

2009 – 2010  
Officers & Directors

Ray Jones, President  
Buckeye Protective Services

OPEN  
Vice President

Candace O'Connor, Secretary  
The Security Source, Inc.

Ron Stake, Treasurer  
Association Benefits Services

Darrel Shaw, Immediate Past Pres.  
Summit Diversified Systems

Tom Donaldson, ESA Representative  
AT Security & Video

Frank Baxter  
American Security Systems

Jeff Cohen  
US Protective Services

Alan Gillmore  
Gillmore Security

Dan Gurich  
FM Systems

Barbara Kessinger  
Safe Harbor Security

Brian Schmidt  
Schmidt Security Pro



The Ohio Life Safety & Security  
Association

1145 Slade Avenue  
Columbus, OH 43235-4052

PHONE:  
800-746-2322

FAX:  
614-457-1748

E-MAIL:  
info@secureohio.org

## SETTING THE PACE in 2010

What is planned for attendees at the 2010 Professional Alarm Convention and Exhibition?

This year's committee, Brian Schmidt (chair), Dan Gurich, Heather Miller and Pat Corte have come up with an agenda that everyone can enjoy, ranging from seminars to golf and including, of course, an exhibition of the latest products and services our vendors have to offer.

The convention will be held at the Crowne Plaza Hotel and Convention Center in Dublin, Ohio on 21 September 2010.

The all day pass for PACE includes

Continental breakfast, lunch, evening reception (and yes, there will be lots of food!), all seminars and the exhibits, all at a low price that respects your wallet in these difficult economic times.

Both sales/management and technical seminars will be available on a variety of topics, including VOIP, contracts, networking, growing RMR and fire code changes.

Among the seminar presenters for 2010 are Brandt Phillips, Greg Kessinger, Don Childress, Ron Stake, Paul Boucherle and Ken Kirschenbaum.

Keynote speaker for the luncheon will

be Stan Martin, Executive Director of Security Industry Alarm Coalition.

On 22 September 2010, a golf outing will be available to those interested in hitting the links. The very reasonable price for the outing includes all greens fees, cart, and a luncheon at the beautiful East Golf Club (formerly the Winding Hollow Country Club)

Will YOU be a part of setting the PACE in Ohio this year?

A registration form is available in this issue of The Signal for your convenience. Please return it to insure that your space is secured at the 2010 PACE!



Newsletter July 2010

Volume 1, Issue 2

# The Signal

The Ohio Electronic Life Safety & Security Association

## FTC Delays Red Flag Rule to End of the Year

Reprinted from ESA Member update

The Federal Trade Commission has announced that it will delay enforcement of the "Red Flags" Rule through December 31, 2010 to allow Congress the opportunity to consider legislation that would affect the scope of entities covered by the rule.

ESA has been working with members of Congress to have these rules delayed to allow adequate time for our members to comply. Today's announcement marks the third time the rule has been delayed. The FTC delayed implementation of the rules in August 2009 as a result of a law suit by the American Bar Association, and once again in October 2009.

A copy of FTC's statement is provided below.

### FTC Extends Enforcement Deadline for Identity Theft Red Flags Rule

At the request of several members of Congress, the Federal Trade Commission is further delaying enforcement of the "Red Flags" Rule through December 31, 2010, while Congress considers legislation that would affect the scope of entities covered by the Rule.

Today's announcement and the release of an Enforcement Policy Statement do not affect other federal agencies' enforcement of the original November 1, 2008 deadline for institutions subject to their oversight to be in compliance.

"Congress needs to fix the unintended consequences of the legislation establishing the Red Flags Rule – and to fix this problem quickly. We appreciate the efforts of Congressmen Barney Frank and John Adler for getting a clarifying measure passed in the House, and hope action in the Senate will be swift," FTC Chairman Jon Leibowitz said. "As an agency we're charged with enforcing the law, and endless extensions delay enforcement."

## EPA Delays Enforcement of Lead Paint Rule

reprinted from ESA Member update

Through a coalition of construction and other business groups, ESA has worked to delay EPA enforcement of its Lead Renovation, Repair and Paint Rule to allow adequate time for industry professionals to become

The Rule was developed under the Fair and Accurate Credit Transactions Act, in which Congress directed the FTC and other agencies to develop regulations requiring "creditors" and "financial institutions" to address the risk of identity theft. The resulting Red Flags Rule requires all such entities that have "covered accounts" to develop and implement written identity theft prevention programs to help identify, detect, and respond to patterns, practices, or specific activities – known as "red flags" – that could indicate identity theft.

***The Red Flags Rule requires many businesses and organizations to implement a written Identity Theft Prevention Program designed to detect the warning signs — or "red flags" — of identity theft in their day-to-day operations.***

The Rule became effective on January 1, 2008, with full compliance for all covered entities originally required by November 1, 2008. The Commission has issued several Enforcement Policies delaying enforcement of the Rule.

Most recently, the Commission announced in October 2009 that at the request of certain Members of Congress, it was delaying enforcement of the Rule until June 1, 2010, to allow Congress time to finalize legislation that would limit the scope of business covered by the Rule. Since then, the Commission has received another request from members of Congress for another delay in enforcement of the Rule beyond June 1, 2010.

Members should be aware of the regulations and become certified if they do any type of work in pre-1978 residential homes. Not only are the fines significant, but companies open themselves up to damaging lawsuits if they are uncertified.

The Commission urges Congress to act quickly to pass legislation that will resolve any questions as to which entities are covered by the Rule and obviate the need for further enforcement delays. If Congress passes legislation limiting the scope of the Red Flags Rule with an effective date earlier than December 31, 2010, the Commission will begin enforcement as of that effective date.

In the interim, FTC staff has continued to provide guidance, both through materials posted on [www.ftc.gov/redflagsrule](http://www.ftc.gov/redflagsrule), and in speeches and participation in seminars, conferences and other training events to numerous groups. The FTC also published a compliance guide for business, and created a template that enables low risk entities to create an identity theft program with an easy-to-use online form ([www.ftc.gov/bcp/edu/microsites/redflagsrule/get-started.shtml](http://www.ftc.gov/bcp/edu/microsites/redflagsrule/get-started.shtml)). The FTC staff also has published numerous general and industry-specific articles, released a video explaining the rule, and continues to respond to inquiries from the public. To assist further with compliance, FTC staff has worked with a number of trade associations that have chosen to develop model policies or specialized guidance for their members.

As was the case previously, this enforcement delay is limited to the Red Flags Rule and does not extend to the rule regarding address discrepancies applicable to users of consumer reports (16 C.F.R. §641), or to the rule regarding changes of address applicable to card issuers (16 C.F.R. §681.2).

For questions regarding this Enforcement Policy, please contact Naomi Lefkowitz or Pavneet Singh, Bureau of Consumer Protection, 202-326-2252.

*Special Interest Articles:*

*Visit Law Enforcement Month*

*OBWC Safety Training Sources*

*IQ Certification*

*OELSSA Recap*

*Urgent member Information about upcoming elections*

## OELSSA Recap

THANK YOU to our OHIO based Associates who supported ESX 2010



### WELCOME NEW MEMBERS!

**Lockdown Security – Cleveland**  
**Security Connection – Williamsburg**  
**Meridian Integrations – Cleveland**  
**Mobile Security Worldwide – Col**

\*\*\*\*\*

### In Memoriam

It is with greatest sorrow that we report the passing of Tonja Jenkins, the Associate Executive Director of ESA, on 4 July 2010.

A consummate professional, Tonja worked tirelessly for the Association and its members and she will be greatly missed by all of us who had the pleasure of knowing and working with her.

\*\*\*\*\*

### ESX 2010

Thank you to the members and associates who supported OELSSA at ESX in Pittsburgh! It was wonderful to see so many familiar faces visiting our booth!

Ohio based member companies Buckeye Protective Services, The Security Source and Quick Response Center joined many of our national associate members in exhibiting their products and services to the nearly 2500 attendees on Tuesday and Wednesday.

One of the events we enjoyed was a "Family Feud" based game called "Chapter Challenge". Brian Schmidt, of Schmidt Security Pro in Mansfield represented OELSSA. Brian's team proved to be extremely adept when it came to guessing the answers, and bested all challengers, winning \$200 for the Association!

\*\*\*\*\*

### SIAC Update

Following the very successful meeting with Cincinnati area law enforcement officials, SIAC and OELSSA were invited to attend a meeting of NE Ohio law enforcement representatives in early June. We have also been invited to a similar meeting in NW Ohio, at a date

yet to be determined. These meetings acquaint law enforcement with our Association, SIAC, and our desire to forge a partnership with them. We discuss the response issues being faced by many counties in Ohio, the importance of well written, implemented and managed ordinances and how the security industry and law enforcement can work together to accomplish the common goal of the best service possible to our communities.

In conjunction with our efforts around the state, we hope you will take advantage of inviting your local law enforcement agencies to join us at PACE for a special seminar, the luncheon and/or the golf outing.

\*\*\*\*\*

### Ideas for The Signal?

If you have a suggestion, contribution or request for The Signal, please contact Bev at 800-746-2322 or via e-mail at [bbailey@secureohio.org](mailto:bbailey@secureohio.org).

**Volunteering with the Association:** Interested in serving on an OELSSA committee? Please contact our office for more information.

## URGENT NOTICE FOR OUR MEMBERS!

Members of the Association will have the opportunity at PACE 2010 to elect their 2011-2012 Board of Directors and their ESA Representative during a brief membership meeting following lunch.

The current nominees for Director are:

- Frank Baxter, American Security Alarms, Cleveland
- Jeff Cohen, US Protective Services, Cleveland
- Tom Donaldson, AT Security, Columbus
- Alan Gillmore, Gillmore Security, Cleveland
- Sam Goldfarb, ESSCO, Columbus
- Dan Gurich, FM Security, Medina
- Ray Jones, Buckeye Protective Services, Canton
- Barbara Kessinger, Safe Harbor Security, Cleveland
- Candace O'Connor, The Security Source, Cleveland
- Brian Schmidt, Schmidt Security Pro, Mansfield
- Ron Stake, Association Benefits Services, Columbus

Other nominations from the membership are welcome and should be sent to Bev at the Association office via e-mail, fax or USPS, before 1 September 2010. Please verify that the nominee you submit is willing to serve!

Other business requiring your attention is a by-laws amendment.

In accordance with the effort to brand ESA's chartered chapters with consistency and so that we are readily recognized as a part of the national ESA, the following by-laws amendment of Article 1, Name and Organization, will be submitted for approval of the membership:

*"The name of this organization is the Ohio Burglar and Fire Alarm Association, Inc. Whereas the corporate name of the Association will remain Ohio Burglar and Fire Alarm Association, aka the Ohio Electronic Life Safety and Security Association, the Association elects to do business as the Electronic Security Association of Ohio in accordance with and in relationship as a Chartered States Chapter of the Electronic Security Association (formerly known as the*

*National Burglar and Fire Alarm Association).The organization is an autonomous, self-directing association, but may form relationships or affiliations or agreements as appropriate with other groups or organizations as the Board of Directors shall determine from time to time."*

If this amendment passes, the name change will be effective immediately and a new logo will be adopted:



Members of the Association will receive ballots ELECTRONICALLY via e-mail, as well as having hard copy available at the meeting. If not attending PACE to vote in person, ballots may be returned to the Association office via e-mail, fax or USPS. Votes may also be cast by proxy if prior notice is given to the Association office of the proxy assignment.

Only members in good standing may participate in the voting process, but everyone is welcome to attend the meeting.

## VISIT LAW ENFORCEMENT INITIATIVE

The Security Industry Alarm Coalition or SIAC, is an industry organization endorsed by the four major North American security trade associations (ESA, CSAA, SIA and CANASA). Their mission is to, "create a structure for all interested parties to come together under the banner of "dispatch reduction" and "alarm management" and through a coordinated effort maximize the impact on "false dispatch reduction" and "alarm management" across North America by maintaining a liaison with national and state (or provincial) law enforcement leadership, while educating and empowering local alarm communities to proactively foster relationships with law enforcement before a crisis develops.

In order to accomplish their mission, SIAC is committed to:

- Make every reasonable effort to reduce false alarms that result in false dispatches by law enforcement.
- Be diligent in educating alarm dealers, law enforcement, consumers and other interested parties.
- Provide assistance to law enforcement at no charge.

From aiding dealers and associations in establishing positive working

relationships with their partners in law enforcement to helping structure or restructure alarm ordinances that can often be less than "friendly", SIAC's response to a call for help is quick, efficient, effective and an invaluable service to the electronic security industry.



"SIAC has saved the security industry millions of dollars by eliminating bad local ordinances," says Mel Mahler, CEO of ADS. "I know I can always depend on SIAC. Their knowledge and expertise, coupled with their immediate response to calls for information or assistance makes SIAC an irreplaceable resource to the alarm industry, adds Bev Bailey, Executive Director of OELSSA.

The Visit Law Enforcement Initiative is a new program to continue to build and enhance relationships between the alarm industry and law enforcement.

"The history of SIAC shows that when there is communication between local

dealers and law enforcement agencies, they are more willing to work with the industry on responsible alarm policies," said William Cooper, chairman of the SIAC Field Operations Committee

In this ever-changing industry, it is critical to maintain a positive relationship with law enforcement and continue to enhance our communications. That's why SIAC is launching its "Visit Law Enforcement Month" program. This program, to be implemented in July, provides strategies on building positive relationships with law enforcement. SIAC unveiled this program at the ESX in June. During a 50-minute interactive seminar, SIAC focuses on success stories, solutions that work for law enforcement, solidifying your position within the community and how to enlist SIAC to help.

To assist in communicating with law enforcement, SIAC has also prepared letters, handouts, CD's, Power Point presentations, and other materials that can easily be customized with the name of your company or industry group. Beginning in June, these materials can also be found on SIAC's Website at [www.siacinc.org](http://www.siacinc.org) or from the OELSSA office.

## IQ Certification, What does it mean for your business?

Installation Quality Certification is the leading false alarm reduction program in the nation. It also happens to be a quality badge of honor for those companies that have received their certification. IQ Certified companies adhere to a rigid set of standards and operating procedures that set them above other alarm companies in the community.

The goals of the program are to raise the overall quality and false alarm control effectiveness of electronic security and life safety systems. In addition, the IQ Certification Program will strengthen the bond between the alarm industry and the law enforcement and fire prevention communities by providing them with a legal and ethical way to refer consumers to companies taking proactive steps toward quality control and false alarm prevention.

By earning IQ Certification, companies demonstrate that they are working to reduce the problem of excessive alarm dispatches.

As part of the IQ code of ethics, IQ

Certified companies also agree to adopt specific quality management and false alarm control measures on every alarm system they install.

IQ Certified companies must form a Quality Control Team whose function is to identify, prevent and/or eliminate false alarms and unnecessary dispatches. They must also implement IQ's end user training guidelines that will reduce or eliminate the number of false alarms caused by user error.

***IQ Certification is a quality badge of honor for those companies that have received their certification.***

Each company applying for IQ Certification must also abide by the specific requirements in the [IQ Certification Guidelines](#). This document outlines the specific quality control and false alarm control measures that a company must make on each system that they install or monitor. They include user training, employee training, equipment, installation and monitoring guidelines.

Each IQ Certified Company must follow the procedures outlined in the IQ Policies, which will include explaining the guidelines to the customer and keeping a signed copy of the [Installation Quality Checklist](#) for each system installed.

Because every system installed by a certified company will be installed following the IQ guidelines, ALL systems installed by an IQ Certified Company must be done in compliance with IQ Certification Program requirements.

The benefit is to be able to demonstrate that you are a top-quality provider! Companies that are, or that make the commitment to become IQ Certified, will have a distinct advantage. IQ dealers receive materials that distinguish them, including professionally designed marketing materials and logos.

Serve your customer, serve your company, serve your industry, serve your community – Make the IQ Commitment today!

## OBWC Required Safety Training

Though the Bureau of Workers Comp is still reviewing their requirement for 2 hours of safety training which went into effect 1 July 2009, it is still important to promote safety in our workplaces.

If you have Workers' Comp thru the OELSSA group, we encourage you to consider one of the following training programs to promote safety in your business.

- **CompManagement Safety Academy** - safety workshops provide you with compliance programs to meet OSHA's core regulatory standards, while equipping you with tools to reduce your occupational incidents and eliminate potential physical hazards. In the workshop, you will be furnished with draft safety guidelines and PowerPoint training programs to meet OSHA standards. Visit <http://www.compmgt.com/riskservices/academy> for additional information

- **CompManagement Online Safety Training** - Fulfill the two (2) hour safety training requirement from the convenience of your own office or workstation with our online safety training. View our extensive catalog of OSHA approved courses at <http://www.compmgt.com/riskservices/online/training.aspx> and click on "#1. OSHA Training."

- **CompManagement Onsite Safety Training** - Schedule a customized onsite training program specific to your organization. We can tailor these training sessions for regulatory compliance or best management practices. A list of topics is available at <http://www.compmgt.com/riskservices/safety/training.aspx>