



Home-Grown *tech* INAalert sees steady growth in Kansas and beyond

Monty is their dad.

The Strecker boys, Barton County natives, and one other employee had an idea and ran with it.

When they outgrew the garage, the business moved in 2013 to a former laundromat in the 200 block of East Santa Fe and then relocated in 2017 to the former bowling alley that had been gutted at 108 West Santa Fe.

The 10,000 square feet is home to offices and warehouse space. Branch offices are in Wichita and Garden City. "There is likely more to come," Nick said.

Today, INAalert has 42 employees at the Santa Fe site and the business office on Main Street. About 95 percent of these employees live in Ellinwood; a few live in St. John, McPherson and

Manhattan.

Nick is chief operating officer and his wife, Laura, is president.

"Our goal is always to create more jobs," Nick said. "As the company continues to grow, our primary focus is replacing employment lost in Ellinwood during the last two decades. As jobs are lost, we try to bring them back. Without jobs, you lose people."

The brothers pursued this line of work because "technology is amazing," Nick commented. "There is a demand for tech products in rural America and a lack of companies to deliver it. We fill that void."

INAalert products include camera surveillance systems, smart-door controls, text-alert software, nurse call, VOIP phone systems, computer hardware, private LTE networks and intercom systems. All are user friendly.

"We have service and sales professionals covering Kansas and beyond, making us available when and where you need us," Nick said. "We bring premium technology

that is traditionally available only in metro areas to rural communities."

The company installs hardware but many software issues are handled remotely. "We have great remote support," Nick said.

INAalert serves industries including local and state government, education and agriculture. Products such as inside and outside surveillance cameras, automatic door locks and card readers are installed in jails, offices, parking lots, feedlots and implement dealerships.

The healthcare industry uses the company's nurse-call system.

"Our great employees have allowed us to grow 50 percent during each of the last seven years," Nick reported. "And we are on course for that type of growth this year and next year too. We are stair-stepping to the next levels.

"The people who work here are the backbone of the business," he added. "It really is a team here. We are planning for future growth into multiple states."

Prior experience is not necessary for those who apply for a job at the company. "Everything here is from scratch; we find the best fit for each employee," Nick commented.

The Streckers rely on a unique source of information for matching an employee with a certain job. That source is their mom's PhD dissertation; Dr. Catherine Strecker's topic was "Assessing Multiple Intelligences."

Nick said the dissertation focuses on "whether you are an audio, visual or tactile learner. For example, installers have tactile skills and can work with their hands. We evaluate each person and find the job that works best for them.

"Our employees are often self-taught and there is on-the-job training. Self-motivation is very important."

Company installers do almost all the hardware work but sometimes the job must be outsourced. For instance, an upcoming job in Chicago will use contractors there to handle the installation but local employees will manage the tech side of things.

For those who understand techie vocabulary, here are a few specifics about the company's products.

Surveillance systems use all the Internet of Things (IoT) has to offer. IP network cameras are configured to transmit across 3G/4G LTE cellular systems, 2.4/5 Hz



antennae, 900 MHz antennae, as well as traditional network connections.

These systems can be configured to work with a broad range of alarm triggers, including smoke detectors, power outage alarms, H2S gas sensors, passive IR motion detectors, thermostats and much more.

Solar, mobile and standard powers are used so that systems are static, transportable and function while mobile. Systems can send text, snapshots or video clip notices when an event occurs to as many recipients as desired.

"We combine knowledge about this state-of-the-art technology with our desire to meet customers' needs," Nick commented. "Businesses and organizations are encouraged to contact us anytime."

