

YEAR IN REVIEW

2025



SECURITY
SERVICES



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A Word From Our **LEADERS**



The older we get, the more each year looks like a repeat of the past, but 2025 brought new challenges to virtually every industry. We worked very closely with our manufacturers through the various tariff-related pricing changes to ensure we could honor prices for our customers. The explosion in AI has created business opportunities and prompted us to ensure all of our software utilizes AI to improve customer experience.

Customer adoption continues to increase in Intelligent Video Monitoring, providing a different level of protection to many customers. The vast majority of new access control installations utilize Bluetooth credentials. Notably, Midwest Alarm Services is pioneering Bi-Directional Amplifier integration to ensure seamless first responder communications. We are equally committed to empowering on-site security officers with the industry's most advanced technical solutions.

There is a major trend of consolidation in our industries, and we are proud to remain independent and family owned. Our company provides long-term solutions to our customers, and being a family-owned business allows us to have long-term relationships between the owner/operators and frontline employees.

We are deeply fortunate to have so many people committed to serving our customers.

Thank you to our many customers and employees for an excellent 2025, and here is to a great 2026!



A handwritten signature in black ink that reads "Brian Duffy".

Brian Duffy
Chief Executive Officer



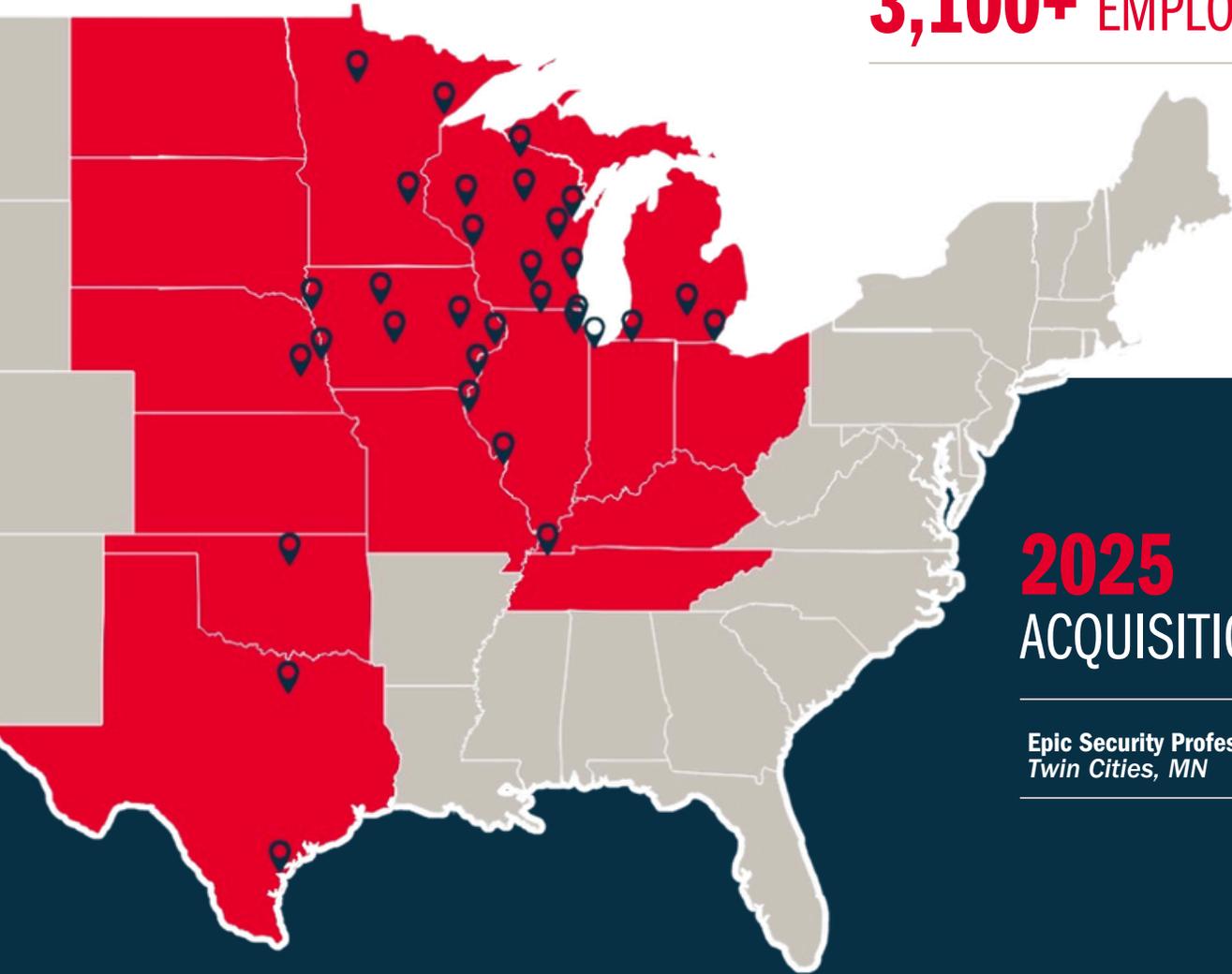
A handwritten signature in black ink that reads "Brad Duffy".

Brad Duffy
Division President

MIDWEST ROOTS

With over 3,100 employees across the Midwest, Per Mar offers the reach of a major corporation and the accessibility of a local firm. We provide the security resources you expect from a leader, delivered by people who know your community.

3,100+ EMPLOYEES



2025
ACQUISITIONS

Epic Security Professionals
Twin Cities, MN



The Per Mar family includes Midwest Alarm Services, specializing in fire and life safety.

Evolving For Our EMPLOYEES

Empeople Credit Union

Per Mar Security has officially joined the Empeople Credit Union charter, **giving employees access to even more benefits:**

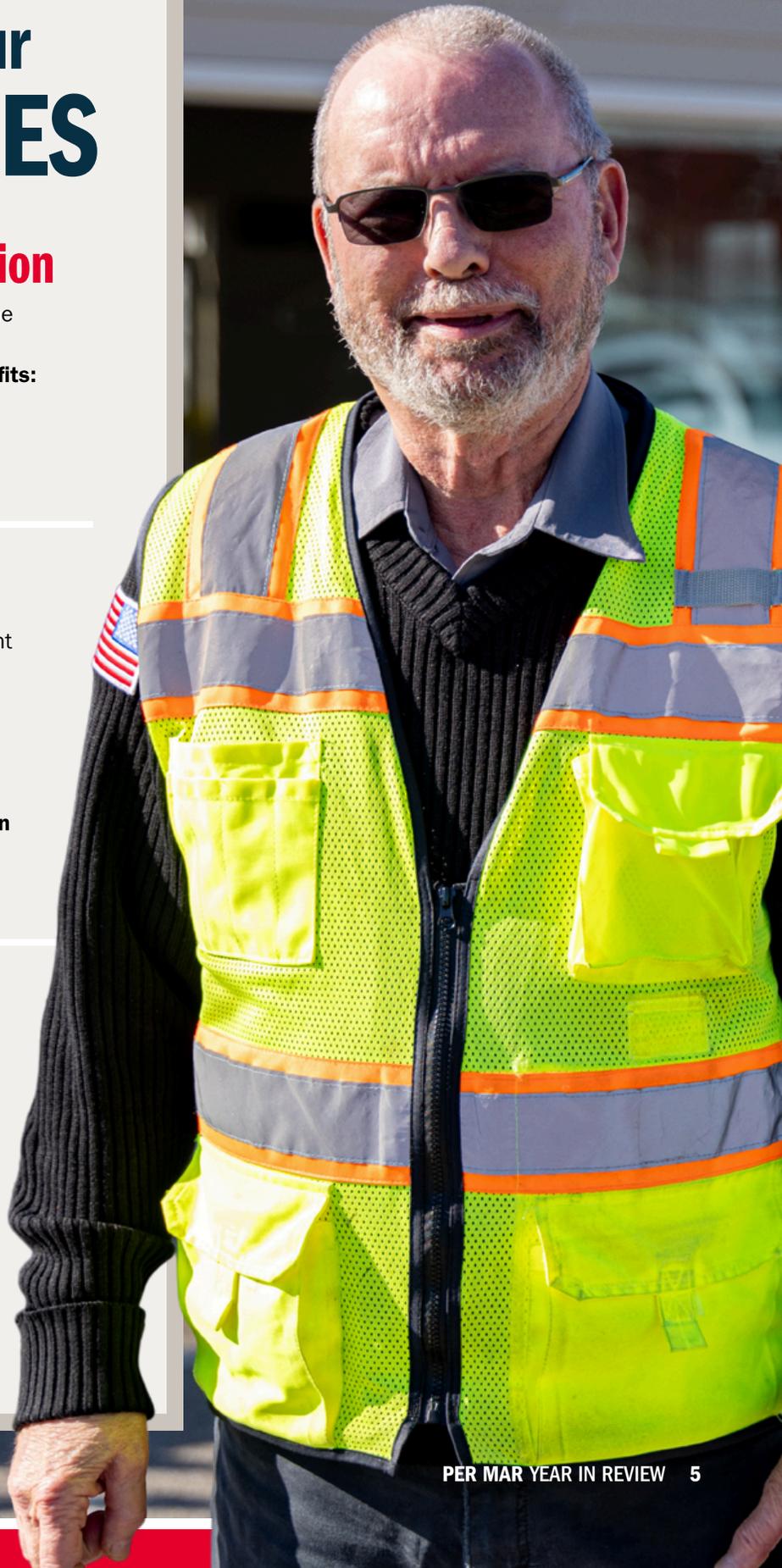
- Personal Coaching
- Competitive Rates
- Financial Wellness

Culture Amp

Per Mar conducts quarterly engagement surveys to pulse-check the company's progress and identify areas for growth. We use Culture Amp to ensure our employees remain truly anonymous. The goal is to **gather honest, valuable feedback** that allows leadership to **turn insights into action** and better serve the entire team.

Health Savings Account

Per Mar wants to help employees tackle rising healthcare costs head-on. By leveraging a 'triple tax advantage,' our **HSA serves as a powerful financial tool** for our team by helping them manage medical expenses today while building a tax-free bridge to retirement.





SECURITY OFFICER OF THE YEAR

2025 Recipient

Talia Raley

Loss Prevention Officer
Quad Cities



“

On September 3rd, 2025, Talia Raley was working Loss Prevention at a Davenport store when she was alerted of a disturbance in the parking lot between two customers. As customers were exiting the store and entered the crosswalk, a vehicle came speeding through the parking lot. This caused one pedestrian to yell at the speeding vehicle to slow down. The speeding driver quickly parked his vehicle and advanced on the customer who had yelled at him - drawing a firearm - which he kept pointed at the ground.

When Talia learned of the disturbance, she quickly jumped into action by contacting law enforcement and moving to the parking lot to defuse the situation. When she got to the parking lot, the customer who had drawn the firearm was leaving the property. Police arrived a short time later and took statements.

These actions resulted in compliments from both customers who emailed the store's general office and compliments from the store's Security Manager who stated: "Great job by Talia here not only effectively handling and deescalating the situation at hand, but doing so with a level of speed and professionalism that was called out by other customers who were not even directly involved in the altercation. Very impressive stuff and exactly the type of individual that I am thrilled to have working in our stores."

HONORABLE MENTION SECURITY OFFICERS



David Westlund
Twin Cities



James Cheesman
Quad Cities

SECURITY OFFICERS OF THE MONTH

ADRIANNA SIMMONS	QUAD CITIES	FRANCIS WICKS	WAUSAU	MATTHEW HEPPERLY	QUAD CITIES
ALDIN ARAPOVIC	DES MOINES	GABRIEL KLUCK	WAUSAU	MICHAEL HENDRICKSON	OMAHA
AMANDA MAHAN	QUAD CITIES	JAMES CHEESMAN	QUAD CITIES	MIRJON PENDAVINJI	CHICAGO WEST
ANTHONY ANDREWS	DES MOINES	JAMES HUGHES	TWIN CITIES	MORIANO WILSON	OMAHA
ANTHONY VEGA	CHICAGO	JAMES THAMES	QUAD CITIES	NOLAN HARRINGTON	DES MOINES
ARIEL PAZ	SIoux CITY	JARED BURGE	QUAD CITIES	PAUL BROWNING	DES MOINES
BRANDON REED	DES MOINES	JESUS CABRAL	CHICAGO WEST	ROBERT BAUMANN	WAUSAU
CHASE JUNGWIRTH	QUAD CITIES	JOSE ROSARIO	CHICAGO WEST	SAMANTHA WAYNE	OMAHA
DANIEL PYSE	QUAD CITIES	JUSTIN BENDEL	WAUSAU	SCOTT BUSS	CEDAR RAPIDS
DAVID CAMPBELL	DES MOINES	KAELIN KOLB	WAUSAU	SELWYN MIDDLEBROOK	QUAD CITIES
DAVID WESTLUND	TWIN CITIES	KAYLA FIELDS	WAUSAU	SKY WHITSON	SOUTH BEND
DEMETRIUS SALCEDO	CHICAGO WEST	KEVIN LOWEL	WAUSAU	STACY BLAIR	CHICAGO
DEWAYNE PRICE II	SOUTH BEND	KPAKPO TOUNOU	OMAHA	TALIA RALEY	SIoux CITY
DONALD KRIZ	DES MOINES	KRISHA HARRIS	DES MOINES	THELMA SUTTON	QUAD CITIES
DUSTENETTE COOPER	OMAHA	LUIS DEJESUS	CHICAGO	TYSHAUN CRAIG	QUAD CITIES

TECHNICIANS OF THE YEAR



Craig Richason

*Master Technician
La Crosse*

“Craig keeps our customers satisfied and looks for additional areas of protection,” said Nick Hayes, La Crosse Operations Supervisor. “Our Google reviews reflect Craig’s dedication to Per Mar and the La Crosse office through his professionalism and positive attitude with customer interactions.”



Craig Swihart

*Master Technician
South Bend*

“During a particularly challenging period for the branch, Craig stepped up in a critical way to get the branch through a severe technician shortage,” said Kevin Campbell, South Bend Operations Supervisor. “Craig’s dedication, professionalism, and ability to lead by example under pressure made a direct and measurable difference.”



SECURITY
SERVICES



SECURITY
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Jason Reeder

*Technician
Milwaukee*



“Jason Reeder is being recognized as Midwest Alarms’ Technician of the Year for his exceptional dedication and leadership on the Panasonic Project in Kansas City,” said Joel Stolley, Director of Operations. “Jason ensured the project was completed successfully and that all customer timelines were met. In addition to his work in Kansas City, Jason serves as a leader and subject-matter expert for the Madison and Milwaukee branches. He is consistently willing to step in to help resolve complex customer issues and support fellow team members. Jason’s commitment, teamwork, and willingness to go above and beyond exemplify the values that strengthen our organization.”

OPERATIONS SUPERVISOR OF THE YEAR



Derek Heinrichs

*District Operations Manager
Des Moines*



“

“Derek Heinrichs is recognized as Operations Supervisor of the Year in acknowledgment of his exemplary leadership and dedication to Per Mar’s core values,” said Matthew Melk, Director of Operations.

“During his initial year as District Manager, he facilitated a seamless transition from his previous position as Service Supervisor in Des Moines to his successor. Derek enhanced the Omaha operation by engaging collaboratively with team members to improve performance and processes. He subsequently assumed responsibility for the Cedar Rapids office, recruited a new supervisor following a retirement, and directed a cultural transformation within the branch. His ability to lead through change and unite teams has had a significant impact as we look ahead to 2026. Consistently thoughtful and strategic, Derek is respected as a go-getter and problem solver who actively seeks out and resolves issues while collaborating respectfully with others. He maintains high standards for himself and his colleagues. His leadership throughout the year has been instrumental to Per Mar and its ongoing achievements.”

MIKE DUFFY

SERVANT LEADERSHIP

AWARD

The Mike Duffy Servant Leadership Award, established upon Mike's passing in 2022, recognizes one leader in Per Mar each year for their commitment to their team, their community, and the company.

Mike Duffy led Per Mar Security Services as CEO and President for 44 years, prioritizing respect and kindness in every interaction at Per Mar and beyond.

Under his leadership, Per Mar rolled out its Charity Fund, which has since donated over \$1.6 million to local not-for-profit organizations nominated by Per Mar employees. Mike also made frequent donations of his own money and time to the security industry and Quad Cities community.



MIKE DUFFY

Mike established a precedent at Per Mar that taking care of employees leads to good customer service, which leads to excellent results for the company. He was known for being accessible to all employees, even as the company grew, and encouraged other Per Mar leaders to do the same.

“

Michele was an easy choice based on the nominations from her team. Michele’s team has new hires all the way up to 40-year employees, and she has earned their respect. Michele supports and develops her staff with a deep sense of caring.



Brian Duffy
Chief Executive
Officer



Michele Lefler
Senior Manager
of Operations

PRESIDENTS' AWARDS

Presidents' Awards recognize outstanding employees who had a significant impact to our organization in 2025.



Laura Mapes

*Quality Control Manager
Quad Cities*

"It's clear she understands the business, the processes, and the many roles and impacts of each decision," said Doug Richard, President of Midwest Alarm Services and Kylee Thompson, Chief Technology Officer. "Laura has a rare combination of grit to solve problems and pride in her work, which makes her an absolute joy to work with."



Stacy Latimer

*Branch Employment Coordinator
Sioux City*

"Stacy has gone above and beyond her daily duties by creating a training program, producing Supervisor Binders for each Menards Gate Attendant location and each Loss Prevention Supervisor. Stacy stays on top of training and licensing requirements across seven different states to ensure we are compliant in every state," said Dave Braunger, Sioux City Operations Manager and Casey Henman, Sioux City Director of Loss Prevention.



Joe Marley

*Software Engineer
Per Mar Centre*

"Joe Marley played a key role in the migration of Per Mar and Midwest to the ServiceTrade platform," said Jason Ireland, IT Director. "He exceeded expectations and contributed to one of the smoothest go-lives to date. The Midwest implementation was highly successful, and Joe Marley continues to ensure the same standard for the Per Mar rollout."



Anna Davis

*Project Coordinator
Eau Claire*

"Anna Davis has been with the company for the last 18 years and has continuously shown that she excels at going above and beyond coordinating multiple branches," said Craig Gaul, Project Coordinator Supervisor. "She strives to be the best and take on more duties than those that are asked of her position. Anna continues to look for ways to show her leadership through her work and by taking on additional tasks."



Bailey Brown

*Data Entry Specialist
Per Mar Centre*

“Any interaction I have with Bailey is pleasant. She is extremely hard working and intelligent, and it’s apparent that she wants to do well. I’ve heard nothing but great things about Bailey on the sales side, as well as from her direct supervisor. She goes above and beyond with internal support and is an asset to the Data Entry team, always willing to jump in and help with her knowledge,” said Jordin Wilson, Director of Marketing.



Kellie Andrews

*Accounting Specialist
Bloomington*

“Kellie Andrews consistently goes above and beyond in every aspect of her role,” said Tracy Ver Mulm, Controller of Security Services. “When challenged to create a dashboard for the rental division, she independently developed a solution, collaborated with management to refine and approve it, and now delivers the report with accuracy and timeliness. Kellie also willingly tackles less glamorous tasks, always approaching them with a positive attitude and a smile.”

**MIDWEST ALARM SERVICES
OFFICE EMPLOYEE OF THE YEAR**

“Since moving into her AR role in early 2025, Michelle has made a huge impact. She doesn’t just collect; she solves problems for our customers and has successfully reduced delinquency across most branches,” said Brad Owen, Customer Care Manager. “Beyond AR, she’s an essential teammate—whether she’s notarizing lien waivers, handling inbound calls, or helping launch VersaPay. Michelle is a dependable, team-first professional who consistently does the right thing for the organization.”



Michelle Arnold

*AR Specialist
Kansas City*



WALK-A-MILE

In 2025, Per Mar upheld its 'Walk-A-Mile' tradition, a dedicated day focused on bridging the gap between roles and empowering our frontline. This year, we're taking a closer look at the initiative's impact, highlighting specific departments to see how this experience strengthens our perspective and connection across the company.



Shaun Guidebeck
*CCTV Product
Coordinator*

“I had a lot of chances this year to work in the Monitoring Center and out on CCTV installs. A couple of my favorite things about working with different departments was being able to see first hand how the technology is being used out in the field, not only by our customers but also by our techs and operators. I also enjoyed getting to meet co-workers I had already worked with electronically, in an in-person environment.”



Tracy Ver Mulm
*Controller of
Security Services*

“During my Walk-A-Mile session with Kara in Guard Dispatch, I saw how critical the WinTeam ERP system is to our operations. Precise scheduling and electronic time tracking are essential for accurate payroll, contract fulfillment, and billing. Based on our discussion, I've shared three key recommendations with our local branches to improve efficiency:

- **Maintain Master Schedules:** Ensure they consistently reflect actual requirements.
- **Update Real-Time:** Keep the working schedule current, especially during last-minute changes.
- **Drive Adoption:** Encourage consistent and correct use of electronic time clocking.

This experience highlighted how small, collaborative improvements in our interconnected processes drive organizational success.”

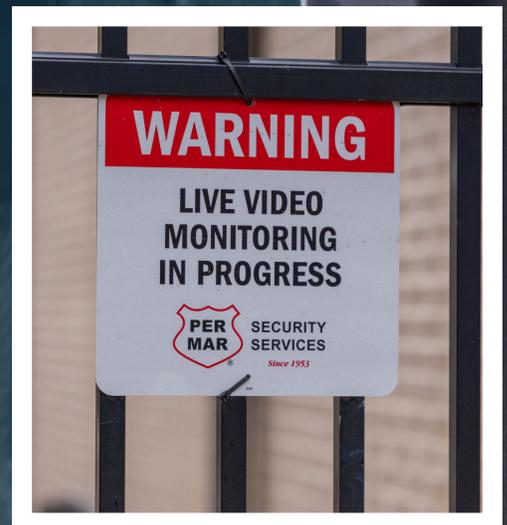


APPREHENSION ***ALERT***

Live Video Monitoring is an invaluable asset, primarily because it allows for the deterrence of intruders before they can cause significant damage. The practical value of this real-time oversight was recently demonstrated at the Potawatomi Zoo.

During a recent incident at the zoo, a monitoring agent identified two individuals on-site. Even after the agent activated the relay, the suspects remained on the property and attempted to hide behind a tree.

The agent immediately dispatched police, advising them that the individuals were carrying tools and repeatedly approaching the gate area. Upon arrival, officers located the suspects in their vehicle. After a search of the perimeter revealed cuts in the fence, both individuals were arrested on-site.



#PerMarProtected

PER MAR

Dogs for Dogs Fundraiser
Wausau



Juvenile Diabetes Thunder Ride
La Crosse



Rudy Juarez Fundraiser Golf Tournament
Quad Cities



River Bend Food Bank
Quad Cities

GIVING BACK

Thank you to our team for making a
difference in the communities we serve.

PER MAR CHARITY FUND
\$1.62 MILLION +
COUNTING



2025 AWARDS & RECOGNITIONS



From left to right:

*Karl Radke, Director, Axis Communications
Kevin Link, Sr. Manager, Technical Services, Per Mar
Shaun Guidebeck, CCTV Product Coordinator, Per Mar
Keith D'sa, Director of Sales, North America, Axis Communications*



Partner of the Year
Axis Communications

**#14 on SDM Top
System Integrators
Report**
*SDM—Security Dealer
Magazine*

SDM Top 100
*SDM—Security Dealer
Magazine*

Top Dog Award
Digital Watch Dog

Best Home Security
Locals Love Us

**Five Diamond
Certified**
*TMA—The Monitoring
Association*

Spirit Award
Hand-in-Hand

ANNIVERSARIES

We're thrilled to celebrate these integral team members who've reached milestone anniversaries with us.

We sincerely appreciate their dedication and support over the years!

40 YEARS



David Church
Des Moines



Julie Howell
Rockford



Patty Brown
Per Mar Centre

35 YEARS



Nicholas Luciano
Rentals

30 YEARS



David Kastler
Quad Cities



Donald Wanta Jr.
Madison

25 YEARS

ALLEN GANSER	MILWAUKEE
JEFFREY PIRNER	MIDWEST
JOEL MIELKE	TWIN CITIES
JUSTIN MCAULIFFE	EAU CLAIRE
KYLE TWITE	LA CROSSE
LISA YARHAM	PER MAR CENTRE
ROBERT KLINGBILE	WAUSAU
SANDRA WEAVER	PER MAR CENTRE

20 YEARS

AMY KINTNER	PER MAR CENTRE	JUSTIN WARREN	QUAD CITIES	NICHOLAS DEPIETRO JR.	CHICAGO
ANDRE LANOU	WAUSAU	KIMBERLY ECK	SOUTH BEND	PETE STUSSY	LA CROSSE
CRAIG GIESE	WAUSAU	LAURIE SANDERS	PER MAR CENTRE	PHILLIP DALLAS	QUAD CITIES
DAN CONROY	PER MAR CENTRE	MATTHEW PATTING	PER MAR CENTRE	SARAI RAMIREZ	PER MAR CENTRE
EVAN BAILEY	PER MAR CENTRE	MICHELE FLATER	PER MAR CENTRE	STEVE HERBORN	DES MOINES

15 YEARS

AMANDA MAHAN	QUAD CITIES	JEAN THOMAS	ROCKFORD	LARRY LA PORTA	CHICAGO
ANDREW ONEILL	MILWAUKEE	JESSICA REBSTOCK	WAUSAU	LOUANN HUTCHISON	TWIN CITIES
APRIL SCHNEITER	CEDAR RAPIDS	JESSICA KLOCKAU	PER MAR CENTRE	MARISSA PARR	PER MAR CENTRE
DEBBY MOBLEY	SOUTH BEND	KEITH ANDERSEN	CEDAR RAPIDS	MARISSA KNUITSEN	PER MAR CENTRE

10 YEARS

AGNES RANDT	TWIN CITIES	JAMES SALTZMAN	SIoux CITY	PAMELA LINK	PER MAR CENTRE
ANDRES TAYLOR	EAU CLAIRE	JAMES SMITH	PER MAR CENTRE	PAUL DAWSON	SOUTH BEND
BETTY TOWNSEND	ROCKFORD	JANETTE MACGILLIVRAY	SIoux CITY	RICHARD TEMPLE	QUAD CITIES
BRET WALCZYNSKI	EAU CLAIRE	JASON HOWARD	QUAD CITIES	ROCHELL FRAZIER	DES MOINES
BRYON THIELGES	TWIN CITIES	JASON BOWMAN	CHICAGO	STANFORD JENKINS	QUINCY
DAVID CAMPBELL	DES MOINES	JOHANNE VITAL	CHICAGO	STEPHEN GEDLINSKE	WAUSAU
DAVIN BUSHEY	MADISON	JOSHUA SANFTNER	MADISON	TIMOTHY KOMES	ROCKFORD
DENNIS OWENS	SOUTH BEND	KENT GEPPERT	DES MOINES	TODD BAUMGARTNER	TWIN CITIES
DEREK HEINRICHS	DES MOINES	KIM SMITH	DES MOINES	TOMMY KAMANDA KOSSEH	MILWAUKEE
EDWARD DOLEZAL	WAUSAU	LARRY WALDRON	SOUTH BEND	TOREE BAKER	ROCKFORD
ERNESTINE WIGGINTON	CHICAGO	MATTHEW ERICKSON	CEDAR RAPIDS	WALTER MCELVOGUE	DES MOINES
GREGORY HIPWOOD	MADISON	MATTHEW ABRAHAMSON	TWIN CITIES	WILLARD TROYER	SOUTH BEND
HOLLY NEHAS	PER MAR CENTRE	MERLE MCKINZIE	DES MOINES		
JAKE MESSMAN	QUAD CITIES	MICHELE STEVENS	SOUTH BEND		

5 YEARS

ABIGAIL HULT	PER MAR CENTRE	DEREK YRJANAINEN	EAU CLAIRE	MATTHEW WITTMUSS	DES MOINES
ALLEN SLABAUGH	SOUTH BEND	DON TRENT	DES MOINES	MICHAEL HACHEM	SOUTH BEND
ANDREW VAN HAVERMAET	TWIN CITIES	DONNA MULDER	DES MOINES	PAUL SMITH	SOUTH BEND
ANDREW WALKER	DES MOINES	DUSTIN COVINGTON	QUINCY	PETER PITIYA	TWIN CITIES
ANN ESSY	DES MOINES	EDWARD DAVIS	ROCKFORD	RAEELEN WALKER	MILWAUKEE
ASHER MELESIO	MILWAUKEE	ELIZABETH WRIGHT	SIoux CITY	RANDY OLSON	TWIN CITIES
BAHMAN SHOKOUHI	QUINCY	ERIK BJELKE	TWIN CITIES	REBECCA KUHLMAN	TWIN CITIES
BARBARA MURRAY	DES MOINES	FAITH WOODS	PER MAR CENTRE	RIGOBERTO RODRIGUEZ-INFANTE	QUINCY
BARRET BAKER	OMAHA	GROVER TABLER	QUAD CITIES	ROBERT PERFETTI	QUAD CITIES
BASTIAN KAISER	OMAHA	JAMES PIGGUES	ROCKFORD	ROBERT WENCK	TWIN CITIES
BETH UNDERWOOD	TWIN CITIES	JEFFREY MCCANDLESS	SOUTH BEND	ROBERT SMITH	OMAHA
BLAKE GUSTAFSON	WAUSAU	JEREMIAH SAHLBERG	TWIN CITIES	ROBIN WILLIAMS	QUINCY
BOBBY WRIGHT	QUAD CITIES	JEREMY HAYES	DES MOINES	ROZLYNN PULLIAM	PER MAR CENTRE
BOBBY TAYLOR	MILWAUKEE	JEREMY BOWENS	SOUTH BEND	SEAN KOENEKE	ROCKFORD
BO-JAVIN GRIFFITH	ROCKFORD	JODI BEIGHLEY	TWIN CITIES	SHAUN GUIDEBECK	PER MAR CENTRE
BRADLEY ENGSTRAND	CHICAGO	JOHN VAUGHN	MILWAUKEE	SHAWN ROE	SIoux CITY
BRANDON ATHAS	MILWAUKEE	JOHN GAERTNER	MILWAUKEE	STEVE MORRIS	CEDAR RAPIDS
BRETT PISULA	WAUSAU	JON MUMMA	PER MAR CENTRE	STEVEN ZIEGLER	QUAD CITIES
BRIAN CASLAVKA	CEDAR RAPIDS	JOSIE RICHARDSON	SOUTH BEND	STEVEN RAINVILLE	WAUSAU
CALEB LAFEE	DES MOINES	KALEB HULT	QUAD CITIES	SUNGSOON VAUGHT	SIoux CITY
CHARLES CATTERSON	OMAHA	KEEGAN SMOTHERMON	SOUTH BEND	SYDNEY SNIDER	MILWAUKEE
CHARLES BROWN	MILWAUKEE	KENNETH BAILEY	CEDAR RAPIDS	TAMIKA ROBINSON	SIoux CITY
CHERYLANN HALL	PER MAR CENTRE	KENT ADKINS	QUAD CITIES	TERRY CUNNINGHAM	SIoux CITY
CHRISTOPHER SMITH	MIDWEST	KEYONTA CARTER	PER MAR CENTRE	TRAMON MOORE	MILWAUKEE
CHRISTOPHER CHRISTIANSEN	TWIN CITIES	KYLE MEHMEN	CEDAR RAPIDS	TRISTAN TAGGART	WAUSAU
CODY FREDRICK	LA CROSSE	LALENA FASCIOLA	DES MOINES	TRUDIE MAGALLON	CHICAGO
DAMIAN WYSONG	SOUTH BEND	LEVI POIER	DES MOINES	TYRESHA MCFADDEN	CHICAGO
DANIEL HERRON	SOUTH BEND	LYNN EDDY	DES MOINES	TYRONE CHIPMAN	WAUSAU
DAVID PARR	DES MOINES	MATTHEW MCADAMIS	ROCKFORD		
DENNIS JORDAN	DES MOINES	MATTHEW SKOUG	EAU CLAIRE		



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