



**Category Winner** ▶ **COMMERCIAL/INDUSTRIAL SALES BROCHURE**  
**Guardian Protection Services, Warrendale, Pa.**



**Mary Lynn Moriarity, Guardian's director of marketing, accepts the SAMMY for best Commercial/Industrial Sales Brochure from Scott Harkins (left), vice president of sales for Honeywell Systems Group. Security Sales & Integration Publisher John Lacasale, right.**

Sponsored by: **Honeywell**

The winning entry for the Commercial/Industrial Sales Brochure begins with a sizable square, pocketed folder fashioned to hold two new brochures that were created "as an image piece," says Mary Lynn Moriarity, director of marketing for Guardian Protection Services. The folder's faux sheet metal veneer suggests strength and stability, an apt message to evoke for either of the brochures: one details Guardian's corporate image and full line of commercial products and services; the second focuses more narrowly on services commonly needed by national chains.

It turns out the SAMMY was a well-earned honor, indeed. After continuous revamping of a much simpler brochure during a period of years, time had come for a new, stronger marketing tool. The new dual-purpose brochure had been in the works for about two years. "It took that long to come to fruition because we were gather-

ing the opinion of a lot of people in the company to make sure we did it right," Moriarity says. "It was a piece whose time had really come, but it wasn't an easy thing to produce."

Not long after roll-out, the commercial sales division enjoyed its largest revenue-producing month with sales in excess of \$1 million. Moriarity says she attributes that success, in part, to a sales force being very enthusiastic to have a marketing tool "they can be proud to go in with."



**Category Winner** ▶ **RESIDENTIAL SALES BROCHURE**  
**Watchguard Security, Jackson, Wyo.**

With crime hovering somewhere around nil in Jackson, Wyo., a central purpose for alarm protection instead is to give peace of mind to the many part-time residents who spend long stretches away from the bucolic backcountry living elsewhere most of the year. Mostly, the necessity for alarm notification begins and ends with environmental factors — wild fires and freezing pipes among them.

Michael and Luette Keegan, husband and wife, are the proprietors of Watchguard Security Systems. By way of artful photography, Luette's SAMMY-winning creation reflects the natural beauty of the landscape and accompanying outdoor recreations, such as hiking and fly fishing, inherent to life in Jackson.

"I wanted to create something that incorporated the beauty of why people move here and the lifestyle that attracts people to this area," she says.

The personal touch is key for any alarm company wanting to create a sales brochure, advises Keegan. While preparing to create her own brochure, Keegan read as many brochures from other companies as she could get her hands on.

"I found them to be very impersonal. A brochure doesn't necessarily have to be touchy-feely, but I think in today's society where everything is so detached people appreciate just the little things that make it personal," she says.

Therefore, the Watchguard Security Systems brochure emphasizes a personalized peace of mind while you're away appeal.

"It's also important to get out the message about what we do for them," she says. Keegan suggests a brief biographical sketch about how the company began and to introduce the people who run the business.

"Anything a company can do to set themselves apart, what makes them different from someone else, with a personal touch," she says. "As opposed to it being just about equipment."

**Michael Keegan (right), proprietor of Watchguard Security Systems, accepts the SAMMY for best Residential Sales Brochure from Mark Ingram (left), ADI's vice president of national accounts. SSI/Publisher John Lacasale, center.**



Sponsored by: **ADI**





**Category ▶ NEWSPAPER/YELLOW-PAGE ADVERTISEMENT**  
**Winner ▶ Allstate Security Industries, Amarillo, Texas**



**Dale Elliot (center), president of Allstate Security Industries, accepts the SAMMY for best Newspaper/Yellow-Page Advertisement from Ty Bobit (left), CEO of Bobit Business Media and SSI Publisher John Lacasale.**

Sponsored by:



**D**ale Elliot is fond of raising the Allstate Security Industries flag up the pole. Figuratively, anyway. After being selected as a SAMMY finalist for last year's Newspaper/Yellow-Page Advertisement, Elliot returned in 2007 and proved victorious in the same category with a simple, yet provocative question: "How important is your or your child's safety?"

The minimalist advertisement, which appeared in a monthly publication, includes a picture of a child sleeping peacefully and a brief message touting the company's 80 years of service in Amarillo, Texas, and throughout the Panhandle.

"It's about keeping the flag waving," Elliot says of the advertisement's mission to maintain name recognition. With a heavy Texas drawl, Elliot jokes: "You wave the flag to let the enemies and the friendlies know where you are and that you are still there. The bigger the flag, the better you are doing. It's kind of

like Francis Scott Key when he wrote the 'Star Spangled Banner.' When the sun rose you could see the enormous flag with holes in it, but it was still waving."

Elliot founded his business in 1967. Through the years he went on to purchase or merge with 20 area security companies, one of which opened in 1926, giving him the right to proclaim his company has offered "over 80 years of continuous security service."

His company's longevity is a point of pride for Elliot, and now so too is the SAMMYS recognition, which is giving him something else to run up the pole.

"You got to get the word out to the local constituency that you've done well," he says. "It adds a shine to your Cadillac."



**Category ▶ COMPANY LOGO DESIGN**  
**Winner ▶ The Protection Bureau, Exton, Pa.**

**J**. Matthew Ladd didn't take the decision to redesign his company's tradition-laden logo lightly. "Security By The Protection Bureau" had always been emblazoned on a seven-point blue star with nary a modification since the company was founded in 1975.

That all changed this year when Ladd decided during lengthy in-house deliberations it was high time the logo be infused with a "newer and fresher" appeal.

"There was a lot of discussion," says Ladd. "A lot of meetings were held. Is it the right step to take? You have to be cautious when you change something. Are you changing it for the better? Are you changing it for change sake?"

What resulted from the logo summit meetings is a kind of best of both worlds. The blue star and company namesake remain intact, conceptually unaltered, while an illuminating radiance now emanates from the logo's background.

"The whole idea is it has a modernized, bold look," Ladd says. "We call it the 'flaming logo.'"

The new branding is being implemented into other marketing tools, such as brochures, new business cards and posted on work vehicles. The goal is to continue to strengthen the company's recognition in the community, Ladd says.

"We have been in business for over 32 years. Our company is growing and we are always careful not to be left behind," he says. "The new logo is kind of showing that we are the shining stars of the industry."

**J. Mathew Ladd (right), president of The Protection Bureau, accepts the SAMMY for best Company Logo Design from Jaime Romero (left), marketing director for the ISC portfolio of shows. SSI Publisher John Lacasale, center.**



Sponsored by:





**Category ▶ WEB SITE DESIGN**  
**Winner ▶ Safe Security, San Ramon, Calif.**



**Randy Perkins (right), COO of Safe Security, accepts the SAMMY for best Web Site Design from John Maccone (left), national accounts manager for Fire•Lite Alarms. SSI Publisher John Lacasale, center.**

**Sponsored by:** FIRE•LITE ALARMS  
by Honeywell

**W**hen Safe Security determined it would modernize its branding after 18 years in business — a new logo design maintains a lighthouse beacon at its core — the company took direct aim at its Web site and pulled the trigger.

Not so much a redesign as it is an entirely new site (including a new url), [www.safesecurity.com](http://www.safesecurity.com) remained a work in progress behind the scenes for nearly six months. A committee of staff members researched and deliberated over editorial and marketing content, while a creative artist was brought in to ensure graphic and aesthetic appeal.

“It was a larger project than we ever anticipated,” says Karen McQueen, marketing manager for Safe Security. With no prior Web presence to aid in driving sales, the company made it a priority to emphasize a new business model to accommodate that very function. Now, the site plainly promotes

security system special offers, along with incorporating a secure payment option for customers.

Key to molding the finished product — and a big reason for the site’s lengthy gestation — was a whole lot of test driving.

“A lot of thoughtful input went into this,” McQueen says. The committee perused the site continuously in the guise of actual customers. “To get things right we wanted to see what it would look like from the other side. How would the users interpret all of this? It was quite an undertaking.”



**Category ▶ COMPANY NEWSLETTER**  
**Winner ▶ AAA Alarms Systems Ltd., Winnipeg, Manitoba, Canada**

**E**xtra! Extra! Read all about it ... AAA Alarms Systems adds an international spice to the 2007 SAMMY roll of winners!

Well, that’s not likely a sales call you’ll hear anytime soon on a Winnipeg street corner, but the company is proud to have captured a hotly contested Company Newsletter trophy.

“For us being this Canadian alarm company it is a huge honor for us,” says Kathie Gerrard, marketing manager, AAA Alarms Systems. “It really gives us that sense, ‘we feel like we made it.’ We’re competing with the big guns now, and to be recognized is quite an honor.”

Named “The Guardian,” the newly created newsletter is geared toward communicating with exiting customers about relevant issues in the Canadian alarm marketplace, such voice over IP (VoIP) and false alarm prevention, but also serves as a new sales avenue to offer additional products and services.

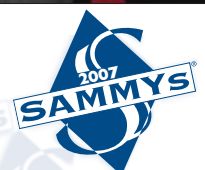
After some consideration, Gerrard says, the company chose “snail mail” over an electronic version of the newsletter because they felt it offered the best chance to be read.

“Everyone is inundated with E-mails,” she says. “We didn’t want it to get lost in their ‘In basket’ or simply deleted. We wanted something that would last, something customers put aside and pull out at a later time. Some of the information may not be relevant to them today, but it could be in the future.”

**Kathie Gerrard (right), marketing manager for AAA Alarms Systems, accepts the SAMMY for best Web Site Design from Frank Owen (left), marketing manager for Altronix. SSI Publisher John Lacasale, center.**



**Sponsored by:** Altronix





**Category Winner ▶ PROMOTIONAL GIVEAWAY ITEM**  
**Maximum Security Alarm Systems, Palm Springs, Calif.**



**Steve Kaufer (right), president of Maximum Security Alarm Systems, accepts the SAMMY for best Promotional Giveaway Item from James Rothstein (left), senior vice president of Tri-Ed Distribution. SSI Publisher John Lacasale, center.**

**Sponsored by:**  **TRIED**  
Your Distribution Solution

**M**aximum Security Alarm Systems employs a marketing strategy that emphasizes the tag line, “When a ferocious watchdog isn’t enough.”

“We are trying to say the alarm system serves to provide you an extra level of protection beyond locks, lights and other things you have,” says Steve Kaufer, president of Maximum. “The electronic system is really what you need to have to provide you the ultimate level of security.”

To secure that salient point in the minds of potential and current clientele, the company first delivers the message by way of sentimental means. Enter Abby, the official spokesdog, in this case, a wee puppy English bulldog. Abby’s endearing puggish face appears in most of Maximum Security’s advertising and even on company vehicles.

The branding novelty was carried over into the company’s promotional freebie in the form of a bobblehead. Move on over Abby, you’ll now have to share space on Kaufer’s desk with a newly

minted SAMMY trophy.

“We wanted to try it because we have used her in a lot of our ads to build an image around her,” Kaufer says.

Abby the Bobblehead isn’t always just a giveaway; she also has a knack of bringing out the Good Samaritan in people.

“We wanted to figure out another way to involve ourselves with charity,” Kaufer says. “Customers have the option to make a donation to a local charity and have Abby for their very own.”



**Category Winner ▶ VEHICLE GRAPHICS DESIGN**  
**Benson Systems, Gilbert, Ariz.**

**S**elected as a 2007 SAMMY finalist in four categories, Vegas oddsmakers might have prognosticated Benson Systems would not go home without a trophy in hand. It was a safe bet, to be sure.

The company’s striking vehicle design is a testament to incorporating elements of an overall marketing identity program. Each vehicle is anchored by two strong visual elements: the corporate namesake logo and a conceptualized collage of products that depict the individual system divisions offered by the company (electronic security, fire/life safety, IT systems, sound and communication, and home automation and custom residential).

The prominently displayed product assemblages and accompanying verbiage immediately acquaint the onlooker with the vehicle’s particular specialty, such as Fire Protection Division.

“It is a moving billboard,” says Kim Zeigler, marketing manager, Benson Systems.

Located on the all-important rear of all Benson vehicles — easily one of the highest profile and best viewed parts of a company van — is a set of brief bullet points further outlining company services, along with contact information.

**Shawn Benson (right), president of Benson Systems, accepts the SAMMY for best Vehicle Graphics Design from Nick Martello (left), marketing director of Fire•Lite Alarms. SSI Publisher John Lacasale, center.**



**Sponsored by:**  **FIRE-LITE ALARMS**  
by Honeywell





**Category ▶ COMMUNITY SERVICES PROGRAM**  
**Winner ▶ Cornerstone Security Group, Wauwatosa, Wis.**



**Gene Genal (right), owner of Cornerstone Security Group, accepts the SAMMY for Community Services Program from Gary Zatz (left), national sales manager for Altronix. SSI Publisher John Lacasale, center.**

Sponsored by:

When *Security Sales & Integration* contacted Gene Genal recently to congratulate him on winning a SAMMY, he was interrupted from the very type of work that earned his company the Community Services Program honor.

Since founding his business in 2001, Genal and his five employees have volunteered significant time and expertise to pitch in on at least 35 Habitat for Humanity projects each year in Milwaukee.

"I'm putting up an IP camera," reported Genal when reached without warning by SSI. He was on site at yet another Habitat project, putting the finishing touches on a home that would soon be occupied by a needy family.

Genal, just like all of the many quality entries submitted for the new SAMMY category, epitomizes the compassionate volunteerism provided by electronic security industry profession-

als in communities across the country.

"To me community is important. We do it because it's what we are supposed to do as a corporate citizen — to help our community grow in any manner that we can," he says.

While proud to be acknowledged at the 2007 SAMMYS, Genal is quick to emphasize, "It's not about me. The community pays me back 100 fold for everything we do."



**Category ▶ TELEVISION/RADIO ADVERTISEMENT**  
**Winner ▶ Brink's Home Security, Irving, Texas**

Brink's Home Security's marketing muscle flexed prodigiously in the making of its sleekly produced television commercials. Depicting three separate home break-in scenarios, the ads give viewers a sense of how they could be vulnerable to an intrusion.

In one example, the story moves step-by-step beginning with a mother snapping pictures of her two ballerina daughters. A bad guy smashes in a window. The ad realistically depicts how an activated alarm delivers a signal to a call center, followed by an employee immediately contacting the stressed customer.

"The purpose of the advertising is to gain new sales by educating consumers on potential situations that warrant home security systems," says Dwayne Sigler, senior vice president of marketing, Brink's Home Security.

Traditional branding and the delivery of several central messages are weaved into the commercials, such as rapid response, peace of mind and the potential for insurance discounts.

Sigler says being recognized with a SAMMY provides the marketing staff a sense of recognition for a job well done.

"We are always appreciative knowing that someone in our industry likes our creative strategy," he says.

**Carole Vanyo (right), senior vice president of customer operations for Brink's Home Security, accepts the SAMMY for best Television/Radio Advertisement from Mark Ingram (left), ADI's vice president of national accounts. SSI Publisher John Lacasale, center.**



Sponsored by:






**Categories** ▶ **INTEGRATED COMMERCIAL/INDUSTRIAL INSTALLATION AND OVERALL INTEGRATED MARKETING PROGRAM**  
**Winner** ▶ **HSM Electronic Protection Services, Lisle, Ill.**



**(Above left) Rich Simonetti (left), vice president of sales, Honeywell Security & Custom Electronics, presents the SAMMY for best Overall Integrated Marketing Program to HSM Electronic Protection Services Marketing Manager Beth Tarnoff. SSI Publisher John Lacasale, center. (Above right) Judy Jones (left), vice president of marketing for NAPCO, presents the SAMMY for Integrated Commercial/Industrial Installation of the year to Tony Byerly (center), senior vice president, national accounts for HSM Electronic Protection Services. SSI Publisher John Lacasale, right.**

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

**Integrated Commercial/Industrial Installation**  
 Sponsored by:  


**H**SM Electronic Protection Services starred as a double winner at this year's SAMMY Awards banquet, posting that same recognition now two years running.

The company, recently acquired by Stanley Security Solutions, garnered the Integrated Commercial/Industrial Installation trophy for its systems work at a state-of-the-art corporate and operations headquarters in Houston for a large beer distributor.

Demonstrating its lauded marketing acumen, HSM also received the prestigious Overall Integrated Marketing Program award.

"Winning the SAMMY for Integrated Marketing Program of the Year is a great honor and testament to the effort we put into all our work, and is a reflection of the quality and dedication we provide to each and every customer," says Beth Tarnoff, marketing manager, HSM.

A key touch point that permeates all HSM marketing tools is "peace of mind," while avoiding any and all fear tactics. "We believe that focusing on this desired end state of 'peace of mind' is a more beneficial motivator than scaring potential customers into purchasing a security system," Tarnoff says.

From elaborate trade show booths to a richly designed bevy of high-quality marketing materials, one might be left with the impression HSM is committed to spending lavishly on branding, promotion and the like. Not so, says Tarnoff. The marketing budget is lean, with each and every project allocated and tracked meticulously.

"We are always thinking of ways to improve our quality, while at the same time decreasing our costs. Even though an item is inexpensive, it does not mean that it has to look cheap or cannot be unique," Tarnoff says.



**Category** ▶ **INTEGRATED RESIDENTIAL INSTALLATION OF THE YEAR**  
**Winner** ▶ **Life and Property Security Systems, Knoxville, Tenn.**

**S**uffice to say, John Knox's home office is most likely a lot nicer than yours. In fact, his resplendent office is his home.

Knox recently moved into a 7,200-square-foot residence he built near a lake outside Knoxville, Tenn. It's a real showcase. For the past year, he's been using the home to demonstrate and sell his company's residential automation and high-end entertainment products and services.

"We basically laid out the house with every product we sell," he says. "Now, instead of bringing the customer to my business office, I more or less have them to my home."

Chez Knox is replete with state-of-the-art A/V systems in multiple rooms, plasma televisions, video surveillance, lighting systems, structured wiring, intercom and a monitored security and fire/life safety solution.

"We used to do demos in our office, and that is fine for burglar alarms and stuff. But when you get into automation, plasma screens and all that, it is very difficult to make the customer see how it is going to look in their environment," he says.

Knox integrated such features as entry hallway illumination when the alarm is disarmed; interior and exterior lights illuminate upon activation of the fire/intrusion alarm; and audio system muting when a visitor presses the front door bell, upon which the visitor can communicate via intercom while being identified by a surveillance camera.

"I've been doing this for almost a year and it has really paid off," he says. "There have been some big installations come out of it."

Along with a SAMMY trophy, too!

**John Knox (right), owner of Life and Property Security Systems, accepts the SAMMY for best Integrated Residential Installation of the Year from Judy Jones (left), vice president of marketing for NAPCO. SSI Publisher John Lacasale, center.**



**Sponsored by:**  