

stayconnected

ESA QUARTERLY NEWSLETTER • 2012 VOLUME 4

President's

VISION

2012 - 2014



www.ESAweb.org

2012 WINNER
MAXIMUM
IMPACT
AWARDS



It's here. The new Simon XTi.

The next-generation Simon XTi offers users a self-contained security system plus more sales opportunities for you.

Now in a single unit is the powerful security of Simon XT™ and the simple, at-a-glance experience of the Two-Way Talking Touch Screen. And, with its unique image-capture technology, it provides added protection and convenience to protect what matters most.

Learn more at interlogix.com/simonxt.



Exclusive image-capture technology gives users a view of arriving visitors.

powered by  **ALARM.COM™**

Requires Advanced Interactive Services powered by Alarm.com

GE and the GE monogram are trademarks of the General Electric Company and are under license to UTC Fire & Security, 9 Farm Springs Road, Farmington, CT 06034-4065



Doing Things Right: My Two-Year Vision

By John Knox

After assuming the role of president of the Electronic Security Association (ESA) during ESX 2012 in Nashville, I'm more impressed than ever by the level of commitment from our members, the enthusiasm and participation of our committees and volunteers, and the work that has been done in creating an association that is financially secure and ready for the challenges of the future. I'm pleased to say that we've made great progress, and we've got a lot of momentum. As my term begins, I want to talk about my vision for the two years of my presidency.

One question that many people have asked is this: As the industry grows, how is the association going to balance the needs of smaller member companies with the presence of the big companies who are entering the market?

It's sometimes difficult for me to comprehend that there might be conflicts because everyone has the same mission. We all work to do what's right for the customer, and to protect lives and property. Ultimately, doing things right – putting the emphasis on the customer – allows all companies, small or large, to compete fairly. As an association, our goal will always be to take positive actions, and put programs in place that benefit every member company, regardless of size.

Earlier this year, we employed an independent firm to send out an ESA member survey to get a feel for what you think is important. We had you answer this question: Using a total of 100 points, assign the point value you believe you receive from each of the benefits listed below. Of the following six member benefits listed, the respondents ranked them as follows:

1. Training and certification (28 pts)
2. Advocacy (Federal Government Relations) (22 pts)
3. Industry information (19 pts)
4. Networking opportunities (13 pts)
5. Member discounts (11 pts)
6. Exposure on ESA's consumer site (7 pts)

From this information and from the ESA Strategic Plan approved by the Board of Directors in June 2010, which outlines our six strategic initiatives, I have formulated my vision. The following is a preview of the goals that will help us attain our strategic initiatives.

Training and Certification

According to the recent ESA member satisfaction survey, training and certification tops the list of most valued member benefits. So it should not be surprising that it is also one of our six strategic initiatives, and an area in which I have high expectations. ESA's National Training School (NTS) provides more than just CEUs. As a comprehensive training program, students learn to be



Penny Brooks, Executive Director of Tennessee Electronic Security Association, looks on as John Knox takes the oath of office in Nashville during ESX.



ESA Government Relations Chair Lynn Comer, left, and John Knox were strong advocates for the association during ESA's Day on Capitol Hill. Knox is pushing for even greater participation from "new faces and new voices" in government relations.

productive in the industry, which sets us apart from other training programs. In 2012, NTS has experienced a huge increase in the number of courses conducted and in the number of attendees. We will continue to build upon our success by adding new courses to the curriculum, refining existing courses, and strengthening the capabilities of our instructors nationwide through a new "Train the Trainer" program.

Additionally, an important goal of mine is to work closely with our Chartered Chapters to make the best training and certification options available for member companies in their states. This is an area where we can clearly continue to strengthen our affiliation.

We're also seeing the continued emergence of the ESA National Apprenticeship Program (NAP). During the next two years, I am committed to the growth of NAP nationwide, which promotes a well-trained workforce that will continue to safeguard the lives and property of our customers well into the future. It is crucial that NAP focuses on training students to "do things right" during a time of tremendous change in the industry.

Government Relations

Advocacy also made the list of most valued member benefits on our member satisfaction survey, placing right behind training and certification. ESA's Day on Capitol Hill (DOCH) continues to be a success as members from all across the country visit Washington, D.C., and the offices of U.S. Representatives and Senators, in an effort to advance our industry's agenda in Congress. But I believe we can grow the event even more. This is our "Super Bowl" for government relations, the event that sets the tone for the rest of the year. Our Government Relations committee will lead the way for DOCH in 2013, along with our Director of Government Relations John Chwat. But I also want to stress the need for participation from new faces and new voices, especially from our younger members. Their involvement will grow attendance, and make an even greater impact.

"Day on Capitol Hill is our 'Super Bowl' for government relations, the event that sets the tone for the rest of the year."

Our government relations efforts always extend to the state level. I urge all of our Chartered Chapters to become active in state and municipal legislation. Recent success stories in Arizona and Illinois are examples of the difference our chapters can make in affecting legislation. But the challenge never ends, and ESA is available to support security professionals who face government relations issues in any state.



During a tour of the U.S. Capitol at ESA's Day on Capitol Hill, John Knox took a moment to pose with one of Tennessee's founding fathers, Gen. John Sevier, in the building's Statuary Hall.

Effective government relations efforts have to include a strong Political Action Committee (PAC). I want to encourage all members to donate to ESA's PAC, and grow it into a powerful tool for affecting the political process. For better or worse, a PAC is a necessary part of the political process. If we're going to meet our objectives, we need to have a strong PAC.

Technology and Emerging Issues

This is an exciting time in our industry with the growing importance of new technologies – everything from mobile devices to alternative methods of alarm transmission – that will shape the way we do business in the years to come. But along with that potential comes a great deal of responsibility.

Our member companies must not only understand but embrace these changes in order to thrive in this high-tech environment. As an association, our role is to ensure our members stay on top of the wave – not beneath it or behind it. In the member satisfaction survey, access to industry information was listed

the need for speed



Today's major wireless carriers are keeping pace with the explosion in demand for 4G. Are you?

With more mobile devices demanding the speed of 4G, carriers continue to appropriate more bandwidth to meet consumer needs. The result can already be felt in existing 2G networks, and we believe it can happen again over time with 3G. Honeywell's advanced GSM communications platform provides seamless, reliable coverage by ensuring it can speak to the broadest and fastest standards-based 4G technology: the HSPA+ network.

When it comes to account longevity, you're in the driver's seat with Honeywell.

Honeywell

For more information, please call **1-800-467-5875** or visit **www.honeywell.com/security**

Available on the LYNX Touch 5100 and VISTA®.

© 2012 Honeywell International Inc. All rights reserved.

as a valuable member benefit and we will continue to deliver. Our Executive Strategic Partners (ESPs) and other key member companies, as well as the outstanding volunteers on our Industry Affairs committee, give us a wealth of knowledge that we pass on to our members. Standing still is no longer an option.

I strongly encourage everyone who is uncertain about the future direction of the electronic security industry to attend events such as the ESA Leadership Summit and Electronic Security Expo (ESX), and take advantage of webinars and ESA communications that will help you sift through the clutter.

Public Awareness

Huge strides are being made in public awareness, most recently with SECURE+. Created through a joint effort of ESA, integrators, manufacturers and service providers, SECURE+ will increase awareness of enhanced digital services and solutions offered by our members. The initiative includes a SECURE+ Seal of Acceptance, which can be used by our members to promote their expertise. I'm urging every member to learn more about this valuable new program and give serious consideration to participating.

If we move quickly, we have an opportunity to harness the increased consumer demand and establish SECURE+ integrators as THE trusted resource to protect, connect and control homes and businesses. I'm also pleased to see the continued emergence of Alarm.org as a customer-facing website. In the past few months, the site has been redesigned and new content has been added to provide valuable information to consumers. My goal is to use every means possible to establish Alarm.org as the go-to destination for consumers who are searching for security industry professionals (ESA members, of course) to protect their safety and property.

It's worth mentioning that we have ramped up our social media efforts through Facebook and Twitter. I expect our social media outreach to grow steadily over the next two years, driving awareness both internally within our industry and externally to consumers and media.

I also want to continue to build awareness through our media relations. This year, ESA has been approached for information by The Wall Street Journal, Los Angeles Times, ABC World News Tonight and MSNBC, as well as a number of smaller media outlets. We will aggressively pursue public relations outreach by writing and promoting consumer-oriented articles that can be used in print and online to promote ESA, our industry, and our member companies.

Finally, I'm proud of our charitable efforts. Our Youth Scholarship Program has been going strong with \$330,000 in scholarships awarded since 1996 including \$10,000 this year. Most recently, ESA Gives Back has supported the Wounded Warrior Project®, by raising more than \$22,000 for a worthy organization during ESX. ESA Gives Back demonstrates the commitment of members, association leaders, industry professionals and staff to turn their attention from business to compassion whenever possible. I look forward to expanding the opportunities for charitable giving and highlighting our members' and chapters' existing philanthropic activity.

Codes and Standards

ESA has always been fortunate to have some of the most knowledgeable people in the industry on two of our committees: the Fire and Life Safety Committee, and the Standards Committee. These two committees have recently been combined to form the Standards and Fire/Life Safety Committee. As the watchdog for the industry, we take our responsibility seriously, and this committee carries that heavy burden so you won't have to. I am committed to ensuring ESA remains dedicated to actively monitoring, influencing and developing industry codes and standards, and clearly communicating any information that affects your business.



John Knox says he is honored to be ESA's president "because this association means a lot to me. Over the years, it has not just helped me build my business, but it has helped me grow tremendously as a person."



Before the end of 2016, you'll have to replace almost every cellular unit you've ever installed, but look on the bright side...

With Telguard's 3G/4G Upgrade Incentive Program, Telguard will pay you up to \$25 every time you upgrade any manufacturer's 2G cellular alarm communicator to Telguard's 3G/4G compatible products.

With Telguard's economical line of products for 3G/4G networks, there isn't a 2G system we can't replace: residential, commercial, fire, or interactive.

Telguard delivers 3G/4G longevity for 2G prices.

Learn more at www.Telguard.com/Upgrade.



TELGUARD

Organizational Excellence

Internally, I see the changes that have occurred at ESA – relocation to a new building, strengthening of our organizational structure through the hiring of our vice presidents, and creation of our Member Service Center, just to name a few – and I see a growing, vibrant association dedicated to serving the needs of its members. My vision regarding organizational excellence is clear: We will continue to aggressively grow our infrastructure and program offerings in ways that will translate into added value for our membership.

One example is the Member Service Center. We now have a team of individuals dedicated to assisting and supporting our members, chartered chapters and association programs and activities.

We will build on an already solid foundation with our Chartered Chapters. My vision includes strengthening our relationships with existing chapters; successfully completing a smooth addition of new chapters in Florida and West Virginia; and searching for opportunities in other states. Our association represents security industry professionals across the United States and its territories, and we will continue to find new ways to support our chapters and promote the value of a strong chapter to our members.

ESA must also continue to be a resource to the Security Industry Alarm Collation (SIAC) through in-kind and direct contributions. We must continue to strengthen partnerships with other associations, such as CSAA and SIA. We all understand that we are stronger when we stand together as an industry. Everyone has a role to play, and I want to work together to make sure that we take full advantage of each association's area of expertise. That will help eliminate duplication of effort, and allow ESA and the other associations to make the most of their resources.

Member Discounts

Associations often struggle to provide meaningful discounts on products and services for their members. By creating Security America Risk Retention Group (Security America RRG), which offers general liability insurance specifically tailored to our members, we provide a business solution that has positively affected the bottom line of many of our members. Speaking from experience, it has saved my company thousands of dollars, and I can't understand why anybody wouldn't want to at least get a free no-obligation quote.

Another example is the creation of the ESAvings program, which provides members with valuable discounts and incentives designed to save ESA members real money. The ESAvings program is designed to help associate members and regular members connect with one another and establish new relationships or strengthen existing ones. The discounts and incentives offered are exclusive to the ESAvings program and only ESA members can gain access to the offers.

Conclusion

As you can see, there are recurring themes for my vision of the next two years: growing the association by building on the momentum that is already underway; ensuring the association serves the needs of all of its members, regardless of size; and continuing to build a strong foundation that will carry ESA into a future that is wide open with possibilities.

I'm excited and honored to be ESA's president because this association means a lot to me. Over the years, it has not just helped me build my business, but it has helped me grow tremendously as a person. So when we talk about growing the association and growing our businesses, we have to remember that we also have a responsibility to our members to grow the individual. Additionally, it's important that we focus on doing things right for our customers. When we're working toward these common goals, our industry and everyone in it benefits.

North America's Largest Independent Security Distributor

Intrusion • CCTV • IP Video
Access • Fire • Audio
Communications
Hardware



Over 45 locations
across the US and Canada

Tri-Ed / Northern Video Distribution

888.874.3336 (branch sales) | 800.366.4472 (technical sales) | www.tri-ed.com

Volunteer Leaders and Committees

The engines that drive the association

Becoming actively involved in a committee is the best way for industry constituents to make a difference – the work they do has the potential to impact the future of their businesses and the direction of the industry. Below is a spotlight on each ESA committee and the volunteer chairperson who helps guide its direction and its work.

Budget/Audit Committee

Responsible for creating and proposing an operating budget for the association to be approved by the Board of Directors. They also appoint the independent audit firm and provide oversight of internal controls.

Chairperson: Tom Eggebrecht, Bonds Alarm Co., Inc.



Tom Eggebrecht is the president and CEO of Bonds Alarm Co. Tom got his start in the security industry in 1995 after selling his financial company. With an extensive background in the financial industry, as well as a Ph.D. in Business Administration, Eggebrecht has a firm grasp of the business side of the industry.

Committee members:

Charles (Dom) D'Ascoli, Smoky Mountain Systems, Inc.
John Knox, Knox Integrated Systems
David Koenig, Capital Fire & Security

By-laws Committee

Monitors association business to ensure that the by-laws are followed and also modifies the association by-laws as adopted by the membership as the environment changes. The committee is also the primary resource for questions relating to parliamentary procedure.

Chairperson: George Bish, SecureWatch



Bish has served in the security industry for more than 35 years. He began his career as a technician for Dalco in Pittsburgh, Pa. and has a deep level of experience having worked with numerous security companies in a variety of positions. George holds several honors from the North Carolina Electronic Security Association (NCESA) and has served as an ESA volunteer for the past several years. George is the Director of Licensing and Compliance at SecureWatch.

Committee members:

Norman Dayton, Dayton Security, Inc.
Jason Sokol, Monitor Controls, Inc.
Nathan Wilcox, Vivint
Robert Michel, Valley Alarm, EC Liaison

Education and Training Committee

Establishes standards of education for our industry that are broad enough to satisfy the needs of our members, regardless of prior knowledge and experience and provides training for our industry that is relevant, practical, accessible and of high quality.

Chairperson: LJ Lynes, Stanley Security Solutions, Inc.



LJ Lynes' career in the security industry began in 1993 at Security Consultants Inc. of Memphis. Since then, LJ has climbed the ladder from a service technician to his current position as national certification training manager at Stanley Security Solutions. LJ has been honored with numerous awards because of his years of service and commitment to the success of the industry.

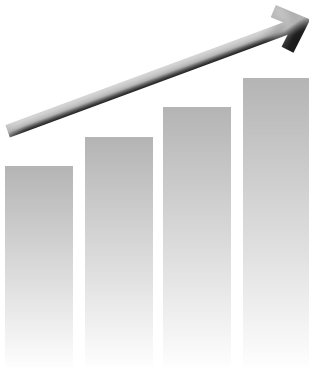
Committee members:

George Bish, SecureWatch
Dan Cantrell, ADT Security Services
Don Childers, Security Central

Cont. on page 12



Be Smart.



Be Strategic.



Be Secure.

**Plan For Liability With Security America Risk Retention Group
Insurance For Companies Who Protect Our Homes and Businesses.**

Developed with industry expertise, Security America RRG offers affordable and stable insurance for alarm dealers, system integrators, central stations and locksmiths. Discover the potential savings on your policy plan and find security knowing we are re-insured by A.M. Best 'A' rated companies.

For a 'no-fuss' quote, please call 866.315.3838 or visit us online at www.securityamericarrg.com.



Dale Eller, ITZ Solutions!
Joseph Hayes, All County Security, Inc.
Joel Kent, FBN Security Co. LLC
Barbara Kessinger, Safe Harbor Security & Fire LLC
Shelton Mangum, Creative Security Systems LLC
Larry Mann, Central Station, Inc.
Donald McInnes, Stanley Convergent Security Solutions, Inc.
Kenneth Nelson, Interlogix
Danny Northcutt, Lafayette Alarm Services
Ron Petrarca, Electronix Systems CSA, Inc.
Mark Welnicki, Machtetim Enterprises
Woody Woodham, Honeywell Access & Video
David Koenig, Capital Fire & Security, EC Liaison

Elections Committee

In accordance with the ESA By-laws, identifies individuals qualified to stand for re-election or to become new officers of the association, consistent with any qualifications, expertise and characteristics which may have been approved by the Board or determined by the Committee from time to time.

Chairperson: Chet Donati, DMC Security Services, Inc.



President of DMC Security Service and IESA President Chet Donati has committed his life to public service and safety. He began his professional career as a police officer. Chet made his transition to the security industry when he incorporated DMC Security Service. He has served on various boards such as CSAA, ESA and IL-AFAA. Chet was named the 2012 ESA President of the Year to honor his dedication to his association and the industry.

Committee members:

Ray Jones, Buckeye Protective Service, Inc.
Karen Maples, Stanley Security Solutions, Inc.
Mike Miller, Moon Security Services, Inc.
Charles 'Dom' D'Ascoli, Smoky Mountain Systems, Inc., EC Liaison

Government Relations Committee

Monitors U.S. Government policies and Congressional legislation that may have an impact on ESA members, the industry or public safety and recommends initiatives where appropriate either supporting or opposing these issues.

Chairperson: Lynn Comer, Shenandoah Valley Security



Lynn Comer is president of Shenandoah Valley Security in Waynesboro, Va., but it's her volunteer work within the security industry that keeps her calendar overflowing. In addition to being Government Relations chair, she is president of ESA of Virginia and is active in a number of local organizations. Her company was honored in 2011 as ESA of Virginia Member of the Year.

Committee members:

Blane Comeaux, Acadian On Watch
Micah Davis, Nationwide Security Solutions
David Fisch, Security Engineering Associates
Daniel Gelinis, Rapid Response Monitoring
Jay Huhn, ADT Security Services, Inc.
Mark Lagarde, Metropolitan Electronics
Kevin Lehan, Illinois Electronic Security Association
Maria Malice, COPS Monitoring
Karen Maples, Stanley Security Solutions, Inc.
Robert Michel, Valley Alarm, EC Liaison

Historical/Building Task Force

A special committee appointed by the President to handle projects related to real estate, the industry and artifacts.

Chairperson: Ralph Sevinor, Wayne Alarm Systems



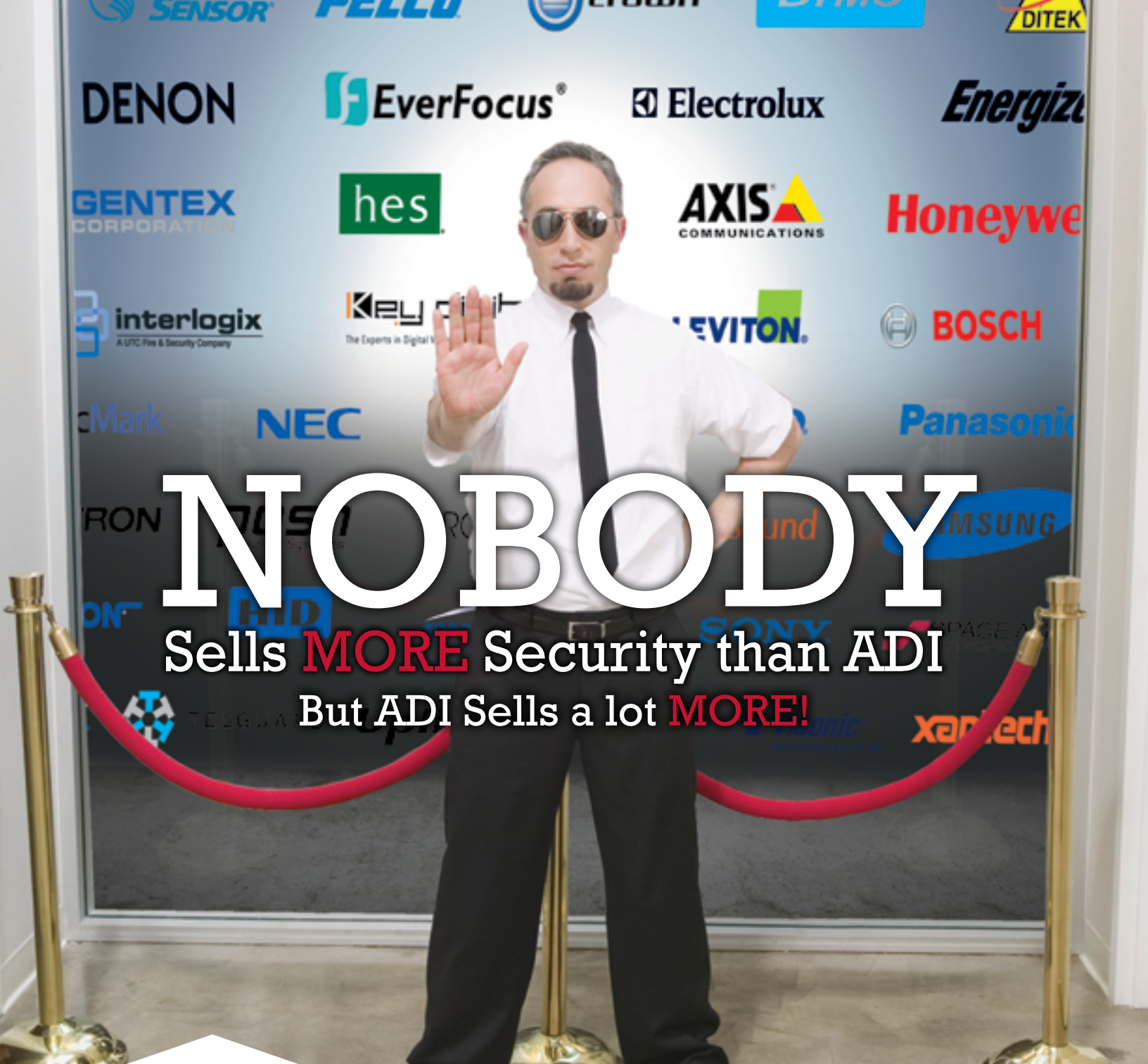
Wayne Alarm Systems President Ralph Sevinor began working in the security industry at age 14. Since installing his first alarm in his parents' home, Ralph has successfully launched his own security company. Ralph has received many prestigious awards over the years including the 2003 CSAA Stanley C. Lott award, the 2004 Triton Award and the 2008 Morris F. Weinstock Person of the Year award.

Committee members:

Charles Darsch, System Sensor
Patrick Egan, Select Security
Thomas Eggebrecht, Bonds Alarm Co., Inc.
Jon Sargent, Tyco Integrated Security LLC
Bill Cooper, Tyco Integrated Security LLC, EC Liaison

Industry Affairs Committee

Charged with anticipating, evaluating, monitoring and reporting on the social, economic and



NOBODY

Sells **MORE** Security than ADI
 But ADI Sells a lot **MORE!**

more ▶ **products** **more** ▶ **locations** **more** ▶ **savings** **more** ▶ **support**



YOUR BUSINESS DESERVES MORE

For orders, call **1.800.233.6261** ▶ For Systems Sales & Support, call ▶ **1.800.234.7971**
 On-line catalog @ www.adiglobal.com/us



technological changes with the potential to impact the environment in which our members conduct business.

Chairperson: Bob McVeigh, Security Solutions, Inc.



Bob McVeigh is vice president and general manager of Security Solutions Inc. in Norwalk, Conn. From 2002 to 2012, he was president of Connecticut Alarm & Systems Integrators Association (CASIA), an ESA Chartered Chapter. He was recently presented with the 2012 Sara E. Jackson Memorial Award, presented to an ESA committee chair who displays outstanding leadership.

Committee members:

- Jennifer Bruce, Milestone Systems
- Cecil Hogan, Security Consultant, Inc.
- Jean Novy, Wisconsin Electronic Security Association
- Jon Sargent, Tyco Integrated Security
- Mark Serbanic, Brown's Security & Life Safety
- Jason Sokol, Monitor Controls
- Ron Walters, SIAC
- Mark Welnicki, Machtetim Enterprises
- Angela White, Central 1 Security
- Michael Venoit, Honeywell
- Roy Pollack, Devcon Security Services, EC Liaison

Investment Committee

Serves as the investment fiduciary responsible for the prudent management of the Investment Portfolio complying with all applicable fiduciary, prudence, and due diligence requirements, along with laws, rules and regulations from various local, state, federal and international governments that may impact the portfolio.

Chairperson: David Koenig, Capital Fire & Security



David Koenig, partner at Capital Fire & Security, has been involved in the security industry for more than 30 years. During his career, David has acquired experience in nearly every aspect of the industry including sales, systems installation, project management, design, budgeting, consulting and business management. David was the recipient of the 2011 Sara E. Jackson Memorial Award, honoring his years of outstanding committee leadership.

Committee members:

- Tom Donaldson, ATSystems, Inc.
- Tom Eggebrecht, Bonds Alarm Co., Inc.
- Sam Fiske, Smoky Mountain Internet Services, Inc.

Ralph Sevinor, Wayne Alarm Systems, Inc., EC Liaison

Membership Committee

Recommends policies, procedures, and strategies for enhancing the membership in ESA and Chartered Chapters both numerically and qualitatively. They also monitor and recommend changes to the ESA membership categories, dues structure and dues collection efforts.

Chairperson: Sam Fiske, Smoky Mountain Internet Services, Inc.



Sam Fiske's career with Smoky Mountain Systems began more than 15 years ago. Sam is currently fulfilling the roles of chief operating officer, general manager, secretary and treasurer of Smoky Mountain Systems. His experience has given him the privilege of serving as the treasurer of the NC-ESA Board and voting representative on the ESA Board. Sam graciously volunteers his time to better the security industry by actively participating in various ESA committees and task forces.

Committee members:

- Katie Bally, Davis Marketing Group, Inc.
- Kelly Bond, Alarm Capital Alliance II, Inc.
- Paula Eller, ITZ Solutions!
- Ralph Manento, Royal Security Services, Inc.
- Stephen Matteo, Metropolitan Special Services, Inc.
- Pat Shea Remes, Connecticut Alarm & Systems Integrators Association
- Bill Cooper, Tyco Integrated Security LLC, EC Liaison

Political Action Committee

Encourages the interests of members of ESA in the political and legislative processes while promoting the election of responsible, qualified candidates to public office, regardless of party affiliation.

Chairperson: Mike Miller, Moon Security Services, Inc.



Since the late 1970s, Mike Miller has been involved with the security industry. Throughout his years in the industry, Mike has acquired a breadth of knowledge, served as the ESA president (2008-2010) and been honored with awards such as the 2005 Sara E. Jackson award and 2010 Morris F. Weinstock Person of the Year Award. Mike is the president of Moon Security Services.

Cont. on page 16



IP video over coax made easy!

eBridge Ethernet Adapters transmit IP video and data more than 2000 feet without repeaters over existing coaxial cable – with the highest signal integrity and cost-efficiency. So you can easily upgrade legacy coax infrastructure with advanced IP cameras and devices. With eBridge each coaxial cable can support an IP camera with composite video and data simultaneously or multiple IP cameras with an Ethernet switch. Receivers are available with 1, 4, 8 or 16 ports. eBridge makes it easy.



More than just power.™

info@altronix.com
altronix.com
1.888.258.7669

MADE IN THE U.S.A. • LIFETIME WARRANTY

eBridge™

Committee members:

John Chwat, Chwat & Company, Inc.
Bill Cooper, Tyco Integrated Security LLC
Merlin Guilbeau, ESA
David Koenig, Capital Fire & Security
John Knox, Knox Integrated Systems, EC Liaison

Standards and Fire/Life Safety Committee

Develops and promotes the acceptance of standards for the effective and efficient use of electronic life safety, security and integrated systems, proactively monitoring and influencing the creation and adoption of those standards.

Chairperson: Rick Simpson, Vector Security



Rick Simpson, vice president of technical services at Vector Security, joined the security industry as a service technician in 1984. During the last 28 years, Rick has been an active professional within the industry and has served on various boards. In 2009, he was the recipient of the Sara E. Jackson award for his outstanding achievements and support of the industry.

Committee members:

Doug Bassett, Comcast Broadband
George Bish, SecureWatch
Shane Clary, Bay Alarm Company
Norman Dayton, Dayton Security, Inc.
Terry Hale, Stanley Convergent Security Solutions, Inc.
Greg Kessinger, Safe Harbor Security & Fire LLC
Larry Mann, Central Station, Inc.
Chris Mosley, Complete Security Systems, Inc.
Tony Mucci, Tyco Integrated Security LLC
Rodger Reisinger, SimplexGrinnell
Richard Roberts, System Sensor
Mark Sepulveda, USA Alarm Systems, Inc.
Ken Webster, Allied General Fire & Security, Inc.
Marshall Marinace, Marshall Alarm Systems, Inc., EC Liaison

Alliance Council

Supplements the governance activities carried out by governing boards and/or the management tasks carried out by staff members. Alliance Council members can perform a variety of jobs, many of which are central to an organization's activities. Overall, alliance councils provide expertise that may be missing from your board or staff.

Chairperson: Jean Novy, WIESA and KYESA



Jean Novy, executive director of both KYESA and WIESA, has years of diverse experience within association management. Before joining the security industry, Jean worked in various associations such as the Wisconsin American Cancer Society, Wisconsin American Diabetes Association, National American Diabetes Association and the Wisconsin Lung Association. This is Jean's second time serving as the executive director in WIESA. She served in the 1990s for seven years.

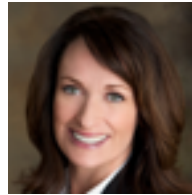
Committee members:

Michelle Best, Utah Alarm Association
Kevin Lehan, Emergency24
Shelley Pettit, Mississippi Alarm Association
Angela White, Central 1 Security

Youth Scholarship Task Force

Governs and guides the continued success of the Youth Scholarship Program at the national level.

Chairperson: Kelly Bond, Alarm Capital Alliance LLC



Alarm Capital Alliance Senior Vice President of Sales and Marketing Kelly Bond has been in the security industry since 1997. During her career Kelly has gained experience in finance, sales and marketing through her various roles at SLP Capital, Morlyn Financial, Financial Security Services and Alarm Capital Alliance.

Task force members:

Beverly Bailey, ESA of Ohio
Ralph Manento, Royal Security Services, Inc.
Jean Novy, WIESA and KYESA
Brad Schoenfeld, Vector Security
Pat Shea Remes, Connecticut Alarm & Systems Integrators Association
Ralph Sevinor, Wayne Alarm System, Inc., EC Liaison

SECURE+ Task Force

Guides and develops the SECURE+ Initiative activities. SECURE+ is a public awareness campaign designed to promote the enhanced digital services and interactive solutions offered by ESA members.

Cont. on page 18

Check out the
AXIS M1014
Network Camera
Surveillance
Kit!



Would you buy cutting-edge technology from this guy?
Neither would your customers.



Read more with
your smartphone



Your customers are smart. They know there's cool, new technology out there, and they're looking for the professionals who have it.

Now, AXIS Camera Companion lets you make cutting-edge IP surveillance benefits available even to customers with smaller areas to cover – opening a whole new world of possibilities for your business. While others are stuck selling yesterday's technology – claiming, "It still works great" – you can offer the benefits of today's advanced technology.

Developed by the competence leader in network video, AXIS Camera Companion features HDTV-quality images, mobile live viewing and direct recording on each camera's internal SD-card – so no need for extra cables, DVRs or computers.

AXIS Camera Companion – the easiest way to network video surveillance.

Get the Axis picture. Stay one step ahead.
Visit www.axiscameracompanion.com

HDTV image quality • Direct recording on SD cards (no DVR needed) • Viewing apps for iPhone, iPad and Android • Cameras powered over the network • No PC needed for operation • Free viewing client • Scales easily from 1 to 16 cameras • Encoder support for analog cameras • No single point of failure

AXIS[®]
COMMUNICATIONS

Chairperson: Kirk MacDowell, Interlogix



Kirk MacDowell began his career in the security industry nearly 32 years ago in Los Angeles. During his career, Kirk has owned and operated several companies before accepting his current position as the residential business leader at Interlogix. Kirk has been active within ESA, previously volunteering time to the AIREF Board of Directors and serving as chair of the AIREF Task Force.

Task force members:

- Gerrit Brusse, Point Protects Louisiana
- Lisa Davis, Vivint, Inc.
- George DeMarco, ESX Chairman
- Tom Few, Meridian Business Services
- John Galante, AE Ventures
- Bill Graham, Guardian Protection Services, Inc.
- Reed Grothe, Alarm.com
- Joe Nuccio, ASG Security
- Robert Puric, Honeywell Security Group
- Frank Ryan, Hikvision USA
- Steve Shapiro, ADT North America
- Shawn Welsh, Telular

Professional Groups

Young Security Professionals

Responsible for growing the YSP program and enhancing YSP services to better engage and cultivate young security professionals to be the next generation of leaders in the electronic security and life safety industry.

Chairperson: Todd Gaito, Wayne Alarm Systems



Wayne Alarm Systems Marketing Manager Todd Gaito got his start in the security industry as a technician. Since then, Todd has climbed the ranks from roles within the service and installation department into sales and marketing. During Todd's career, he set his sights on education and successfully obtained a Bachelor's degree from Northeastern University.

Vice Chair: Brandon Savage, Savage Security Consulting, LLC



Brandon Savage provides operations and technology consulting for companies within the electronic security industry, but is also very active in other areas. In addition to being YSP vice chair, he is a board member of Spectrum Academy in Utah, serving as part of the Non-Profit Board Leadership Program from The Wharton School at the University of Pennsylvania. He graduated from Brigham Young University with a BS in Business Management, and from The Wharton School with an MBA in Strategic Management, Operations and Information Management.

Committee members:

- Gerrit Brusse, Point Protects Louisiana
- Chuck Donati, DMC Security Services, Inc.
- Sarah Jennings, Safeguards/Quickpass
- Dana Klesh, United Alarm Services, Inc.
- Dean Lloyd, Password Protection Services
- Rebecca Matson Purtz, Matson Alarm
- Edward Michel, Valley Alarm
- Randall Renfroe, Allstate Security Industries, Inc.
- Jason Sokol, Monitor Controls, Inc.

Installation and Service Professionals

The leading community for system design, installation and service staff of security integration companies, including vice presidents, directors and managers of installation and service and other leaders.

Chairperson: Mark Grossman, ASG Security



After graduating from the University of Maryland with a degree in Aerospace Engineering, Mark Grossman began a career in the electronic security industry. More than 21 years ago, Mark began his career as an installation technician with ADT Security and has progressed through the operations ranks by contributing in leadership roles for small, medium, and large electronic security integrators. Currently, Mark is the vice president of branch operations for ASG Security and is responsible for the company's branch level performance.

Cont. on page 20

IP FORWARDING

Keep Your IP, is the alarm industry's only secure IPv4 forwarding provider. Control how your customer's IP panels communicate with central stations on demand. Now offering video forwarding too.

With everything moving to the internet these days, it was simply a matter of time before the alarm industry moved there also, and it is happening very, very quickly. Internet based alarm systems are here now and will lead the next growth burst of this industry for years to come. These new feature rich systems no longer rely on the old 800 dial-up "through the phone line" communications method and instead send their alert signals through an IP (Internet Protocol) connection reaching the central stations site immediately either by wires or wirelessly.



PLANS STARTING AT VIDEOFIED PLANS

\$19.99

Alarm Panel Routable IP Plan

\$24.95

Video - Routing Plan

WWW.KEEPYOURIP.COM

Toll Free 866-444-7007

KEEP YOUR IP™
CONTROL YOUR INTERNET DESTINY



Vice Chair: Trevor Block, Guardian Protection Services



Guardian Protection Services Vice President of Field Operations Trevor Block has 24 years of experience within the security industry. During the last 14 years of his career, Trevor has focused on increasing operational efficiency through process improvement, expense control and needs analysis. Trevor is passionate about working with others to address current challenges and share proven industry best practices.

Sales and Marketing Professionals

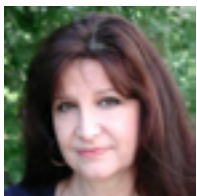
The leading community for sales and marketing staff of security integration companies, including vice presidents, directors and managers of sales and marketing and other sales and marketing leaders.

Chairperson: Gerrit Brusse, Point Protects Louisiana



Point Protects Louisiana Partner Gerrit Brusse began his career in the security industry as a regional sales manager at ADS Security. Gerrit was named Sales Leader of the Year at the 2011 Honeywell's First Alert Convention. Gerrit's involvement within the industry spans across several groups including the SECURE+ Task Force and the Young Security Professionals Advisory Board as well as various other committees at the state and national level.

Vice Chair: Lisa Matthews, Safety Technologies, Inc.



Lisa Matthews is the marketing and communications coordinator at Audio Video Interiors & Safety Technologies in Middleburg Heights, Ohio. She is an InfoComm Certified Technology Specialist, Certified Social Media Associate and CEDIA Registered Outreach Instructor and often conducts educational courses for industry partners.

Executive Management Professionals

The leading community for individuals charged with the strategic and financial leadership of electronic security integration and monitoring companies.

Chairperson: Dee Ann Harn, RFI Enterprises, Inc.



For Dee Ann Harn, CEO of RFI Enterprises, security is a family affair. Dee Ann is the second generation of security professionals in her family, which has provided her with a wealth of knowledge and experience within the industry.

Vice Chair: Michael Pope, Safety Technologies, Inc.

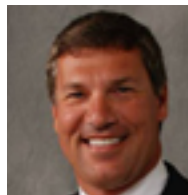


Michael Pope, a veteran with 31 years in the custom electronics industry, is the CEO of Safety Technologies, Inc. and Audio Video Interiors, Inc. Michael is a past board member of ESA of Ohio, CEA TechHome & PARA, and currently is the chair for CEA Audio Video Retailers Council. As a result of Michael's hard work, his companies have been honored with numerous industry awards including CEA's 2008 Mark of Excellence "Integrator of the Year" and 2011 SAMMY - "Installer of the Year."

Integration Leaders Group

The ESA Integration Leaders Group is a subset of the EMPs and is established each year by ESA to sound the views of top executives from high-volume integration companies on the industry's top issues, opportunities and challenges. Individuals with executive management responsibilities from companies performing security installation and integration and grossing more than \$3.5 million in annual security revenues are eligible for inclusion in the group.

Chairperson: Joe Nuccio, ASG Security



A professional with more than 28 years of experience building security companies, Joe Nuccio has been president and CEO of ASG Security since 2003. He has participated in more than 185 business acquisitions during his career, including 60 with ASG. Joe is active throughout the industry as a volunteer with associations like ESA and CSAA, and as a presenter and participant at numerous events.

ESA of Florida Hosts Inaugural Event

The newly launched ESA of Florida, the official Chartered Chapter for the Electronic Security Association, hosted its inaugural event on Sept. 20 in Fort Lauderdale, Fla. The Legislative Dinner at Ruth's Chris Steak House featured Ken Hoffman, Chairman of the Electrical Contractors' Licensing Board, and the board's president, Pierre Bellemare.

The event – which was sponsored by Interlogix, Honeywell, Telguard and Tri-Ed/Northern Video Distribution – was attended by more than 25 industry professionals. Following a networking happy hour, they heard a presentation by Hoffman and Bellemare regarding licensing requirements in the state of Florida. They also learned more about the development of ESA's newest chapter, as well as the upcoming ESA Leadership Summit in Orlando, Fla. (Feb. 18-21, 2013).

[Click to view a video of the event.](#)



Pierre Bellemare (left), Ken Hoffman of the Florida Electrical Contractors' Licensing Board.



Jim Black (left), Lee Barnard, Gary Collins.



Roy Pollack (left), Doug Bassett (right).



From left: Barry Post, Roy Pollack, Marshall Marinace, David Slomak and Steve Paley.



Steve Paley (left), David Slomak (right).



Save the Date

ESA Legislative Event co-located with IESA Meeting

www.esaweb.org/event/IESAStateLegislativeDinner

Take advantage of this special opportunity by joining ESA and the Illinois Electronic Security Association (IESA) for a legislative event and vendor showcase on Wednesday, Nov. 14, in suburban Chicago.

Hyatt Regency O'Hare
9300 Bryn Mawr Ave.
Rosemont, Ill. 60018

2 PM – 5 PM

Vendor Showcase

5 PM – 6:30 PM

Social happy hour including:

- Introduction by ESA Executive Director Merlin Guilbeau
- Legislative report from IESA Executive Director Kevin Lehan

6:30 PM

Dinner, followed by IESA Annual Meeting, including:

- Remarks by Security America RRG President Michael J. Keegan
- IESA business meeting, including election of officers

\$35 for members/non-members until Nov. 1, 2012

\$45 for anyone who registers after Nov. 1, 2012

Contact: Kevin Lehan at execdirector@iesa.net or at 773-632-3140

Thank you to our event sponsors



Honeywell



TRIED / NorthernVideo
DISTRIBUTION

Be part of the action at this important industry event!





A *fresh* PERSPECTIVE

2013 ESA Leadership Summit

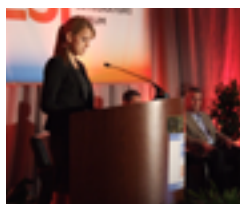
Orlando, FL | February 18-21, 2013

The sixth annual ESA Leadership Summit will head to Orlando, FL, February 18-21, 2013. This executive conference is where the electronic security industry's leaders convene to stay on top of trends, network with colleagues and chart the industry's future. ESA leaders and volunteers gather here for committee meetings, education and networking events.

Its fresh new structure — incorporating ESA of Florida's first annual meeting and the ESA of Florida Youth Scholarship Golf Tournament — new timing, location and expansion of sponsor and attendee participation, adds a fresh new perspective to this uniquely valuable event.

fresh new location. **fresh** new program structure. **fresh** new perspective.

Visit www.ESA-Summit.com for more information.



Member Referral

ESA Member Referral Program

Associate Members that refer Regular Members:

- **1st Referral**
Associate Member will receive a banner ad in *NTS News* or *Government Insider* (available inventory permitting-\$175 value)
- **5th Referral**
Associate Member will receive a banner ad for one quarter of *NTS News* or *Government Insider* (available inventory permitting-\$500 value)
- **10 or more Referrals**
Associate Member will receive a full page ad in the next issue of *Newsline* (\$1,200 value)

Regular Members that refer Associate Members:

Will receive a \$100 gift card for each referral

Regular Members that refer Regular Members:

Will receive a \$50 gift card for each referral

For more information, please contact ESA Member Service Representative Tami Cook at Tami.Cook@ESAweb.org or (888) 447.1689 ext. 6814

General Terms:

- All referrals must be to new members and incentives will be awarded once the new member has been approved and paid their dues
- The application must include the name of the company that referred them



Explore The World of NTS

The **definitive source** for training and certification for the security industry.

Get a \$100 Credit



Build your foundation with practical applications of the International Building Code (IBC)

This course teaches the code knowledge and practical technical skills you need to design, install and maintain fire alarm and electronic access control systems that comply with International Building and Fire Codes.

Take advantage of ESA's National Training School Online Course Promotion!

REGISTER TODAY! 866-636-1687 | www.ESAweb.org/nts

The NTS discount code to obtain \$100 credit for the IBC online course is **ESAA6855C**.
Terms & conditions available at www.esaweb.org/NTSCoursePromo_TermsConditions



The Future of IPv4 Forwarding for the Alarm and Security Industry

Advertorial



Keep Your IP Double Redundancy Servers - SAVVIS, CA

These days, pretty much everything is moving to the internet, so it was simply a matter of time before the alarm industry had to move there also. Internet based alarm systems are expected to be the next growth burst of the industry for years to come. These feature rich systems no longer prefer the old 800 dial-up "through the phone line" communications method and instead send their signals through an Internet Protocol (IP) connection reaching the central stations site immediately either wired or wirelessly via cellular data.

It's no surprise how important it has become that every alarm dealer of any kind and size have control of how their customer's alarm signals get routed through the internet. And more importantly, they should have the ability to control the destination of where the signal terminates to, on a moment's notice. This need for a route change can be due to either a smart business decision, such as contracting with a new central station or because of a disaster recovery situation where lives could be at stake.

By providing the alarm professional with their own secure IPv4 numbered address, Irvine California based Keep Your IP gives them the peace of mind they get with knowing that as their business grows and merges into the new IP based world, they will be able to direct that growth as they desire.

If you are an alarm dealer, controlling your Internet destiny can start simply by going online and ordering Secure IP Forwarding

"And more importantly, they should have the ability to control the destination of where the signal terminates to, on a moment's notice."

Services from KeepYourIP.com where you are issued your own unique private IP address. For double redundancy on alarm panels offering Primary and Secondary failover features, it is recommended that users order the KYI DUAL IP SERVICE where each IP address is carried and hosted on totally separate facilities on each side of the continental U.S.

Once service is ordered, users can login to their account and provide the IP address and communications port of each central station they will be working with. A separate IP address would need to be acquired for each central station being serviced.

Then as installers put on new IP based systems or as they visit existing systems that have Internet signaling connectivity, they simply program their unique IP address into each one. When an alarm signal is sent, it will first be routed through the KYI servers, which will then instantly reroute the signal to the IP address of the central station configured on their KYI account. All this happens within milliseconds. Neither the customer nor central station will have any awareness that signals are being routed under your control.

If there is ever an issue with your central

station and there is a need to reroute the customer's signals to a new location, the alarm dealer simply logs in to their account and enters the new IP address forwarding information. For extra security, all standard changes made through an online account will populate at the top of every hour with email confirmation before implementing. At that time, alert notifications will go out to the account holder on file advising them of the change request and allowing them time to cancel the request if needed. Urgent issues that require a more immediate response can be handled at the 24/7/365 customer support center where you will get a live person.

IP Forwarding Based Video Monitoring Plans

Keep Your IP is now offering a video version of their service which is proven tested to work with Videofied manufactured products including their event based alarm systems that feature PIR intruder detectors and built-in cameras. As dealers put on new IP based video monitoring systems or as they visit existing systems that have internet signaling

connectivity, they simply program their unique IP address into each one. When a video signal is sent, it will first be routed through the KYI servers which will then instantly route the signal to the IP address of the monitoring station configured on their KYI account.



"All this happens within milliseconds."



WWW.KEEPYOURIP.COM

Want to learn more about how Keep Your IP's IPv4 forwarding works? Visit: www.KeepYourIP.com or call toll free 866-444-7007

Thank you to our 2012 Executive Strategic Partners

Exclusive Diamond ESP



Exclusive Platinum ESP



Gold ESPs



Silver ESPs



ESA Executive Strategic Partners are true visionaries and leaders of the electronic security industry. Their support helps ensure that ESA remains strong and active on the local, state and national level. Please remember to thank them and support them in return.

