



## Special Thanks to All the 2006 SAMMY Participants ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

<p>A- I Security, Las Vegas          24-7 Vision, Pittsburgh          ADS Security LP, Nashville, Tenn.          ADT Security Services, Boca Raton, Fla.          Advanced Security &amp; Investigation, Janesville, Wis.          Alarm Team, Garner, N.C.          All Safe Technologies, Gulfport, Mo.          Allstate Security Industries Inc., Amarillo, Texas          Al's Lock &amp; Safe, North Platte, Neb.          ASG Security, Beltsville, Md.          Atlantic Systems, Pittsburgh          Atronic Alarms Inc., Overland Park, Kan.          Bergen Protective Systems, Englewood Cliffs, N.J.          Connective Home, Brookhaven, Pa.          Custom Alarm/Custom Communications Inc., Rochester, Minn.          Davco Security Systems, Saugus, Mass.          Dehart Alarm Systems Inc., Sarasota, Fla.          Dillard Door &amp; Security, Memphis, Tenn.          Evergreen Fire &amp; Security, Tacoma, Wash.          General Alarm Inc., Indianapolis</p>	<p>Great Southwestern Fire &amp; Safety, Dallas          Guardian Protection Services, Pittsburgh          Hackett Security Inc., St. Louis          Haig Security Systems, Green Brook, N.J.          Hi Desert Alarm, Victorville, Calif.          Home Systems Installation, Rochester, Minn.          Horgan Sales &amp; Service Inc., Stevens Point, Wis.          HSM Electronic Protection Services Inc., Jupiter, Fla.          Interface Security Systems, Earth City, Mo.          Intrepid Security &amp; Protection, Fort Worth, Texas          Kastle Systems, Arlington, Va.          Kourt Security Systems dba Select Security, Lancaster, Calif.          Life Safety Engineered Systems Inc., Buffalo, N.Y.          Lowitt Alarms &amp; Security Systems Inc., Hicksville, N.Y.          Midwest Alarm Company, Sioux Falls, S.D.          Mijac Alarm, Rancho Cucamonga, Calif.          Monitor Controls Inc., Wallingford, Conn.          National Network Services Inc., Centennial, Colo.          Nortronics Corp., Fairview, N.J.</p>	<p>Provident Security &amp; Event Management Corp., Vancouver, British Columbia, Canada          Safety Care Inc., Hackensack, N.J.          Safeway Electric Ltd., Regina, Saskatchewan, Canada          Security Solutions Inc., Norwalk, Conn.          Securtek, Yorkton, Saskatchewan, Canada          Sonitrol of Pittsburgh, Pittsburgh          Supreme Security Systems, Union, N.J.          Tech Systems Inc., Duluth, Ga.          The Protection Bureau, Exton, Pa.          Ultrasafe Security, Norco, Calif.          Unisource Document Products/Secure Identity Solutions, Lenexa, Kan.          Vector Security, Pittsburgh          Vision Southeast Inc., Birmingham, Ala.          Zeccardo Security Associates dba Symphony Systems Inc., South Plainfield, N.J.</p>
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See all the finalist entries on page 52!

### CATEGORIES: Overall Integrated Marketing Program and Commercial/Industrial Sales Brochure **WINNER: HSM Electronic Protection Services, Jupiter, Fla.**

**A** finalist in five other categories this year, including Commercial/Industrial Sales Brochure, Web Site Design, Promotional Giveaway Item, Television/Radio Ad and Integrated Commercial/Industrial Installation of the Year, and winner of the SAMMYS, for Commercial/Industrial Sales Brochure and Overall Marketing Program, HSM uses creative, original material designed to instill peace of mind. HSM's marketing strategy is to communicate a unified brand image of quality, strength and excellence.

The company's core target market is the high-end, low-attrition client. "Accordingly, we adhere to an across-the-board avoidance of any mention of discounts, concessions and no-money-down offers," says Rebecca Covert, HSM's director of marketing. "Instead we focus on the value of our commitment to quality in every aspect of our operations."

HSM is less than 18 months old. All of its marketing materials have been created from scratch. The in-house marketing team has approached this task with the idea that it's best to add a twist of originality and innovation to each and every project. "We challenge ourselves to add our signature flair to even the smallest, lowest-cost items by having at least one unique aspect to every piece of marketing material," says Covert. That may be something as simple as seeking out interestingly textured paper stocks.

HSM's clean, easy-to-read materials contain the consistent theme of "Protecting what's important to you" help build an image of trust and quality, while projecting a very professional brand image.



**DOUBLE WINNER**

(Above left) David Gottlieb, Honeywell's director of global communications, presents the SAMMY for best Overall Integrated Marketing Program to Rebecca Covert (center), director of marketing, and Beth Anne Tarnoff, marketing coordinator, for HSM Electronic Protection Services. (Above right) Shamus Hurley, BOSCH Security Systems' president, presents the SAMMY for best Commercial/Industrial Sales Brochure to Covert.

**Success Secrets** Resist the temptation to "throw in the towel" if a campaign does not produce immediate results. An advertising, marketing or public relations campaign should be continued long enough to achieve the best results. Most campaigns should last three months at the fewest, and six months is better.  
 — Dave Merrick, marketing director, Vector Security, Pittsburgh

Overall "Integrated Marketing Program" Sponsored by:  
**Honeywell**

Commercial/Industrial Sales Brochure Sponsored by:  
**BOSCH**



**CATEGORY:** Residential Sales Brochure

**WINNER:** Guardian Protection Services, Pittsburgh



Mary Lynn Moriarity, Guardian's director of marketing, accepts the SAMMY for best Residential Sales Brochure from Mark Ingram, ADI's vice president of national accounts.

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The first night one of Guardian's sales representatives used this brochure he made a \$25,000 sale. According to Mary Lynn Moriarity, Guardian's marketing director, the piece is in its second printing, and the sales representatives can't seem to get enough of them. The company believes the piece owes its success to its extensive coverage of available products. It includes everything from structured wiring to security to whole-house audio in one catalog-style presentation targeted specifically toward residential clients.

One of Guardian's keys to marketing success is that the company has a very strong sense of who it is in the marketplace and what it wants to accomplish. Thus, its marketing pieces maintain consistency.

Still, Guardian keeps a close eye on security industry marketing. Each year, Moriarity has seen noticeable improvements in marketing pieces and advertising strategies in the industry. "Perhaps it's a result of an increasing awareness that you must fight harder to capture even a moment's attention from your prospect," she says. "It's all about cutting through the clutter and standing out from the crowd."

So, how does a company know it has made a lasting impression on prospects? "Ultimately, if your sales force can raise its average selling and closing ratios as a result of using a particular piece, and the production of that piece is at a cost-effective level, I think you have produced a tool that works," says Moriarity.



**CATEGORY:** Newspaper/Yellow-Page Ad

**WINNER:** Security Solutions Inc., Norwalk, Conn.

When Security Solutions created its yellow-page ad, it decided to focus on branding and name recognition rather than sales. The ad is simple, clear and concise. It consists of pictures of its logo mounted on mailbox posts in a neighborhood. From the pictures alone, prospects can glean the impression that this company provides residential security to lots of clients, maybe even one or more of their neighbors. In addition, the ad provides an easy-to-read list of residential and commercial products and services. It ties its message together with proof of its staying power within the community — "Family owned since 1969."

"Our piece is unique in that it's a branding ad, not a sales ad," says Jamie Orvis, president of Security Solutions. "Our intent is that existing and potential clients recognize our logo as they travel around the area." Being a branding ad, Orvis recognizes that direct results will be difficult to track. "It's not the kind of ad that makes you pick up the phone and buy," he says. "However, the ad is very new and we've already had a few calls we can directly attribute to the ad."

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Jamie Orvis (right), president of Security Solutions, accepts his company's SAMMY for best Newspaper/Yellow-Page Ad from John Steffanato, executive vice president of Alarm Capital Alliance.

**Success Secrets**

Take the opportunities that you have to associate your company with recognizable, respected companies/institutions/facilities/etc.

— Kim Komisar, director of marketing and advertising, Vision Southeast Inc., Birmingham, Ala.



**CATEGORY:** Company Logo Design

**WINNER:** Provident Security, Vancouver, British Columbia, Canada



Tab Hauser (*left*), president of Tane Alarm Products, presents the SAMMY for best Company Logo Design to Michael Jagger, president of Provident Security.

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**P**rovident's company logo is one way it strives to build name recognition within its community. "We're very conscious of the brand we're building," says Michael Jagger, president of Provident Security. "With our bright yellow SUVs, owl logo and uniforms, it's clear we have a different philosophy about how a community security company should look and feel."

Jagger says the company is very conscious about maintaining a consistent image. "Our overall strategy is to ensure that whenever we are in front of a client or prospective client, we're perceived as a unique, community focused company," he says. "Our logo and the way that it's integrated into every single place possible is a big part of how we present ourselves to our clients and prospects."

Jagger says the company has purposely chosen not to use "fear tactics," but instead promote a friendly, caring image. "I was impressed with a few of the larger company's entries that have also been made with an effort to avoid fear tactics," says Jagger. The company uses a brightly colored, friendly owl logo. This works with kids too. Kids point out the owl on the vehicles and signs, which brings their parents' attention to them.



**CATEGORY:** Web Site Design

**WINNER:** ASG Security, Beltsville, Md.

**A**SG's grass-roots approach to marketing has helped the company create a strong brand image in its marketplace without the expense and hassle of mass media. Thus, as the company grows, so does its marketing campaign. In 2005, ASG's main marketing focus was updating its Web site.

With more than 20 years' experience in the security industry, Bob Ryan, vice president, sales and marketing, knew the first thing prospects check is a company's credibility. "For that," he says, "they go to the Web site or yellow-page ad. We wanted to be certain that when prospects go to the site, it's game over. We've got them."

ASG's site was designed with prospects in mind. It's one piece of a bigger marketing campaign, which maintains consistent messaging, design and color schemes across all business lines. This design consistency gives the company its recognizable brand. The site is divided into three areas of interest — home, small business and commercial security. This gives prospects the ability to go directly to the information they need. Existing customers can use the site as a secure interface for billing, online payments and customer service.

The grass-roots approach includes a no-bureaucracy, straight-to-market campaign. "At ASG, executives wear a lot of hats," says Ryan. "All of us create original work." Ryan solicited information and ideas from his sales force for the Web site. However, he created the site. There was no chain-of-command approval process. It was up and running as soon as Ryan was done. "At the end of the day, I go from my gut," he says.



Bob Ryan (*right*), vice president, sales and marketing for ASG Security, accepts the SAMMY for best Web Site Design from John Maccone, Fire•Lite Alarms' national accounts manager.

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**CATEGORY: Company Newsletter**  
**WINNER: Vector Security, Pittsburgh**



Altronix President Alan Forman presents the SAMMY for best Company Newsletter to Jennifer Raspanti, Vector's PR/marketing coordinator.

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Since its inception in 2000, *Vector Views* has been a finalist five times for a SAMMY, and it boasts four wins to prove it. The pristine design catches the reader's eye, while the relevant text keeps him or her reading. The piece was first designed to serve a specific readership base; namely, national retailers. This allows the company to target the editorial content to address the specific needs of the retail loss prevention community.

"The mission of the piece is not to directly promote Vector Security, but to provide an open forum for the retail industry to express their views," says Dave Merrick, Vector's marketing director.

In general, Vector's marketing programs are built around the very specific strategy that a prospective sale happens when two independent lines intersect. "The first line is *need*, and the second line is *name*. We call it the sales intersection," says Jennifer Raspanti, PR/marketing coordinator. "When a prospective customer has a need, we want them to recall *our* name and contact us." Hence, much of its marketing focus is name recognition rather than sales promotion.

To that end, the SAMMYS have played an important role in helping Vector measure not only the success of its marketing materials but the success of other marketing materials in the industry with similar strategies.

"We are grateful to SSI for what it has done for the marketing side of our industry," says Anita Long, marketing department administrator.

**CATEGORY: Promotional Giveaway Item**  
**WINNER: The Protection Bureau, Exton, Pa.**

The Protection Bureau's marketing strategy is designed to create name recognition more than it is targeted at individual sales. That's one reason why its promotional items, which include a portable outdoor chair and umbrella, fit nicely into the company's marketing scheme. The memorable blue umbrella and chair also bear the company's logo.

"Often marketing handouts are too limited or low in value," says J. Matthew Ladd, president of The Protection Bureau. "Our clients can take their umbrellas and chairs to a soccer game or the beach. Or, if it rains, they'll use their umbrella and remember that The Protection Bureau is always there to protect them."

The company is now concentrating on its marketing plan across the board. "We want our brochure to have the same look and feel as our Web site and letterhead/business cards," says Ladd. Lookout 2007 SAMMY's entrants, if this is any indication of what's to come, this company is sure to be a tough contender.



J. Matthew Ladd (right), president of The Protection Bureau, accepts the SAMMY for best Promotional Giveaway Item from Steve Roth, president of Tri-Ed Distribution.

**Success Secrets** You'll always get your best ideas from the grass-roots level of your organization. Solicit the involvement and feedback from your troops early in the process and be willing to accept their criticism of your work.

— Bob Ryan, vice president, sales and marketing, ASG Security, Beltsville, Md.

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**CATEGORY: Vehicle Graphics Design**  
**WINNER: Alarm Team, Garner, N.C.**



Vy Hoang (left), vice president of sales and marketing for i<sup>3</sup>DVR Int'l, presents Joe Kenney, executive vice president of Alarm Team, with the SAMMY for best Vehicle Graphics Design.

**W**hat do you get when you cross a unique vehicle, like the Toyota Scion, with an eye-catching, thermal resin total body wrap? In Alarm Team's case, the answer is a SAMMY for best Vehicle Graphics Design. With a residential security systems focus, the mobile billboard is designed to turn heads on the street.

"In order to remain competitive and to continue to achieve our goals, we need to be looking for places we can add value and gain market share. Our marketing program is the way we do that," says Joe Kenney, executive vice president of Alarm Team.

Alarm Team has entered the SAMMYS in the past, and this is the company's first win. "When we decided to buy a vehicle and wrap it, we immediately thought it would be a good chance to enter the design in the SAMMYS," says Kenney. "We really thought we had a winner once we got the final design."

No surprise, Alarm Team is already finding ways to get even more marketing mileage out of its unique vehicle. "We've shared news of our SAMMY win with the graphic designer and wrap manufacturer," says Kenney. "We believe they'll both feature the design on their Web sites."

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**CATEGORY: Television/Radio Ad**  
**WINNER: ADT Security Services, Boca Raton, Fla.**

**A**D T's television ad stood out due to its high-quality production, ability to tell a heartfelt, testimonial-style story and its ability to instill value within a short period of time. "A trigger event, like a break-in, is often the motivating factor when a person decides to purchase a home security system. This ad illustrates in compelling, realistic and believable terms the value and peace of mind an ADT electronic security system can provide," says Ann Lindstrom, director of corporate communications for ADT Security Services Inc.

Lindstrom also recognizes the importance of larger companies, like ADT, making an impact in industry marketing. "ADT entered the SAMMY awards competition, because it's an important way to recognize quality work being done in our industry," says Lindstrom. "It's our belief that the quality and high-profile placement of advertising by companies, like ADT, raises the positive public image and perception of electronic security in general."

The testimonial-style ad boosts credibility and trust. Plus, the commercial instills added value by mentioning potential savings on homeowners' insurance if the home is monitored by a security system.



Jennifer Walczak (left), executive vice president of Dedicated Micros, presents Ann Lindstrom, ADT's director of corporate communications, with the SAMMY for best Television/Radio Ad.

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**Success Secrets**

Collect information from the front line [your sales representatives] in helping to develop major pieces.

— Mary Lynn Moriarity, director of marketing, Guardian Protection Services, Pittsburgh



**CATEGORY: Integrated Residential Installation of the Year**  
**WINNER: Ultrasafe Security, Norco, Calif.**



Ron Lander, Ultrasafe's CEO, accepts the SAMMY for Integrated Residential Installation of the Year from Judy Jones, vice president, marketing for NAPCO Security Group.

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When Ultrasafe entered the SAMMYS, its management wasn't sure whether the installation would qualify within the category. "Frankly, since this is not a 'residential' installation in the strict definition of the word — it's an application that ultimately protects more than 300 residences — I didn't think we had a chance. We submitted it with the hope that the judges would look at it as a residence in a global sense, which they did!" says Ron Lander, Ultrasafe's CEO.

The installation is a \$1 million project that had to be homeowners association approved, since it's not a single residence but a community. Ultrasafe received approval to do the job and has since received approval for its work. The project integrates several aspects within the security arena, including video perimeter security, wireless security, vehicle gate controls, solar power for outdoor systems, alarm monitoring, and the construction of a central station/command center.

This is Ultrasafe's first time entering the SAMMYS. "It's an honor to be recognized by the industry for our accomplishments," says Lander. "It has also raised the morale of my technical staff and supervisors, since they spent months working in the desert in 110°-plus days."

**CATEGORY: Integrated Commercial/Industrial Installation of the Year**  
**WINNER: Vision Southeast, Birmingham, Ala.**

This is Vision Southeast's third SAMMY, but its first for Integrated Commercial/Industrial Installation of the Year. "The Hyundai project gives us so much credibility with prospective clients and qualifies us for almost any project," says Kim Komisar, director of marketing and advertising for Vision Southeast.

This is an impressive integrated security system. Komisar believes the installation stands out for several reasons, including the fact that it is the first, and so far only, Hyundai Motor Manufacturing plant in the United States. The judges found it impressive because the system covers 2 million square feet and required many miles of fiber-optic cable to connect all video to a single point. It also integrates 135 entry points, 144 cameras and nine 16-camera, terabyte-storage DVRs.

This monster-sized installation required teamwork, skill, and major planning and organization. To Komisar, that means a major marketing opportunity. Thus, the first thing the company did with its SAMMY recognition was to create and submit a press release to the local media. "You'll always hear that the best advertising that you can have is word of mouth," says Komisar. "So, with a project such as Hyundai, we've turned that word of mouth into printed word."



Barry Komisar, president of Vision Southeast, receives the SAMMY for best Integrated Commercial/Industrial Installation of the Year from Judy Jones, NAPCO's vice president, marketing.

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**Success Secrets** Partner with other companies that are experts at marketing in general. For example, there are numerous companies that are effective at attracting Internet leads.  
 — Joe Kenney, executive vice president, Alarm Team, Garner, N.C.