



Chair

Robbie Danko

LVC Companies, Inc. | Marketing Manager

Robbie Danko is the Marketing Manager at LVC Companies. Robbie left a 20-year career in the hospitality industry to join LVC in 2013. Being part of a growing company has allowed her to use skills from her diverse background including sales, marketing, operations and training & development. Robbie volunteers her time on several boards and committees, like the PSA sales & marketing committee – which she has declared one of her favorites!

Committee Members

Stephen Fisher

VTI Security | Director, Business Development

Stephen offers a unique blend of business development, marketing, sales operation management, and colleague leadership. With over two decades of experience in global, super-regional, and local integration sales, business development & marketing, he has been instrumental in the growth, profitability, and strategic sales strategy of both public and private companies. Stephen serves clients and colleagues as a thought leader, connector, and catalyst of Trusted Business Partnerships while being personally engaged across multi-vertical environments with an emphasis on business intelligence, risk management, client education & empowerment, compliance, and the full spectrum of physical security solutions and services. Stephen volunteers his time as an adjunct professor at the SecureSet Cybersecurity Academy and enjoys transitional resume writing for those who serve our country. When he's not working he enjoys the outdoors of Colorado.



Grady Jett

Preferred Technologies, LLC | Vice President Sales

From design-estimation to the final sale, Grady is the Vice President of Sales responsible for leading a team of Design-Estimators and Sales and Design Professionals to generate Pref-Tech's annual sales goals for integrated electronic security systems, access control systems, video management systems, structured cabling systems and system networks. Grady began his career in a different branch of security. As a graduate from The United States Military Academy at West Point, Grady was commissioned into the Army and spent 5 years securing our nation's freedoms. During his tour in the military, Grady spent three years at Fort Carson, CO and one tour of duty in Iraq supporting Operation Iraqi Freedom. After his tenure in the Army, Grady relocated to Houston and has been with Pref-Tech since its inception in 2005.

Grady and his bride, Kim and their three boys live in the suburbs of Montgomery, Texas. He is actively engaged in Restoration Church and has a heart for introducing and sharing his love for the outdoors with boys and men of all ages. Grady's hobbies include golfing, running and spending time with his family in the outdoors. And don't forget hunting, he never passes the opportunity to chase big game with a stick and string.





Terry King

Preferred Technologies, LLC | General Manager

Having studied Environmental Design at Texas A&M University and Business at St. Edward's University in Austin, Texas, Terry began his security career with Schiff & Associates / Kroll in design, consultation and oversight of large commercial security projects World Wide to include Taipei 101, Kingdom Trade Centre, Abu Dhabi investment Authority and London's The Hospital Project. In 2004, Terry became Regional Director with NetVersant's security division overseeing the P&L for this division and building out security standards for the company. In 2008, Terry transitioned to the role of National Business Manager for Siemen's Building Technology Security Group. Later serving Convergent in the start-up of their Austin and San Antonio Operations before becoming a founding member of Securadyne Systems. In October of 2016, Terry joined the Pref-Tech family as General Manager in start-up of the Austin office and as a member of the Executive Team.



Denise Niles

Advanced Electronic Solutions | Vice President Key Accounts

Denise has been with the AES family for the past 14 years. Denise manages many of the key clients and provides opportunities for upgrading the systems with newer technology as needed. She maintains close relationship with clients and anticipates areas that can potentially become vulnerable. In addition, Denise reviews and authorizes contracts as well as additional management support, including project management, for the other account managers on larger projects.



Alethea O'Dell

Northland Controls | Chief Marketing Officer

Alethea O'Dell wishes she were Dolly Parton, Molly Ivins or Beyonce. Instead she is the Chief Marketing Officer for Northland Controls. Her journey is confounding-- even to her. After college at the University of MA, Amherst, she managed a shelter for battered women. Inspired to tell the stories of the women and children she met, she packed up her car and her cat and headed to Bloomington, IN to earn a Masters in Journalism. However, her studies inspired a deep desire to write for the Weekly World News, a now defunct icon of journalistic integrity that frequently featured aliens adopted by first ladies. Between rows of corn, she heard the West Coast calling her. Oakland-bound, she found herself temping for a high-tech company that needed a marketing communications person. From there, it was a glamorous ascent to professional services marketing, as the Director of Marketing and Business Development for an earthquake engineering firm. Prior to Northland Controls, she was the Creative Director and Brand Strategist for Brazen Brands. Her 20-year career is marked by more than 30 marketing communication awards and a solid sense of humor and wonder. She is the 2016 Lifetime Achievement award recipient from the Society of Marketing Professional Services (SMPS) San Francisco Chapter, the 2012 SMPS national chapter president of the year award recipient, and was named an SMPS Fellow in 2018 – a distinction for those who represent the highest level of experience (endurance) and leadership in professional services marketing.



Januari Santiago

Integrated Security Technologies | Healthcare Account Manager

In May of 2016, Januari joined the IST team with no experience in the Security Industry, 1 year of MLM sales experience, and over 20 years of customer service and leadership & team building training experience. Essentially, Januari has been in the business of people and relationship management from a very young age.

Since joining IST, Januari has learned that her passion for serving others is best suited in this industry. An industry in which customers rely on our knowledge and expertise to better safeguard the things that matter most to them. An industry in which security is often seen as an expense and not a necessity - a commodity rather than a valuable piece of the puzzle.

Her best advice is always honest and whole. The best service is always selfless and filled with love. And the best people always want to do what's best for others.

Stephanie Whalen

Paladin Technologies | Communications Manager

Stephanie is a passionate, results-oriented professional who has worked in marketing and communications for over five years. She has worked within the non-profit, agency, and corporate setting, specializing in communications and brand strategy.

Stephanie entered the security industry with the Paladin Group of Companies in 2013, working on digital and communications strategy for Paladin's guarding operations. When Paladin acquired three major integrators over a two year period, increasing the systems solutions streams of business, Stephanie shifted divisions, overseeing the rebrand of the previous entities into Paladin Technologies as it grows today. As Communications Manager for Paladin Technologies, Stephanie is responsible for managing all internal and external communications, digital strategy, and brand engagement nationwide.

