

FOR IMMEDIATE RELEASE



2025 IAF Annual Convention Highlights, New Officers, & Award Recipients Announced

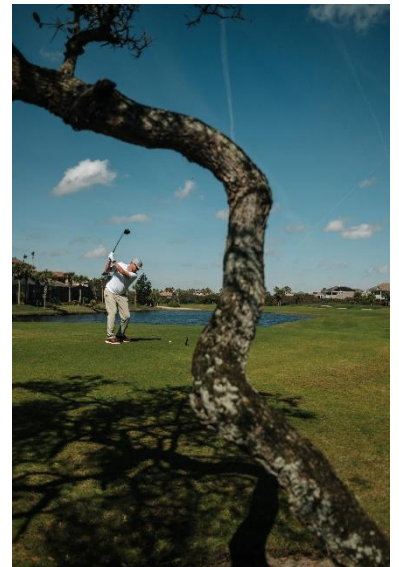
The IAF Convention held at Hammock Beach Golf Resort & Spa, February 12-14 featured 75 exhibitors/sponsors and over 350 industry professionals coming together to golf, network, learn, and attend association meetings!

Palm Coast, FL (February 18, 2025)—The Integration Association of Florida (IAF) is thrilled to share the results of the 2025 IAF Annual Convention. The convention was a tremendous success. Preliminary results from the post event surveys of attendees provide a Net Promotor Score (NPS) of 100, putting the event in the Excellent range (70-100)!

“I loved how perfectly orchestrated the entire event was. It was flawless in every way. I especially enjoyed the mission to help fund the burn camp this summer and how impactful Rebekah’s story was. This is the perfect mission for the IAF to sponsor, fund, and help in any way!” said Randi Elrad, VP Sales/Owner Crime Prevention Security Systems.



Wednesday, February 12th kicked off with our Law Enforcement Meet & Greet sponsored by Xfinity Home, where we came together to discuss false alarm reduction and additional ways we plan to partner with Law Enforcement throughout the State of Florida. We then held our Inaugural Pierre Bellemare Memorial Golf Tournament on the breathtaking Ocean Course at Hammock Beach Golf Resort & Spa! The tournament serves as a fundraiser for our Youth Scholarship Program, the Florida AlarmPAC, and SIAC. Aiming initiatives forward. After the tournament, golfers and event attendees as well as





exhibitors and sponsors came together to enjoy the beautiful weather and even better networking at the Opening Reception sponsored by Alibi Security. This event was one for the record books and featured great food, beverages, golf tournament prizes and raffles as well as an engaging networking game!

“The camaraderie between members was very noticeable. The Association itself has a welcoming vibe between members and exhibitors,” shared Suzanne Handley with Integrity Merchant Solutions.

The IAF Annual Convention included a robust Educational Program where state license holders could earn the 7 CEs required for license renewal. The sessions included:

- The ECLB Disciplinary Hearings
- Financial Management—Presented by Mitch Reitman and sponsored by Vertical Cable
- Worker’s Comp Session Presentation—Presented by Tucker Harman & Kent Merrill with Merrill Insurance
- SIAC & False Alarm Reduction—Presented by Major Allan Rutledge (ret.); Grady Medcalf & Marvin Smith
- Florida Building Code Advance Module—Presented by Josh Wolk
- Workplace Safety—Presented by Rick Lerch

New in 2025, IAF launched the addition of our Technician Training track that offered fantastic sessions including:

- Grounding & Bonding (Hands On)—Presented by Danny Van Sickle & Ed Greer
- Fire Code Violations with an AHJ—Presented by Diego del Pino, Deputy Fire Marshall Robert Suarez, and Danny Harrod
- Best Practices Roundtable for Technicians—Presented by Jorgia Wooten, Omar Sanchez, & Marshall Sims
- Upselling During the Install—Presented by Gretchen Gordon



Attendees poured into the Sold-Out trade show floor overlooking the ocean, on Thursday and spent valuable networking time with manufacturers, distributors and service providers. Participants enjoyed Lunch on the show floor that was graciously sponsored by Johnson Controls. 2025 marked the third year in a row that the trade show was sold out and bursting at the seams with 75 of the industry’s leading vendors. Palm Coast blessed us with warmer than average temperatures in February but despite the tent warming up, the energy inside was even hotter! The networking and conversations during the trade show were

fantastic, creating valuable connections and opportunities for everyone involved. Here is some of the feedback we received from Exhibitors:

“The IAF Annual Convention is a very well-organized event led by some of the most knowledgeable people in the industry. The event provides many opportunities for networking, finding new business and learning,” said Sarahi Sanpedro, New Business Development, Brinks Home.



“The IAF did a great job integrating the industry during this event,” said Santiago Rivera - RSM – JCI

“It is a very good place to meet the decision makers.”

“The event was well planned and the networking opportunities were great!”

Exhibitors were not the only ones happy with the event, Attendee surveys poured in, resulting in an NPS score of 100! Here is a glimpse into what attendees had to say about the 2025 IAF Annual Convention:

“The Convention was very well put together. As an owner I was honored to be there and will attend all future Annual Conventions.” said William Trout, Owner of Elevated Fire and Security LLC.

“I would recommend this convention for a few reasons:

1. CEUs - as a Florida license holder, I can get all of my CEU credits
2. Networking - it's so wonderful to network with others in our industry, particularly those within our State
3. Co-location with ECLB - I believe that is incredibly beneficial to build relationships with the ECLB Board members. Also, sitting in on the disciplinary hearing is really valuable,” said Jorgia Wooten, VP Crime Prevention Security Systems.

“It was my first, so I thought everything was excellent!” shared Brian Lee, Assistant Fire Alarm Manager Gator Fire Equipment Co.

“The 2025 Convention was perfectly organized. Everything was on schedule and went according to plan.”

“The topics presented were fantastic. The networking opportunities were really awesome.”

“Great opportunity to engage with other industry members and associates.”

“Very well organized, classes were very good, actually wish some were longer.”

IAF held the Annual General Assembly Membership Meeting sponsored by CH&T and elected new officers to the Board of Directors. The officers were installed by DBPR Deputy Director Megan Kachur, during a special ceremony on Thursday evening during IAF Honors. The new officers include:

- IAF President—Diego del Pino
- IAF Vice President/President-Elect—Farshid Pourgolafshan
- IAF Secretary—Grady Medcalf
- IAF Treasurer—Michael Sudheimer
- IAF Past President—Marvin Smith
- IAF Director (Security)—Rick Seymour
- IAF Director (Automation)—John Minerva
- IAF Director (Fire)—Ed Greer
- IAF Associate Director—Steven Hayes



IAF also hosted a jam packed Cocktail Hour sponsored by IPPay that served as the prelude to the prestigious awards program during IAF Honors Evening sponsored by Legacy Security Services, Inc. on Thursday, February 13th to recognize amazing members and volunteers that give so much to the industry and the association. The evening began with a sentimental tribute to long time association member, Past President, and 2004 MVP, Chuck Bellissimo.

The Bellissimo family was presented with the Founding Fathers Award in honor of all of the contributions Chuck made to the association and the industry throughout his career.

The IAF Honors Award Recipients included:

- The 2024 IAF Glen Mowrey False Alarm Reduction Award Recipient:
 - Marvin Smith with OES
- The 2024 IAF Life Safety of the Year Recipient:
 - Annabel Anty with COPS Monitoring
- The 2024 IAF Central Station Operator of the Year Recipient:
 - Yashera Nogueras with COPS Monitoring
- The 2024 IAF Support Person of the Year Recipient:
 - Tammi Taylor with Redwire
- The 2024 IAF Technician of the Year Recipient:
 - Daniel Ramirez with OES
- The 2024 IAF Salesperson of the Year Recipient:
 - Abby Kachris with Alarm.com
- The 2024 IAF Marketing Genius Recipient:
 - Bobby McAfee with CPSS
- The 2024 IAF Associate Member of the Year:
 - Jenny Cooke with CMS
- The 2024 IAF Regional Directors of the Year:



- Jason Rountree with Summit Fire & Security who leads the IAF Southwest Region
- The 2024 IAF Lifetime Achievement Award:
 - Lee Abrams with Abrams Engineering & Technology
- The IAF 2024 Fire Official of the Year:
 - Chief Robert Hevia with the City of Miami Fire Rescue
- The IAF 2024 Association Most Valuable Person of the Year:
 - Ed Greer with Commercial Fire
- The IAF 2024 Industry Most Valuable Person of the Year:
 - Jake Voll with SS&Si Dealer Network



“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 11%+ growth in membership in 2024. IAF added 45+ members last year, made significant investments in training and generated over 800 leads of individuals interested in a career as a technician in our industry. The energy and engagement from our members demonstrate the growing value IAF provides, from cutting-edge training through Alarm Academy, to powerful industry advocacy. We are committed to delivering even more resources, connections, and support to help our members thrive. I can’t wait to see all that 2025 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 Embers of Hope Burn Camp to help support their inaugural camp for children that are burn survivors. This is an incredibly meaningful cause with tight connections to our industry! IAF Cares is honored to support this amazing organization and the work they do to truly make a difference in the lives of children who have survived a fire.

At the 2025 Convention, IAF members came together to donate thousands of dollars going towards supplies that IAF has donated to Embers of Hope for the camp this summer. We also stuffed backpacks with supplies and other items for the children to make their stay at the camp healing and enjoyable.

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
Alarm.com	1	The Systems Depot	24	ProdataKey (PDK)	46
TEKsystems Inc.	2	Nitrotel Manufacturing Corp.	25	Statewide Central Station	47
SS&Si Dealer Network	3	Heitner Reps/Uniview	26	AlarMax Distributors Inc.	48
ESA/Security America Insurance	4 & 5	Becklar Monitoring	27	Johnson Controls	49
Johnson Controls - Autocall	6	Takex	28	Reconeyez	50
Turing Video	7	Integrity Merchant Solutions	29	FocalPoint Coaching	51
Affiliated Monitoring	8	Creative Business Solutions	29	Cen-Signal	52
Chekt	9	Rapid Response Monitoring	30	Bolide	53
OpenEye	10	Speco Technologies	31	SDi Fire	54
National Monitoring Center (NMC)	11	Inovonics	32	Bosch Intrusion	55
Vertical Cable	12	Altronix	33	Southeast Security Products	56
Potter Electric Signal	13	Alarm Monitoring Services	34	Windy City Wire	57
rev.io	14	Hikvision	35	Legacy Security Services	58
IPPAY	15	Dynamark	36	Davantis Technologies	59
Southwest Dispatch Center	16	WorkHorse	37	Matrix Comset	60
Ajax	17	CMS	38	Wesco	61
M2M	18	Resideo	39	TCX	62
USA Central Station	19	Pertronic Industries	40	FieldHub	63
Securitas Technology Corp	20	Brinks	41	Integrated Control Technology	64
DMP	21	Fellas Pro	42	Telguard	65
Alibi Security	22	Security Dealer Marketing	43	COPS Monitoring	66
Napco	23	Silmar Electronics	44	AD/SnapOne	67
Rick Hendrick Chevrolet of Naples	Outdoor Display	Security Central	45	Ditek Corp.	68
Vitek Industrial Video Products	Tech Challenge	ProdataKey (PDK)	46		



Finally, IAF announced the dates and Location for the 2026 Annual Convention that will take place February 16-18, 2026 at the Rosen Plaza in Orlando, FL! The 2026 event will also feature The Pierre Bellemare Memorial Golf Tournament, CE's for License Holder Renewals

(due in August of 2026), the Technician Training Track, a New IAF After Dark event and more!

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