

FOR IMMEDIATE RELEASE



IAF Integration
Association
of Florida

Security • Automation • Fire • Electrical

2024 IAF Annual Convention Highlights, New Officers, & Award Recipients Announced

The IAF Convention held in Orlando January 22-24 featured 75 exhibitors/sponsors and nearly 400 industry professionals coming together to network, learn, and attend association meetings!

Orlando, FL (January 31, 2024)—The Integration Association of Florida (IAF), formerly the Alarm Association of Florida, is thrilled to share the results of the 2024 IAF Annual Convention. By all accounts the convention was a tremendous success. Results from the post event surveys of attendees, and exhibitors/sponsors provide a Net Promotor Score (NPS) of 100, putting the event in the Excellent range (70-100)!

“As a first time sponsor, we are thrilled with the results and quality of attendees. Grady, Shannon, and team did a standout job communicating and making sure we were in the loop from the jump. We will definitely be back next year!” said Tua Toiaivao Director of Business Development with B10 Capital.

Monday, January 22nd featured Association Meetings where real work was conducted to move IAF’s workforce development and training initiatives forward. Meetings were followed by the Keynote Presentation on Workplace Security: Recognize. Respond. Survive. presented by Andy Sexton and Chad Ayers with ProActive Response Group, and graciously sponsored by RSPNDR. After the Keynote, the group enjoyed the Opening Reception sponsored by Alibi Security that featured great food, beverages, and a night filled with



networking and a Technician Challenge won by Marvin Dorcelys, a student at Orange Technical College.



The Technician Challenge was an exciting event where students and attendees were able to showcase their skills and network with prospective employers. The Technician Challenge was sponsored by Resideo, Signamax and Windy City Wire.

The IAF Annual Convention included a robust Educational Program where state license holders could earn the 7 CE's required for license renewal. In addition to the Keynote mentioned above the event included:

- Homacher Family Mock Trial—Presented by Mitch Reitman and sponsored by CHEKT
- The ECLB Disciplinary Hearings
- Worker's Comp Interactive Panel Presentation—Presented by Tucker Harman with Merrill Insurance & David Lawhorn with AmTrust
- SIAC & False Alarm Reduction—Presented by Chief Joseph Estey (ret.)
- Florida Building Code Advance Module—Presented by Josh Wolk



Attendees poured into the Sold-Out trade show floor on Tuesday and spent valuable networking time with manufacturers, distributors and service providers. 2024 marked the second year in a row that the trade show was sold out and bursting at the seams with 75 of the industry's leading vendors.



“As this was our first conference with the AAF/IAF group, we found it to be very productive on a number of fronts. There was a genuine sense of community among membership and associate members, and everyone was very open and welcoming. The educational content and networking events were great as well,” said Scott Reis, Director of Channel Partner Development, CSR Privacy Solutions, Inc.

What attendees had to say about the 2024 IAF Annual Convention:

“A great gathering of like-minded industry professionals willing to help each other achieve success,” shared David Botknecht, CEO of HW Automation.

"I think it's important that we support all of the great work you do on behalf of the members of the Association. The work that's being done to help our industry become better trained and educated is important and I'm excited to hear about the new training programs that are going to be introduced soon.

Where else can you go to network with some of the top people in the industry and to share ideas on how to make our businesses grow. The exhibitors are growing in number and provide us with a great introduction to their latest and greatest products so we can stay on top of new developments in our industry.

The educational segments of our training are getting better every year and allow us to introduce new ideas and practices into our businesses. Most importantly, the people that run our Association are just a bunch of hard working, dedicated men and women that are truly dedicated to improving our industry. I'm proud to be a member of IAF!" said Gary Maze, Fire Alarm Manager with Pye-Barker Fire & Safety LLC.

IAF held the Annual General Assembly Membership Meeting and elected new officers to the Board of Directors. The officers were installed during a special ceremony on Tuesday evening. The new officers include:

- IAF President—Marvin Smith
- IAF Vice President/President-Elect—Diego del Pino
- IAF Secretary—Kevin Madden
- IAF Treasurer—Mark Astrom
- IAF Past President—Grady Medcalf
- IAF Director (Security)—Rick Seymour
- IAF Director (Automation)—John Minerva
- IAF Director (Fire)—Ed Greer
- IAF Director (Electrical)—Farshid Pourgolafshan
- IAF Associate Director—Jake Voll

IAF also hosted a prestigious awards program during IAF Honors Evening on Tuesday, January 23rd to recognize amazing members and volunteers that give so much to the industry and the association. The evening began with a heartfelt tribute to long time association member, Past President, and industry influencer, Pierre Bellemare. The award recipients included:

- The 2023 IAF False Alarm Reduction Award Recipient:
 - Tony Wilson with CMS
- The 2023 IAF Life Safety of the Year Recipient:
 - Tony Wilson with CMS
- The 2023 IAF Central Station Operator of the Year Recipient:
 - Dorjan Ingram with COPS Monitoring
- The 2023 IAF Support Person of the Year Recipient:
 - Stephanie Milanés with Hotwire Communications
- The 2023 IAF Technician of the Year Recipient:



- Chad Proctor, with Wiginton Corporation
- The 2023 IAF Salesperson of the Year Recipient:
 - Ashley DePeau with Prime Protection
- The 2023 IAF Marketing Genius Recipient:
 - Jake Voll with SS&Si Dealer Network
- The 2023 IAF Associate Member of the Year:
 - Carlos Smith with Silmar Electronics
- The 2023 IAF Regional Directors of the Year:
 - Jason Rountree with Summit Fire & Security who leads the IAF Gold Coast Region and Diego del Pino with APS who leads the IAF South Region
- The IAF 2023 Fire Official of the Year:
 - Pamela DeMeo, Sr. Fire Plans Examiner with North Collier Fire Control & Rescue District
- The IAF 2023 Association Most Valuable Person of the Year:
 - Grady Medcalf with Comcast
- The IAF 2023 Industry Most Valuable Person of the Year:
 - Danny Harrod with Wiginton Corporation



“The Integration Association of Florida is delivering value to members like never before! This great association has re-engaged members and has a renewed sense of purpose evident in the 42%+ growth in membership in 2023. IAF added 100+ members last year, streamlined operations, and re-ignited productivity resulting in a 180% increase in Net Profit over 2022. I can’t wait to see all that 2024 has in store for IAF,” said Shannon Few, IAF’s Executive Director.



IAF made it a priority to give back to the community through IAF Cares by partnering with Canine Companions to provide over 150 kits for their puppy raiser volunteers. Canine Companions is a fantastic organization that provides highly trained service dogs for returning veterans and people with disabilities at no charge to the recipients. These service dogs not only open doors, pick up dropped items, and turn on the lights, they also increase confidence and independence and become an

integral part of the recipients’ family. IAF Cares was honored to support this amazing organization and the work they do to truly make a difference in the lives they serve.

Kevin Madden, President of Group One Safety & Security, shared the following when asked why he scored the event a 10 out of 10 “The significant improvement in the content, culture, comradery, enthusiasm, and overall execution of the event compared to years past. Event leadership and content most impressed me.”

IAF extends special recognition and gratitude to the exhibitors and sponsors of the event that make the Annual Convention possible:

Company	Booth Number	Company	Booth Number	Company	Booth Number
Honeywell Fire	100	COPS Monitoring	201	ESA	303
Securitas Technology Corp	101	Fellas Pro	202	Centrios	304
Ditek Corp.	102	ICRealtime	203	Security America Insurance	305
Windy City Wire	103	Silmar Electronics	204	AvantGuard Monitoring	306
Security Dealer Marketing	104	Altronix Corporation	205	Kidde	307
WorkHorse	105	Brinks Home	206	Ajax Systems Inc.	308
SS&Si Dealer Network	106	Sdi Fire	207	Potter Electric Signal Company	310
Alarm Assistant	107	Ippay	208	M2M Services	312
Snap One	108	NICE North America/2GIG/Linear a	209	Alarm.com	314
AES	109	Statewide Central Station	210	CMS	315
TekSystems Inc.	110	B10 Capital	211	Resideo	316
Toughdog Security Systems	111	Legacy Security Services, Inc.	212	J.C. Gury Company	317
Dynamark Monitoring Inc.	112	Essence	213	Security Central	318
Merrill Insurance	113	Speco Technologies	214	CHeKT	319
VITEK Industrial Video Products Inc.	114	Rapid Response Monitoring	215	Inovonics	320
CSR Privacy Solutions, Inc.	115	Telguard	216	U.S.A. Central Station	321
Alarm Monitoring Services	116	WeSuite	217	ALIBI Security	322
JCI - Autocall	117	FieldHub Inc.	218		
Takex America Inc.	118	Southeast Security Products	219		
Turing Video	119	Southwest Dispatch Center	220		
ADI	120	Napco Security Technologies, Inc.	221		
Affiliated Monitoring	121	SimPro	222		
Bolide	122	Pertronic Industries	301		
Hikvision USA Inc.	124	DMP	302		



Thank You to Our Sponsors!

Diamond

ESA ELECTRONIC SECURITY ASSOCIATION
MEMBER OF
Security America INDUSTRY SPECIFIC INSURANCE

Platinum

Silmar ELECTRONICS, INC. | **snap one**

Gold

ALARM.COM | **COPS Monitoring** The Homebase Central Station

Silver

Altronix

AJAX | **avantguard** A Dealer Company

centrios | **DMP** | **NAPCO** SECURITY TECHNOLOGIES

Nice | **resideo** | **SECURITY CENTRAL**

TEKsystems | Global Services | **wesco**



Thank You to Our Sponsors!

ALIBI Security | **B-10**

CHeKT Professional Visual Security | **CMS**

COMCAST | **DSC**

IOA INSURANCE OFFICE OF AMERICA | **ippay**

rev.io | **RSPNDR**

Securitas Technology | **SS&Si Dealer Network**

TCX The Connection Xchange | **WorkHorse** Service Company Solutions

Finally, IAF announced the dates and a New Location for the 2025 Annual Convention that will take February 12-14, 2025 at Hammock Beach Golf Resort & Spa in Palm Coast, FL! The 2025 event will also feature The Inaugural Pierre Bellemare Memorial Golf Tournament.

About the Integration Association of Florida, Inc.

Originally founded as the Alarm Association of Florida (AAF) in 1968, the Integration Association of Florida (IAF) is THE association for electronic security, fire, and low voltage integration companies in the State of Florida. In 2023, membership approved a name change and full rebranding of the organization to the Integration Association of Florida (IAF) to more fully represent the broad spectrum of Security, Automation, Fire and Electrical companies that flock to the association for training, legislative advocacy, member benefits and more. The mission of IAF is to continually strive to improve professional standards for the security, automation, fire and electrical industries through education and training programs, to advocate a Code of Ethics to protect our members and the public's safety and to encourage the use of professional standards to help prevent false alarms.

Media Contact

Shannon Few
IAF Executive Director
954-748-7779
Shannon.Few@IAF-SAFE.org
www.IAF-SAFE.org