



## Ron Davis

President, Davis Mergers  
& Acquisitions Group  
(a.k.a. The Graybeards)

Shown here at 2002's 20th SAI Crossroads Conference in Las Vegas, Davis has spoken at more than 1,000 industry events and written hundreds of articles.



## INDUSTRY HALL OF FAME

# RING OF HONOR

Security Sales & Integration

**I**n 2004 to celebrate the 25th anniversary of *Security Sales & Integration*, the publication designated the 25 most dynamic people who had shaped the electronic security industry since the trade journal's 1979 inception. It was indeed an impressive list. Among it was Ron Davis who throughout the ensuing 17 years has continued to be one of the industry's most highly respected and regarded leaders.

His original printed induction included the following . . .

### Career Highlights

- ▶ In 1970, spun an engagement for an organization selling fire alarms door-to-door into career of providing marketing and business information to dealers
- ▶ Founder of Davis Marketing Group, Security Alliance and Security Associates Int'l (SAI)

### Why He's on the List

- ▶ Has been credited with developing the phrase, "recurring monthly revenue," and convincing many about its virtues
- ▶ Spent more than four decades helping alarm dealers run businesses more effectively and professionally
- ▶ Spoken at more than 1,000 industry events and written hundreds of articles

### Davis Comment:

"I have received a considerable amount of recognition through the years; however, being named to this list is particularly rewarding and appreciated. I was there when Bob Bargert first started SSI's predecessor. He was an innovator whose ideas were not always appreciated during his lifetime. I'm fortunate to receive this recognition when I can appreciate and enjoy it."

Despite having already achieved a lifetime's worth of accomplishments and accolades by that point, there was no drop-off for Davis. In fact, he might have picked up even more momentum! Just a handful of his subsequent highlights include still being one of the industry's preeminent dealmakers, authoring multiple books, serving as SSI's Big Idea columnist, doing countless speaking engagements and emceeding annual Hall of Fame inductions at ISC West.

So when it came time to select the first member of the new SSI Industry Hall of Fame Ring of Honor, to be annually bestowed upon an existing Hall of Famer (minimum 10 years after induction) who has continued to distinguish themselves with exemplary achievement or contributions, Davis was an obvious choice.

To commemorate this iconic and ultimate recognition, friends, family and colleagues were asked to share what makes Ron Davis a true one of a kind.

### Abilities most contributing to his success:

"Ron's intuitive ability to understand the sales process and his persistence. I admire the tenacity with which he sticks to in trying to bring successful completion to a project or sale."

— Mike Duffy, *Per Mar Security Systems*

"Honesty, integrity, loves what he is doing, trustworthy, truly wants to motivate people to success, and on and on!" — Alan Glasser, *Metropolitan Burglar and Fire Alarm Association*

"His keen business sense, knowledge of the industry, honest and practical approach to giving advice has earned him the respect and admiration of his colleagues. It's the confidence he has earned that generates a comfort level that allows a seller to place their life's hard work and future into his capable hands." — John Lombardi, *Commercial Instruments and Alarm Systems*

"I admire Ron's deep passion and understanding of the industry. Also, his indefatigable knowledge and understanding of and connection with the people who make up the industry." — *Mike Barnes, Barnes Associates*

"When it was time for me to exit this wonderful industry, Ron was the first person I called. He is a genuine and real person who cares deeply about this industry. Ron has shown his dedication to the highest standards and advancement of the security industry. Not to mention he has assisted hundreds of people in the industry to be successful." — *Michael Karch, Floyd Total Security*

#### How he's built goodwill among colleagues:

"He is the most generous person I know. He loves to be a mentor and has mentored many of the people in the security industry. And best of all, he makes me laugh!" — *Beverly Davis, wife*

"Ron does not know a stranger. He makes friends with everyone. He is truly interested in everyone's story and he remembers information about each person he meets." — *Margaret Spitznas, WESA*

"Ask Ron how he's doing and the answer is always, 'I'm doing just great.' My brother was born with PMA and it has served him well. People gravitate to him because they know they will hear or learn something positive from him that inspires and spurs one on." — *Ann Davis, sister*

"His willingness to always speak openly to industry groups and state associations, as well as his monthly contribution to multiple industry publications. Ron has generously donated many hours of his time helping others to expand their knowledge and grow their businesses." — *Pat Egan, Security Partners*

"As president of the CAA it was always a pleasure to have Ron give his 'State of the M&A Market' for our industry. Year after year, Ron has volunteered his time and travel to give his opinion and answer questions to alarm company owners and operators. He is a tremendous asset to our industry." — *Chuck Petrusha, Advanced Security Systems*

#### Something most people might not know:

"He played football in high school, was an avid motorcyclist, his dad was friends with two of the three stooges, has whitewater-rafted every major river west of the Mississippi, sold bras for a living at one point, has a closet full of clothes that a small family could live in and he was the

original 'Mad Men' bad boy." — *Scott Davis, son*

"He is a history buff and has an abundant amount of knowledge about World War II, our allies and our enemies." — *Beverly Davis, wife*

"Pickles, the man loves pickles. I visited his home once and couldn't believe the volume of pickles I was offered. Not the puny supermarket kind either. These were big, fat kosher pickles to die for." — *Art Romero, David Mergers & Acquisitions Group*

"Ron back in the 1980s talked to me about joining him as a partner. Two kings in one kingdom would never work. It's good that we did not join up because if still partners there would be two 83-year-old kings in the same kingdom. What could be worse?!" — *Bob Bonifas, Alarm Detection Systems*

#### Special relationship memory or moment:

"Ron was one of my late father Rod Garner's best friends and a therapist of sorts for my dad, and maybe vice versa. Ron was one of my father's favorite people in the world. Ron and his wife were so kind to come out to cold and snowy Utah to pay respects at my father's funeral." — *Josh Garner, AvantGuard*

"In 1975 and recently out of college, I had no idea what the alarm business was all about. I heard about a seminar on security sales by some guy named Ron Davis. That seminar and the multiple tapes purchased truly started my career. The most important fact I learned from Ron was you are not in the alarm business, you are in the recurring revenue business. — *Jeff Martin, AVS Systems*

"In the early 1980s, my father and I heard that Ron was speaking at a Pittsburgh airport hotel, so we drove from Erie to Pittsburgh during a snowstorm and arrived mid-presentation. After hearing we had driven that far in those conditions, Ron privately discussed with us the topics he had presented and generously answered all of our questions. I have heard Ron speak many times the past 30 years and witnessed him repeat the same scenario again and again with other small company dealers." — *Dale Eller, ITZ Solutions*

"In the 1980s, I got to see him in action at a Portland, Ore., OBF&A event where he was speaking about RMR. I came away totally inspired to grow our family business through RMR. My mother and matriarch of our company would also want Ron to know her fondness for him." — *Mike Miller, Moon Security SSI*



Davis with wife Beverly and brother-in-law Steve Rubin, both of whom are also business associates in Davis Mergers & Acquisitions Group and the Graybeards.



Davis with one of the countless colleagues he has mentored, Dale Eller (right), who himself has been elected to the SSI Industry Hall of Fame this year.