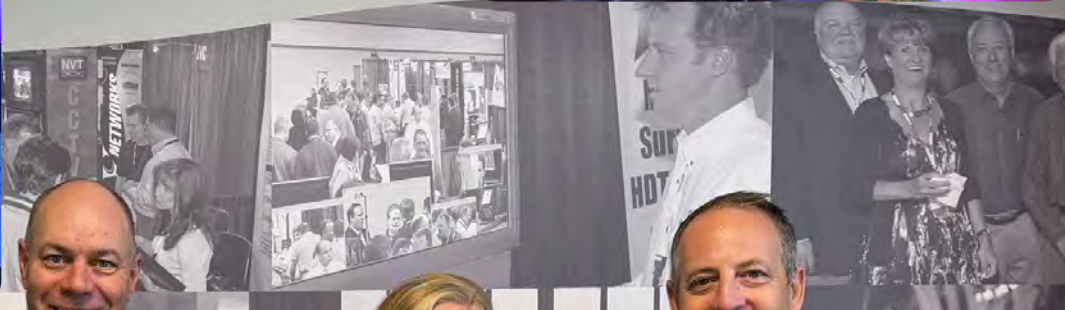


# 2024

## YEAR-END REVIEW





# Letter From The PSA Executive Team

Dear Owners & Members,

As we embark into 2025, we are filled with excitement and optimism about the opportunities that lie ahead for the electronic security industry and for the PSA and Edge networks. Together, we have built a foundation of collaboration, innovation and resilience that positions us for continued growth in the coming years.

Looking back on an amazing 2024, it has never been a more exciting time at PSA! We grew our team, hosted successful events, drove collaboration and camaraderie among our integrators and partners, and launched and refined services for our membership.

PSA TEC was a hit in Dallas where we held live certifications for the first time since the pandemic, brought our largest group of committee members together and learned about the possibilities of AI with our keynote, Zack Kass. We hosted numerous procurement roundtables at the PSA office and drove a deeper understanding of the network amongst our owner organizations.

In its second official year, Swell, our marketing agency exclusively for our members, made waves by redesigning websites, leading rebranding efforts, writing strategic marketing plans, enhancing social media and content and hosting events. Likewise, our education team expanded PSA University to include new certifications and trainings, custom learning management systems for members, developed learning paths and more!

PSA employees and owners were spotlighted at numerous industry events like ISC East and West, Securing New Ground and Security LeadHER. We partnered with the Security Industry Association in 2024 to create the Security Industry Careers Guide as well. The guide is an amazing tool to inform candidates about the opportunities in the industry, help

organizations outline career paths and drive new talent to the security industry.

Collaboration has always been at the heart of our success. Through partnerships, shared insights and collective action, we've overcome challenges and set new standards for excellence. PSA has the largest number of committees yet at 18. We offer peer exchange groups, host a mentorship program for committee members and have a TEC fellowship program that sponsors emerging leaders' TEC attendance to make the event more accessible to all levels of employees from our owner companies.

Our customer success, accounting and sales teams saw tremendous growth in 2024 to better serve our members. By adding gifted staff members, overhauling and updating systems when necessary, updating processes, etc., we are poised to serve our ever-evolving membership even better.

As we set our sights on 2025 and beyond, we encourage all of you to stay engaged, share your insights and leverage the full power of the PSA Network. We look forward to seeing you ALL at either PSA Convention in Marco Island in January or PSA TEC in Denver in March. If you haven't attended a PSA event, we urge you... your PSA community is waiting for you!

Thank you for your dedication, creativity and commitment to excellence. We look forward to another year of progress, partnership and shared success.

With gratitude and excitement for the future,



**Matt Barnette, Allen Riggs and Candice Aragon**

# PSA BY THE NUMBERS

FY 2024 July 2023 - June 2024



**\$10,338,000**

TOTAL RETURNED TO OWNERS IN FY 2024

**\$6,484,000**

DIVIDENDS RETURNED

**\$648,000**

EARLY PAY DISCOUNTS

**\$1,349,000**

SUBSIDIZED TRAININGS

**\$1,857,000**

GROUND SHIPPING COVERED



**63,084**

ORDERS PROCESSED



**105,481**

INVOICES PROCESSED

**16**

NEW OWNERS



**4**

NEW TECHNOLOGY PARTNERS

## Letter From The Chairman

As your Chairman, I would like to take a moment to thank all PSA owners, members and technology partners for your continued and unwavering support of the organization.

Special thanks go out to the entire PSA team for their dedication and determination to achieve the goals set forth by your PSA Board of Directors and for managing the health and well-being of PSA successfully again this year.

On behalf of the Board of Directors, our continuous call to action for our owners and members is to take full advantage of your membership benefits and to get your teams involved.



**John Nemerofsky, PSA Board of Directors, SAGE Integration**

SAGE associates are actively engaged in numerous PSA Committees and the PSA Mentorship Program. This involvement ensures that we stay at the forefront of industry trends, contribute to shaping the future of our sector and nurture the next generation of industry leaders.

Through the Training Bucks program, SAGE is able to provide training at no cost to our technicians and project managers. This valuable resource ensures that our team remains highly skilled and equipped to handle any project, enhancing our service quality and client satisfaction.

PSA's marketing agency, Swell, has been instrumental in shaping SAGE's marketing strategy. This support has allowed us to improve our market presence and communicate more effectively with clients.

By engaging with these valuable programs and resources provided by PSA, SAGE Integration not only strengthens its internal operations but also sets itself up for continued success and growth in the security integration industry.



**Bert Bongard, PSA Board of Directors, LVC Companies**

LVC is approaching 20 years of partnership with PSA, and our experience has been positive from many different angles. The theme has been to push the envelope where it makes sense and to be continually looking at providing benefit. This comes from discounts, rebates, free shipping, Training Bucks, education, networking, marketing, flexibility, change and so much more.

As a board member for the past few years, I have seen firsthand the strategic path the PSA team takes. I know the team is continually listening to the membership and watching industry trends in order to provide services that make a positive difference for us all. The people that have been hired over the past few years have made significant contributions, and my team at LVC have been very happy with their support.

As we begin the new year, the latest technologies and RMR services are evolving at a pace we have never seen before in this industry, so I would like to encourage you to attend the PSA TEC conference March 9-12, 2025, to experience firsthand the opportunities for you to position your company for long-term success. Combining that with the depth of training and education available makes this the premier event in the security industry, giving you a true competitive advantage.

Of course, none of this is possible without us all making PSA, the company that we own, the first choice for all our security needs. As the late Dave McDonald with Pelco would say, "We just want our fair share of your business... all of it."

Have a prosperous new year!

Best Regards,

**Darryl Keeler, Chairman  
Tech Systems**





# ISC West 2024

Las Vegas, NV | April 9-12

ISC West welcomed over 29,000 attendees to the Venetian Expo in Las Vegas! The PSA Network spent its week exploring the show floor, delivering education sessions and hosting a packed private reception with P3 partners.

Members of the PSA executive team, PSA committees, Swell and other PSA Network industry experts led six PSA@ISC education sessions. These sessions covered a variety of topics, including marketing strategies, organizational structure, project planning, sales techniques and navigating industry challenges.

# EVENT RECAP

[READ THE RECAP](#)



## EVENT RECAP



# PSA TEC 2024

Dallas, TX | May 13-16

TEC 2024 was designed to inspire and connect security professionals at all levels through networking opportunities, education sessions, technology certifications, panels and interactive workshops exploring emerging trends. The event hosted over 500 attendees from 94 of PSA's leading owner and member companies and 45 technology sponsors.

This year marked the debut of the TEC Fellowship program, which offers emerging security leaders an all-expenses-paid trip to TEC to advance their careers. Also new to TEC was a rock and roll networking experience featuring dueling pianists, fireside chats and a lounge for attendees to relax and recharge throughout the event.

[READ THE RECAP](#)

## MARK YOUR CALENDARS!

TEC 2025 is scheduled for March 9-12 in Denver

# EVENT RECAP

## ISC East 2024

New York, NY | Nov. 19-21

ISC East 2024 was one for the books! Held at the Jacob Javits Convention Center in New York City, PSA hosted five education sessions, the annual PSA ISC East Reception with P3 partners and showed their support at the SIA Honors Night benefiting the Foundation for Advancing Security Talent (FAST).

Led by PSA's executive team, PSA committee members and industry experts, PSA's ISC East education sessions tackled industry topics including global safety, workforce development, labor shortages and future trends.

[READ THE RECAP](#)

## Procurement Roundtables

In 2024, PSA hosted five Procurement Roundtable events, held in March, April, July, September and November. These events brought together purchasing professionals and managers from PSA owner companies and PSA leaders to engage in insightful and collaborative discussions on procurement challenges and strategies.

## EVENT RECAP

PSA 2024 Year-End Review



# INDUSTRY AWARDS



## Power 100

PSA was proud to celebrate its 28 members and partners that were featured in SIA's Power 100!

[VIEW ALL HONOREES](#)

## 25 on the RISE

PSA's Director of Learning & Development Brooke Erickson was honored as one of SIA's 2024 "25 on the RISE!"

[VIEW ALL HONOREES](#)



## INTEGRATOR OF THE YEAR AND BILL BOZEMAN AWARDS

By: PSA and SSN

These awards recognize the leading security systems integrators from smaller, local integrators all the way up to the big nationals. The Bill Bozeman Award recognizes the top overall systems integrator.

[VIEW ALL WINNERS](#)



## SDM 2024 Systems Integrator of the Year

The Systems Integrator of the Year Award recognizes one company every year that demonstrates a high level of success, innovation, growth and use of industry's best practices.

PSA Member Chimera Integrations, LLC



## SSN Emerging Leaders Under 40

The "Emerging Leaders Under 40" Class of 2025 highlights a diverse group of talented young security professionals with excellent leadership qualities, including PSA's Managing Director, Swell Agency, Marissa Vacek and more from the PSA Network.



[LEARN MORE](#)



# LEARNING

# PROGRAMS

## COMMITTEES

PSA is dedicated to fostering collaboration and idea-sharing with PSA Committees, delivering value to all integrators, regardless of size or markets served.

**18 committees, 195 members**



“Being a part of the Next Gen committee has been such an awesome experience. Every topic has been incredibly relevant and makes for awesome conversation. James Gallagher and Kade Kaaz are so passionate and caring about what they do and do a great job steering the conversations forward. I always walk away with so much new knowledge and feel inspired to rock on! The work they do here is valuable and seen and makes such a difference in my life.”

**Sarah Weibel**

*Sage Integration*  
Next Generation and  
P.E.O.P.L.E. Committees

[LEARN MORE](#)

“I like to offer the same advice I received early in my committee involvement: take a leap and be vulnerable. I believe my willingness to be vulnerable and ask for help and guidance has allowed me to grow personally and professionally. My decision to invest my time into the PSA community has already delivered tangible dividends in both my own growth and my business’ growth.”

**Scott Superfine**

*M&R Electronic Systems, Inc.*  
Leadership Committee



## Committee Member Spotlights

Read PSA committee members’ stories!



**Denise Niles**, Vice President  
of Strategic Partnerships at  
Alliance Security



**Scott Superfine**, President  
& CEO of M&R Electronic  
Systems, Inc.



**Rich Campbell**, Training  
& Development Specialist  
at RFI, a Pavion company

## MENTORSHIP PROGRAM

The Mentorship Program fosters mutual growth and knowledge sharing to empower Committee Members to develop new skills and build lasting relationships that propel their professional development forward.

**12 pairings, 24 participants**

“I decided this past year to have a mentor through PSA. It was life changing. Starting a new job and the many adjustments over the past two years was challenging; however, my mentor worked with me, and I owe him so much.”

**Denise Niles**

*Alliance Security*  
Business Development, Women’s and Sales Committees

Swell, the premier marketing partner for integrators and technology partners, has made significant strides this year. In 2024, Swell made waves with **12 security brands** and provided **37 contracted services** including social media, digital assets, SEO, blogs, website development, case study production, logo design and marketing workshops.

[LEARN MORE](#)

## PSA UNIVERSITY

PSA University, a leading digital training platform, has experienced tremendous growth this year! By providing members with easy access to online education content from industry experts, **453 active PSA University users** have completed almost **80% of the 135 courses!** They have also delivered two custom LMSs, awarded five PSA Scholarships and welcomed three TEC Fellows. PSA University is committed to furthering industry education and career development.



[LEARN MORE](#)

## CORPORATE SOCIAL RESPONSIBILITY



### Community Food Share Food Drive

Donated 174lbs of food and raised \$1,000

[LEARN MORE](#)



### A Precious Child Backpack Stuffing

75 backpacks stuffed in 30 minutes

[LEARN MORE](#)





## **2024 YEAR-END REVIEW**

<https://psasecurity.com/>