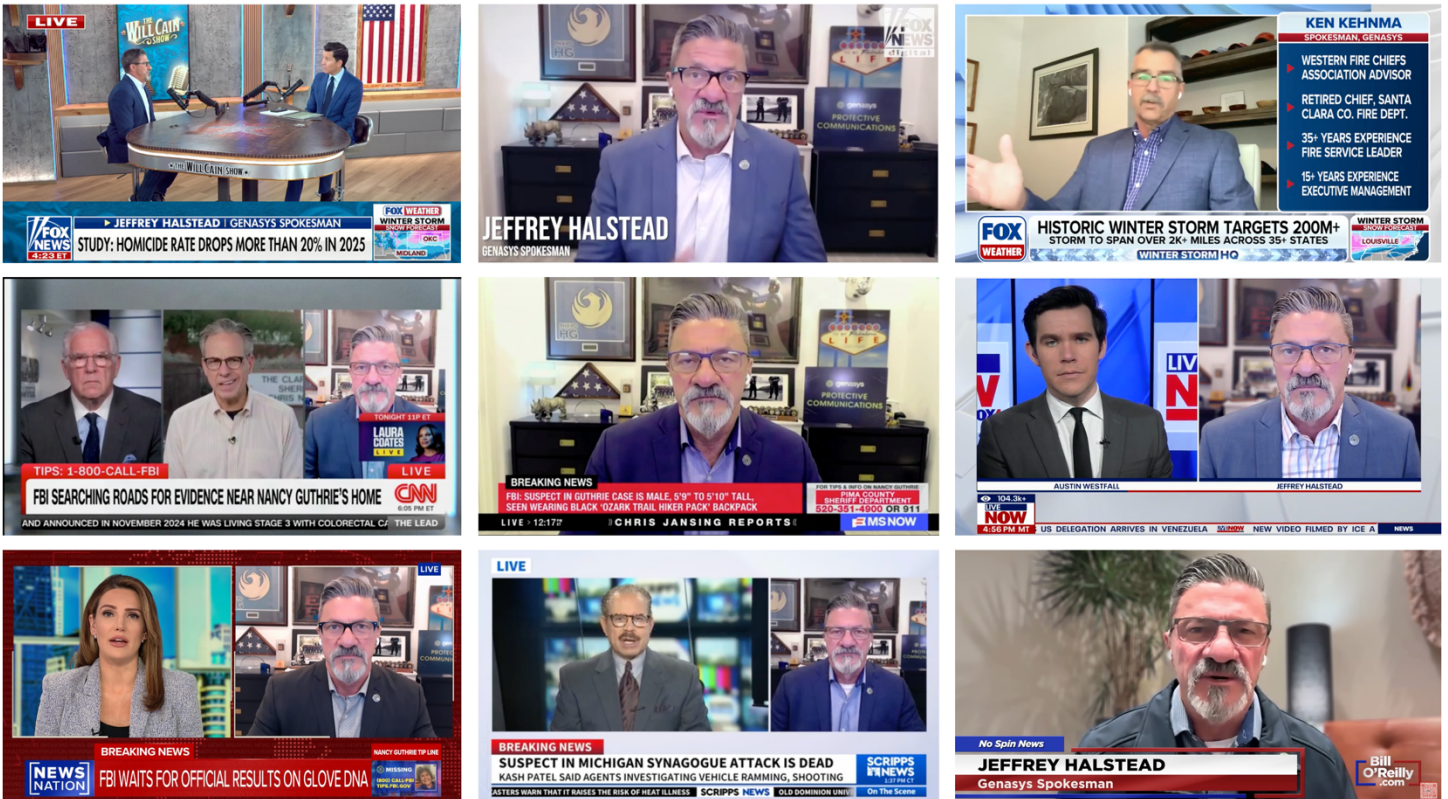




## March 2026 Newsletter



### Genasys Appears on Four of the Most-Watched Cable News Networks

In the past three months, Genasys spokespersons have appeared in guest segments on FOX News, FOX Business, CNN, and MSNBC — four of the top cable news networks based on Nielsen ratings data. This demonstrates the Genasys brand, spokespersons Jeff Halstead and Ken Kehmna, and the Genasys message resonate across platforms with very different audiences and editorial perspectives.

Credit to Jeff and Ken for delivering focused messaging in each appearance. The guest segments showcase Genasys' expertise, strengthen relationships with top producers for future opportunities, and build brand visibility with millions of viewers following news stories that captivate the country.



## DHS Shutdown Could Impact Response to Domestic Terror Threats

Genasys spokesman Jeffrey Halstead warned that the conflict in Iran could elevate the mindset of people wishing to harm Americans and that the DHS shutdown could impact the federal government's ability to address those threats.

“We've seen historically that any time there is a conflict, especially in the Middle East with escalating tensions, military action and now a declaration of war, there is a significant impact on the ability for us to work collectively to share intelligence and gather information in a timely manner from our federal partners,” Halstead said. “With the current Department of Homeland Security shutdown, if something were to occur here in the United States, there could be some significant delays because FEMA and other very, very critical divisions of the federal government are basically shut down.”

Halstead, who is also the director of strategic accounts at **Genasys**, a communications hardware and software provider that helps communities during emergencies, warned that events in the U.S. later this year, such as World Cup soccer matches and America's 250th anniversary, could make the U.S. an “escalated target” if the conflict in the Middle East remains active.

[Read More / View Interview](#)

Courtesy of Fox News Digital



## **Genasys Protect Selected by Davidson County, NC for Protective Communications and Evacuation Management**

Davidson County became the first North Carolina county to upgrade to Genasys Protect® for multi-channel, targeted zone-based alerting, communication, and coordination. Located in central North Carolina with approximately 180,000 residents and a large tourist population, Davidson County selected Genasys Protect to replace its previous emergency management system.

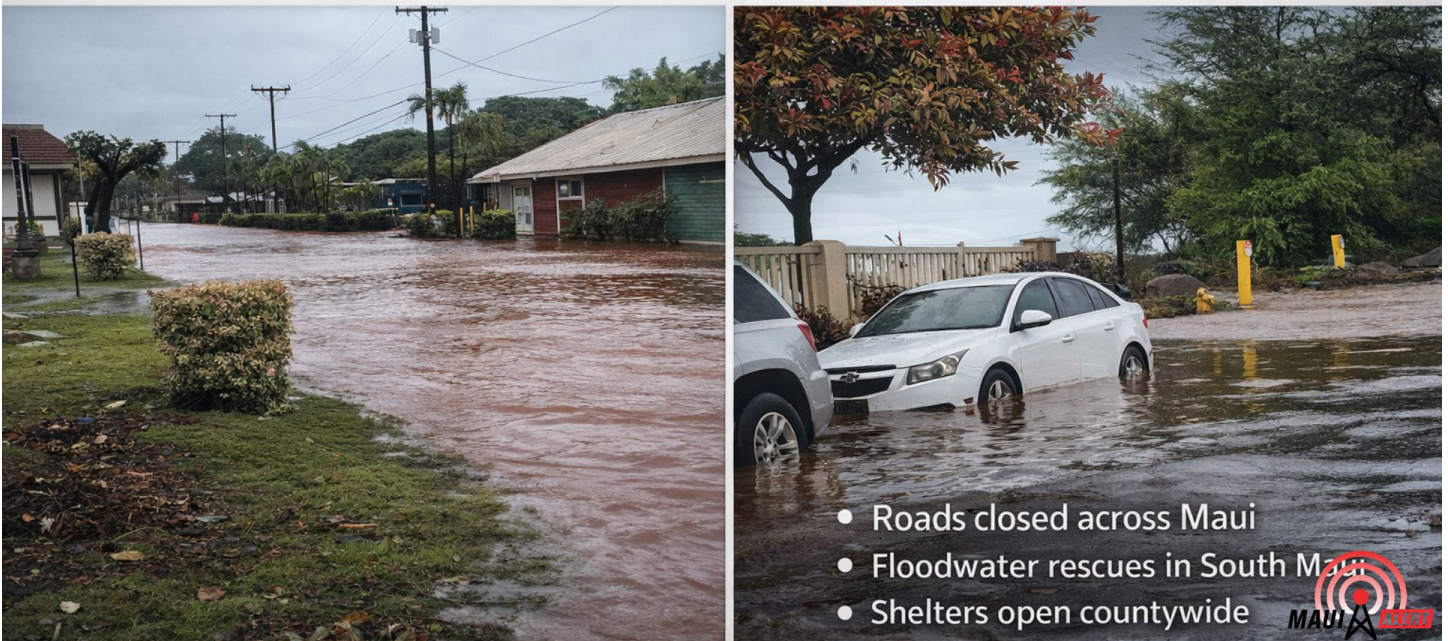
Blake W. Lanning, Emergency Management Coordinator for Davidson County Emergency Services said, “Genasys stood out to us because of the mapping feature that comes with it. Most other providers just offer a mass notification system; Genasys offers mass notification as well as a mapping tool that can be utilized in our emergency operations center to send targeted, time-efficient messages. We transitioned to Genasys to ensure we can quickly and reliably deliver critical information to our community during emergencies, helping keep residents informed, safe, and prepared when every second counts.”

Stephen Sickler, Vice President of Genasys SaaS Field Operations, said, “Genasys distinguishes itself through flexible, intelligent zone-based community communication, multi-channel alerting, map-based updates, actionable information, and clear, targeted messaging. Our Genasys Protect Mobile App also delivers real-time alerts and essential information to residents and visitors, supporting public safety across rural areas, towns, cities, counties, and states.”

[Read More](#)

# FLOODED STREETS AND EVACUATIONS

Kona storm floods roads, closes highways, and forces rescues across Maui County



## Genasys Protect Evacuation Notifications Safeguard Maui Residents During Severe Winds and Flooding

Evacuation warnings and advisories were issued March 14, 2026, for certain areas in Lahaina due to fast-moving floodwaters from a severe Kona storm, according to the Maui Emergency Management Agency.

There are three types of **Genasys** evacuation messages:

**ORDER:** Mandatory evacuations due to imminent threat to life and/or property. Leave now.

**WARNING:** Potential threat to life and/or property. Those who require additional time to evacuate, and those with livestock and pets, may consider leaving early.

**ADVISORY:** Be on alert and follow County recommendations. Follow instructions from officials and stay informed.

[Read More](#)

Courtesy of County of Maui

[View Video](#)

Courtesy of Hawaii News Now



## Chevron Refinery Fire Spurs Use of Genasys to Protect Residents

Shockwaves reverberated across Manhattan Beach, California on the night of October 2, 2025, as explosions and huge leaping flames emanated from the Chevron Refinery.

When the City Council received a new report on the fire's causes from Chevron Refinery and an update on resultant changes to the city's emergency communication system, what occurred on that fiery night may have been a "best of worst case" scenario.

Among the emergency communication improvements now in place is the use of **Genasys** zone mapping. Manhattan Beach has been divided into 18 emergency zones — each containing no more than 3,000 people, each aligned with a single school — enabling surgical, targeted alerts rather than city-wide notifications that overwhelm traffic and create unnecessary panic. Residents can find their zone at [manhattanbeach.gov/genasys](http://manhattanbeach.gov/genasys). "Know Your Zone" is now the city's public preparedness campaign.

During the presentation, Council member Amy Howorth signed up for Genasys and discovered she's in Zone 6. "People only pay attention when something happens like this," Howorth said. "I hope we keep amplifying the message."

### [Read More](#)

Courtesy of Easy Reader & Peninsula

## State of New Hampshire

Download the **Genasys Protect** mobile app to receive police advisories, and notifications of planned events including drills/exercises, missing persons, or weather and traffic emergencies specific to your location.

### [View Post](#)

Courtesy of New Hampshire 911





## Riverside County, CA EMD Emergency Alerting Bootcamp

When minutes matter, emergency alerts save lives. This month, the Riverside County Emergency Management Department (EMD) joined partners from several jurisdictions for an emergency alerting bootcamp. The bootcamp covered key topics such as message timing, coordination, and reaching hard-to-contact communities. Taking part in training opportunities like these helps EMD strengthen regional relationships, practice real-world scenarios, and ensure that when an emergency happens, alerts are accurate, fast, and accessible to the people who need them most. Sign up for Alert RivCo and download the **Genasys Protect** app on your smart device to ensure you receive vital information during emergencies in your neighborhood.





[Read Post](#)

Courtesy of Riverside County Emergency Management Department



## San Diego County Fire Department - "Fire Season is Year-Round"

The recent brush fire in the Birdland neighborhood served as a reminder that wildfire season is year-round in San Diego. Make sure you are prepared:

-  Create defensible space
-  Review your emergency plan
-  Have a go bag
-  Download **Genasys Protect**

[Read Post](#)

Courtesy of San Diego County Fire Department



## Best Practices to Stay Safe During Severe Storms

Severe weather impacted multiple states in March, killing and injuring several people. Genasys spokesperson, Jeffrey Halstead, joined FOX Weather to discuss what to do when traveling during tornadoes, and best practices for severe weather evacuation planning.

[View Video](#)

Courtesy of Fox Weather

## Lake County, CA

Spring is just around the corner, Lake County. Now is the time to make sure you are ready for any emergency.

Use **Genasys Protect** to get notified of any changes to the zone in which you live, work, go to school, etc.

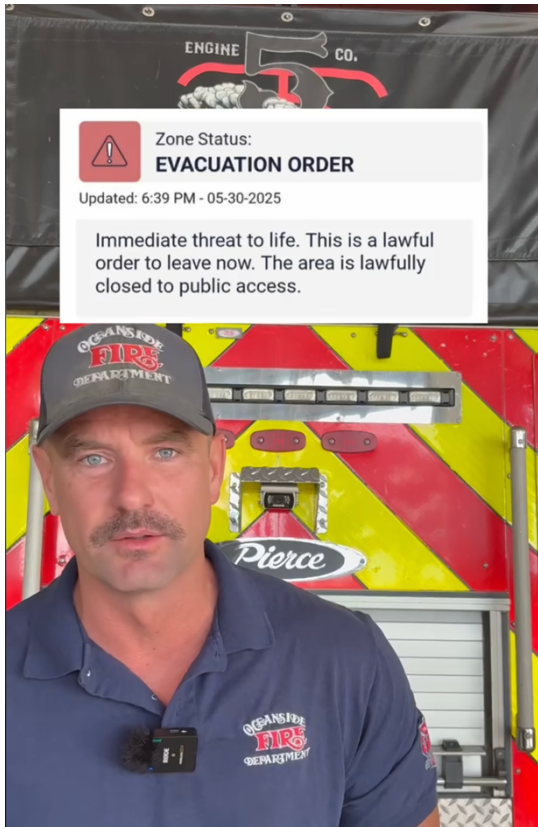
Lake County Sheriff's Office uses zone numbers when sending evacuation orders, shelter-in-place warnings, and other emergency information via LakeCoAlerts.

Visit Genasys Protect <https://protect.genasys.com> to look up zones.

[View Post](#)

Courtesy of Lake County Sheriff's Department





## City of Oceanside, CA Fire Department

Emergency notifications are essential to stay safe.

With the **Genasys Protect** app you get alerts directly from official sources, including evacuation orders and warnings.

The app pushes notifications immediately, as soon as first responders issue them.

You receive updates in real time to your saved locations.

With Genasys, you always have accurate, actionable information when seconds matter.

Download the Genasys Protect app, official alerts when seconds count.

[Read More / View Video](#)

Courtesy of Oceanside, CA Fire Department and

CERT Coordinator / Emergency Preparedness Coordinator  
Carina M.

## Yavapai County, AZ

Do you know your evacuation zone? Knowing your zone ahead of time could make all the difference in an emergency. Yavapai County uses **Genasys Protect**, an alert system for evacuations, wildfires, and other emergencies.

Find your zone and sign up for alerts:  
<https://protect.genasys.com/search>

Stay prepared by subscribing to local emergency alerts and following reliable sources for real-time updates and safety tips.

[View Post](#)

Courtesy of Central Arizona Fire

genasys PROTECT

Will you be **ready when it matters?**

**Do You Know Your Evacuation Zone?**

Every second counts in an emergency, and knowing your evacuation zone ahead of time can save lives. Yavapai County uses Genasys Protect, a powerful alert system for evacuations, wildland fires, floods, and more.

**Look up your zone and sign up for alerts:**

<https://protect.genasys.com>

CENTRAL ARIZONA FIRE  
CAZFIRE.GOV

## Genasys Team Member Spotlight

### Elsie Baugh

Born and raised in Germany, one of Elsie's first jobs was working for the U.S. Army, where she met an enlisted man who became her husband. In 1979, he was transferred to Fort Ord in northern California, where Elsie began her new life in America.

Elsie and her husband moved to San Diego in 1981, where she worked for drone manufacturer, Pacific Aero System. In 1988, she started at RD Instruments, which designed and manufactured acoustic Doppler instrumentation. Teledyne Technologies acquired RD Instruments and changed the company's name to Teledyne RD Instruments.

During Elsie's 33-year career at Teledyne RD Instruments, she held several positions, including Client Services Liaison Manager. She also worked with Cassandra Hernandez-Monteon, who was then serving in finance and accounting leadership roles.

After Cassandra joined Genasys, she contacted Elsie in 2020 with an offer to become the Company's Sales Liaison Manager. Elsie's many responsibilities include sales, documentation, and customer support, implementing best practice processes and procedures, overseeing hardware and software order tracking and reporting, and more.

