

Do You Use Social Networking?

Should you use social networking to promote your business? How do you choose which social networks to participate in?

Social networks do have some benefits that make them worth considering as an addition to your online PR efforts:

- Social networking is cost-effective. Most networks are free to join.
- Social networks and microblogging services can serve multiple roles with a single tool. For example, you can network with colleagues, while also promoting offers or information to clients and potential clients of your company.
- Social networks and microblogging services can help you get news or a message out very quickly to a targeted audience.

There are also some drawbacks to social networking for promoting a business.

- Social networking can be a productivity killer. Many

businesses simply try to do too much, using Twitter, Facebook, LinkedIn, Myspace, etc. The multiple updates aren't always reaching different audiences, and it's a waste of time that could be spent elsewhere if you're simply targeting the same groups with the same messages, but in different locations.

- It's easy to get too personal, or too off-topic, when social networking, Twittering, etc. You may divulge more information than you wanted to (or than you should), and once you've said it, you can't take it back. The instant gratification factor also makes it easier to communicate without thinking things through; contributing to negative "Web wars" at times.
- The bulk of the population still hasn't embraced these technologies, meaning your target audiences may not yet be well-represented there.

How do you choose the best social media communication tools for your business, without over-extending your resources to reach only a small portion of your audience?

- It doesn't matter what the largest social network is if your specific audience isn't represented there. If you want to network with other professionals in your industry, LinkedIn might serve your needs effectively. There are also smaller social networks targeted to very specific niches (webmasters, photographers, etc.). There's no reason to try to "do it all."
- Don't join a social network simply because they say they have a large number of members. What you should care about is not the total membership, but instead the "active" membership.
- Get to know a network's policies on promotion, as it applies to your plans. The last thing you want is to be labeled a spammer. Understand that these tools are more about networking, building relationships, and communicating than blatant promotion, as in marketing and sales.

Upcoming Events

28 April – ADI Expo, Independence, Ohio

27 May – Board of Directors' Meeting

14 – 18 June – ESX Security Expo, Pittsburgh, PA

24 June – Board of Directors' Meeting

29 June – ADI Expo, Cincinnati, Ohio

20 – 21 July – NTS's new Troubleshooting, Service & Maintenance Class

(visit <http://www.alarm.org/ntsforms/TSM2010nts.pdf> to register)

22 July – Board of Directors' Meeting

21 – 22 September – Crowne Plaza Hotel & Conference Center, Dublin, Ohio is the site of:

PACE 2010

About Our Association

The Ohio Life Safety and Security Association is a non-profit trade organization serving the life safety and security industry in Ohio.

We are proud to be a Chartered States Chapter of the Electronic Security Association.



OELSSA promotes education and fosters relationships between its members, the public safety authorities and the communities in which we live and serve.

The Signal

The Ohio Electronic Life Safety & Security Association

ESA Adopts Stricter Policies Aimed at Improving Ethical Conduct for Members and Enhancing Service to Consumers

reprinted from ESA Member update

"The electronic security industry serves millions of customers, helping to save lives and protect property. We believe a stricter policy for sales calls, backed up by tougher enforcement, is vital for enhancing the image of our industry and creating more success for our member companies," said Merlin Guilbeau, ESA Executive Director.

The new requirements are intended to reduce the number of instances as experienced by Mary Jackson of Richfield, Minnesota. Last April, the 87-year-old was coerced into replacing her existing ADT alarm with a system from another company after receiving a high pressure sales presentation from a pushy, door-to-door salesman who lied and misled her. After several phone calls and letters, Jackson was able to get out of the contract and have her original service restored.

"I applaud ESA for taking a stand on this issue on behalf of consumers in the hopes that others won't have to go through the horrible experience that I did," said Jackson.

The new requirements include:

- **Enhanced Identification:** Sales representatives must carry photo ID cards and clearly state who they work for when making a sales call.
- **More Respect for Consumers:** When requested by a consumer, a sales representative shall immediately discontinue a presentation and leave the premises.
- **No False Accusations About Competition:** Sales representatives may not make any false statements about competing organizations.
- **Improved Customer Contract Requirements:** Written materials, which clearly and conspicuously disclose all terms and conditions, must be presented to customers when closing the sale.
- **Better Refund Policies:** Prior to the sale of any product or service, sales representatives must disclose all termination fees and must honor all refunds in accordance with their company's policies.

Also in support of the change is the Council of Better Business Bureaus (BBB). In 2009, BBB received nearly 3,000 complaints against the home alarm system industry.

"BBB hears from thousands of homeowners every year who feel pressured, manipulated and misled by door-to-door alarm sales representatives and trust in the industry as a whole is being undermined by these rogue reps," said Stephen A. Cox, President and CEO of the Council of Better Business Bureaus. "We hope these more stringent rules will encourage every player in the industry to bring integrity and honesty to the forefront of their customer service and sales practices."

The new requirements take effect immediately and could result in termination of ESA membership for those failing to comply. For a copy of ESA's Code of Ethics and Standards of Conduct, visit the ESA's website at www.ESAweb.org.

OELSSA Board welcomes new members

The Board of Directors was recently served with the resignations of Christina Goetz and Jim Beck.

Both Chris and Jim have served OELSSA for many years and have been instrumental in the continued success of the Association. With deep gratitude for their years of dedication, and best wishes, both resignations were accepted.

As provided in the by-laws, two new directors have been appointed to fill the vacant seats on our all volunteer Board of Directors.

Frank Baxter, American Security Alarms, a family owned company, has offices in both the Cleveland and Columbus areas. He serves on the ESA's Young Security Professional Council, a group of security professionals between the ages of 25 and 42 and are managers (or above) in companies that design, sell, install or monitor.

Don Gurich is the Vice President of Sales and Marketing for FM Systems in Medina. FM Systems, a privately owned security, fire, telecommunications and system

integration provider, serves customers in all areas of Ohio.

Both Frank and Don will serve the unexpired terms for Director at Large, that end 31 December 2010.

We are pleased to welcome Frank and Dan to our Board of Directors!

Would YOU like to serve?

Nominations for the 2011-2012 Board are now being accepted. Please contact Candace O'Connor at Candaceoconnor@thesecuritysourceinc.com

Professional Development Opportunities:

NTS' new Troubleshooting, Service and Maintenance Course

This 14-hour course is ideal for individuals seeking to expand their knowledge on the proper procedures to troubleshoot, service, repair and maintain intrusion, fire, video surveillance, and access control systems.

The course covers the Fundamentals of the Troubleshooting Mindset, as well as specific troubleshooting procedures for today's systems.

The course includes reference material from NFPA 70, NFPA 72, and NFPA 730/731 covering the proper test and inspection procedures of these systems. The course concludes with a two-hour examination.

Who Should Attend: Technical staff, sales personnel, business owners, fire service and code officials.

Classroom Training Schedule:

This class will be available from NTS on 20 – 21 July 2010 in Columbus. For more information about this course or to register to attend, please visit: <http://www.alarm.org/nts>, or contact the National Training School at:

3718 West Lake Road
Erie, PA 16505
Phone: (866) 636-1687
Fax: (866) 812-3471
Email: NTS@alarm.org

Verified or Non-response issues arising around Ohio

Wayne and Preble County Sheriffs offices have recently enacted response policies that seriously impact the security customers in their areas.

Preble County Sheriff has stopped response to all residential alarms in their county. Sheriff Michael Eaton was vague as to the start date of this program. He stated that this is an internal policy and not an ordinance mandate, and is driven by severe budgetary constraints. In Preble County, business, financial or panic alarms will be responded to as "normal". All other calls will be logged.

Wayne County Sheriff, Thomas Maurer, has enacted a policy of verified response.. Unless an alarm has been verified by audio/video, private security or eyewitness, the Sheriff will not

respond. Manually activated panic, hold-up, duress or medical alarms are not included in the verified response policy. In Wayne county, this decision was also made in response to serious budgetary issues.

Through the very effective Alarm Management Program offered by SIAC and strongly supported by ESA and OELSSA, cities can reduce false alarms and increase responder efficiency.

Richland County Sheriff has also recently announced cutbacks that will impact alarm response in their area.

Toledo, in response to a budget "crisis" is looking to layoff 125 police officers. This follows the layoff of 75 officers in May of 2009. FOP spokesman has stated that services will be severely impacted should this layoff occur. As of this writing, the Toledo City Council has postponed vote on this proposal pending response from the police labor union

OELSSA is working with the Security Industry Alarm Coalition (SIAC) to address these issues. We also have prepared a letter you can use to notify your customers in these areas. Please call if you'd like a copy.

You can learn more about the Alarm Management Program by visiting www.siacinc.org.

SAVE THE DATE! 2010 P.A.C.E. 21 September 2010

ESA Responds to FCC's National Broadband Plan

reprinted from ESA Member Update

ESA, through its involvement with the Alarm Industry Communications Committee (AICC), will continue to work with the Federal Communications Commission (FCC) as it begins moving forward on its recently released National Broadband plan.

The FCC unveiled its 300-plus page [National Broadband Plan](#) March 16, envisioning a series of rule-making proceedings to expand broadband coverage to every American. The AICC submitted [comments](#) to the FCC on the plan in January.

As part of the American Recovery and Reinvestment Act of 2009, Congress directed the FCC to create a national broadband plan that seeks to ensure that all Americans have access to broadband capability. About half of the plan's recommendations are addressed to the FCC, while the remainder are for Congress, the Executive Branch, and state and local government, working closely with private and nonprofit sectors.

The plan calls for several actions over the next decade, including the transition from a circuit-switched telephone network to an IP-based network. Section 4.5 of the plan suggests the FCC

start a proceeding on the transition that asks for comment on a number of questions, including whether the FCC should set a timeline for a transition. The Section concedes that such a transition will take "a number of years."

Today, approximately one-third of Americans live, work and go to premises where security systems are utilized. Accordingly, many Americans would be impacted if the Public Switched Telephone Network (PSTN) is retired before there is a thorough understanding of how PSTN is relied upon everyday in security and life safety applications.

As the AICC stated in its comments to the FCC, the industry sees great potential in broadband development and IP-based communications in connection with alarm services. Advantages include the ability to transmit more data at faster speeds from a protected premise to the monitoring station.

However, the ability of the alarm industry to rely on broadband and IP-based communications will be hindered if all aspects of the communications path are not reliable.

Further, the industry supports a gradual transition to broadband and IP-based

communications to ensure compatibility with existing services and equipment.

ESA realizes that its membership is composed of different types and sizes of companies and that transition to broadband can be complicated and resource intensive. A gradual transition will provide smaller companies the opportunity to make the changeover in a more economically feasible manner.

ESA will maintain its active involvement in the AICC, and will continue to monitor the impact of the plan on the alarm industry. As the FCC moves forward with its rule-making proceedings, the association will provide support in areas where industry expertise can be most useful to ensure Americans can receive the same, reliable security services they currently do through the PSTN.

ESA's government relations team will actively monitor and lobby Congress to ensure that the impact the plan will have on the industry is considered when legislation is drafted. ESA will also work closely with its members and other industry groups to develop a long-term industry perspective of the technology changes impacted by this plan.

EPA-Accredited Renovation, Repair, and Painting Program (RRP) Training Providers

If you install intrusion and fire alarms in residential structures built prior to 1978, then you are subject to new federal regulations issued by the Environmental Protection Agency (EPA) designed to protect children from lead-based paint hazards.

The Lead Renovation, Repair and Painting Rule is set to go into effect April 22, 2010 and requires businesses and individuals involved in interior and exterior renovation repair and painting to be certified and follow specific lead-safe work practices to minimize exposure to lead-based paint dust. Minor repair or maintenance activities – less than 6 square feet per interior room or 20 square feet per exterior project – are exempt from the requirements.

In a conversation ESA had with representatives from EPA, it was made clear that any work done in pre-1978 homes that exceeded the 6 square feet exemption would be covered by the rule. According to the EPA, it does not matter what type of work is being

performed in the home – any time more than 6 square feet is disturbed, the individual performing such work must be certified.



ESA is currently working with other trade groups to delay the implementation of the regulation by six months to one year. In the meantime, companies that routinely install equipment in pre-1978 homes

should operate on the assumption that these rules will take effect as scheduled.

On its Web site, the EPA has provided a list of accredited training providers that individual companies and state associations can utilize to receive training and certification. For those states that don't currently have a locally-accredited training provider, a list of those accredited for training nationwide is given at the end of the page. The site is:

<http://www.epa.gov/lead/pubs/trainingproviders.htm>

We will continue to keep our members updated on the progress of this issue as new information is available. The EPA has also developed a guide on "Steps to Lead Safe Renovation, Repair, and Painting" that highlights the regulation in detail (pictured at right). It is available for download on our website at: [Secureohio.org/news](http://www.secureohio.org/news)

2010 Scholarship Award Winning Essay by Tyler LeFevre

One day, my dad and I decided to go to the local eatery to get lunch. As we sat down to eat on this particular day, a lady came up to our table. The lady asked, "Are you one of the firefighters that helped save my granddaughter from her burning house a few years ago?" My dad responded by saying "Yes, I was." All of the sudden, this lady that I have never even met began to cry and hug my dad for saving her granddaughter. At this moment, I truly began to understand the significance and nature of my dad's job as a firefighter.

A firefighter is more than just going into a burning building or being a role model in the community, the job is about being there and making a difference in moments of tremendous danger.

My dad has worked as a firefighter for all of my life and has enjoyed every minute of the job. Every time he comes home from work, he enjoys telling us about what he did to help people that day. My dad's passion for being a firefighter has carried over into my schoolwork. He has always taught me that the passion and hard work you put into something will help you succeed in school, work, and life.

His passion and determination to help people has allowed me to realize that working hard will give you the opportunity to achieve any goal or aspiration that you desire in life.

In addition to being a firefighter, my dad's dedication to the community is demonstrated when he works as a paramedic for Medina during his off shifts. As a paramedic, my dad is out in the community saving lives in a completely different capacity than firefighting. He is holding people's lives in his hands by making life and death decisions on the spot in the back of an ambulance. His commitment and dedication to saving lives as both a firefighter and paramedic shows me that he truly cares about protecting the communities that he loves.

Even between these two demanding jobs that take up over 90 hours a week, he still finds time to volunteer for events at my school and attend most of my functions. He has been the head baseball coach for my team for more than 10 years and was my cub scout leader for over 8 years. My dad wants to be the best father that he can be because his parents almost

never attended any of his functions as a child. He has constantly told us that he will not miss any of our important occasions because he will never have another opportunity to be a father to my brother and I.

When he does get a day off, my dad is not sleeping or relaxing, but is working to care of his parents, who have terminal cancer and Alzheimer's Disease, or maintaining our house by cutting the lawn or splitting wood. His selflessness, sacrifice, and respect towards our family and the community have inspired me to become a leader in the classroom and many of my extracurricular activities.

My dad's service to the community and being a role model and leader to everyone has encouraged me to possess many of his beliefs and principles into my own life. These beliefs and principles that I have incorporated into my life include being hardworking, loyal, selfless, and sincere. Even though his profession requires him to have extremely long shifts and causes him to miss some functions, I now understand that he is protecting his other family, the community that he proudly serves.

2010 Ohio Youth Scholarship Awarded

Since 2005, OELSSA has participated in the Electronic Security Association's Youth Scholarship Program, which is generously sponsored by ADI.

The program was created to promote goodwill among the electronic systems industry and police and fire officials by providing college scholarship awards to their deserving sons or daughters.

Awards are based on a combination of academic achievement, national test scores, extracurricular participation and the essay. In addition to completing the application and submitting the appropriate documentation, each student must write an essay explaining "What it means to me to have my parent or guardian involved in securing our community."

Ohio's 2010 winner is **Tyler LeFevre**, son of Firefighter/Paramedic Timothy LeFevre of the Copley Fire Department and a Senior at Cloverleaf High School in Lodi. He will be representing Ohio in the national scholarship contest sponsored by ESA, Tyler has an outstanding academic record, achieving a 4.43 GPA through his Junior year, as well as an impressive list of extracurricular activities.

In his essay, Tyler writes of his father, "A firefighter is more than just going into a burning building or being a role model in the community, the job is about being there and making a difference in the lives of people during moments of tremendous danger."

Tyler plans to attend Ohio Wesleyan University in the fall. We wish him the best of luck and are sure that he has an extremely bright future!

Read Tyler's winning essay at the right!