

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 Electronic Security  
Association of Ohio


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## COMING EVENTS

7 November	Daylight Savings Time Ends	CHANGE YOUR CLOCK, CHANGE YOUR BATTERY!
11 – 12 November 2010	Tri State Security Conference	Registration information available at: <a href="http://ibfaa.org/PDFs/2010_Tri_State_Fall_Attendee_Registration.pdf">http://ibfaa.org/PDFs/2010_Tri_State_Fall_Attendee_Registration.pdf</a>
11 November 2010	With our deepest gratitude to those who have served and those who paid the ultimate price for our freedom... HAPPY VETERANS' DAY!	
25 November 2010	HAPPY THANKSGIVING!	
8 – 9 December 2010		Information available at: <a href="http://www.alarm.org/ysp/fallforum.html">http://www.alarm.org/ysp/fallforum.html</a>
10 – 13 January 2011		Information available at: <a href="http://www.esa-summit.com/">http://www.esa-summit.com/</a>

Newsletter October 2010

Volume 1, Issue 3

# The Signal

The Electronic Security Association of Ohio

## O E L S S A becomes the Electronic Security Association of Ohio

On 21 September 2010, with the membership's approval of the by-laws change, the Ohio Life Safety and Security Association officially became the Electronic Security Association of Ohio and adopted a logo easily identifying their status as a Chartered States Chapter of the Electronic Security Association (fka National Burglar and Fire Alarm Association).

A change considered since the rebranding of the NBFAA in 2009, the Board of Directors felt that this change offered a consistent, unified branding and would serve to make us more easily identifiable, stronger and more effective by clearly recognizing who we are. It also allows us to capitalize on the strength of our unity with our national parent.

Along with a rebranding effort come some wonderful opportunities. A new website has been unveiled that includes an easy to navigate format, quick access to the latest news, downloadable versions of The Signal issues, a members only blog, an on-line membership application and coming in time for the 2011 convention, on-line registration capabilities! Take a look at <http://www.secureohio.org>.

For the next 60 days, we will open the members only section/blog to everyone. Access will be limited to members only after 12-15-2010.

You can access this section with the user name esamember and password authok2010.

For this trial period, content in this section will be limited to the blog.

Another change our dealer members (regular members) will notice shortly is that their dues invoices will now be handled through the ESA national office. Associate, Allied and Individual membership dues will continue to be billed out of the Ohio office, and have transitioned to a June-June billing cycle. No increase in dues is associated with either of these changes!

Many of you include the Association logo in your advertising or on websites. If you wish to receive art for the new Association logo, please contact the ESA of Ohio office: [bbailey@secureohio.org](mailto:bbailey@secureohio.org) or call 800-746-2322.

### Special Interest Articles:

#### AT&T Announces iNID

#### 2009 – 2010 ESA of Ohio President Ray Jones bids farewell

#### Meet our Associate Member

#### 2011 – 2012 ESA of Ohio Leadership Introduced

#### PACE 2010 – THANK YOU!!!

## The Ben Hallock Member Scholarship Program Announced

In 1996, the Electronic Security Association (ESA) launched the Youth Scholarship Program to promote goodwill among the electronic systems industry and police and the fire officials by providing college scholarship awards to their deserving sons or daughters.

Since 2006, the ESA of Ohio has been a participating Charter States Chapter in the YSP program, presenting a \$1,000 scholarship each year and entering the state winner in the national ESA Youth Scholarship Program competition.

In 2011, Ohio celebrates their 5<sup>th</sup> anniversary of participation in the scholarship program with the exciting addition of the Ben Hallock Member Scholarship, an annual scholarship that will be awarded to the deserving dependent son or daughter of a life safety or security dealer and ESA of Ohio member. This scholarship honors the many years of service and

many contributions to the ESA of Ohio of it's namesake.

Ben Hallock, a graduate of Miami University is an owner of FM Systems in Medina. Founded in 1975 and a



privately held company, Ben's talented leadership led FM to become a diverse systems integrator serving all of Ohio with national reach.

While building his business, Ben became

an active, vital member in the Association, serving on and chairing various committees, raising funds for the Association, serving on the Board of Directors, helping in lobbying efforts, and tirelessly donating his time and energy in service to his fellow security and life-safety dealers in Ohio.

In December of 2008, Ben found it necessary to remove himself from his activities with the Association and the day to day management of FM Systems due to a serious illness.

In thanks for Ben's many contributions to the Association, we are proud to establish this scholarship in his honor.

The details of both the Youth Scholarship Program for police and fire officials and the inaugural Ben Hallock Scholarship program for our members will be available in December on our website at [www.secureohio.org](http://www.secureohio.org).

### Don't Take A Gamble On Your Leadership Skills!

Attend the 2010 Fall Tri-State Security Conference

November 11 - 12, 2010

Belterra Resort and Casino

777 Belterra Drive

Florence, IN 47020

Registration information available at:

[http://ibfaa.org/PDFs/2010\\_Tri\\_State\\_Fall\\_Attendee\\_Registration.pdf](http://ibfaa.org/PDFs/2010_Tri_State_Fall_Attendee_Registration.pdf)

## MEMBER UPDATE

### NEW ESA of OHIO MEMBERS

**First Call Security**, East Liverpool  
**Southern Ohio Security**, Portsmouth

### IN THE NEWS

**American Alert Security**, Geneva, has broken ground on an addition to its current headquarters building. The new wing, which is expected to be finished before the end of this year, will accommodate an expanded conference and training area, and a larger accounting office. This will also accommodate the new addition of a client support manager.

### ESA UPDATES

ESA's National Training School has announced the addition of three courses to their popular on-line training program. Electronic Access Control, Video System Technologies and Troubleshooting, Service and Maintenance are now available for people desiring to utilize the on-line option. Visit <http://www.alarm.org/nts/index.html> for complete information about all of the NTS course offerings.

Electronic Security Association has released their updated by-laws for review. The revisions are effective on 30 September 2010. Visit <http://www.alarm.org/Documents/revisebylaws.pdf> to review the ESA by-laws.

### Win a Free Florida Vacation from Security America RRG!

Security America RRG, the business insurance program created by ESA exclusively for its members, will be giving away a free five-night trip for two to Florida. The trip will include airfare and lodging, an Ultimate Keys guided fishing trip in Islamorada and two tickets to the last NASCAR race of the season in Homestead. One trip will be awarded to a current policyholder and one to a non-policyholder who obtains an insurance quote by June 3, 2011.

All current policyholders will automatically be entered into the drawing. Non-policyholders can enter the drawing by either calling 866-315-3838 or [http://www.securityamericarrg.com/Florida\\_vacation.htm](http://www.securityamericarrg.com/Florida_vacation.htm) to obtain a no-obligation insurance quote. Applicants must use the promotional code "NASCAR" in order to qualify.

If you are not already a Security America RRG policyholder, request a quote today and enter to win!

## ESA of Ohio 2011-2012 Leadership Announced

The Electronic Security Association of Ohio is pleased to announce the results of the 2011 – 2012 Board of Directors' and subsequent Officers' election.

**President: Dan Gurich**, Vice President, and an owner of FM Systems in Medina. Dan served on the 2009 – 2010 Board of Directors and has an already long career in the electronic security and integration industry. With FM Systems for 12 years, Dan has worked in all areas of the business, starting in operations as an installer and moving to service, as a sales, engineer and estimator and ultimately into the Director of Sales position prior to becoming an owner as a member of the partnership group that purchased FM in 2009. In addition to his career with FM Systems, Dan is an Advisory board member at RETS College for their Electronics Technician Program. His hobbies are golf, coaching baseball, and reading. He is married with 3 children.

**Vice President: Brian Schmidt**, is a second generation electronic life safety and security provider. His family's company, begun in 1976, provides full range security and life safety services to homes and business in the central Ohio area. A member of ASIS and the NBFAA, Brian currently serves as the PACE Committee Chair for the 2009 event. He enjoys spending time with his family (especially his wife and 17 month old daughter), golf, skiing and working with community organizations such as the Kiwanis and the Mansfield University Club.

**Secretary: Sam Goldfarb** returns to the Board of Directors for the 2011 – 2012 term. Sam's long career in the Security Industry began in the late. He has owned and operated a full service installing dealer company, a contract central station and now is owner Electronic Security Supply Company (ESSCO). His hobbies include car racing, car shows and car restorations. He enjoys tournament fishing in B.A.S.S. tournaments and has several boats and a motor home for recreation. He is a Life Member of the National Rifle Association (NRA) since 1982 and a Fraternal Order of Police Associate Member (FOPA) since 1981.

**Treasurer: Ron Stake** is President and CEO of Association Benefits Services, and Government Services Associates and is an Associate Member and preferred provider of comprehensive insurance services, employee benefits management and financial planning for ESA of Ohio members. Ron also serves as our Legislative Committee Chair. Ron is a member of the Professional

Insurance Agent's Association, VFW post 9473, Rotary Club of Reynoldsburg-Pickerington and the Ohio chapter of the Small Business Association. Ron and his wife Greta, have three children and two grandchildren. He enjoys golf, reading, skiing and politics.

**Immediate Past President: Ray Jones** is a second-generation participant in our industry and has 28 years experience. He is CEO of Buckeye Protective Service, a company that currently provides U.L. approved alarm monitoring, remote video surveillance, background investigations, pre-employment investigations and remote video storage as well as security patrols and guards. They have their own in-house 132-hour private police training school licensed by the State of Ohio. In addition to ESA of Ohio, Ray is a member of ASIS and OASIS and serves on the Kent State Community Development Board. He enjoys golf and fishing. He and wife, Sue, have 3 children, and 4 grandchildren.



Our At Large Directors for the coming term are:

**Frank Baxter**, Vice President of American Security Alarms, is the second generation of his family to be in the security industry. Frank is an active member of ESA and sits on the council for Young Security Professionals.

**Jeff Cohen**, with nearly 20 years in the electronic life safety and security industry, now heads the team at U.S. Protective Services. Founded in 1969, U.S. Protective supplies residential and commercial security, fire, access control, CCTV and monitoring for their customers. In addition to ESA, Jeff is an active member of NFPA and CSAA.

**Tom Donaldson**, the owner of AT Systems, Inc., has been an active voice in our industry for the past 35 years. His company provides commercial and residential life safety and security systems. Tom has been actively involved in with ESA since 1991 and with ESA of Ohio since its inception. He currently serves as the NBFAA liaison for ESA of Ohio, the Legal Affairs Coordinator for ESA and Chair of the Chartered States Association .committee. In addition Tom is also active in the Ohio Crime Stoppers Columbus chapter.

**Alan H. Gillmore III** is the owner of Gillmore Security in Cleveland, Ohio. He has 34 years of experience in the electronic life safety and security industry. Gillmore Security, a private corporation, was founded in 1971. In addition to providing custom security, Gillmore also has a full service central station. Alan has been an active member and has served as a Director several times throughout the history of the Association, including holding a seat on the founding board of directors in 1982. He is a member of ASIS, ADA, NFPA and the Cuyahoga County Police Chief's Association. He and wife have two sons, both of whom are in the family business.

**Barbara Kessinger** has been a part of the electronic life safety and security industry for 17 years. In addition to Safe Harbor, a company serving the residential and commercial security, fire, access control, CCTV and system integration needs of customers in northeast Ohio, she and husband Greg, also own and operate Zenith Design Group, a nationally known training company. Both companies are long time members of ESA of Ohio. Barbara is also a member of NBFAA, ASCET and NFPA. She and Greg have 6 adult children and 3 grandchildren. She enjoys reading, gardening and landscaping.

**Candace O'Connor**, a veteran of the security industry, is the owner of The Security Source, Inc., which is the Midwest's fastest growing wholesale distributor. A long time Associate member and avid supporter of ESA of Ohio, Candace has served on many committees and as Secretary of the Association, and was re-elected for this term. In addition to ESA of Ohio, she is a member of the National Federation of Independent Business and Greater Cleveland Growth Association. She enjoys kayaking, four-wheeling and shooting sports in her spare time.

Bev Bailey will continue as our Executive Director. Bev has spent her career in the life-safety and security industry. She has experience in every aspect of our business from alarm monitoring and operations to sales and management. She served as a volunteer for the Association as a member of the board, on the Executive Committee as secretary and as PACE chair for a number of years. Bev is an activist with Susan G. Komen for the Cure in the fight against breast cancer and enjoys reading, needlepoint and shooting sports in her free time.

We are fortunate to have these volunteers who give generously of their time and energy to represent the industry in Ohio.

## EPA Begins Enforcing Lead Paint Rule

The Environmental Protection Agency (EPA) begun enforcing its Lead Renovation, Repair and Painting Rule on October, 1, 2010. The EPA announced earlier this year that it would delay enforcement to allow adequate time for industry professionals to become trained and certified in the new regulations.

While the EPA was not enforcing the regulations, they officially went into effect on April 22, 2010. ESA members who do work in pre-1978 homes are affected by these regulations and must be compliant. Failure to comply with the regulations not only places companies at risk of significant fines from the EPA but also crippling litigation from consumers.

The regulation applies to all renovations performed in pre-1978 homes and child-occupied facilities that result in the disturbance of painted surfaces of six square feet or more per interior room or more than 20 square feet for exterior surfaces. Renovation is loosely defined in the regulation and includes any type of work performed in these homes, regardless of the industry. Electronic life safety and security alarm dealers that offer installation services in pre-1978 homes fall under the lead paint regulations set forth by the EPA.

In addition to certification requirements

and procedures that must be followed, the rule also includes an information distribution requirement. No more than 60 days before beginning renovation activity, the security company must provide the owner with EPA's pamphlet – [The Lead-Safe Certified Guide to Renovate Right](#). To obtain multiple copies of the pamphlet call the Government Printing Office at (202) 512-1800 or visit:

<http://bookstore.gpo.gov/actions/GetPublication.do?stocknumber=055-000-00675-0>

After providing the pamphlet to the home owner, security companies must also obtain written acknowledgement from the owner that he or she has received the pamphlet. The written acknowledgement must include a statement recording the owner/occupant's name, acknowledgement of receipt of the pamphlet prior to the start of the project, the address where work is to be performed and the owner/occupant's signature. (

The acknowledgment can either be a separate sheet or part of a written contract or service agreement for the work. The written acknowledgement must be in the same language as the contract or agreement. Additional

disclosure requirements are needed for common areas and child-occupied facilities as well. Download EPA's [Small Entity Compliance Guide to Renovate Right](#) for more information on additional requirements. The guide also contains more sample forms and a helpful checklist.

ESA's legal counsel, Bryan Lawrence of Buchanan Ingersoll & Rooney PC, suggests members follow all of the EPA requirements to protect their businesses from litigation as best as possible. He does not recommend adding anything specific to customer contracts with respect to lead paint because, as a general rule, the customer contract is written in very broad terms in order to best limit an alarm company's potential liability in the multitude of different circumstances in which liability might be alleged. Attempting to list particular situations in which its liability is limited may increase an alarm company's exposure in those situations that are not listed.

ESA Members should always consult their attorneys for specific contract questions concerning their businesses. Complete information on EPA's Repair, Renovation and Painting rule can be found at [http://www.epa.gov/lead/pubs/renovati\\_on.htm](http://www.epa.gov/lead/pubs/renovati_on.htm)

## Cities, Suburbs Slashing Services (reprinted from SIAC blog)

Cities and suburbs are slashing services. This newspaper or Internet headline could have been written for Anywhere, USA over the past two years or so. The trickle-down effect from the financial services industry implosion hit the housing industry, and in turn the security industry. To a certain extent, we have not suffered as much as other industries, but as borrowed money became less available, the crunch has moved onto the public sector from the private sector.

A recent news account from Michigan detailed how this hits public services. Pontiac has cut nearly two-thirds of its police force the past five years (THAT'S TWO-THIRDS!!!), with more layoffs announced last week. Wayne city officials are considering outsourcing police, fire and emergency medical service staff to close a budget deficit. And in Beverly Hills, CA, officials say they'll shrink the police force and end library service if voters reject a millage hike in November.

These are not isolated cases. You need

only to pick up your local newspaper and within a couple of weeks, you'll read a story about constraints facing local governments. Traditionally, public services have been spared drastic cuts. However, with the depth of the recession, even police and fire services are seeing these significant reductions. This affects our industry.

Thankfully, we share a common bond with law enforcement – finding new ways to protect the homes and property of the citizens. With creative local ordinances, we have options to offer police to actually improve public safety, and recapture some of the resources they need. The Model Ordinance endorsed by SIAC is a perfect example of how we can work together effectively.

At its core, the Model Ordinance is designed to not only significantly reduce the unnecessary calls to police from alarm signals, but it also implements a system to permit the systems, and charge fines for excessive false dispatches. No one wants to put

additional burdens on law enforcement. In fact, by helping the police, we not only make their jobs easier, but we can build greater trust, and increase their budget through a reasonable alarm ordinance that makes sense to the police department, the citizens of the community and the security industry.

Here at SIAC, we're doing our part by continuing to push for implementation of the Model Ordinance in many jurisdictions across the U.S. Alarm dealers also need to their part. You can ensure customers are trained promptly and properly on how to use their security systems, and repair any defects or problem accounts quickly. Additionally, use two-call verification (Enhanced Call Verification) and control panels built to the ANSI SIA CP-01 standard. Not only are these good business practices, but they help protect our communities, and build good relationships with law enforcement.

For more info on the Model Ordinance, check out our Web site at [www.siacinc.org](http://www.siacinc.org).



## The 2010 ESA Leadership Summit is a Uniquely Valuable Event!

- business-oriented general sessions
- peer networking events
- boardroom and one-on-one meetings with vendor sponsors
- seminars and presentations on business, industry and association leadership topic
- social and networking events
- association meetings meetings with vendor sponsors

The 2011 ESA Leadership Summit has been designed with you in mind and we'd like to invite you to attend. Whether you are volunteer leader or a paid staff member, the Leadership Summit is specifically tailored to apply directly to your role within the organization.

And, there's a lot of excitement at the Summit this year! Just three weeks prior to the Super Bowl, you'll have an opportunity to tour Cowboys Stadium and participate in the Leadership Summit Extravaganza the evening of January 11. This event is only \$150 and includes a backroom tour of the security system at the stadium and the Leadership Awards dinner. Be sure to nominate your favorite leaders by going to [www.esa-summit.com/attend/awards](http://www.esa-summit.com/attend/awards). Nominations end November 11.

The Conference and Meetings segment of the Summit begins January 12 – 13 and includes sessions and information to help you achieve your chapter goals. This segment of the Summit is \$150 and includes committee meetings, educational sessions and fun networking events.

Because you are instrumental in the success of your state association, we need your participation in this year's Leadership Summit to keep our association strong. Go to [www.esa-summit.com/register/conference](http://www.esa-summit.com/register/conference) to register.



Criticom Monitoring Services (CMS) is the largest wholesale monitoring company in the United States. We provide alarm monitoring for more than 4,000 security dealers who provide intrusion, environmental and life-safety security products and services to more than 800,000 residential, commercial, medical and industrial customers.

CMS operates three central stations, one each in California, Florida and New Jersey. Each central station is UL listed and backed up by two generators and uninterruptible power supplies (UPS) to provide monitoring service in adverse conditions. All of these centers are networked together to help ensure that our dealers and their subscribers receive the highest levels of monitoring redundancy and backup. This network of central stations also gives CMS seamless disaster preparedness and recovery – if any one of the centers is disabled or destroyed, the other two can takeover alarm and service traffic. We are uniquely prepared to continue providing service even if disaster strikes.

At CMS we have leveraged our nationwide network of centers by also developing and implementing the CMS Command Center. We monitor weather patterns and alarm traffic trends to anticipate impending traffic disparities and spikes. By doing this, we can react proactively and re-direct calls from the affected center to one of the remaining centers, maximizing efficiency and response times across the network.

CMS has also assembled a specialized dealer support team, operating separately from the monitoring center, to provide customer support to dealers 24 hours a day.

Our experience in data entry and review, technical support and reporting creates a solid

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## MEET OUR ASSOCIATES

A new member of the E.S.A. of Ohio, Meridian Integrations was an exhibitor for the first time this year at the 2010 P.A.C.E. show. We had a great time and met a number of great companies committed to the fire and security industry. For those of you who didn't get a chance to come see us or would just like to know a bit more about us, we wanted to share a bit about who we are and why we felt joining up with the ESA was a great idea.

Before we get into that, Meridian would like to share some things that we heard from other attendees at the P.A.C.E. show because we noticed a number of recurring themes. There were more than a few companies that were involved with security systems yet didn't really get into much fire alarm. Their biggest concern was not having the code knowledge or not completely understanding all of the requirements that come into play with a fire alarm system. Many companies didn't really have anyone on-staff with drafting capabilities and had partnered up with architectural firms to assist them when drawings were needed. Getting drawings done economically and in a timely manner was another concern. This isn't new news to Meridian because it's a

sentiment shared by a number of companies throughout the fire protection disciplines and certainly not something that is unique to the security industry.

Meridian Integrations' primary focus is design and consulting support for the



fire protection industry. There is a significant demand for these types of services and it seems that most of the architectural and engineering firms are a bit overqualified (and overpriced) for this type of work. Fire protection is a bit of a niche market and for those of you in Ohio, you are probably already aware that it doesn't take an architect's or engineer's seal to obtain a permit for a fire protection system, including fire alarms. Meridian employs both draftsmen and designers who have NICET level IV certifications and carry licenses as Ohio designers as issued by the Ohio Board of Building Standards. We pride ourselves in our knowledge of the codes and manufacturer's requirements

specifically when it comes to fire alarm systems. We also feel we have very competitive rates for fire protection drawings and a quick turn-around time. We also have an education aspect and labor and product sourcing assistance for those of you who may need some assistance with expanding your own internal capabilities or just need some help finding some new labor providers or product sources.

Meridian is not an installation company. Meridian is not a service company. We are not looking to compete as an equipment provider. We just want to be your dedicated source for engineering and consulting on your fire protection system endeavors. If you'd like more information about Meridian or are interested in having us partner with your company, please visit us on the web at

[www.meridianintegrations.com](http://www.meridianintegrations.com) or email us at [info@meridianintergrations.com](mailto:info@meridianintergrations.com).

We will be having some upcoming webinars that will showcase some of our fire alarm knowledge and capabilities and would love to see some of our new friends from the ESA membership join us!

## MEET OUR ASSOCIATES

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### DO YOUR OWN DUE DILIGENCE

By Kelly Bond -VP Sales and Marketing, Alarm Capital Alliance

After many years of doing account acquisitions in the alarm industry, I am perplexed by how many alarm company owners are working without an acceptable sales/monitoring contract (a contract between the subscriber and the alarm company). After news reports of several sizeable lawsuits against security companies, where the validity of a contract was a central issue, one would think that dealers would take a hard look at their own contracts. Many don't.

Often, I find dealers simply using the central station agreement, which in many cases will include terms, limits of liability, a place for the monthly payment, etc. The dealer believes it is offering him adequate contractual protection when the reality is that these agreements are written to protect the central station, not the installing dealer. I have also come across scenarios where the "contract" was actually created by a commercial subscriber's legal council, providing little to no protection for the alarm dealer. It's not assignable, has no cancellation terms and typically creates a scenario where the subscriber can get out at any time. I occasionally hear from a dealer that he does not want to use a contract,

since he would not feel comfortable forcing a subscriber to continue to pay him if they wanted to cancel.

**In each of these scenarios, a dealer should wonder: Is the income worth the risk?**

As bad as having no contract at all, I have seen too many contracts where a dealer has cut-and-pasted what he deemed the "best- parts" of other contracts to create his own. Unfortunately, when this is done, there are always important elements that are eliminated or stated incorrectly. As important as it is to have a contract on file with each subscriber, that contract must contain certain components if it's going to be valid and effective.

Here are some basic elements that should be included in a strong alarm contract (Be sure to consult an industry attorney!):

- Monthly charges
- Initial terms, renewal terms and the cancellation policy
- Services to be provided under the terms of the contract
- The front and back of a contract should reference one another

Security Partners LLC is a midsize contract monitoring solutions' company located in Lancaster, PA. Our company was formed in 1998 to provide custom monitoring to install and service companies nationwide. Security Partners is Underwriter Laboratory Listed UULFX. This certification meets the latest requirements under UL 2050 to monitor National Industrial Security Systems listed as UL CRZH. In addition we are Factory Mutual Approved and Central Station Alarm Association Five Diamond Certified.

#### Monitoring:

Security Partners is a very progressive company, our style is cutting edge and our energy high. Our portfolio of monitoring services continues to expand. We provide traditional monitoring services with customizable notifications including email and text messaging. We are an authorized central station providing internet programming and monitoring for primary and secondary internet and cellular devices utilizing the AlarmNet, Telular, UpLink, and Connect24 networks in addition to our ability to receive communications directly from the panels to our DMP and Bosch receivers.

#### Video Monitoring

In early 2009 Sureview Systems IMMIX VIDEO MONITORING AUTOMATION PLATFORM was purchased in an effort to fully capitalize on new opportunities in the fast growing Remote Guarding/Video Monitoring marketplace. Immix best prepares our operating staff to handle video alarms from over 50 different product manufacturers and ensures 100% operator action accountability with robust scripting and remote video storage features.



Service offerings include....Video Verification, Remote Guard Tours, Audio Guard Talk Down, Loss Prevention, Video Assisted Open & Close, Video Escort, and Virtual Doorman. To learn more about Security Partners Video Monitoring please review our impact video at [www.securitypartners.com](http://www.securitypartners.com) or [www.rmr2.com](http://www.rmr2.com)

#### Centras Network

This past summer marked another new technological undertaking on the behalf of Security Partners. The CENTRAS WIRELESS MESH NETWORK became

- If the contract includes a warranty, the time frame and provisions under that warranty should be clearly detailed
- The contract should include a signature for the company representative as well as the subscriber
- Limitation of Liability
- Assignment Language
- Third-party indemnification
- Three Day Right Of Rescission (right to cancel)

There are many additional segments that a dealer may opt to include in their contract, but first and foremost it's advisable to choose a contract that was written by an industry attorney.

There are several attorneys that have a standard contract that can be customized to meet the needs of your alarm company. Having an approved and clear-cut contract is worth the investment and **directly relates to the value of your business.**

Unless you want to be the next alarm company in the headlines, do your own due diligence and make sure your contracts protect you the way you think they do.

fully functional, with IP Links up and running in New Jersey, Pennsylvania, Delaware, and Florida. Having a dedicated Radio Frequency network owned and operated by the Central Station provides our dealers a competitive edge with faster, more reliable alarm traffic when compared to IP/GSM/POTS signal transmitters.

#### Customer Service

But above all else, Security Partners provides first class customer service. We understand the need for flexibility and responsiveness and continue to place the highest level of importance on the exceptional service that we provide to our dealers and customers. Our operational team continues to evolve; In addition to the alarm monitoring operators and supervisors our team includes a full dealer support and data entry department that administers dealer changes to accounts, reviews daily alarm response reports, tracks alarm user permit information, coordinates remote account programming services with our onsite technical staff, and provides advanced technical support for technicians.

For all service inquires or to learn how to become a Security Partners dealer please contact directly at 800-551-7879 or email [dealersupport@securitypartners.com](mailto:dealersupport@securitypartners.com)

CRITICOM MONITORING Cont.....

foundation for delivering outstanding customer support while building relationships with our customers. Dealers with CMS also have access to CMS-Connect, which enables them to retrieve their own subscriber data online at any time.

CMS dealers receive the best in integration and development services and support. CMS has a full line of monitoring services, including burglary/intrusion (answer with dealer name, call contact lists and follow up); smoke/fire (meet or exceed UL and NFPA guidelines for fire signaling); environmental (carbon monoxide, chlorine gas, temp, water, and more); panic/med/holdup (calls given top priority by specially trained operators); video; web-enabled; access control; elevator and more.

Our monitoring operators are held to the highest standards, each of whom are required to pass three levels of training and certification before being allowed to take live calls. Furthermore, their response speed is tracked in "real time" for ongoing training and superior service.

In addition to networking its centers, CMS is renowned in the industry for being early adopters of other technologies that benefit its dealers and subscribers every day. CMS was one of the first to integrate wireless signaling technology to allow subscribers to receive backup alarm monitoring as well as monitoring for VoIP or cell-only households and businesses. CMS has also led the industry in providing remote system access and control for subscribers, as well as remote video monitoring.

With a solid infrastructure based in technology integration, a top training program, an unmatched dealer support team, and with experience that exceeds the competition, CMS is prepared to deliver top-level monitoring to dealers and their customers today, tomorrow and for years to come.

To learn more about CMS, please call us at 877-705-7705.

**Don't Take A Gamble On Your Leadership Skills!**  
Attend the 2010 Fall Tri-State Security Conference  
November 11 -12, 2010  
Belterra Resort and Casino  
777 Belterra Drive  
Florence, IN 47020  
Registration information available at:  
[http://ibfaa.org/PDFs/2010\\_Tri\\_State\\_Fall\\_Attendee\\_Registration.pdf](http://ibfaa.org/PDFs/2010_Tri_State_Fall_Attendee_Registration.pdf)



## UTC Fire & Security

A United Technologies Company

UTC Fire & Security has announced the reintroduction of the Interlogix name for its security and life safety business. Interlogix will target residential and small- to medium-sized commercial enterprises by offering a comprehensive product portfolio that includes intrusion, video surveillance, fire & life safety, access control, and transmission systems. UTC Fire & Security is a unit of United Technologies Corp. (NYSE: UTX).

Bob Haskins, vice president and general manager of the business said, "We reintroduced the Interlogix name because of its exceptional equity in the security marketplace, and this move builds on the promise of investing in the future with the

strength of past performance." "Continuing the legacy of some of the most recognized names in security, Interlogix is an affirmation of our long-standing commitment to the brands that are the foundation of our success. GE TruVision, IFS and Guardall are examples of great brands, known for quality and reliability," added Haskins.

The goal of Interlogix is to be a convenient one-source provider for channel partners, delivering reliable and intuitive products to meet existing and future needs. In addition to supporting and encouraging the growth and success of its extensive global network of dealers and distributors, Interlogix will continue to offer the long-standing, successful Security Pro

and Strategic Distribution Partner programs.

Interlogix will be featured at ASIS 2010 in Dallas, October 12 (Booth 2803).

**Interlogix** is a business of UTC Fire & Security, a company that provides fire safety and security solutions to more than 1 million customers worldwide. Headquartered in Connecticut, U.S., UTC Fire & Security is a unit of United Technologies Corp., which provides high-technology products and services to the building and aerospace industries worldwide. More information about Interlogix and UTC Fire & Security can be found at [www.interlogix.com](http://www.interlogix.com) and [www.utcfireandsecurity.com](http://www.utcfireandsecurity.com).

## Meet ESA of Ohio's Associate Members

ESA of Ohio is fortunate to have the support of a wonderfully diverse group of Associate Members who support our Association through their memberships, sponsorships and participation in various events. Our Scholarship program to golf outings and PACE are possible only through their generous and continued support.

ESA of Ohio wants to recognize the invaluable contribution that these Associates make to our membership. Beginning with this issue of *The Signal*, we've asked our Associate members to contribute articles to acquaint you with who they are and what they do, for a special section, "Meet Our Associates".

These articles will be printed in "as submitted" order.

We hope you enjoy getting to know the people and companies that support our industry.

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## A Message from ESA of Ohio President Ray Jones

As my tenure as President of the ESA of Ohio draws to a close, it is with great satisfaction and a knowledge that the teamwork that has brought about the progress ESA of Ohio has experienced in recent years, will continue.

It has been a great privilege to meet many dealers during my term of office. From one person companies to large regional corporations, there are common threads that tie us together. We share the same concerns, goals and a like mindedness about the responsibility we in the life safety and security industry bear. It's these commonalities and concerns that have brought us together in the ESA.

I am reminded of a saying, "The two most powerful warriors are patience and time." State licensing will help insure that those in our industry are properly trained. It will help us save the time and expense we currently invest in applying for and maintaining

multiple, municipal licenses that are currently required. It will help level the playing field for dealers. It will also require dealer support and commitment to enact. Be a part of this important effort when the next opportunity is presented.

*"The two most powerful warriors are patience and time."  
Tolstoy*

If you are not a member of the Association, join now. Not just for the incredible benefits, (which are great) but for the camaraderie and networking opportunities. Join so you have a voice in the "tomorrow" of our industry.

If you are a member, get involved. Be an active part of this growing organization. I understand that time is a premium for everyone... but involvement with the Association is an investment in the future of our industry. ESA and ESA of Ohio are leading the

way... don't get left out or left behind!

Over the last several years, we've faced challenges, and together, we have overcome and achieved great strides, which today provide a rock-solid path to the many accomplishments yet to come. We have come a long way; undoubtedly we have a long way to go. I have no doubt that we are up to the challenge!

With the new name and new look comes a new Executive Committee. Congratulations to Dan Gurich and his team. I truly look forward to serving with them over the next two years in my new role as Immediate Past President.

I have been proud to represent Ohio for the last 4 years, both within the state and nationally. Thank you for allowing me the opportunity to serve you.



## AT&T Introduces iNID

AT&T U-verse Voice is a next-generation digital phone service delivered over the U-verse IP network. It is part of AT&T's residential triple-play that also includes IPTV and high-speed internet service. AT&T has been rolling out U-verse Voice to customers across the country since early 2008. The service is provided over AT&T's world-class managed IP network instead of the public Internet.

AT&T Uverse Voice delivers up to two voice lines, and includes professional installation for customers with monitored alarm systems.

Until now, when AT&T installed U-verse services at a residence, a technician always installed a broadband residential gateway to provide high-speed connectivity to the AT&T network. AT&T is now beginning to install a different type of equipment at some homes – an intelligent network interface device, or "iNID."

This equipment places most of the electronics necessary for U-verse connectivity outside on the side of the house, in a weatherproof enclosure that replaces the traditional network interface device.

AT&T has been and remains committed to ensuring alarm system compatibility. This commitment began with network and service design, lab testing, and

operating procedures. The ordering process includes additional procedures for customers with monitored alarm systems, such as instructing the customer to inform their monitoring company that their phone service will be changed to AT&T U-verse Voice.

It is important to note that AT&T does not use voice compression to deliver our AT&T U-verse Voice service. VoIP providers who utilize the public Internet commonly use some form of voice compression to reduce the amount of bandwidth needed to transport the VoIP traffic so that customers can surf the web and use the phone simultaneously.

The problem with voice compression techniques is that they can cause home alarm signal distortion, potentially disabling a monitored home alarm. AT&T's U-verse network can support the bandwidth required to provide high quality Voice, TV and Internet service simultaneously and therefore does not use voice compression.

AT&T has conducted extensive testing and expects that AT&T U-verse Voice will work with many types and brands of home alarms, and most alarm signaling formats including DTMF, FSK/Modem, and Serial-Pulse. However, Pulse-Dialing is not supported by AT&T U-verse Voice.

Only monitored alarm panels that

support Touch-Tone dialing should be used. This includes panels that have been configured to switch from Touch-Tone to Pulse-Dialing on successive dialing attempts.

AT&T U-verse Voice includes a feature called "Service Outage Detection". If telephone service is interrupted, the residential gateway automatically drops the loop voltage to 0 Volts. This is intended to support monitored alarm panels that use Line Cut Monitoring. When telephone service is restored, the loop voltage returns to its normal state.

When AT&T U-verse Voice is installed, the professional AT&T technician will configure the wiring between the U-Verse service and the alarm panel in the same manner that it was configured with traditional local exchange telephone service. When an alarm is triggered, the home alarm system will continue to automatically seize the telephone line, even when the phone is in use, and notify the central monitoring station of the alarm. Non-monitored home alarm systems are not connected to a telephone line; therefore, there are no impacts for installation of AT&T U-verse Voice.

The complete white paper issued by AT&T regarding iNID is available on line at: <http://www.alarm.org/Documents/iNIDwhitepaper.pdf>

## DID YOU SET THE PACE?

The 2010 PACE event was incredible! With interesting and informative seminars, over 35 exhibitors, great food and a convivial atmosphere, this year's committee, Brian Schmidt (chair), Dan Gurich, Heather Miller and Pat Corte did an exceptionally good job of planning an event to which high marks were given by all who attended.

Thank you to our sponsors, exhibitors, presenters, and the committee whose efforts were instrumental, but most of all, THANK YOU for being a part of PACE in 2010!

In addition to seminars by Ken Kirschenbaum, Esq., Paul Boucherle and many others, if you didn't attend this year's event, here's a little of what you missed (photos courtesy of Barb and Greg Kessinger):



Brian Schmidt, PACE Chair and Ray Jones welcome attendees



A chance to thank our 2009-2010 Board of Directors for their service (pictured l to r are Bev Bailey, Ray Jones, Barb Kessinger and with her back to the camera, Chris Goetz)



And even MORE exhibits (and food!!)



Great food!!!



Outgoing Board President Ray Jones receiving a thank you for his service



Door Prizes (Mark Neville of First Call Security receives his prize from SES)



A leisurely lunch



Exhibits



More Door Prizes (and a libation or two)



keynote address by Stan Martin, Executive Director of SIAC



And more Exhibits



And CASH prizes (Brian Schmidt congratulates \$250 winner Peter Dingle of GPS Fire)

## THANK YOU to our PACE 2010 Sponsors and Exhibitors

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