



FINAL AGENDA – please print and bring it with you. All times are approximate. Check the back of your badge for any updates.

Thursday, April 10

- Sonitrol University 12 – 4:30PM Rainmaker C
- Convention Registration 9:00AM-5PM Herberger Atrium
- DAC Meeting 10-11:30AM Rainmaker A/B
- Board/Shareholders Mtg 12-2:00PM Rainmaker A/B
- Opening Reception 5 – 7:00PM Golf Course Club House Lawn

Friday, April 11

- Breakfast/Exhibits 7-8:30AM *(Guests Welcome)* Herberger Ballroom
- General Session 8:30-11:30AM *(Guests Welcome)* Herberger Ballroom
- Break and Exhibits *(as announced)* Herberger Ballroom
- Lunch and Exhibits 11:30-1:00PM *(No Guests)* Herberger Ballroom
- Breakout Sessions 1-5PM Various – see Breakout Agenda
- SNDA Happy Hour 5 to 6:30PM *(Guests Welcome)* Herberger North Terrace (outside)

Saturday, April 12

- Breakfast 7-8AM *(Guests Welcome)* Herberger Ballroom
- Exhibit door prizes awarded 7:30AM Herberger Ballroom
 - *Must be present to win.*
- Breakout Sessions 8-12:00PM Various – see Breakout Agenda
- Afternoon free – 12-6PM
- SNDA Dinner and Awards Banquet
 - 6-7:00PM Reception Herberger Foyer
 - 7-10:00PM Dinner Herberger Ballroom
 - Dressy attire please

Scottsdale 2025 Breakout and Education Agenda

Feel free to attend what may interest you, regardless of the “track.” Review all tracks before deciding. Several courses will have attendees of all job titles/tracks. Please move to each breakout quickly and be seated immediately. Instructors have been asked to begin and end on time. Please respect their efforts. Thank you!

Sales and Marketing Track

Friday, April 11th

The Keys to Selling SONITROL CORE

Herberger Ballroom

Instructor: Julie Beach & Daniel Stevens, SONITROL Corporate

1:00PM – 3:00PM

Enjoy a two-part session on how to sell the value of SONITROL CORE, the new security solution for intrusion, access control, and video! Learn everything from upgrades, value propositions, sales tools, how to use the Configuration Tool, Video Integration, and more.

From Connection to Close: LinkedIn Strategies for Security Industry Success

Herberger Ballroom

Instructor: David Morgan, SD Marketing

3:45 PM to 4:45PM

LinkedIn has emerged as the mission-critical platform for relationship building, brand development, and lead generation. This session cuts through the noise to deliver battle-tested LinkedIn strategies specifically tailored for security industry professionals. Whether you're new to the platform or a seasoned user, you'll discover actionable techniques to transform your LinkedIn presence from passive to powerful. Learn how to leverage LinkedIn's unique features to shorten your sales cycle, build meaningful industry connections, and stay top-of-mind with prospects throughout the extended commercial security sales process. Leave with a practical roadmap for immediate implementation that will generate measurable results for your security business.

Saturday, April 12th

VIGIL 13 Video Analytics and Thermal Detection

Rainmaker A/B

Instructor: Erron Spalsbury

8:00AM – 8:50AM

VIGIL 13 is the newest software and camera release for 3xLOGIC's Video Management solution. It adds powerful features to our lineup, including powerful edge-based deep learning analytics for your customers. With this release, 3xLOGIC offers Automatic Name Plate Recognition (ANPR), Anti-Loitering and Perimeter Protection, Remote Analytics Configuration Support, and more. We will also dive into Thermal Detection and how to sell these solutions to ideal customers.

Introduction to the CORE Dashboard for Sales

Rainmaker A/B

Instructors: Daniel Stevens and Julie Beach, SONITROL Corporate

9AM – 9:50AM

This course will explore the SONITROL CORE Dashboard and Mobile App and teach attendees about the new features available, including Visitor Management, Mustering, Site Maps, Elevator Controls, Widgets and more.

How to Work With and Sell to Contractors – Roundtable

Rainmaker A/B

Instructor: Skip Hutson, Sales Titan

10:00AM – 10:50AM

Selling to electrical and other contractors is where it is at! Discuss key tactics with Sonitrol Sales Titans!

Sonitrol Sales Market Trends

Rainmaker A/B

Instructor: Wes Nickel and Bryan Bensel

11:00AM – 12:00PM

A review of sales data showing what markets are being targeted successfully by Sonitrol sales people. Successful sales tactics being used for Schools and Warehouses.

Technical Track

Friday, April 11th

SONITROL CORE for Technicians & Ops

Rainmaker A/B

Instructor: Steve Hanzelin and Gabe Gomez

1:00PM – 3:00PM

This two-part session is perfect for technical thinkers and doers who will learn more about SONITROL CORE. Topics include using the Configuration Tool, Programming Guide, Tips & Tricks, Troubleshooting, Video Integration, and more. Join us Saturday for part 3!

NETWORKING 101/201

Rainmaker A/B

Instructor: Jeff Lippert

3:45PM – 4:45PM

Useful insights into setting up and troubleshooting networks.

Saturday, April 12th

SONITROL CORE for Technicians & Ops

Greenway

Instructor: Steve Hanzelin and Gabe Gomez

8:00 – 8:50AM

A continuation of Friday's session. Join Steve and Gabe as they dive into more topics, including using the Configuration Tool, Programming Guide, Tips & Tricks, Troubleshooting, Video Integration, and more. Walk away from SNDA more knowledgeable of the new SONITROL solution.

OSDP Programming & Tools

Greenway

Instructor: Steve Hanzelin

9:00 – 9:50AM

An informative session on OSDP Programming and Tools with CORE, including limitations, how to add, and more.

CUSTOMER SERVICE ESSENTIALS

Room – Greenway

10:00AM - 10:50AM

Instructor: Joy Sturgis

We will explore various customer personas, identify who they are, what they need, and learn some strategies to create a WOW experience they will remember. Bring 25 copies of your top WOW idea to pass out at the end of the session. Joy will review that afternoon and award **THREE** \$50 gift cards to the best WOW ideas.

Deep Dive into Toolbox & Best Practices

Greenway

Instructor – Jerry Ofstedal & Doug Deadrick

11:00 – 12:00PM

Join Jerry and Doug as they host a roundtable of frequent questions and best practices and how to solve them as related to the Toolbox.

Operator, Customer Service, Administration Track

With today's consolidations, Central Stations use the services of a variety of positions. Roles vary in each office. Attend what works for you! There are dual tracks.

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KEYS TO A SUCCESSFUL TRAINING GAME PLAN

Room: Rainmaker C

Instructor: Heather Rosenthal

3:45PM – 4:45PM

This sessions reviews methods for training new and existing Operations, Customer Service and Admin team members to give them a good foundation in some of the most important aspects of their position. Heather Rosenthal, the Corporate Training Director from Sonitrol Pacific, will be presenting some examples of training plans and materials, as well as sharing some actual quizzes and exercises that have been proved to work at her organization.

You do not have to be a trainer to get something out of this session. Expect to walk away with some innovative ideas to help you grow personally, and several to take back to your dealership to share!

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Deep Dive into My Sonitrol

Room - Rainmaker C

9:00AM – 9:50AM

Instructor – Stephanie Hochstetler

This course will review options, tips and tricks, best practices, and more related to mySONITROL.

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COMMUNITY RELATIONS PROGRAM

Room – Rainmaker C

11:00AM – 12:00PM

Instructor: Dawn Lara and Maureen Wilson

Sharing success stories of community relations and the importance of a strong program in your Dealership.