

### Inside

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### Why should you attend PACE?

Ohio's Professional Alarm Convention and Exhibition celebrates it's 28<sup>th</sup> anniversary in 2010. In spite of recessions, changing business climates and consolidations, PACE has remained an exceptional, cost effective opportunity for dealers in Ohio.

From management seminars dealing with the importance of contracts, to how to win government contracts and technical seminars covering the latest in information necessary in today's marketplace, PACE is a one day, one stop, affordable chance for dealers to gather information that will benefit their business.

Add to that an exhibition of the latest products and most current services from over 35 of the top vendors in the

industry, great food, a chance to network with others in the industry and it's an absolute CAN'T MISS.

We respect that it's difficult to take a day off work, and that the economy has not been easy recently. Rates for attendance at PACE have remained the same for our dealers for over 10 years.

If you're a golfer, we've got an outing for you on the Wednesday following PACE, at the beautiful East Golf Club in New Albany.

We've chosen a central location, just off 270 in NW Columbus, that's 2 hours or less from anywhere in Ohio.

Will YOU be setting the PACE with us?

### A Message From Attorney General Richard Cordray

One year ago my office launched a new program to help small businesses and nonprofits recover money lost to deceptive business practices and scammers. So far we have been able to help more than 1,250 Ohio small businesses recover or save more than \$115,000.

Most small businesses have 20 or fewer employees and lack the resources to hire legal help to take action against a person or business that has mistreated them. For more than 35 years, the Attorney General's Office has helped consumers protect themselves from businesses or individuals who try to exploit them, and we now can do the same thing for small businesses and nonprofits.

If you think your business or nonprofit has been targeted, file a complaint with my office at [www.OhioAttorneyGeneral.gov/Complaint](http://www.OhioAttorneyGeneral.gov/Complaint).

The top complaints we have seen that you should be aware of include:

- Phony "yellow page" advertisements
- Unauthorized charges on telephone bills
- Bogus Internet and website services
- Extra fees from credit card payment processors
- Unauthorized credit card charges
- Failure to receive a service or product

If your small business or you, as a consumer, have experienced unfair practices such as a scam, deceptive advertising, shoddy workmanship, a billing dispute, unauthorized charges or any illegal conduct, please contact my office at (800) 282-0515 or by visiting [www.OhioAttorneyGeneral.gov/Complaint](http://www.OhioAttorneyGeneral.gov/Complaint).

For more information about the Attorney General's Small Business and Nonprofit Complaint program, please visit [www.OhioAttorneyGeneral.gov/BusinessComplaintsFactsheet](http://www.OhioAttorneyGeneral.gov/BusinessComplaintsFactsheet).

*Richard Cordray is Ohio Attorney General. For news about his office's work, visit [www.OhioAttorneyGeneral.gov/SignUp](http://www.OhioAttorneyGeneral.gov/SignUp).*

**PACE AT A GLANCE**

**Tuesday, 21 September 2010**

**Morning Schedule**

8:00 A.M.	09:00 A.M.	<b>Proper Installation of Coax Connectors and Transition to CCTV over UTP:</b> Bill Pitcher, GEM Electronics: A detailed examination of coax connector design/theory and how to make a proper termination, transitioning to reasons and benefits of using UTP in CCTV, CATV and High Definition/Audio systems.
09:00 A.M.	10:15 A.M.	<b>Increasing sales through leasing programs:</b> Tony Kaiser, Target Leasing: A look at how offering leasing options to customers can increase your bottom line.
09:10 A.M.	10:20 A.M.	<b>IP Migration:</b> Tom Moxey, Anixter: The session will discuss Trends in Video Security Systems, the Modern Devices and Migration to Digital Networks. This is a non product specific session and discusses the infinite possibilities of IP Video and improving your security sales with IP Video Surveillance.
10:30 A.M.	11:45 A.M.	<b>Networking the alarm industry:</b> Don Childers, Security Central: This course looks at the rapid influx of devices that are in our industry that involve the internet as means of alarm signal transmission. We help the technicians understand the terminology, hardware, software, and cabling aspects as it relates to us.
10:30 A.M.	11:45 A.M.	<b>How important is a proper contract?</b> Lead by the renowned Ken Kirschenbaum, Esq., this seminar will take a look at the necessary clauses that must appear in a contract to best protect the alarm dealer from litigation.
12:00 P.M.	2:00 P.M.	<b>Lunch: Keynote Address by Stan Martin, Executive Director of the Security Industry Alarm Coalition</b>

**WEDNESDAY, 22 SEPTEMBER 2010 GOLF OUTING, EAST GOLF CLUB, NEW ALBANY, OH**

**PACE AT A GLANCE**

**Tuesday, 21 September 2010**

**Afternoon Schedule**

2:00 P.M.	3:15 P.M.	<b>Selling to the Federal Government:</b> Ron Stake, Government Services Associates: The U.S. government is the world's largest buyer of goods and services. Spending over \$425 billion annually, federal agencies are required to establish contracting goals, with at least 23 percent of all government spending targeted to small business. This informative seminar will show you how to find opportunities to sell to the U.S. government.
2:00 P.M.	3:15 P.M.	<b>Fire Code Changes Impacting You:</b> Greg Kessinger, Zenith Design Group: The future of commercial fire alarm installations is changing and NFPA 72 is keeping up. In this seminar, we will discuss 10 code changes to the NFPA 72, 2010 edition that will directly impact the commercial fire alarm business.
3:30 P.M.	4:30 P.M.	<b>Building RMR Through New Technologies:</b> Paul Boucherle, Matterhorn Consulting: This session will explore the practical implementation of new technologies that build RMR whether you have a central station or not. The security industry is has evolved over the last year to deliver practical processes that can help the alarm and system integrators grow your profits.
3:30 P.M.	4:30 P.M.	<b>VoIP and You: How VoIP affects your business:</b> Brandt Phillips, Napco: What you should know about VoIP, how it affects your business, and what you can do about it. Learn about VoIP, why your customers are making the change, how it affects alarm communications, and the steps needed to protect yourself and your customers.
4:30 P.M.	8:30 P.M.	Exhibits Open

**GOLF OUTING, WEDNESDAY, 22 SEPTEMBER 2010, 9:30 A.M.  
at East Golf Club, New Albany, Ohio**

## OUR EXHIBITORS

We are proud to welcome the following exhibitors to PACE 2010

Our generous sponsors are noted in red

ADI	Linear
Ace Monitoring	LMS Marketing
Alarm Capital Alliance	Meridian Integrations
Alarmax	<b>Napco</b>
Anixter	<b>Quick Response Center</b>
Assa Abloy	Rapid Response
Axis Communications	Security Central
<b>Buckeye Protective Services</b>	Security Partners
CMS	Security Equipment Supply
DMP	Secure Marketing Solutions
DSC	Sedona Office
GE/United Technologies	Target Leasing
Structured Innovations	<b>The Security Source</b>
GEM Electronics	Tri-ed
Honeywell	United Central Controls
Innovonics	Veracity USA
J C Gury	Verint Systems
Lee Lynn Associates	Wheelock
Legacy Marketing	

Fellow Electronic Security and Life Safety Professional,

We realize a day away from your business is difficult to schedule and have arranged for you to experience informative, helpful seminars and an expo of outstanding vendors as well as great food and opportunities to network with your peers.

Ohio is fortunate to have a group of dedicated professionals from all over the state as members of the Association. A board of directors comprised of eleven committed industry professionals from around the state, who volunteer their time to serve their peers and their industry, leads us. Whether providing testimony at the statehouse, planning events, or representing our state at national events, they stand for dealers in our state with pride.

I am frequently asked why membership in an Association is important. Members at all levels of participation (local, state and national) in associations are working for the collective good of the industry and profession, a collective good which directly effects the welfare of your individual business and community.

Individuals who chose not to participate in their industry association are doing more harm to their business, than the association. The work of the industry and association will continue – but without YOUR input.

In addition, membership has financial benefits. Insurance and Workers' Comp group rates, member exclusive product and service discounts as well as discounts on event attendance and training are just a few of the ways that membership in the Association can save you money.

We are the voice of the industry in Ohio. If you are not already a member, **join now**. If you are a member, **get involved**. Be an active part of the Association and make a difference!

I look forward to seeing you at PACE 2010!



Ray Jones  
President, Ohio Electronic Life Safety and Security Association

## PACE Presenters



### Stan Martin

has been recognized as one of the 25 most influential people in the security industry and is the Executive Director for the Security Industry Alarm Coalition (SIAC, Inc.), a non-profit association formed by the major North American associations to be the one-voice of the alarm industry on alarm management issues. Stan owned and operated his own alarm company for 15 years; was the executive director of NBFAA and was a Vice President with ADI for seven years. Martin believes working together as a unified industry will create a more effective profession. "We are a small professional industry tasked with the enormous responsibility of protecting the infrastructure of this country. We must be united in our efforts to raise the bar on self-education, develop standards that benefit our customers and this country, put aside petty issues and egos for the sake of our profession.



### Kenneth Kirschenbaum

founded Kirschenbaum & Kirschenbaum, P.C., in 1977, and since that time has maintained a general practice law firm handling matters for clients ranging from burglar and fire alarm law, general litigation, commercial litigation, general corporate work, matrimonial, and real estate. In 1984 Samuel Kirschenbaum retired as senior litigation partner at Dreyer and Traub and joined the firm, specializing in title insurance litigation and related real estate litigation matters. Mr. Kirschenbaum is a recognized legal expert in burglar and fire alarm law. His contracts for alarm and security industry for burglar, fire, CCTV, access control, monitoring, central station, service alarm contracts are in use throughout the United States and in Canada.



### Paul Boucherle

is a professional security & business consultant with professional certifications as a Board Certified Protection Professional (ASIS) with 30 years of diverse security and safety industry experience. Paul's security experience includes UL central station operations, risk-vulnerability assessment, physical security design, security procedures, liability mitigation processes, expert witness, strategic security program design and implementation of physical security projects with emphasis in IP video applications. In addition, Paul has vast experience in business consulting, strategic business planning, marketing, sales process programs, business coaching and volunteer leadership. He is an accomplished and dynamic public speaker with 20+ industry engagements a year. Known as an innovator and thought leader in the security industry, Paul is helping to pioneer concepts including compartmentalization, IP video with NVR archiving and convergence of logical and physical security through proof of concept designs.



### Greg Kessinger

teaches approximately 24 to 30 fire alarm classes each year, across North America. He is a trained professional, holding a teaching degree from Kent State University in Ohio. After having taught high school for eight years, his love of education persisted during the last 28 years he has owned his own alarm company. He's a magazine columnist for Security Dealer and authors the longest continuously published fire alarm column called "Grill the Fire Expert". The Ohio Electronic Life Safety and Security Association is proud to claim Zenith Design Group as a long-term member and Greg Kessinger as the preferred provider of many of our fire training classes.

### Ron Stake

is founder and principle of the Government Services Associates. Since 1984 Ron has been an Ohio Entrepreneur. He has launched and led successful businesses and worked with all levels of government as an advocate for small business owners. He wrote, lobbied and led the passage of legislation benefiting both consumers and the electronic security industry by the Ohio House of Representatives. Government Services Associates is your connection to government opportunities, requirements and services.



### Tom Moxey

has over 30 years experience in technical and electrical engineering positions. Tom has done developmental and prototyping work for a variety of microprocessor based diagnostic test equipment and automatic guidance systems. After moving to a major petrochemical research facility as a Network Engineer, he was responsible for the design and implementation of a sixteen building fiber optic and copper data network which supported 1200 users. His experience in the migration from legacy mainframe platforms to client-server and standards based systems has been a value in specifying products for a variety of LAN and WAN applications.



### Brandt Phillips

is Napco Security's Mid-Western Regional Sales Manager; serving OH, IN, MI, KY, WV, Western PA, and Southwestern NY. Brandt draws on his years of experience as a Regional Sales Manager, Dealer Sales Manager, Dealer Installation Manager, Dealer Service Manager, and Alarm Company Owner. Brandt's experience and background give him a unique "real world" approach to electronic security. Brandt lives in Georgetown, Kentucky.



### Bill Pitcher

is a marketing executive for GEM Electronics. His class on the proper installation of coax connectors and transition to CCTV over UTP has been presented at many industry events around the country, including ESX.



### Don Childers

is the Director of Technical Training for Security Central in Statesville, NC. He has written classes, which are approved by the North Carolina Alarm Systems Licensing Board, North Carolina Board of Electrical Examiners, and NBFAA for continuing education credits. Don's training expertise includes classes held at state alarm associations (NC, SC, TN, and VA), ADI expos, South Carolina Fire Marshalls Association, and other emergency responders. He has taught classes at ISC West and ISC East, EH Expo and for the CSAA (Central Station Alarm Association) and FARA (False Alarm Reduction Association) and has also participated in the NICET (National Institution for Certification of Engineering Technologies) test questions writing process. Don is NICET Level IV certified, and a member of the NFPA and the AFAA, a certified instructor for CEDIA (Custom Electronic Design and Installation Association) and SME (Subject Matter Expert) in project management, a certified instructor for the NBFAA/ESA/NTS (National Training School) and NBFAA/ESA NTS 2010 Instructor of the Year. He is also on the education committee for the NBFAA/ESA and education committee chairman for the North Carolina Burglar & Fire Alarm Association/NCESA for which he received the 2009 President's Award for leading the NCESA's training committee.



### Tony Kaiser

is the President of Target Leasing. Mr. Kaiser negotiates and maintains the company's network of funding sources and credit vendors. He also directs the company's credit policy, is instrumental in the development of new vendor programs, and is responsible for over-all operations. Prior to his current position, Mr. Kaiser was a Credit Officer for a publicly traded Regional Bank. He managed credit services provided to four of the bank's nine commercial banking regions. These four regions had outstanding commercial loan balances of approximately \$1 billion and were staffed by 45 commercial loan officers. Mr. Kaiser has worked 20+ years in the financial sector. Aside from the above experiences, early in his career he served as an auditor for an international public accounting firm. He is a solution-oriented professional with extensive experience in business development, client needs analysis and relationship building. Mr. Kaiser is a licensed pilot and resides in Celina, OH with his wife and three children.

## Professional Life Safety and Security Convention and Exhibition

- Management and Technical Seminars
- Exhibition of the latest products and services
- Networking opportunities
- Recreation

A cost effective event designed for you, with your busy schedule in mind.

Brought to you by the Ohio Electronic Life Safety and Security Association  
 21 & 22 September 2010  
 Crowne Plaza Convention Center, 600 Metro Place North, Dublin, OH 43017

### ATTENDEE REGISTRATION AND PAYMENT INFORMATION

	Member Price per person	Non Member Price per person	Number of Attendees Total count	Total Amount
<b>ALL EVENTS:</b> includes all Convention events and seminars EXCEPT GOLF OUTING	\$50.00	\$100.00		
<b>Seminars Only</b>	\$30.00	\$60.00		
<b>Luncheon Only</b>	\$25.00	\$35.00		
<b>Exhibition:</b>	FREE	\$10.00		
<b>GOLF OUTING:</b> Wednesday 22 September Includes cart, greens fees and buffet	\$75.00	\$100.00		
<b>Hotel Room:</b> Circle nights required: MON TUES	\$110.00	\$130.00		
<b>TOTAL</b>				

**RETURN COMPLETED REGISTRATION FORM WITH PAYMENT TO: OELSSA, 1145 SLADE AVENUE, COLUMBUS, OH 43235 OR IF PAYING BY CREDIT CARD, FAX TO 614-457-1748.**

please complete all sections below

Check enclosed    
  Faxed registration – check follows by mail or at event    
  Visa    
  MasterCard    
  American Express

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

e-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

**ATTENDEES** (please print clearly, type or attach business cards for attendee packets and nametags)

#### All Events


#### Training Classes ONLY


#### Luncheon ONLY


#### Exhibition ONLY
