

Security Sales & Integration Promotes Scott Goldfine to Associate Publisher

The 17-year security veteran is recognized for his leadership and standard of excellence in advancing the industry's leading source of technology and business intelligence.

FRAMINGHAM, Mass. — *Security Sales & Integration (SSI)* announces the promotion of Editor-in-Chief Scott Goldfine to Associate Publisher. “Scott has helped guide the publication on numerous fronts, says *SSI* Publisher Steve Nesbitt. “His contributions to the publication and Web site go beyond just editorial to include input on audience development, such as show distribution and barter agreements, and broader branding initiatives, such as awards programs and association relationships. So this is a well-deserved promotion.” Goldfine, whose new title is Editor-in-Chief / Associate Publisher, is responsible for directing all editorial aspects of the *SSI* brand in print, electronically, online and in person.

Since joining the publication in 1998, Goldfine has distinguished himself with a voluminous, innovative and award-winning body of work that includes groundbreaking research, landmark features, leadership roundtables, high profile case studies, and many industry exclusives. Well versed in the technical and business aspects of electronic security (video surveillance, access control, systems integration, intrusion detection, fire/life safety), he is a nationally known figure in demand as an industry presenter and subject matter expert to mainstream media. Goldfine is responsible for developing many unique products and programs, including the *SSI* Industry Hall of Fame, Control Panel (industry's first E-mail newsletter), Police Dispatch Quality (PDQ), Marketing Marvel, Installers of the Year, Integrated Installation of the Year, Security Industry Census, Systems Integration Study, Installation Business Report, Operations & Opportunities Report, Commercial End-User Study and Security's Fantastic Fleets.

Recognized for his relationship building, integrity and lead-by-example ethic, Goldfine is a solutions-oriented team player who advises and collaborates with industry dealer/integrator, consultant, distributor, central station and manufacturer icons, luminaries and executive business leaders on a daily basis. He is also actively involved in several security events and organizations, including the Electronic Security Association (ESA), Security Industry Association (SIA), Security Industry Alarm Coalition (SIAC), False Alarm Reduction Association (FARA), PSA-Tec, SAMMY Awards, International Security Conference and Exhibition (ISC), Electronic Security Technology Summit (ESTS), Mission 500, Electronic Security Expo (ESX), ASIS Int'l, Honeywell CONNECT and other supplier conventions. Goldfine also serves on several boards, including the CSAA Marketing and Communications Committee and PSA Cybersecurity Advisory Council.

A certified alarm technician, former cable-TV tech, audio company entrepreneur, and lifelong electronics and computers enthusiast, Goldfine graduated with honors from Cal State, Northridge with a management degree in Radio-Television-Film. His professional media endeavors have encompassed magazines, Internet, radio, TV, film, records, teletext and books. Goldfine resides in the Charlotte, N.C., area with his wife, son and three cats. He can be reached at sgoldfine@ehpub.com.

About Security Sales & Integration

Security Sales & Integration — “The #1 Technology & Business Authority Since 1979” — reaches a monthly audience of 50,000+ (print and online audiences combined) executive, sales and technical professionals who recommend, buy and/or install electronic security equipment, including video surveillance, access control, biometrics, IT networking, intrusion detection, fire alarm, and home controls/automation plus other security products and services. Editorial features include commercial and residential product applications, technology updates, systems design installation techniques, sales and marketing case studies, statistical research and operation management.

Security Sales & Integration is owned by Framingham, Mass.-based EH Publishing. For more information, visit www.securitysales.com.