i> <i>Presenter: Gretchen Gordon, Braveheart Sales Performance</i></p> <p>You've got the targets to go after. You know how much revenue must be generated to meet your goals, but how do you manage the process?</p> <ul style="list-style-type: none"> • Are you willing to hold yourself and/or your team accountable? • How many prospects do you need in the pipeline to meet your sales goals? • What should you be tracking? • How do you move a prospect through a structured process to get them closed? • What are the metrics you need to focus on to meet your sales goals? • How do you define a qualified lead? • How do you know how many qualified leads are needed to meet sales goals? • Should you be using a Customer Relationship Management (CRM) system? • What everyday tasks and activities will lead to you reaching your goals? <p>In this session, you'll get the answers to these and other critical questions that will help you to develop a successful sales process.</p>	<p><i>Track: Sales & Marketing</i></p>
<p>12:00PM - 1:15PM</p>	<p>Luncheon <i>Location: Events Center</i></p>	
<p>12:30PM - 1:15PM</p> <p>NTS CEUs: 0.1</p>	<p>Luncheon Presentation: Trends in Valuation <i>Location: Events Center</i> <i>Presenter: Peter Flynn, SPP Advisors</i></p> <p>You're in it to win it...financially! Nothing is more important to you or your business than the value of your company. In this session, one of the industry's leading financial minds will get you up to speed on company valuations in the security industry. You'll learn how technology and business practice trends, the ADT-Brinks merger, the financial industry meltdown and more are changing valuations. We'll also explore options for adjusting your business practices and model to maximize value.</p>	
<p>1:30PM - 2:30PM</p> <p>NTS CEUs: 0.1 NJ CEUs: 1.0 BUS - Business</p>	<p>Maximizing Your Business by Minimizing Attrition <i>Location: Cypress A & B</i> <i>Presenter: John Brady, TRG Associates, Inc.</i></p> <p>To solve a problem, you need to understand the cause of the problem and the best solution to a specific type of problem. That's the common sense theory that guides this course about one of the most important problems in your business -- account attrition. In this class, we will provide a template of typical reasons for account attrition, teach you how to identify reasons and, most importantly, provide the operations and managerial techniques that will help you retain and rescue accounts. We all know recurring revenue is the key to the business and strong retention rates are essential. Here's a class that addresses that vital topic with great practical information and advice.</p>	<p><i>Track: Biz</i></p>
<p>1:30PM - 2:30PM</p> <p>NTS CEUs: 0.1 NJ CEUs: 1.0 TECFA - Technical Fire Alarm</p>	<p>NICET Fire Alarm Certification - Then & Now <i>Location: Cayuga</i> <i>Presenter: Barbara Kessinger, CET, Zenith Design Group, Inc.</i></p> <p>Were you aware that NICET has gone to Computer Based Testing for their fire alarm certification exams? Level I and Level II exams are no longer paper and pencil Work Element exams. Come hear what's changed and find out the Good, the Bad and the Ugly about the new CBT being rolled out in 2010. Like their new pass/fail exams, you'll either love or hate the changes.</p>	<p><i>Track: Fire</i></p>
<p>1:30PM - 2:30PM</p> <p>NTS CEUs: 0.1 NJ CEUs: 1.0 BUS - Business</p>	<p>RapidLink3k™: Access & Storage of Your Account Data Forever <i>Location: Cypress C</i> <i>Presenters: Peter Kirk, Director of Software Development, Al Thompson, Technical Support Manager, Karla Jorge, RapidWeb/RapidLink Support Specialist</i></p> <p>RapidLink3k™ is Rapid Response's proprietary software-based system that puts you in charge of your entire account database. Our unique software downloads all of your account information from the Central Station directly to your computer, and provides you with access to all account history (from the very first signal received), the ability to quickly run detailed reports and update account information, as well as the option to merge your data with the industry's most widely used accounting packages. In this session, you will hear about the newest updates to RapidLink3k™ and how they will make managing your account database even easier!</p>	<p><i>Track: Rapid</i></p>

1:30PM - 2:30PM

Sales Force Upgrading

Location: Onondaga

Track: Sales & Marketing

NTS CEUs: 0.1

NJ CEUs: 1.0

BUS - Business

Presenter: Gretchen Gordon, Braveheart Sales Performance

So you've upgraded your office equipment--new copiers, printers, PDA's, vehicles, technology, and image. What about your sales effectiveness? Does the sales team have the right stuff to take your company to the next level? We will identify the five common invisible weaknesses that create negative manifestations in sales, including selling on price, selling without urgency (lengthening sale cycles), inability to negotiate objections, and getting beat (outsold) by competitors. We'll also provide you tools to determine whether salespeople are responsible for revenue decreases or increases and ways to dismiss typical excuses that are impacting the bottom line. Whether your sales team is large or just the face in the mirror, you won't want to miss this idea-packed session.

1:30PM - 2:30PM

Dealer-to-Dealer: Identifying, Attracting, & Hiring Talent

Location: Seneca

Track: Dealer-to-Dealer

NTS CEUs: 0.1

NJ CEUs: 1.0

BUS - Business

Moderator: John Rose, N.E.I.S.

If you don't have the right people on your team, your business will never reach its full potential. In this session you'll learn the practical techniques you'll need to implement to identify, recruit and orient the right people for your team. You'll also hear from peer dealers in top companies how they are recruiting and developing talent, lessons learned and the impact of hiring right on their businesses.

2:45PM - 4:45PM

10 Code Changes in NFPA 72 - 2010 That May Affect Your Business

Location: Cayuga

Track: Fire

NTS CEUs: 0.2

NJ CEUs: 2.0

TECFA - Technical
Fire Alarm

Presenter: Greg Kessinger SET, CFPS, Zenith Design Group, Inc.

The future of commercial fire alarm installations is changing and NFPA 72 is keeping up. In this latest edition of the National Fire Alarm Code you'll find new smoke detector placement rules, a brand new chapter on Circuits and Pathways, as well as provisions for Video Imaging Smoke Detection and Directional Sounders. Tying your fire alarm system in with Mass Notification Systems and Voice Evacuation Systems will be different when your building code adopts this latest edition. Come join us to get ahead of the curve and see what's in store.

2:45PM - 3:45PM

Introduction to Contracting Law in the Alarm Industry

Location: Cypress A & B

Track: Biz

NTS CEUs: 0.1

NJ CEUs: 1.0

BUS - Business

Presenter: Ken Kirschenbaum, Kirschenbaum & Kirschenbaum, P.C.

One of the key components of the value of your business is the strength of your contracts and related business practices. It's not just about contracts with customers, but contracts with business allies like builders, contracts with employees and subcontractors, even contracts with suppliers. In this session, one of the industry's most experienced legal experts explains the essential components of your contracts and some of the emerging risks and liabilities you should guard against. He will also suggest practical ways to review and upgrade contracts to ensure they are in alignment with industry standards.

2:45PM - 3:45PM

The Future of Mobile Account Management

Location: Cypress C

Track: Rapid

NTS CEUs: 0.1

NJ CEUs: 1.0

BUS - Business

Presenters: Peter Kirk, Director of Software Development, Al Thompson, Technical Support Manager, Karla Jorge, RapidWeb/RapidLink Support Specialist

Rapid Response is bringing you the Technology of Tomorrow today, by providing dealers with instant access to account information from anywhere using your mobile device! It is now more important than ever to effectively manage time and money to not only remain profitable, but to attain growth in this fast-paced industry. In this session, you will learn about the newest Rapid Response mobile device services and how their features can help you better manage your accounts and grow your business!

2:45PM - 3:45PM

Dealer-to-Dealer Roundtables: Managing Installation & Service for Ultimate Productivity & Profit

Location: Seneca

Track: Dealer-to-Dealer

NTS CEUs: 0.1

NJ CEUs: 1.0

BUS - Business

Moderator: John Brady, TRG Associates, Inc.

Customers and profits are won and lost by the installation and service function of your business. In this session, you'll learn about best practices deployed in industry leading companies to increase productivity in the technical engine of the business. You'll also have the opportunity to participate in roundtable discussions with your peers through which you can brainstorm productivity-enhancing measures for your own business. A can't miss for companies serious about quality and efficiency and all the financial benefits that accrue.

2:45PM - 3:45PM	<p>PERS+: Emerging Opportunities in the Seniors Market <i>Location: Onondaga</i> <i>Track: Sales & Marketing</i> <i>Presenter: Todd Carson, Dick Dunn, Linear Corporation</i> Interest is surging in Personal Emergency Response devices and monitoring and related services. Services like medicine and wellness reminder calls, enabling remote diagnostic devices and videoconference consultations between doctors and patients, medical record storage and access provision are in demand. In this session you'll learn about a number of these new opportunities and how your company can take advantage of them.</p>
NTS CEUs: 0.1	
4:00PM - 5:00PM	<p>NY Licensing Law Seminar <i>Location: Cypress A & B</i> <i>Track: Biz</i> <i>Presenter: Ken Kirschenbaum, Kirschenbaum & Kirschenbaum, P.C.</i> This seminar will cover the NY alarm license law, explaining how investigators and the Division of Licensing Services interpret and enforce the law. Non compliance with licensing requirements can result in significant fines, suspension or revocation of the alarm license. Attending this seminar will prepare you for the audit and help you understand what's necessary to satisfy the requirements.</p>
NTS CEUs: 0.1	
4:00PM - 5:00PM	<p>Rapidlink3k™: Access & Storage of Your Account Data Forever <i>Location: Cypress C</i> <i>Track: Rapid</i> <i>Presenters: Peter Kirk, Director of Software Development, Al Thompson, Technical Support Manager, Karla Jorge, RapidWeb/RapidLink Support Specialist</i> RapidLink3k is Rapid Response's proprietary software-based system that puts you in charge of your entire account database. Our unique software downloads all of your account information from the Central Station directly to your computer, and provides you with access to all account history (from the very first signal received), the ability to quickly run detailed reports and update account information, as well as the option to merge your data with the industry's most widely used accounting packages. In this session, you will hear about the newest updates to RapidLink3k™ and how they will make managing your account database even easier!</p>
NTS CEUs: 0.1 NJ CEUs: 1.0 BUS - Business	
4:00PM - 5:00PM	<p>Leveraging IT Expertise to Expand and Win Business <i>Location: Onondaga</i> <i>Track: Sales & Marketing</i> <i>Presenter: Rodney Stamps, Paige Stamps, StampSCO</i> As more and more security products employ technologies like Internet Protocol (IP), information technology expertise is becoming critically important for electronic security integration companies. IT expertise helps companies not only leverage new digital security technologies, it prepares them to deal with the IT managers that are increasingly involved as decision makers at commercial end-user companies. It also creates a potential revenue center in its own right. In this session, you'll hear from the leaders of a progressive integration company how they built IT expertise and an IT consulting and installation practice to achieve great success in security and beyond.</p>
NTS CEUs: 0.1 NJ CEUs: 1.0 BUS - Business	
4:00PM - 6:00PM	<p>Happy Hour in the Rapid Technology Room! <i>Location: Cypress D & E</i></p>
5:15PM - 6:15PM	<p>RapidWeb3k™: Streamlining Internet Account Access <i>Location: Cypress C</i> <i>Track: Rapid</i> <i>Presenters: Peter Kirk, Director of Software Development, Al Thompson, Technical Support Manager, Karla Jorge, RapidWeb/RapidLink Support Specialist</i> In this session you will learn how Rapid Response has used the robust backbone of the Stages platform to bring our proprietary web-based system, RapidWeb3k™, to the next level. Our software development and technical experts will walk you through the features of RapidWeb3k™, including: real-time graphical illustrations of your account activity, easy account lookup, streamlined viewing and updating of all account data. Our experts will show you how easy it is to manage your entire account base anywhere you have internet access!</p>
NTS CEUs: 0.1 NJ CEUs: 1.0 TECES - Technical Electronic Security	
6:00PM	<p>Registration / Information Desk Closed</p>
7:00PM - 8:00PM	<p>Cocktail Reception <i>Location: Events Center Atrium</i></p>

8:00PM - 9:30PM

Closing Dinner

Location: Events Center

8:30PM - 9:30PM

Event Keynote Address: Clues to the Future that Hide in the Present

Location: Events Center

Presenter: Eric Haseltine, Haseltine Partners, LLC



Eric C. Haseltine, President and Managing Director of Haseltine Partners, LLC, develops far-sighted technological solutions delivering near-term value while focusing on how the human brain naturally wants to interact with technology to improve performance. He has held positions as Director of Engineering at Hughes Aircraft, Executive Vice-President of Walt Disney Imagineering, Associate Director for Science and Technology (CTO) in the Office of the Director of National Intelligence, and the Director of Research in the National Security Agency.

Mr. Haseltine holds 15 patents in optics and in special effects and electronic media, and has authored over 100 publications in science and technical journals, on the web and in *Discover Magazine*. He is a leading authority on managing digital rights and protecting intellectual property.

Holding degrees in economics and psychology, as well as a Ph.D. in Physiological Psychology, Mr. Haseltine, in his own words, "... extrapolates human nature where it intersects technology in the future. That intersection is where the opportunities and necessities are."

In this presentation, Dr. Haseltine will provide a glimpse into the future, describing how advances in technology will provide exciting growth opportunities for Rapid Response Monitoring and our Dealers. Eric's talk will begin with forecasts of key technologies including sensors, computers, power systems, algorithms and networks, then describe how these advances could dramatically affect your business. For example, the volume, variety and velocity of data flowing in from monitored sites is likely to grow exponentially over the next ten years, as inexpensive networked sensors proliferate, and communications systems, such as M2M wireless data channels rapidly expand. Similarly, advances in machine vision, pattern recognition, and data mining will create opportunities for exploiting the fast growing flood of information, to help Rapid Response provide dealers novel, value added services such as failure analysis and prediction. The talk will conclude with a discussion, based on Haseltine's experience managing R&D at Hughes Aircraft, Walt Disney and NSA, of best-of-class R&D processes that Rapid Response and our dealers can employ to fully capture the opportunities that technology will create.

NTS CEUs: 0.1
NJ CEUs: 1.0
BUS - Business

Wednesday, August 4, 2010

6:30AM - 7:30AM

Continental Breakfast

Location: Clubhouse Patio

7:30AM

Rapid Classic Golf Tournament Shotgun Start

Shenendoah Course (requires separate registration)

You met with the industry's leading suppliers and innovators at the RISE Expo, expanded your knowledge by attending some great sessions, now it's time to relax and enjoy Turning Stone's PGA level golf facilities! The Rapid Classic Golf Tournament is an 18 hole round of golf held in a spectacular natural setting on one of Golfweek's "Best of" courses.



Following Golf

Rapid Classic Luncheon & Awards Presentation

Location: Clubhouse - 2nd Floor

For More Information Please Contact Us!

www.rrugevent.com • 800.558.7767 • rrugevent@rrms.com

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