



2025 NetOne Shareholder/Marketing & Sales Best Practices Meeting

[Four Seasons Hotel Philadelphia](#) @ Comcast Center

One North 19th Street, Philadelphia, PA 19103

AGENDA

Monday, May 19, 2025

6:00 – 8:00 Reception & Dinner

Sponsored by:



Room

Grand Terrace Ballroom
Foyer/ Ballroom

Tuesday, May 20, 2025

7:00 – 8:00 Breakfast

Grand Terrace Ballroom
Foyer

8:00 – 8:30 Opening Remarks – Scott Elkins & Ron Rosenbaum

Grand Terrace Ballroom

8:30 – 9:45 General Session: Modern-Day Prospecting ... *it ain't dead!* (description page 3)

Grand Terrace Ballroom

- Chris Peterson (President, Vector Firm)

10:00-12:00 Marketing Leaders Breakout

Grand Terrace Ballroom

- 10:00-11:00: Guest speaker: practical use of AI

- 11:00-12:00: NetOne company AI case studies

10:00-12:00 Sales Leaders Breakout

Fairmount

- Chris Peterson: Developing Salespeople in Today's Security Industry (description page 3)

10:00-1:00 ****Board Work Session – (includes working lunch)**

Calder/59th Floor

12:00- 1:00 Lunch

Grand Terrace Ballroom
Foyer

1:15 – 2:15 Shareholder/Leadership Session: Trolling for Profit: Navigating Patent Infringement Extortion (description page 3)

- Andy Kopsidas, Blank Rome, LLP

1:15 – 3:45 Marketing Leaders Breakout

Grand Terrace Ballroom

- Topic: Marketing Plans - How to develop/align to the business/ share effectively internally
 - Inputs into the plan
 - Main tenants of plan
 - How do you implement/stick to it/create accountability
 - How do you measure & report success...or lack thereof

1:15 – 3:45 Sales Leaders Breakout

Fairmount

- One Good Idea
- One thing you want to learn/expand skill set

4:00 – 5:00 General Session: ZeusAI: Intelligent Video, Smarter Business – (description page 3)

Grand Terrace Ballroom

- Priya Serai, CIO, Zeus Fire & Security

6:00 – 8:00 Reception & Dinner

Sponsored by:



Grand Terrace Ballroom
Foyer/Ballroom

(50 Year Anniversary Recognition)







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Wednesday, May 21, 2025

6:00 – 7:00	Rocky Run – walkers and joggers welcome too!	Lobby
<i>*Meet at 5:55 AM</i>		
7:00 – 8:00	Breakfast available	Grand Terrace Ballroom Foyer
8:00 – 8:30	Opening Remarks: Scott Elkins, Chief Executive Officer, Zeus Fire & Security - Zeus History/Vision	Grand Terrace Ballroom
8:30 – 9:45	General Session: Hunting & Harvesting: Modern Prospecting That Wins <ul style="list-style-type: none">Dallan Labrum, SVP, ProdataKeyBrach Bengtzen, VP of Marketing, ProdataKey	Grand Terrace Ballroom
10:00 – 10:45	General Session: Solutions Sell: Turning Products into Platforms <ul style="list-style-type: none">Dallan Labrum, SVP, ProdataKey	Grand Terrace Ballroom
10:45 – 12:00	General Session/Panel: Taking Products/Services to Market: Supplier and Integration Impact <ul style="list-style-type: none">Facilitator: Eric TaylorPanelists – Art Miller, Anthony Sharpy, Jason Cloudt, Brian Ciasnocha	Grand Terrace Ballroom
12:00 – 1:00	Lunch <i>Sponsored by:</i> 	Grand Terrace Ballroom
1:15 – 2:30	**Shareholder Meeting: (includes 20-min ASAP to PSAP update)	Fairmount/59th Floor
1:15 – 2:30	Combined Marketing & Sales Work Groups: Goals Alignment Session/"One Team Working Together" <ul style="list-style-type: none">Facilitators – Art Miller & Jason Cloudt	Grand Terrace Ballroom
3:00 – 3:40	Depart for Zeus Headquarters	Lobby
3:45 – 5:30	Tour of Zeus Headquarters	Zeus Fire and Security Headquarters
6:00 – 8:00	Reception & Dinner: <ul style="list-style-type: none">NECTAR Restaurant and Lounge <i>Sponsored by:</i>   	NECTAR Restaurant and Lounge, Berwyn, PA https://tastenectar.com/gallery

Thursday, May 22, 2025 – Departures



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AGENDA

SESSION DESCRIPTIONS

Modern-Day Prospecting ... *it ain't dead!*

In an era of digital marketing, AI-driven tools, and ever-changing buyer behaviors, prospecting may seem like a waste of time. It's not, but the traditional objectives and methods of prospecting are no longer effective. Prospecting is far from dead, but successful prospecting today has changed significantly. This session will explore how sales professionals can modernize their prospecting strategies to generate high-quality leads and drive business growth. Some of the topics addressed:

- Why is traditional prospecting is no longer effective?
 - What is the goal of prospecting today?
 - What does successful prospecting activity look like today?
 - What are the objectives of networking, social selling, cold calls, and outbound touches, and how do these different types of activities enhance each other?
 - How to develop a plan and hold your salespeople accountable to prospecting activity?
- We'll address these questions and many more, keeping this session at a high level to enable an audience of business leaders to consider successful approaches to modern-day prospecting.

Developing Salespeople in Today's Security Industry

This session will explore strategies for training and equipping sales professionals to succeed in the rapidly evolving security industry. With advancements in technology, shifting customer demands, and an increasingly competitive market, security salespeople must possess both deep industry knowledge and strong sales skills suited to our modern environment. Some of the topics addressed:

- What are the best practices for developing salespeople?
- How to work with overachieving and struggling salespeople?
- How to create a professional development plan with each salesperson and hold them accountable to achieve their goals.
- What are some AI tools to help you develop your salespeople?
- How to find time to work with salespeople with an incessant list of other management responsibilities?

We'll address these questions and many more and share practical ideas for our audience to bring home to immediately start developing their salespeople.

ZeusAI: Intelligent Video, Smarter Business

ZeusAI is changing the game by turning video data into powerful operational insights. It's not just about security, it's about helping businesses streamline workflows, elevate customer experiences, and boost efficiency across industries. In this session, Priya Serai will walk you through how AI-driven video analytics can **uncover patterns in foot traffic, track employee productivity, optimize store layouts, and drive smarter decisions**—all without adding complexity or expensive monitoring services. ZeusAI's **self-service, scalable model** makes it easy to tap into real-time, data-driven intelligence that enhances operations and fuels profitability.

Trolling for Profit: Navigating Patent Infringement Extortion

This presentation delves into the disruptive world of non-practicing entities (NPEs), commonly known as patent trolls, who exploit patents to extract settlements without contributing to innovation. Explore their tactics, the financial and creative toll on businesses, and strategies to combat these costly infringement suits in today's business landscape.