



60 YEARS

is here

The road to a colorful franchise history in the security industry took roots sixty years ago. All the pieces came together at just the right moment in time. Partnerships like this don't come along very often, but when they do, it can only best be described as "magical". We celebrate and honor this life story with our associates, family and friends.



The team at FieldHub raises our glasses to toast Sonitrol on an incredible 60 years! 🥂

For six decades, these rockstar companies have led with groundbreaking innovation. Sonitrol's leadership has paved the way for the rest of us.

At FieldHub, our mission is helping customers grow their businesses. Sonitrol 100% embodies that commitment. They're the perfect example of how a security company can protect and serve communities for generations.

FieldHub arms growing companies with the tools they need to sell smarter, service better, and never miss a beat. We look forward to working together to take the industry to new heights. The next 60 years start today. 🚀



The **All-in-One** Platform for the Fastest Growing Security and Fire Companies

www.fieldhub.com



SONITROL NATIONAL DEALERS ASSOCIATION

SNDA OBJECTIVES

The formation of the Sonitrol National Dealers Association is a reflection of the belief of the Sonitrol Dealer Franchisees that an organized Association of Members of the Sonitrol network can contribute substantially to the growth of the individual dealerships, and to the overall growth of the entire Sonitrol international organization. It also reflects the realization on the part of the Sonitrol franchisees that a vehicle, through which collective input on important matters which affect the health and profitability of the entire Sonitrol network (and thus the investments of all those involved in the Sonitrol operation), is both necessary and proper.



2023-2024 SNDA BOARD OF DIRECTORS

- President:** Mike Wanstreet
- Vice President:** Jennifer Thomas
- Secretary:** Chip Shiver
- Treasurer:** Leo Wanstreet
- Regional Director:** Dan Shumate
- Regional Director:** Joey Rao-Russell
- Regional Director:** Alexandra Curtiss
- Regional Director:** Beau Bradley
- Regional Director:** Ed Bodbyl
- Regional Director:** Jeremy Bates
- Executive Director:** Mary Haley

Dear SNDA Community,

What an honor to serve in a company that has **SIXTY YEARS** in its history. Few companies – large or small can say they have had that type of tenure and success.

The aim of the SNDA continues to cultivate and honor the capabilities within our respective franchises and to maintain a cohesive alliance so together we can help each other grow and prosper. Our amazing annual conventions give great opportunities to us all. The rich exchange of ideas and the sheer excitement of being together is a high-water mark. These gatherings provide deep opportunities for candid discussions, education and to honor our industry's brightest talent.

I have been honored to lead the SNDA this past year and I believe we are at the beginning of a new and invigorating era. The SNDA members have resilience and can meet any challenges that lie ahead.

Enjoy the 2024 SNDA Annual Convention and Awards program!

Sincerely,
Mike Wanstreet
SNDA President

FRANCHISE OWNERS GROWING STRONG FOR 60 YEARS

When the Sonitrol story is told, it often focuses on the unlikely technology partnership between termite detection and law enforcement verification. The Sonitrol story doesn't stop just at invention. To bring this technology to the forefront, the creators needed to find entrepreneurs that were hungry to start at the bottom of a new technology. The Sonitrol franchise concept started with the single goal of spreading the Sonitrol name as far and wide as possible. While the initial goal was growth, Sonitrol has become so much more.

Sonitrol as we know it today was built on the back of YOU - so many courageous Dealers over 60 years. True courage never rests!

We thank our **Sonitrol Franchise Dealers** for your investment in time, money and the vision that launched the audio security concept. It wasn't easy to be pioneers. You often faced an industry that didn't understand why audio is superior. Audio superiority really shined when burglars were caught, and law enforcement began to feel safe when responding to a Sonitrol alarm! The concept of audio verification began to catch on far beyond anyone's wildest dreams.

A special thank you for providing so many opportunities for successful careers. It's not rare to hear from each of the dealerships about the success and growth with thousands of team members. Stop to take a look around at your team and be proud of how many people you have mentored into major leadership roles within your organization. You have changed the lives of many!

Everyday our extraordinary team of employees deliver quality customer services to our thousands of Customers at Sonitrol. The Sonitrol difference stays strong today because of the high standards that you have set. From sales to technicians to central station operators, your pride in Sonitrol, leading by example, shines through.

Sonitrol's 60th Anniversary is a time to celebrate the long years of work and passion that you have invested. You have each helped to build Sonitrol to be a national organization that is respected and honored by the security industry.

Each person associated with Sonitrol in the past and present extends our thanks and sincere appreciation to you!

Thank You!



The Sonitrol Jazz

Hard to say in words! Hard to write on paper!

**But those who have the Sonitrol Jazz know what it is. It's a feeling!
It's a belief! It's a cult!**

IT IS:

- ⇒ **Knowing you have a unique product and believing in the concept.**
- ⇒ **Knowing you can do what your competition does, but they cannot do what you do.**
- ⇒ **Not wanting to provide the same security application as your competition and knowing the reasons why.**
- ⇒ **The feeling you get when the prospect says your price is too high, and you believe there is no way they can compare your price to any other security application.**
- ⇒ **The feeling that you get when the person who bought cheap asks you to come back and solve their problems.**
- ⇒ **When a Police Officer thanks you for not being like every other alarm company.**
- ⇒ **When you can say "I'm Sonitrol, I'm Different, I'm Better" and believe it.**

I'm not sure I know exactly what the Sonitrol Jazz really is, but I do know when I'm around someone who has it!

Bill McNabney

Sonitrol's Legacy

... How It All Began

More than 60 years have passed since a creative young man joined his father in the family pest control business in the small town of Anderson, Indiana. He would disappear into his lab for days without resurfacing. In that same town there lived a large man well over six feet tall and built like a linebacker, with a booming voice—a police officer and an innovative entrepreneur. In that town of Anderson in June of 1964, these two men came together to establish the first Sonitrol office, fundamentally transforming the security industry.

Without the hard work and innovation of these men, Bob Baxter and Al Cronk, Sonitrol would never have existed. Robert W. Baxter was primarily an inventor and developed the technology that comprised the foundation of Sonitrol's product line. Allen Cronk was a local police officer and friend of Baxter's, and it was his idea to use Baxter's inventions in the security industry.

Bob Baxter was a Korean War veteran who had attended Purdue University. Sonitrol had its roots in the back room of Baxter's Exterminating, which Bob Baxter used as a lab, with technology originally intended for use in the exterminating industry. The name Sonitrol, developed by Baxter and his wife, Marilyn, has its origins from the time before the company was involved in security at all—the word was formed from the combination of the words sound and control, as in control of insects and other pests using sound. The couple had no way of knowing that this technology would develop to control quite a different kind of pest.

The first product Bob Baxter developed was a device that emitted a sound calibrated to irritate birds. The bird machine was a low-pressure white-sound whistle. It was intended for use in warehouses, to keep the birds out. Because the sound the box made was on a frequency level inaudible to the human ear, it irritated only the birds and not anyone working in the warehouses. In addition, it also kept birds off the hangars where the B-52's were kept at the Wright Patterson Air Force Base. It was so effective that it is still being made today by a company called Bird-X in Chicago. They are also celebrating their 60th anniversary!

This bird device gave rise to another of Baxter's inventions, a rodent killer. By changing the frequency of the bird machine, Baxter developed a frequency range that could kill rats. Bill McNabney, Baxter's (and, thus, Sonitrol's) first employee, witnessed the use of this product firsthand: "We had large white rats that could be used for experiments, and one of my responsibilities was the cleaning of the rat cages. Once, I watched Bob activate the machine, and—BOOM—the rat dropped over dead."

Bob Baxter was not a man to rest on his laurels—once he completed the development of a technology, he moved immediately on to his next invention. After the rodent killer, Baxter developed a termite detector. The termite detector is where Sonitrol as it exists now really got its start. This device consisted of a headset and a probe.

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The device's operator would wear the headset and stick the probe into a piece of wood. It had a set of earphones and a small stainless-steel case. Because termites chew at a particular frequency, Baxter was able to calibrate the detector to pick up that frequency. This product, which was developed in 1962, is still used by Georgia's Forestry Department to determine which trees are infested.

The final product Bob Baxter invented before Sonitrol began its journey as a security system company was yet another audio-related product: an electronic stethoscope. According to McNabney, "You could place this device on someone's chest and the sound of the blood flowing was very clear. It was not a wildly successful product because doctors did not seem to be comfortable with the technology. Medical professionals knew how to interpret the sounds that came from the stethoscopes that were commonly used and did not know what to do with the more detailed information Baxter's stethoscope provided.

Around the time Baxter developed the electronic stethoscope, Al Cronk came to him with the idea to adjust the technologies Baxter had developed for use in security systems. Cronk had worked as a police officer for seventeen years, and in that time became frustrated with the security system industry. In all the time he had worked as a police officer, he'd never made an apprehension from a building with an activated alarm system. The signals were false most of the time, and if the alarm was valid, by the time he arrived at the scene the criminals were long gone.

As a result of this, Cronk had several ideas about how an alarm system needed to operate if it was going to be effective. It needed to be able to detect the break-in from any point, not just doors and windows. It needed to detect the break-in early, to allow police time to get to the scene before the criminals had departed. The alarm needed to be silent, so the intruders were unaware they had been detected and would not flee the scene before the police could arrive. Most importantly, the system needed to be able to eliminate false alarms.



Monitoring Station from the early 1960's

Cronk knew Baxter's reputation as an inventor and came to him in the hopes that Baxter would help them develop audio technology that functioned the way law enforcement needed it to function.

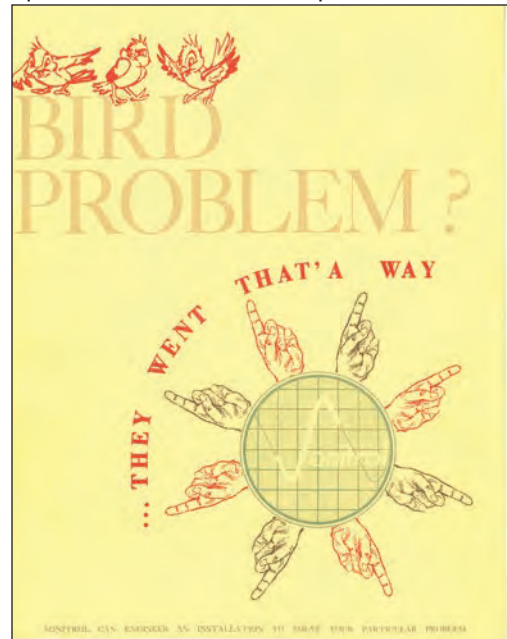
Baxter's ability to develop a security product to meet the standards of a police officer, using technology that originated with the police department, is the first example of the strong link Sonitrol has built and nurtured with local law enforcement across the country—something that is still an essential part of

SONITROL
 |||||60|||||
 YEARS
 PROTECTING WHAT MATTERS
 SINCE 1964

Sonitrol's culture.

It didn't take Baxter long to develop the first impact-activated, audio-verified security system. Bob Baxter incorporated his new business under the name Sonitrol Security, Inc. in 1964. The original Sonitrol technology consisted of a box with two D batteries and an amplifier. These first systems were made of as few as one or as many as sixteen audio sensors, a PS-1 power supply, and an M1-A monitor. The power supply and audio sensors would be installed at the customer's place of business, and these would be linked via a dedicated phone line to the M1-A monitor located in the central station.

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Original "Bird" Equipment from the 1960's



From an Experiment to a Business Venture

Once Bob Baxter and Al Cronk had established a working security system, they made some important business decisions together. The two had developed a great product but had nowhere to monitor the systems. They decided that Baxter would manufacture the product while Cronk worked to create a franchise network of new business owners who would sell, install, and monitor only Sonitrol products.

This decision allowed Sonitrol to exist as it does today, and Baxter and Cronk made it for a variety of reasons. First and foremost was Cronk's dissatisfaction with the alarm industry as it worked at that time. False alarms were frequent, and criminals were rarely, if ever, apprehended. Cronk didn't want to allow Sonitrol's new product to get into the hands of the existing alarm industry, because the industry functioned so poorly.

Additionally, the choice for Baxter to invent and Cronk to build the franchise network allowed both men to use their personal strengths to contribute in the best ways they could to Sonitrol's establishment and growth.

The franchise system was a popular way to start and grow a business in the 1960s and '70s, as it is today. Franchising allowed a wide variety of entrepreneurs to contribute to the growth of Sonitrol and create their own destiny at the same time. By using a franchise system, Cronk and Baxter created a community that worked together, and bonded through their common objectives. Recurring monthly revenue, or RMR, would be an essential part of the Sonitrol business model. A few years later, Cronk developed the Distributor concept where large areas were managed and sold by a Distributor and thus more people out selling franchises and alarms. The concept begins to grow wildly.

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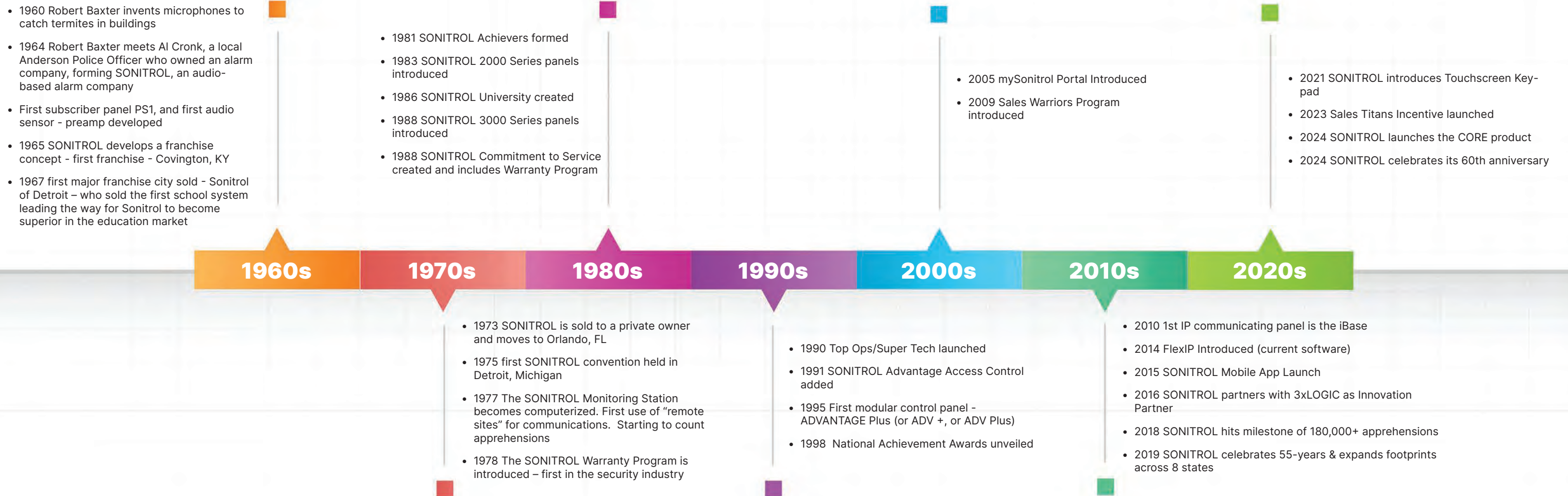
A Major Investor Surfaces

It was in these early days that Bob Baxter and Al Cronk were approached by a venture capitalist company called Inverness Capital. For a percentage of the company, Inverness contributed \$250,000 to boost the growth of Sonitrol. This infusion of capital allowed the company to expand into two new locations. Sonitrol had been housed in a former sawmill in Anderson. The company was able to move to a much larger location in Daleville, Indiana, as well as acquiring office space in Anderson. Daleville was used for research, development, and manufacturing, while the Anderson building was used for the sales, marketing, and accounting offices. As many years passed, even more capital was needed to maintain Bob and Al's dream. In 1974, Harry Flemming, President of Inverness Capital purchased Sonitrol and moved it to Orlando, Florida where a whole new history began! Sonitrol would grow and thrive, eventually

employing 300 people in its corporate offices. Offices in Orlando would be where all Sonitrol's products were manufactured, where its various training and incentive programs originated, and the site of Sonitrol's product research and development efforts. Over the many years since 1964, products have been developed as major technologies were developed. Sonitrol moved into the computerized age and has not looked back since!

As Sonitrol has grown over the years, many people, technology and ideas have come and gone, but the one critical "key" that will always remain is the concept of audio security. No company has been able to duplicate the culture or achieve the success founded by Bob Baxter and Al Cronk and nurtured by Harry Flemming and others. We give thanks to these heroes for their time in our life and the legacy they leave each of us to embrace.

From Termites to Touchscreens: Sonitrol History Timeline



First Employee of the Sonitrol Team

One can witness Cronk and Baxter's close ties to their local community, and their tendency to nurture and mentor those they encountered. Bill McNabney was the first team member hired by Baxter before any alarm technology had been developed. McNabney began working for Baxter in 1959, five years before Sonitrol's official inception. In high school at the time, McNabney worked two to three hours after school each day, cleaning up, sweeping floors, and doing any odd jobs Baxter might need completed. Even in those early years, McNabney describes his relationship with Baxter as more father-son than employer-employee. "I never missed a paycheck," McNabney says. "There were times Bob made sure I was paid before he paid himself."

McNabney continued to work for Baxter through college and beyond. In 1968, when McNabney was drafted into the U.S. Army, Baxter assured him he'd have a job when he returned. When McNabney finished his service and returned to Anderson in 1971, he purchased a new suit and a briefcase and showed up for his first day on the job.

"A lot had changed in those three-and-a-half years," says McNabney. In the time since he had left, Sonitrol had received the Inverness investment and moved from one building to two. A few new employees had joined the Sonitrol team in McNabney's absence.

While a brilliant inventor and a nurturing mentor, Baxter did not have much of a head for numbers or many of the other things that went into the practical side of running a business. McNabney functioned as a corrective agent for these tendencies as soon as he returned to his job at Sonitrol.

"When I arrived, Bob showed me to my office, which he had ready to go. This was a Monday. I inquired about what my responsibilities would be, and he said he didn't know just yet, but we would figure something out," McNabney said. Bill was soon made Secretary/Treasurer of the company! All the while doing anything and everything that Bob and Al needed to launch Sonitrol even further.

For years, Bill assisted in the growth of the Sonitrol franchise network. He diligently gave his time, advice, and assistance to anyone who needed it.



He was so proud of what Sonitrol was becoming across the United States that he developed a sales culture that is still known today as *"The Sonitrol Jazz."*

Bill McNabney went on to open his very own successful franchises in Fort Worth, Texas and Alexandria, Virginia. Bill currently manages the Sonitrol Warranty Program and owns and operates Sonitrol University, where he trains sales personnel in the way to successfully sell the Sonitrol concept. Bill has been steadfastly supported by his wife Nancy of 57 years. He will always remain an integral part of the legacy of Sonitrol. In this 60th anniversary year of Sonitrol in 2024, Bill continues to be a major influence and mentor to many franchise owners and employees across the United States.

Bill commented, "to this day, I do not believe the money I have earned is as rewarding as when a satisfied customer called me and thanked Sonitrol for protecting their business. For the many lifelong friends that I have made over the years, you really are Sonitrol family! For the many Salespeople I have worked with – I hope I have influenced you in a positive way. I am very proud to be a part of Sonitrol."

SONITROL

60 YEARS
PROTECTING WHAT MATTERS
SINCE 1964

MARCH 2024

Congratulations!

To the SONITROL Dealers and Employees,

It is with great honor and admiration that we congratulate you on representing the SONITROL brand that has reached the 60 years milestone. The legacy and value of the brand is a true testament to your dedication in providing our clients with the best in verified electronic security. Together we will continue to innovate new solutions and value to the market to ensure that SONITROL remains the premium brand in security for many more years to come.

While we have a unique product solution, SONITROL is more than a brand or a product. It is the people behind it that have made it what it is today. It's the owners and their families who took a chance, worked long hours, and sacrificed to create a successful business. It's the operators who work 24/7 to ensure that each of our clients have peace of mind when they lock their doors each night. It's the technicians and sales consultants who interact with clients each day to design and install quality systems that meet their individual and growing needs. It's the local touch and relationship with law enforcement that help bring priority when responding to our verified alarms. SONITROL was built by people and passion! All of us at SONITROL Corporate are humbled to be a part of this excited new chapter in our long history book.

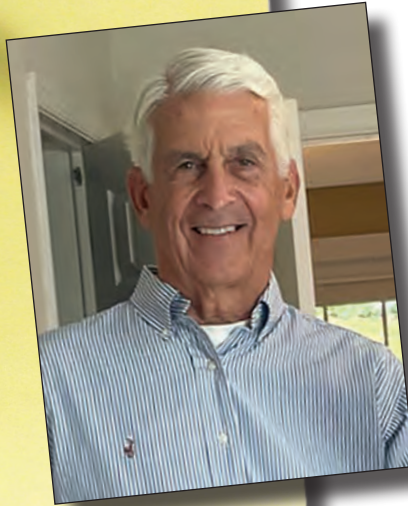
**Thank you for making SONITROL what it is today.
Cheers to 60 Years!**

**Sincerely,
Julie Beach and the SONITROL Corporate Team**

Sonitrol Moves Into “Corporate” Life

The Next Phase of SONITROL

Congratulations to Sonitrol on its 60th birthday. I couldn't stop at a "note" so I tried to keep it to a couple of pages.
- Chris Cobb



McChesney. Later both John McChesney and John Hanes became the major investors backing Ron Files in his highly successful Sonitrol franchises in Sacramento and Newport Beach, CA. Another investment was our real estate company (Old Port Development Corporation) run by Jeff Knight. Jeff later became the General Manager of Sonitrol of Greater Washington backed by Bill McNabney and his Fort Worth investor group. In retrospect, I guess most of our Old Port team bought into Harry's Sonitrol dream.

After my first month with Old Port, I was anxious to get out and meet some of Sonitrol's key players. Jeff Knight and I made on-site visits starting with the Orlando operations facility where Bill Garrity (owner of Sonitrol of Indianapolis) was about to be appointed

General Manager. The Orlando location housed Sonitrol's manufacturing, purchasing, sales, research & development, training, distribution, accounting, data processing and administrative groups. There we met many talented people including Lee Hobson, Jeff Whirley, Mary Haley, Fred Rollins, Bruce Winner and many others.

It was clear this Orlando team was facing major fundamental challenges. First among them was updating Sonitrol's outdated manufacturing processes and redesigning Sonitrol's electro-mechanical product lines into modern interactive, microprocessor-based systems. These technology conversions would require extensive beta testing in the field by independent Sonitrol dealers before operational roll-out. Over the next three years this process would test every fiber of Sonitrol's corporate, distributor and dealer structure. Ultimately Sonitrol proved it could pass this “network stress test” and many equally challenging tests in its future.

Jeff Knight and I then went on to the Fort Worth and Houston Sonitrol dealerships owned by Bill McNabney and George Hinsley respectively. Both of these franchises exhibited strong sales and account growth. In Fort Worth, Bill gave us a thorough tour of his central station, sent us on our first sales calls and installation appointments, and introduced us to all of his people. (As an aside, one was a young technician named Ray Gilley who would later become my right-hand man responsible for managing all of Sonitrol Corporation's internally owned and operated dealerships). In stark contrast, George Hinsley gave us a quick tour of his Houston central station, sat us down for a few beers and attempted to renegotiate all of his product pricing and central station equipment lease

I joined the Sonitrol team during the “middle third” of its first sixty years - from 1982 to 2003. My story was like many others who came to believe in our incredible Sonitrol brand. In 1982 I was a manager with Ernst & Young, responsible for a client named Old Port Company. Run by a dynamic CEO named Harry Flemming and backed by investor and chairman, John Hanes. Old Port owned investments in fifty-seven (57) different companies ranging from computer software to cable television to medical technology to real estate development.

By far Harry's favorite investment was a security company known as “Sonitrol”. Sonitrol's two great founders, Bob Baxter and Al Cronk, had passed leaving the company in Old Port's control as majority shareholder. Even though Sonitrol was marginally profitable and in need of major refinancing, the company showed great promise. Harry saw immense potential in its technological advantage using its more reliable and intelligent audio approach. And by leveraging a capital-efficient, entrepreneur-based franchise business model, he argued that Sonitrol's then-current value was in excess of \$7M. At more than 100 times its then-current earnings I thought he was somewhere between ridiculously optimistic and downright crazy.

Six months later, in September of 1982, I left Ernst & Young to join Old Port. The decision was made to sell fifty-two (52) of Old Port's investments. Of the five companies we kept, one was Sonitrol to which Harry (as Chairman and CEO) and I dedicated substantially all of our time. Another was a medical technology company (IMC) founded by then Sonitrol Board member, John

buyout options. The two visits were highly educational and entertaining. As importantly, they opened our eyes to the passion, personality and differing entrepreneurial styles of Sonitrol's growing independent dealer network.

Later in the spring of 1983, I attended my first Distributors' meeting in Orlando. Talk about passion and dynamic personalities. There we met the Shivers', the MacDonnells', the Nicolinos', the O'Hara's, the Rama's. These family businesses were responsible for many of Sonitrol's early franchise success stories. After road testing the formula for success in start-up dealerships, the distributors were the key players in recruiting and mentoring a growing number of new dealers. The intensity of the distributor meeting discussions was palpable on a wide variety of topics - from standards, to products, to pricing, to performance. For me the meeting served as a microcosm of Sonitrol. It illustrated the balance of cooperative power necessary between dealers, distributors, and Sonitrol Corporation (the franchisor) to achieve their common goals.

From this six-month whirlwind tour of the Sonitrol organization, I came to believe not only in its unique technological advantage but more importantly in the inspiration, creativity, and capability of its people. It was obvious there was a healthy, omnipresent “dynamic tension” in the franchisor-distributor-dealer relationship. This relationship produced an unending spectrum of

ideas on how to capitalize on our mutual opportunities. At times we argued, at times we fought. But in the end, we were all in it together and we all cared deeply about succeeding behind our Sonitrol brand creating an unstoppable force in the security industry.

Today, twenty years removed from my time there, I am eternally grateful that I spent more than half of my professional career at Sonitrol. I served as President and CEO of Sonitrol Corporation from 1993 to 2003 and had the privilege and honor to work closely with the independent dealer and distributor network in addition to our corporate team of 600 professionals.

I am particularly proud of the work the SNDA has done in keeping our Sonitrol mission and standards alive. Kudos to all of the independently owned dealers who have continued to build their great businesses both within and outside of the Sonitrol brand. Despite eight changes of ownership control in the Sonitrol corporate franchisor since its inception, the heart and soul of the Sonitrol brand remains strong and competitive within the SNDA membership.

It is with tremendous joy and appreciation that I congratulate the entire Sonitrol network on celebrating its 60th birthday!

All the Best,
Chris Cobb

Congratulations!

EMPLOYEES OF THE YEAR 2024

Chris Jones
Sonitrol of
Southern Nevada

Keith Naskrent
Kimberlite

Eric Wren
Sonitrol of
Louisville

Dean Packard
Sonitrol Pacific -
Portland

Kelly Grossi
Sonitrol of Central
New Jersey

Earlene Earl
Sonitrol of
Southern Nevada

Jacob Heidel
Sonitrol Great
Lakes

Jesse Jones
Sonitrol Security of
Delaware Valley





60 Years of Excellence

Sonitrol Employees Achieve Greatness

The Sonitrol National Achievement Award contest began in the early 1980's with the goal to find the brightest employees nationwide in the Sonitrol network. Each year the National Achievement Award contest is held for award winners to be recognized at the following Sonitrol National Dealers Association Conference. An impressive 129 participants joined the competition this year the spirit of education, acknowledgment and honor. The award recipients for the year 2024 are:

Administrative/Support

Shining Star

- Kimberly Walters - Lexington
- Jason Grey - Syracuse
- LaChandra Holt - Las Vegas
- Amanda Richards - Syracuse

Top Award Winners

- Sarah Branco - Hartford
- Ashley Beavers - Tallahassee
- Erin Webb - Fresno
- Kevin Knust - Evansville
- Wendy Gethicker - Great Lakes

Technician

Shining Star

- Manuel Banuelos - Fresno
- Wladimir Maignan - Tallahassee

Top Trainer

- Daniel Landeros - Bakersfield
- Ken Driscoll - Silicon Valley

Top Award Winners

- Martin Beshears - Sacramento
- Dave Raymond - Great Lakes
- Vitaliy Rusev - Sonitrol Pacific - Tacoma
- Eric Thomas - Fresno

Elite Technician

- Joe Fisher - Charlotte

Operator

Shining Star

- Justin Tallman - Dayton
- Antonio LaMedola - Syracuse

Top Trainer

- Laura Reyes - Fresno

Top Award Winners

- Aubrey Ingram - Great Lakes
- Nate Ruland - Fresno
- Haley Ostrom - Great Lakes
- Franchella Trammell - Tallahassee

Commitment to Service

- Dean Packard - Sonitrol Pacific - Portland
- Stephanie Turner - Charlotte
- Erin Settlemeyer - Sonitrol Pacific - Tacoma

Spirit of Excellence

- Flavia Schaefer - Evansville
- Vanessa Driscoll - Silicon Valley
- Stephany Ripley - Sonitrol Pacific - Everett
- Jessica Howard - Dayton



The entire network congratulates these winners as they truly are "The Best of the Best!"

Congratulations!

to our Sonitrol Sales Titans Award Winners

ATLAS

- 1 Shawn Benefiel - Portland
- 2 Skip Hutson - SW Ohio
- 3 Patrick Wells - Tacoma
- 4 Keith Kuhlmann - Orange County
- 5 Tom Gaudio - Sacramento
- 6 Jesse Moran - Orange County
- 7 Jennifer Bartels - Portland
- 8 Adrian Saetes - Sacramento
- 9 Kathleen O'Connor - SW Ohio
- 10 Josh Hills - Seattle

ZEUS

- 1 Skip Hutson - SW Ohio
- 2 Tom Gagliard - Hartford
- 3 Josh Hills - Seattle
- 4 Shawn Benefiel - Portland
- 5 Jesse Moran - Orange County
- 6 Sherri Wright - Evansville
- 7 Kristin Chelucci - Charlotte
- 8 Patrick Wells - Tacoma
- 9 William Uradzionaek - Boise
- 10 Kathleen O'Connor - SW Ohio

LETO

- 1 Skip Hutson - SW Ohio
- 2 Keith Kuhlmann - Orange County
- 3 Chris Goff - Hartford
- 4 Kathleen O'Connor - SW Ohio
- 5 Bryan Bensel - Central NJ
- 6 Jesse Moran - Orange County
- 7 Adrian Saetes - Sacramento
- 8 Tom Gaudio - Sacramento
- 9 Shawn Benefiel - Portland
- 10 Kristin Chelucci - Charlotte

THEMUS

- 1 Shawn Benefiel - Portland
- 2 Skip Hutson - SW Ohio
- 3 Tom Gaudio - Sacramento
- 4 Patrick Wells - Tacoma
- 5 Kristin Chelucci - Charlotte
- 6 Kathleen O'Connor - SW Ohio
- 7 Adrian Saetes - Sacramento
- 8 Ashley Traeye - Great Lakes
- 9 Shonte Crafts - Great Lakes
- 10 Sherri Wright - Evansville



The Sales Titans program is a contest to recognize and reward the top sales personnel in the Sonitrol network. The individuals recognized in the Cronus category are treated to a Sales Titan Incentive Trip. In April 2024, they will be celebrated in Exuma, Bahamas. The top three finishers in the Atlas and Zeus categories and the top two finishers in the Leto and Themus categories earned their place on the trip. Congratulations to these sales superstars!

CRONUS

- 1 Shawn Benefiel - Portland
- 2 Skip Hutson - SW Ohio
- 3 Patrick Wells - Tacoma
- 4 Tom Gaudio - Sacramento
- 5 Josh Hills - Seattle
- 6 Jesse Moran - Orange County
- 7 Keith Kuhlmann - Orange County
- 8 Chris Goff - Hartford
- 9 Tom Gaudio - Sacramento
- 10 Kristin Chelucci - Charlotte

ULTIMATE TITAN

- 1 Skip Hutson - SW Ohio
- 2 Shawn Benefiel - Portland
- 3 Kathleen O'Connor - SW Ohio
- 4 Tom Gaudio - Sacramento
- 5 Kristin Chelucci - Charlotte
- 6 Patrick Wells - Tacoma
- 7 Jesse Moran - Orange County
- 8 Adrian Saetes - Sacramento
- 9 Keith Kuhlmann - Orange County
- 10 Sherri Wright - Evansville

Congratulations
SONITROL[®]
VERIFIED ELECTRONIC SECURITY

FOR 60 YEARS!

FROM YOUR FRIENDS AT



SDM Top 100 Sing the Sonitrol Jazz

Every year the SDM releases a top 100 rankings of security companies across the United States. A quick glance down the list and it's easy to see Sonitrol Dealerships shine. The juggernauts of the industry dominate the top 25 places but as soon as you hit ranking 26, Sonitrol Pacific, Sonitrol dealers are proudly represented.

Congratulations to the dealers who have made it into the top 100 for 2023!

- | | | | |
|----|--|----|--------------------------------------|
| 26 | Sonitrol Pacific | 41 | Sonitrol of Tallahassee/Redwirex |
| 28 | Kimberlite - Sonitrol | 42 | Sonitrol Great Lakes |
| 30 | Sonitrol New England | 67 | Sonitrol Security Services/Charlotte |
| 31 | Sonitrol of Sacramento & Orange County | 78 | Sonitrol Evansville Inc |
| 32 | Sonitrol of Lexington/Bates Security | 85 | Sonitrol Delaware Valley |
| 35 | Sonitrol SW Ohio | | |

While each individual Dealer should be proud of their ranking, Sonitrol as a dealership network if their top 100 totals were combined would rank 12 overall in Annual Revenue, bringing in an impressive over 162 million dollars! The Sonitrol dealership network is a strong force in the security industry and it's proven year after year in the top 100 rankings.

**CONGRATULATIONS
ON 60 YEARS**

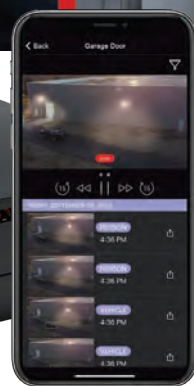

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Law Enforcement's Partner in Crime: Sonitrol Operators

Just imagine what 189,000 people lined up would look like – that is how many criminals our Sonitrol Operators have taken off the street. Sonitrol Operators live their motto, "We Catch 'Em!" (maybe some image of a bunch of criminals lined up or a bunch of prisoners in striped outfits??)

Oh my, what they have heard over the years! Sonitrol Operators hear the best and the worst of the world through their 24 hour monitoring of customer accounts. Some audio is happy, some audio sad. On the hard days, Operators hear heartbreaking audio with people being robbed, beaten up, shot, raped or crying out for help. The best of days Operators hear happy audio of a child being reconnected with a parent, a scared customer who is relieved when the police arrive and children laughing in a school.

While they often don't come in wearing capes, our Sonitrol Operators are the heroes to their partners in law enforcement. The information provided to our law enforcement partners is second to none. Our Sonitrol Operators stay resilient while listening for exact details they will provide to police. Sonitrol Operators undergo extensive training to be able to distinguish threatening audio within the symphony of audio from the accounts they are monitoring. This expertise provides enormous safety to responding Officers proving them live audio updates. For sixty years law enforcement has thanked Sonitrol for being a part of their team in catching criminals.

Operators may be behind the scenes but are the human element that makes the security industry so rewarding. Sonitrol Operators work midnight shifts, holidays and weekends without complaint. Operators are a team of professionals that work hard to ensure their customers are safe and their buildings protected.

The swift action of Sonitrol Operators has saved many lives and countless dollars in property over sixty years. We can't thank Sonitrol Operators enough for being true professionals who we recognize and are grateful for!

The Sonitrol Family Thanks our Sonitrol Operators!



How A Typical Sonitrol Franchise Launched *in the early years*

Sonitrol of New England

A Curtiss Family History

In the spring of 1970, the night before his graduation from Williams College, Doug Curtiss had a chance encounter with his roommate's father who pulled out a tape recorder and played Doug the now infamous 'We're caught, Roger!' audio recording of a break-in. Russ MacDonnell Sr, who would eventually become Doug's mentor and franchise partner as a distributor, offered him a summer job helping to open a new security systems business in Stamford, Connecticut called Sonitrol. This summer job turned into an opportunity for Doug to learn the security business from the ground up, first as a management trainee in technical, sales, and central station operations and later as general manager of Sonitrol's Norwalk office.

Two years after working at Sonitrol in Norwalk, at the age of twenty-four, Doug decided it was time to strike out on his own and he purchased his own franchise in 1972. Sonitrol Security Systems of Hartford, Inc was born. Bushnell Plaza, a residential apartment building, would become the location of Sonitrol of Hartford's flagship office when Doug, looking for an apartment himself, discovered that the building was located right near the phone company and that the building's leasing office had dedicated phone lines – everything he needed for a central station! Doug convinced the building manager to allow him to run 1,200 pair phone cables through the garage into the apartment building and turn the building's one bedroom leasing office into Sonitrol of Hartford's new central station and office space. The next step was to hire three central station operators to monitor accounts while Doug went on police ride-alongs and sales calls, playing the same 'We're Caught Roger!' recording that Russ MacDonnell Sr had first played for him the night before graduation – a recording that Doug has played for thousands of customers over the years. In Fact, Doug still has 'We're Caught Roger!' on his phone and loves to play it for customers to this day.

By 1978, the company had grown to over twenty employees; it was time to upgrade to a real office space, in a real office building, at 100 Constitution Plaza in the heart of downtown Hartford. This space, while lacking windows, had lots of square footage, and was equipped with an old bank vault - perfect for a full UL Listed central station. This is where Sonitrol of Hartford would remain for the next twenty-seven years and continue to see growth with the fold in of Les Smith's Sonitrol New Britain franchise in 1985, Jeff Lyman's Sonitrol Springfield in 1988 and Bob Lee's Sonitrol of Rhode Island in 2003. Now rebranded as Sonitrol New England, the company is headquartered in Rocky Hill, Connecticut with additional offices in Massachusetts and Rhode Island, has close to twenty-five thousand customers and over one hundred employees, many tenured with the company for more than forty years.

When asked about the Sonitrol family, Doug emphasizes the importance and strength of the franchise model, "The advantage of being part of a franchise network like the Sonitrol National Dealer Association (SNDA) has always been the focus on the unified messaging of audio verification and false alarm reduction and our support for one another. Russ MacDonnell Sr., Rex Shiver, Steve Rama, Nick and Barb Nicolino, and Bill McNabney were my mentors, their experience and guidance was invaluable to me in the early years as I built my franchise.

Because of the nature and structure of the dealer network, franchises have never had to compete against one another. In my 50 plus years in business, I have not run across any group like Sonitrol. We have tried and failed and tried again. We have grown up and found success together. We are Family. For all those mentors and my fellow Dealers along the way, I am grateful."

Like many other Sonitrol franchises, Sonitrol New England is now a second-generation family business with Doug's three children Sierra, Alexandra and James joining the company in 2005, 2015 and 2016 respectively.

After college, Sierra worked in politics in Washington, DC before moving back to Connecticut and joining the family business in 2005. Sierra has worn multiple hats over the years including Installation Manager, Marketing and currently as Director of Communications. Steve Spott, Sierra's husband, joined the business in 2009 as the company's Chief Technology Officer making this even more of a family operation. Alexandra returned to the company in 2015, first building a new sales and marketing team and then helping with every part of the business over time. In 2016, James moved back to Connecticut and joined the family business, working first in residential sales and then as a Senior Security Consultant in commercial sales.

Earlier this fall, in what was undoubtedly a proud moment, Doug passed the reins and announced that Alexandra will be leading the company's next chapter as President of Sonitrol New England and its sister company Alarm New England. Alexandra comes to the position after many years of running the company's day-to-day in partnership with her father. Prior to joining the company, Alexandra had a long and successful career in sales beginning at Sonitrol's Rhode Island office as a security consultant right out of college, before branching out to work in Boston's tech space for 8 years before returning. The company continues to flourish having implemented an operating system called EOS, growing through acquisition and organically, and engaging in many initiatives to improve the efficiency of field operations and those focused on reducing attrition.

Pacific Northwest Thrives

The long rich history of Sonitrol in the Pacific Northwest began in the mid-1960s. Rune Gorenson and Archie Taft were the original Distributors for the region and owned Sonitrol Northwest in Seattle. Through the 60's, 70's and early 80's the growth of independent dealers was rampant.

At one time during this period there were 12 independent dealers in Everett, Seattle, Bellevue, Tacoma, Yakima, Spokane, Longview and Vancouver Washington as well as Portland, Salem, Eugene, and Medford,. Oregon.

Today through many changes and acquisitions two independent dealers oversee the majority of the Pacific Northwest with Corporation managing the remainder of the region. Beau Bradley is the founder and Chairman of Sound Security, Inc, which does business as Sonitrol Pacific with dealerships in Everett, Seattle, Tacoma, Portland and Boise, ID. Tracy Jones leads Sonitrol Cascades in Bend, OR as well as Sonitrol of Hawaii and Sonitrol of San Bernardino, CA.

Beau's first exposure to Sonitrol was in 1977 when his father, Alan Bradley, told him about this exciting company with unique technology which he felt Beau would embrace. Alan Bradley was first exposed to Sonitrol as an early-day Venture Capitalist who had brokered a deal to finance Rune and Archie during their early days of Sonitrol. Beau was intrigued and went to work as an installer for Sonitrol Northwest, then as a Customer Service Representative, then as a Sales Consultant. Having quickly learned the business, Beau saw the opportunity and purchased the franchise rights to Everett, WA and its 13 accounts in 1978. He immediately opened a Central Station, feeling it was vital to the successful operation of the business, and went about building the company.

In 1982, Beau bought an existing dealership in Portland then added Boise, Seattle, and Tacoma into the mix. Sonitrol Pacific is now the largest independent Sonitrol dealer and one of the largest independently owned companies in the security business in the Pacific Northwest.

Beau has always viewed his team members as family as is evidenced by the more than 30 employees that have been with him for over 15 years of this journey. He has always enjoyed creating opportunities for the growth of his team and looks forward to seeing them grow in the future.

Tracy Jones also began his Sonitrol career in 1977 as a 15-year-old High School freshman, laying conduit underground for the Central Station that was being built in Eugene, OR. Tracy's Dad, Gary Jones, had purchased Sonitrol of Eugene in 1973 from Gary Timm, who originally started the dealership in 1969. Tracy's Uncle Nate Jones was also in the business, purchasing the Salem dealership in 1976.

After graduating from the University of Oregon, Tracy began his full-time career with Sonitrol in 1984. In 1988, Tracy bought his Dad's Sonitrol dealership in Eugene. In 1994, Nate Jones sold the accounts of Sonitrol of Salem to Protection One and Tracy acquired the franchise territory from his uncle. In 1995, Tracy bought Sonitrol

of Medford from Rob Duncan. Tracy sold his franchises to Stanley in 2009 then decided to get back into the Sonitrol network in 2014 by acquiring Hawaii, Bend and San Bernardino. He currently has family in the business and looks forward to watching them grow in Sonitrol.

Through his Vyantet business, Tracy says, "The culture of Sonitrol is very different; returning to that culture has been a lot of fun and keeps me going."

The Sonitrol family is alive and well in the Pacific Northwest!



IMPROVING SCHOOL SECURITY WITH PASS



Partnership Alliance of Safer Schools (PASS) is an organization that brings together expertise from the education, public safety and industry communities to develop and support a coordinated approach to making effective use of proven security practices specific to K-12 environments and informed decisions on security investments.

Join Chuck Wilson and Max Schachter as they present the significant role PASS is playing in helping you understand how to obtain funding and how to design the best school safety programs. Be a part of SONITROL's Annual Convention General Session and then move to a specific breakout for local Officials only.

Meet Max
Max Schachter is a national school safety advocate. His son Alex is one of the 17 victims murdered in the Parkland school shooting on Valentine's Day 2018. Max is the founder and executive director of Safe Schools for Alex 501(c)(3). Their mission is to provide safety best practices and resources to students, parents, school districts and law enforcement so that all children can learn in a safe environment.

Since the heartbreaking day that changed Max's life forever, he has been advocating for policy change at the highest levels of the United States government. He has worked alongside members of congress, leaders of all major federal agencies, and Presidents of the United States to make schools safer.

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FRIDAY, MARCH 15, 2024

8:30 - 11:00 AM



Max Schachter
Speaker

RSVP BY MARCH 1:
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407-595-1950

SONITROL is a proud sponsor of PASS.

Join Us In A Chance To Win A Special Bottle of

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This amazing Bourbon is being donated to the Sonitrol National Dealers Association by Ken Krapf and Sonitrol of Louisville!!

Those of you who know Bourbon know this is a rare spirit and very hard to find. It is a collector's item.

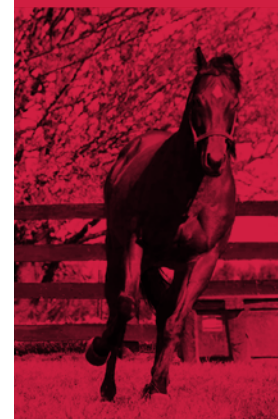
The approximate value is **\$2,000.**

RAFFLE TICKETS

ONE TICKET	THREE TICKETS	SEVEN TICKETS
\$20	\$50	\$100

Drawing to be held Saturday evening.

ALL proceeds will be donated to the **Louisville Metro Police Foundation** an independent non-profit organization supporting Louisville Police Officers.



Supports
"Old Friends Farm"



Sonitrol Supports "Old Friends Farm" for their 2024 Charity Fundraiser

This amazing charity, Old Friends Farm, is based near Lexington, Kentucky. Their mission is to provide a home for retired thoroughbred racehorses to live their final years with compassion and care. Retired Police horses are also welcome to live here! President John Nicholson will present at our General Session and share with us how this non-profit operates, and the amazing charity work they perform. And along the way, teach us how the human spirit can help these beautiful animals who often are left to die or slaughtered for dog food. It takes a lot of funding to keep these beautiful horses, for feed, shelter, and veterinary care.

A 50/50 raffle will be held at the 60th Anniversary Sonitrol convention. Tickets will be sold Thursday through Saturday afternoons. The winner will be drawn on Saturday evening at the banquet. All donations will be split with the winner who will take home 50 percent of the donations, and Old Friends Farm will receive 50 percent. Check out the donation table at the SNDA Registration area. A beautiful horse calendar will be offered for a minimum twenty-dollar donation.

TICKETS:

- One for \$5.00
- Five for \$20.00
- Fifteen for \$50.00

Come support this wonderful cause! See you in Louisville!



CONGRATULATIONS

ON 60 YEARS

We extend our warmest congratulations to Sonitrol on their 60th anniversary! It has been an honor for Astute to be part of the Sonitrol family, providing accounting guidance, software support and reporting solutions. We thank you for your dedication to excellence and for trusting us to be part of your success!

ABOUT

At Astute Financial, we want to help security companies achieve their business best. We exist to provide practical technology and powerful solutions. We thrive on building relationships and taking care of our clients' needs.

SERVICES

Our focus is to provide service and support for companies that need effective accounting and business management solutions. Astute Financial's reporting and consulting services are industry-specific and will give you everything you need to boost your company to the next level.

PRODUCTS

We provide a full library of reporting, from high-level overviews to detailed analyses. Astute Reports are developed with Vivid CPM and Flex, featuring tight integration with Microsoft Excel for robust financial and operational reporting.

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The Astute Way

Discovery - We take time to understand your company's objectives and requirements.

Getting Started - We help you make informative decisions about GL structure, labor costing, and other important system and accounting matters.

Configuration - We take the lead in setting up or fine-tuning your accounting and reporting systems to ensure objectives identified in discovery and planning are met.

Good Practices - We work with you to implement proven operating and back-office practices.

Accounting Assistance - We offer informed guidance and support to your accounting staff.

Reporting - We deliver insightful and practical reporting solutions across your organization.

Review - We support management's regular review of business results with comprehensive, actionable reporting and consultative services.

All In The Family

A Sonitrol Legacy

Family-owned businesses are the backbone of the American economy. They account for sixty-four percent of U.S. gross domestic product, generate sixty-two percent of the country's employment and account for seventy-eight percent of all new job creation. Sonitrol has been a long-time supporter of family business ventures.

Family businesses often have a keen sense of commitment and loyalty among family members, leading to a shared vision and values that guide their decisions. Commitment and unified leadership, stability, trust, and vision are some of the dynamics that make a family business so strong. Sonitrol has been privileged with many family operated franchises. We are honored to highlight a few!

Sonitrol of Great Lakes

Leo and Mike Wanstreet have been working together since 1990. Mike first came into the business working in the installation department over summers and occasional weekends while attending Michigan State University. After declaring a major in accounting, he began working in the accounting department on summer breaks. After graduation, Mike joined the company full time as Controller. He was promoted to CFO in 1999 and was later promoted to President in December 2010. A true father and son business!

Sonitrol of Evansville

A long-term Sonitrol family affair started in 1969 by Dr. William Standing. "Doc" was introduced to Sonitrol by his first cousin, founder Bob Baxter, along with Bob's brother-in-law, Lee Hobson. Doc, who already had an established career as a successful dentist, was impressed with the audio technology and opened Sonitrol of Evansville. In the early days, Doc staffed his alarm company with part-time salespeople and part-time installers. He worked weekdays as a dentist and evenings and weekends at his Sonitrol franchise.

Sonitrol of Evansville grew over the years, and while Doc continued to tend to Sonitrol, his son, also a dentist, Dr. Mark Standing, helped oversee the franchise in his spare time. The two acquired Sonitrol of Muncie and began monitoring accounts for other dealers from their Certified UL Central Station, located at their Evansville franchise.

In the meantime, Doc's grandson and Mark's son, Sam Standing, worked his way up from installer to sales representative before becoming general manager and ultimately Evansville's owner. Doc's legacy lives on today as Sam continues to grow the company, with his newest

addition, Sonitrol of Polk County, located in Lakeland, Florida. Doc laid the foundation for a family business that will continue for generations.

Sonitrol of Charleston

The legend that helped Sonitrol get on the map – Steve Rama – began as a part owner in Sonitrol of Detroit. He saw such potential in the business that he became one of the original Sonitrol Distributors in the Southeast. His role was to sell and assist in the opening of new franchises. As well, Steve quickly built the Tampa and St. Petersburg franchises to one of the largest in the country.

His sons, John and Alan began working in the business as teenagers. Like most, they started in the installation and service department and then moved into sales. And then into General Management.

The brothers eventually wanted to open their own franchise in 1978 and relocated to open Sonitrol of Charleston. Their first customer was, like many franchises, the Charleston County School District.

After a long career in Sonitrol, Steve and his wife retired in Charleston to be near their family. Alan and John continue to operate their Sonitrol business within Charleston and expanded territories.

Sonitrol of Lexington

The Bates team created a true family business. Sonny Bates began his career as a Police Officer in Dallas, Texas under a legend, Mr. Dick Cronk, brother of one the Sonitrol founders, Al Cronk.

Sonny quickly realized the value of Sonitrol and worked his way up to general manager at Sonitrol of Dallas and his wife, Pat Bates, also became a Sonitrol salesperson in the Dallas franchise. With the opportunity to buy the Sonitrol of Lexington franchise in 1984, Sonny and Pat jumped at it!

They moved their family to Kentucky and the Bates family hasn't looked back. Building on the original Lexington franchise started in 1969 by Harry and Anne Miller, Sonny and Pat built a thriving Sonitrol business. Their two sons Jeremy and Bryan entered the business full-time in the early 90's and are now running the business and driving it's growth along with their team.

The brothers have worked hard to ensure their business is contemporary and current in the industry. They strived to assemble a dedicated team to help them reach their

goals. The Bates family is truly recognized as a leader in the security industry.

The business passion is Building a Great Company while Enabling Personal Success which is quite evident when you see all the great team members that are part of this Company and all they have achieved in taking care of their customers and building the company.

Sonitrol of Silicon Valley

Back in 1976, Dave and Sandy Oswalt founded what was then Sonitrol of San Jose, despite some skepticism from their friend and banker, Paul Shumate. Fast forward to 1984, the bay area was booming and so was the franchise. The Oswalt's persuaded Mr. Shumate to come from Oregon to be their GM, and as several stars aligned, PWS bought the San Jose and San Mateo (Dick Etchison) franchises in 1986. His daughter, Kari began working in the late 1980s to work in the accounting department and is currently the COO. His son Dan, moved to Utah in 2004, as the three of them partnered after the purchase of Sonitrol of Utah. Dan is currently the President/CEO, while PWS holds the prestigious title of Chairman/CFO.

Sonitrol of Southwest Ohio

To know Sonitrol of SW Ohio, you must know Rex Shiver. Born in Miami, Florida, he attended University of Miami on a football Scholarship then was drafted to the Los Angeles Rams and played for six years. Eventually he met one of the original owners, Stan Millman, and that led him to his Sonitrol career in 1971.

He came to own six dealerships- Sonitrol of Cincinnati, Dayton, Columbus, Springfield, and Richmond Indiana. As one of the original 11 distributors he sold franchises throughout Ohio and Kentucky. The Shiver/Sonitrol evolution had begun.

After the retirement of Rex Shiver in 1991, the sole ownership and operation of the company was handed over to his oldest son Chip Shiver. Chip continues today fulfilling his father's dreams in a second-generation role while establishing the third generation of the Shiver family.

In addition, Chip has developed second and third-generation employees. Along with the acquisitions of many other companies through the years. As Chip has said many times, "the Shiver's have not made this journey alone, our success was greatly made possible because of the many mentors in the generations of the Sonitrol family".

Sonitrol of SW Ohio is truly a family business. Not just in management but in our workforce too! Who better to keep your business, home, and family secure than a family-run business? Today Sonitrol has over 7000 customers and is listed as one of the top 100 security companies in the industry and is still growing.

Since the founding of the company our mission has been, "Building lifetime relationships by exceeding expectations with customers, employees, and vendors". That is a promise we live up to every day!

Sonitrol of Anderson

Rip Payne was a navy recruiter in the late 1960's. When he would recruit someone, he did a background check with the local police department. That is how he met Al Cronk. Al eventually needed someone to run the Lansing Michigan franchise. Rip and Dottie Payne purchased Lansing in 1969 where they grew the business to over seven hundred accounts.

Rip continued to work with Al Cronk for many years. Al decided to retire and sell the distributorship to the Payne's. Unfortunately, Al passed away. Subsequently Payne's bought his Anderson franchise in 1983.

Son, Scott Payne's, first job at Sonitrol was washing Al's Cadillac. Through high school, he worked running wires and learning about the Sonitrol Jazz.

Scott and Lynn Payne married and have now worked at Sonitrol of Anderson for 40 years. They are incredibly grateful for Rip's decision to become involved with Sonitrol and what it has been able to provide for the entire family.

Sonitrol of South Central Ontario

In November 1999 Ed and Kathy Bodbyl with their three teenage boys, Graeme, Colin, and Kevin arrived as new immigrants in Canada. They had no friends, no relatives, and no jobs in Canada. Having cashed in everything they had in South Africa and paid the taxes; they had enough money to survive for six months and to put down a minimum deposit on a small house.

It did not take long for Ed and Kathy to find work – Kathy as a QC Manager for an electronics company (which would come in very useful in due course) and Ed as a Business Analyst for a consulting firm in Boston.

In early 2001 Dave Jones and Paul Nickel contracted the consulting firm to assist with a detailed business analysis and Ed was assigned. Ed recalls his first meeting with the Partners in their Board Room in Buffalo. Paul did a full Demo, complete with flip chart and break-in tapes!

After doing an in-depth analysis of their operations they offered him a position as General Manager for Sonitrol of Toronto in 2001. With the benefit of understanding all aspects of their business, having started with the financial and operational analysis and subsequently having responsibility for these operations, including the

Central Station, Ed purchased a Franchise and formally started Sonitrol of South Central Ontario (SSCO) on January 1, 2004, with their former Technical Manager as my partner. We were now formally part of the Sonitrol Family!

It didn't take long to start selling their first systems and son Colin joined the business as an installation technician. By late 2005 he was Installation Manager overseeing six technicians whilst taking care of service himself. In 2009 SSCO became 100% family owned. Graeme came into the business as a Consultant and Kathy took responsibility for purchasing.

Several years later Colin left to pursue different interests but remains in the industry as a corporate executive for a large international security company in Canada. On January this year the family celebrated their 20th anniversary with a staff of fifteen.

Sonitrol of Bridgeport

In 1973, founder Dennis F. Hickey started the local franchise in downtown Bridgeport Connecticut. Over the last 51 years, Sonitrol of Bridgeport has been integral in the protection of businesses and residences throughout Southwest Connecticut. Their dedication to servicing customers has provided lasting customer relationships, which are still going strong today.

Dennis's son, Jeffrey L. Hickey, joined the company in 1999. Jeffrey has driven the company to stay at the leading edge of the ever-changing technological security evolution. While at the same time, he has remained committed to continuing the established business principles that have made Sonitrol of Bridgeport a successful family-owned local business for over 50 years.

Together, We are Powerful!

No department at Sonitrol works alone. Sonitrol has the best operators, technicians, and customer service agents working to deliver exceptional care. Together, Sonitrol is a powerful lifesaving force to protect the customer.

When it all comes together, that is when you feel it - that **IS** the Sonitrol effect!



Congratulations!

Letters from 60 Years of Sonitrol Families



WILLIAM J. GARRITY & FAMILY

My sincere congratulations to everyone involved in Sonitrol as they celebrate this milestone 60th anniversary!

What a great decision to get involved with this organization over 50 years ago!

The Garrity family has so much to be thankful for. Our work in the Sonitrol Warranty Council, Sonitrol of Indianapolis and Sonitrol Corporation was life changing. Many of the friends and associates we came to know along the way have become an integral part of our lives.

To be at the early start of this amazing adventure and watch it grow beyond anyone's wildest dreams was an ideal decision. Trust in the Sonitrol concept!

I personally am immensely proud to be a part of the team that made Sonitrol great! Congratulations to all of us on this incredible success story.



JOYCE DAWSON

Congratulations to Sonitrol on 60 Successful Years!

I am very excited to have been a part of this amazing journey. My leg of this journey began in 1977 as an operator in San Leandro, California. Bruce Johnson was the Dealer, he became one of my best friends and mentors'.

It's hard to believe that forty seven years have passed. I can say that becoming part of the Sonitrol family has afforded me so many wonderful opportunities, the kind of opportunities you only dream of. Today, I am blessed to operate two franchises in the state of Nevada, the one in Las Vegas since 1992.

Along the way, I've had enormous support from within the Sonitrol network. Life long friendships have been cultivated, I'm excited for the future, the ongoing journey and the adventures yet to come!

Carry on Sonitrol!



JIM TAGGART

My father joined as a partner in a Sonitrol franchise in the mid 1970's and was a firm believer in audio detection. Some of the sales tools he used included cassette recordings of break-ins detected at our central station that resulted in apprehension. I am certain that other dealers were using the same recordings. "Joe, come out with your hands up..." was one I would consider to be famous! You may have known Bill Taggart with Sonitrol of Polk County, Inc. in Lakeland, Florida. What an inspiration he was to me.

As a teenager, little did I know that my father's involvement in Sonitrol would set my career path. His passion regarding Sonitrol obviously rubbed off on me. Beginning in 1978, installation, service and central station equipment management kept me busy. I eventually found my way to the Sonitrol DASH Line in 1998 and have been taking calls ever since.

Congratulations, Sonitrol, on 60 impressive years putting criminals behind bars!



CONSTANCE O'HARA

Constance O'Hara, her husband William, and son Shane opened Sonitrol of New Orleans in 1973 after relocating from Mansfield Ohio. They chose the city, not for its historical beauty and delicious cuisine, but because of the high crime rate. It turned out to be the best decision they ever made. After a few years Shane became a youth minister but Sonitrol of New Orleans remained a family business while employing son Mike and dozens of loyal and dear employees. The majority of their staff remained with them for 30 years until they sold the business, indicating a strong family-oriented business.

Through hard work and perseverance the franchise grew and eventually they sold dealerships throughout the state. Constance recalls winning the bid for all of the New Orleans City schools and feeling relief that they had finally "made it" after risking everything in a new business venture.

Over the years, Constance and William made many dear friends with other distributors and dealers. Those who remember Constance knew her to be outspoken and the life of any party. When 94 year old Constance was asked what owning a Sonitrol distributorship had done for her and her family she stated, with a chuckle, it made me rich.

Constance feels the that while Sonitrol was cutting edge technology in the early 70's the system has stood the test of time and the value of audio alarms is still relevant today. Constance is living comfortably in Northern California surrounded by family.

Congratulations to Sonitrol on your 60th anniversary!



ESTELLE CRONK (WIFE OF DICK CRONK)

Allen Cronk was a pioneer of Sonitrol. Al was a Police Officer in Anderson, Indiana when he met Bob Baxter. Together they dreamed of using audio to catch burglars! It was not long before Al began working full time to grow Sonitrol. He eventually opened a central station in Anderson. He thought so much of Sonitrol that he wanted his brother, Richard (Dick) Cronk to become involved. They subsequently partnered in a new franchise in Dallas, Texas.

Al and Dick Cronk began the Sonitrol franchise in Dallas in 1969. It was a family business with Dick, Estelle, David, and Valerie working daily to grow the business. After a few years Dick bought Al's share and was full owner until he sold the franchise in 2008. The invention of the System 5600 monitoring equipment seemed to be the turning point for Sonitrol of Dallas, which eventually was one of the largest franchises in the history of Sonitrol.

Dallas police loved Sonitrol! Why? Because they could catch burglars and it sure put Sonitrol on the map. Our competitors did not stand a chance. If you asked any Police Officer what security company they would recommend they would say "oh we aren't allowed to recommend anyone but there is Sonitrol!"

Dick and Estelle Cronk were members of the Achiever's group which was formed to represent the top 20 Dealers of Sonitrol in the US. They got involved early in the program and remained in the group due to such an exceptional product that practically sold itself.

Congratulations to all the Dealers that had faith in Sonitrol including my family!



STEVE RAMA

I wish to congratulate Sonitrol on 60 years of being an integral part of the security industry. Sonitrol allowed those of us with an entrepreneurial spirit to be a part of this amazing venture. The opportunities provided to those that were willing to put in the effort were life changing. My sons, Alan, John, and I send the entire Sonitrol network our sincere wishes for 60 more years of greatness.

DOTTIE PAYNE

Rip and I have been very fortunate to have been with Sonitrol from almost its inception. After Rip retired from the US Navy we opened Sonitrol of Lansing.

In 1982 we moved to Anderson, Indiana, the birthplace of Sonitrol, and purchased the dealership. Sonitrol has been very good to our family. The Distributors and Dealers we interacted with were and are amazing business people. Even more satisfying was the warm and lasting friendships we made along the way. We looked forward to the Sonitrol conferences for the opportunity to renew old friendships and establish new ones.

The conferences gave us a chance to discuss current issues and get good advice as to how to address these challenges.

The knowledge and expertise of the Sonitrol family has been indispensable to our success in Anderson. The Payne family is proud to be a part of Sonitrol and we now have our son Scott and daughter-in-law Lynn to carry on the Sonitrol of Anderson business.



TODD FLEMMING

I cannot fully express my thankfulness and gratitude for the Sonitrol family. Like many of you, I grew up with Sonitrol as an important part of our lives.

My father, Harry Flemming, was extraordinarily passionate about Sonitrol. His vision for the organization was inspiring. Regardless of his strong views, he always had a long-term interest in Sonitrol.

Starting in Indiana with a few dealers and distributors, the vision was always to put the organization on the map. Moving from Indiana to Orlando to expand manufacturing was essential to the vision. From the development of the first computerized central monitoring station to "smart audio," the team and Sonitrol Corporation were dedicated to ensuring the organization's long-term success.

We have deep gratitude for those who helped build the organization. Many have just recently retired or are still involved today. Jeff Whirley, Mary Haley, Chuck Perkinson, Richard Clifton, Mike Lanktree, and Bruce Winner are just a few.

I was fortunate enough to grow up in this organization, working on the 5600 sales team in the summers while in

college and sitting on the customer service line with careful mentorship by Bill Garrity.

After graduating from college, I returned to building the Richmond, Virginia, franchise with Bill Kiley. Bill and I went through all the trials and tribulations of starting a franchise, from sales and installation to opening a central monitoring station. I will never forget the lessons this experience taught me. Along the way, we developed some great friendships with like-minded dealers.

Much of this advice we received remains relevant today. After leaving Richmond and joining Advantor, I was fortunate to collaborate with a talented team to continue developing and supporting the Sonitrol product.

In short, I congratulate the Sonitrol organization and SNDA for continuing a fantastic tradition for over 60 years. Every dealer should be incredibly proud of what they have built and have been able to pass along to more than three generations.

Sonitrol Backs the BLUE

Sonitrol has always had a strong relationship with Law Enforcement. Throughout the years, our network has built strength within their communities by becoming involved with local agencies such as Police, Sheriff, and Fire Departments.

In the early years, the concept of thanking Law Enforcement by presenting an arresting officer with a Certificate of Appreciation began. This program still exists in most franchises today. As Bill McNabney often says, "It worked so well we quit doing it." But this one never fell by the wayside because it came from the heart. The Sonitrol Operators and Law Enforcement working together to take a criminal off the street created a flash of pride like no other!

Across the country, our Dealers are involved with the annual Law Enforcement Appreciation Day in January. Small gifts of appreciation, typically food, are offered to those who respond to our verified alarms. But always a favorite is the donation of K-9 units – well and a horse or two! We honor these furry guys and gals who help keep our Police Officers safe and sniff out drugs and lost children!



Sonitrol's 60th anniversary!! What an extraordinary celebration! Many iconic brands of note never made it past 25 and consider the average lifespan of a company on S&P's 500 Index was just over 21 years. Bravo Sonitrol!

In your markets you operate the premium brands with premium people resulting in envy of the industry results. In 1976, we never imagined we were joining forces with colleagues who would teach us, compete with us, circle wagons with us, console us, and become lifelong friends. The leadership within the Dealer Network – you know who you are – brought more knowledge, toughness, savvy, and friendship than any B school in the country.

We were honored to be part of Sonitrol for 44 years. Thank you for that great opportunity. Thank you for your friendship. We thank our teams in Western New York and Toronto; they were among the best. You can take us out of Sonitrol, but you can't take Sonitrol out of us... stay Sonitrol Strong!



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SONITROL Women IN SECURITY



Sonitrol has been leading the way with Women In Security since the early 1970's! These pioneers advanced their way as professionals and have demonstrated a positive influence on other women and have been an integral part of Sonitrol.

While the security industry was rapidly growing, it was dominated mostly by men. Especially in the ownership role. In the early days of most franchise owners, the "spouse" was an integral part of growing the business. A typical scenario in the 60s and 70s was the Dealer out selling and installing and the spouse managing monitoring operations, marketing, accounting, and general business. Without them, several Sonitrol Dealerships would not get off the ground. These women were superstars and truly role models for other females within their Dealership.

Sonitrol's industry famous women led the charge in the growth. Barbara Nicolino Briggs was one of the first leaders. She worked in a Ohio Dealership and eventually became a Distributor in the state of California. She was a true trailblazer and often the only woman pictured in group photos in the early days. Mary Haley was the first female Vice President of Sonitrol Corporation in Orlando, Florida where she was head of Corporate Field Operations. She spent years in the field with Dealers, starting their businesses and training their employees.

Connie O'Hara from New Orleans was another female Distributor and Dealer. Estelle Cronk from Dallas ran the daily operations of their exceptionally large franchise – one of the largest in the United States. Denise Coleman recently celebrated her 40th year with Sonitrol. She began her career as an Operator and is now the Verification Center Manager for Sonitrol of Nevada.

Joey Russell was one who started in an entry level position and worked her way to the President of Kimberlite, who is also now a Distributor. She is active in many industry panels, governing bodies and gives countless hours to organizations to ensure that verified alarms such as Sonitrol improve the quality of security to the customer and safety of Police Officers.

An outstanding version of female leadership is Joyce Dawson. Joyce began as the manager of the Central Station and right hand to owner Bruce Johnson in San Leandro, California. After years of assisting in the growth of that business, she opened a franchise in Las Vegas, Nevada. Joyce began at the bottom and has built a smart team to lead the charge of growth. She has one of the best law enforcement relationships in the nation.

There are so many women to mention that have had an impact on Sonitrol. Immediately when you say Women In Security, numerous additional (some old timers) names come to the forefront: Charla Buckey, Dottie Payne, Sandy Oswalt, Elise Koberg, Joey Russell, Judy Weiss, Flavia Schaefer, Joy Sturgis, Olivia Duval, Alison Shiver, Lisa Buckner, Judi Ottosen, Lynn Payne, Cindy Ponder, Natalia Burey, Kelly Ray, Brenda Allen, Alexandra and Sierra Curtiss, Karen Kiley, Linda Simon, Jennifer Thomas, Julie Beach, Heather Rosenthal, Suzi Abell and so many more. These ladies have been leading the way as innovators in various roles within Sonitrol for most of the 60 years.

We honor and celebrate Sonitrol's Women In Security and the roles they have played in the inspiration to shape and transform the industry!

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Derby Hats

Bringing Luck to the Derby since 1875

The Kentucky Derby has a longstanding love affair with hats and fascinators. From its humble beginnings in 1875, the Kentucky Derby has grown into a mega-fashion event where elaborate headwear takes center stage.

Back in the day, hats were more than just a fashion statement – they were a practical necessity. The Derby was held in May, and the Kentucky sun could be scorching hot. So, attendees needed to protect themselves from the sun's rays with wide-brimmed, functional hats. But as the years went by, these hats evolved from simple head coverings to elaborate fashion statements.

In the early 20th century, women started wearing hats to the Derby to highlight their status and social standing. The bigger, the better! Women would wear hats adorned with feathers, flowers, ribbons, and even live birds like canaries and finches to make a statement. The more extravagant the hat, the higher the status of the wearer.

Over time, the Derby became more than just a horse race – it became a fashion spectacle. Women started commissioning custom-made hats and fascinators from designers and milliners to ensure that their headwear was unique and eye-catching. These hats were not just about functionality but also about making a fashion statement and expressing personal style.

In recent years, social media has further amplified the trend of Derby hats and fascinators. Platforms like Instagram and TikTok have become a runway for showcasing the latest Derby looks. Fashion-forward influencers and celebrities often sport extravagant headwear, inspiring others to follow suit.

But it is not just about the looks – this trend has also become a way for women to connect with the event's history and tradition. The Derby has a rich cultural heritage, and hats have become an essential part of that story. They symbolize elegance, femininity, and a nod to the past while embracing the present.



400

Over 400 red roses are used annually, sewn together to make the Garland of Roses for the Derby winner.



20

Twenty of the top horses are expected to run in the 2024 Kentucky Derby.

Kentucky Derby by the Numbers

37

The average speed of horses running the Kentucky Derby is 37 miles per hour.



150,000

Over 150,000 spectators watch the Kentucky Derby at Churchill Downs.



Travel by Tastebuds to the Racetrack on Derby Day



Kentucky Hot Brown Sandwiches

Ingredients:

8 thick slices of white bread
1 pound thick sliced turkey breast meat
1 recipe for mornay sauce
½ cup finely grated parmigiana Reggiano
8 slices oven roasted tomatoes
8 crisp cooked slices of bacon
paprika for garnish
chopped fresh parsley and parmigiana Reggiano for garnish

Steps:

1. Preheat the broiler to high heat.
2. Start by slicing two thick slices of bread, about 1" thick, then slice one of them in half on a bias from corner to corner.
3. Next, toast the bread until golden brown and place the square slice of bread in the center of a pan or on a sheet tray lined with parchment paper with the triangle slices on either side of the square.
4. Place 4 ounces of thick sliced turkey on top of the toasted square.
5. Generously pour ¼ of the mornay sauce on top of the turkey, completely covering it. You can also cover the triangle slices of toast as well.
6. Sprinkle 2 tablespoons of parmigiana Reggiano on top of the cheese sauce.
7. Place the pan or tray on the middle rack in the oven with the broiler on high for 4 to 5 minutes or until the sauce is lightly browned.
8. Place 2 oven-sliced oven-roasted tomatoes on top of the sandwich along with the 2 slices of bacon crisscrossed on top of that.
9. Garnish with more finely grated parmigiana, paprika, and chopped fresh parsley.
10. Repeat the process 3 more times with the remaining ingredients.
11. Serve the sandwich on a plate or still in the pan.



Mint Julep

Ingredients:

8 mint leaves
¼ ounce simple syrup
2 ounces bourbon
Garnish: mint sprig

Steps:

1. In a Julep cup or rocks glass, lightly muddle the mint leaves in the simple syrup.
2. Add the bourbon then pack the glass with crushed ice.
3. Stir until the cup is frosted on the outside.
4. Top with more crushed ice, and garnish with a mint sprig.



Kentucky Derby Pie

Ingredients:

½ cup all-purpose flour
1 cup granulated sugar
2 large eggs, lightly beaten
½ cup butter, melted and cooled
2 tablespoons Kentucky bourbon
1 cup chopped walnuts
1 ¼ cups semisweet chocolate chips
1 teaspoon vanilla extract
1 pinch salt
1 ready-made pie crust (for a 9-inch pie)

Steps:

1. Heat the oven to 350 F.
2. Combine the flour and sugar in a mixing bowl.
3. Add the eggs and melted and cooled butter, then mix to combine.
4. Stir in the bourbon, walnuts, chocolate chips, vanilla, and salt.
5. Pour the mixture into the unbaked pie crust.
6. Bake for 40 to 45 minutes, or until the filling is set. Set the pie on a wire rack and cool completely.





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JOIN YOUR SONITROL FAMILY
IN CELEBRATION OF OUR 60TH ANNIVERSARY AT

Sonitrol Derby Party

MILLIONAIRE'S ROW - CHURCHILL DOWNS RACETRACK!

Many fun events are planned for this evening as we get together for food, drinks, fun and lots of laughs! Some of the highlights:

- Buffet BBQ Dinner
- Open Bar All Night Long
- Music all night - With a bit of Line Dancing!
- Mock Horse Races - Place a Bet to Win Prizes!
- Betting Windows Will Be Open!
- Kentucky Derby Official Bugler Will Open The Event
- Shopping at the Kentucky Derby Museum Pop Up Store
- First 100 guests may take a tour of the Paddock area!
- Sonitrol Employees Can Make Their Own Souvenir T-Shirt!
- Special Photography Overlooking Center Track - Get Your Team Together!
- Wear Your Best Derby Hat!

Event takes place on Friday evening, March 15th. Buses depart from the Omni at 5:30PM until 6:00PM. Buses return at 9:30 and 10:00PM.

The SONITROL Performance Warranty Program

\$5,000 - \$10,000 - \$15,000 - \$20,000

In 1974, the SONITROL Network consisted of 12 SONITROL Distributors, who in addition to having a passion for growing the SONITROL Franchise network, were also looking for innovative ideas to gain market share. A local and aggressive Indiana insurance agent named Bill Garrity approached them to consider the idea of reimbursing a customer who suffered a loss due to Sonitrol's fault. Mr. Garrity, working with Lee Hobson, who was the VP of Marketing at Sonitrol Corporation, presented the Distributor Network a program that would reimburse the Sonitrol customer **\$5,000** if the Sonitrol system did not perform as presented at the point of sale.

The Distributors unanimously approved the idea and the **SONITROL Performance Warranty Program** became a reality in 1976. But in 1977, the company that was underwriting the insurance for Sonitrol Dealers to cover claims for losses, after only 1 year, determined that this was an unprofitable business line for them. So, in 1978, Bill Garrity, Bill O'Hara and George Nicolino formed the Warranty Council to self-insure Sonitrol Dealers. For 47 years now, the **SONITROL Performance Warranty Program** has been an unqualified success for SONITROL Dealers and customers...doing and delivering what the insurance industry said could not be done.

Now 47 years later and with a number of program improvements, over **27,000** qualified systems are covered by a **SONITROL Performance Warranty** with a potential liability every night of over **\$212,000,000**... A true testament to audio verification and the SONITROL Dealers who deliver their services 24/7.

Today, the **SONITROL Performance Warranty** is offered at either **\$5,000** or **\$10,000** for a Sonitrol impact audio intrusion system. For an integrated audio intrusion system with central station managed access or a central station video verification, a **\$15,000** Warranty is available. For SONITROL National Accounts, a **\$20,000** Warranty is available. *After 47 years, this program is still unique in the security industry.*

As we have learned over the years, the **SONITROL Performance Warranty** is more than just a sale tool. It has also been proven to be an excellent Customer Retention tool and a great marketing tool to add additional services.

The **SONITROL Performance Warranty Program** is owned and operated by the Distributors Council, Inc. (DCI) and administered by the Warranty Council. If you have any questions, feel free to contact:

William J. McNabney Program Manager (817) 800-8777
Bruce Winner Program Administrator (407) 595-2339

We also offer our very sincere **THANKS** to all the **SONITROL** Dealers who have supported and helped grow the Program over the past 47 years.

Thank You

to the

SONITROL WARRANTY COUNCIL

for Sponsoring the

60th Anniversary Sonitrol Magazine





As this next chapter unfolds for Sonitrol, we can't help but be amazed by what we have accomplished in Sixty Years. What has happened since Bob Baxter and Al Cronk tinkered with an idea in the early 1960s is nothing short of a miracle. Our distributors and dealers worked side-by-side with Sonitrol Corporation and with each other, sometimes resolving differences, but mostly as friends, and created an explosion of success.

The security industry watched as The Little Engine That Could chugged along. Sonitrol has proven the superiority of the audio product, with many of our dealers consistently ranking in the SDM's Top 100 in the nation—a recognition built purely on their hard work, tenacity, and a little blind faith. The players may have changed, but our love of Sonitrol never will. Sonitrol's culture and jazz will always be in our hearts.



**After 60 Years strong—what is our future?
We stand profoundly committed.**

Our future is only limited by us.