

FROM THE PRESIDENT

*By Tom Powers
NYELSA President*



Dear NYELSA members,

Memorial Day is here and the New York Electronic Life Safety Association (NYELSA) has had a busy five months.

The search for our next NYELSA Executive Director is going well. We have received several proposals from potential candidates. The executive board will be reviewing these proposals soon.

Our May Board of Directors meeting was postponed to June 2nd. With several strong candidates submitting proposals, the board will have a difficult and important decision to make in selecting the best proposal for our next Executive Director. The board would like to thank all candidates that have submitted proposals.

Our Spring golf outing was held May 19th at the Ravenwood Golf Club in Victor, NY. The course was excellent and the weather was nice for most of the day. It was great spending time with our peers and sponsors. We ended the day on the patio with a few drinks and an excellent meal. Thank you to all who attended!

The spring golf outing was held to help raise money for our Youth Scholarship Program and our lobbyist.

The 2022 NYELSA/ESA Youth Scholarship program received 18 applications.

Congratulations to our Fire Service /State First Place Winner - Sean O'Connor - Father William O'Connor of Suffern Hook & Ladder (RASIA).

Also, Congratulations to Georgia Luft -

Father Matt Luft NY State Police Troop A, (WNYESA) - Law Enforcement Winner.

Thank you to Trevor McEnaney, the scholarship committee and judges for all your work.

Jim McCulley, our association lobbyist has been working closely with the ADT lobbyist trying to get the Assembly to take up the False Alarm bill. He is also working on the "Evergreen" bill and attempting to get the Senate and Assembly to move this bill forward.

There are about 3 weeks left in the Regular Session and Jim is working hard to achieve forward progress. Jim continuously monitors legislation that can affect our business and brings to our attention anything that may help or hurt our industry. Thank you, Jim.

Summer is quickly approaching.

On August 9th, 2022 join industry leaders from across the state for the NYELSA Annual Meeting at APEX Entertainment in Albany, NY.

The annual meeting will include seminar sessions (Business and Technical) and vendor exhibits showcasing all of the most cutting-edge technologies.

Combined that with arcade style entertainment venue, which will include video games, access to Bowling Lanes, Sports Simulators, Laser Tag Arena, and Bumper Cars.

New York Security Signal

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Continued from Page 1 Bring your entire team and your family, this is sure to be a great event! To register for the event as a sponsor or attendee, go to www.NYELSA.org/events or see the attached registrations forms later in this newsletter.

Once fall rolls around, join us for our fall golf outing. Held September 20th at the Casperkill Country Club in Poughkeepsie, NY. Play on the meandering Casperkill Creek and is sure to be a great fall day. Wrap up the day with a few drinks and delicious meal. Register today.

As always, remember to maximize your membership. Sign up for discounted training classes at www.NYELSA.org/Registration-Forms and check out all your membership has to offer by going to our membership savings program at www.NYELSA.org/Member-Savings-Program

Have a great summer everyone. See you August 9th for the Annual Conference.

Best regards,
Tom Powers; NYELSA President

Western New York Electronic Security Association
invites you to attend the

**Annual WNYESA
Summer Bash**

Wednesday, July 13, 2022
at 5:30 PM

Buffalo RiverWorks
359 Ganson Street, Buffalo, NY 14202

\$30.00/Person
(\$35.00 After July 6th)
Cash bar is available

Come out & enjoy an evening along the banks of the Buffalo River. The night will include a buffet dinner, an exciting 50/50 Split and Gift Raffles with over \$2,000 in Cash & Prizes!

Meet with representatives who will be on site to discuss their products and what is new in the *Electronic/Security Industry*.

Call Cindi Wing TODAY for more information at 716-632-2023!

Legal Column

By: Ken Kirschenbaum, NYSESA Legal Counsel

ALARM ACCOUNT VALUATION AND INFLATION

Many alarm company owners [like most business people] keep an eye on their business equity. Taking account of business worth and self-worth is a natural phenomenon among business people. Alarm company owners who profess not to know their RMR or company valuation are either lying [maybe to themselves too], naive about business [to put it nicely] or simply overwhelmed in their job performance [which may mean they are going and growing like gangbusters, or just chasing their tail staying afloat]. Simply said, you should have a fairly good idea of your alarm company's value, equity, potential sale price, and if you really don't then get a simple valuation every year from What's My Alarm Company Worth. The least expensive option is \$80 and just filling out the order form questionnaire and getting a quick response should be enough to satisfy your curiosity and encourage best business practices to grow the equity.

So what's going on with our economy today?

Inflation. What is that? Simply, an increase in money supply and rising prices. As a business owner you will find that everything you have to spend money on will cost more, from labor, material, supplies, services. If you don't raise your prices [doing your part to contribute to inflation] you won't keep pace and you won't maintain your profit margin. Interestingly government makes out because it collect more in taxes because everything costs more. Of course everything the government buys or supports also costs more too. Borrowers theoretically make out because they are paying back their fixed rate loans or payouts with "inflated" money'. Lenders can't raise the cost of borrowing if it's a fixed rate loan. Floating rate loans are of course inflation proof for the lender since it just raises the interest rate and the payment.

It's hard to even look up what inflation is because of the seemingly irrational politics that has effected just about everyone's perspective and opinions. The ability to present one's personal agenda is hiding in mass communication. For example, looking up "inflation" Google explains that fossil fuels is a major contributing factor.

Well, if you cut off supply costs go up. If the product you are cutting off and causing price increase happens to effect just about every product either made or sold in this country then of course that contributes to higher cost. Trucking costs alone significantly increases cost of goods. Employees need more pay if they are commuting to work and buying lunch at the local deli, where prices have also increased.

You have to increase your charges for alarm installation and service because your cost has increased. You are paying more for labor and supplies; you are paying more for all your business expenses from gas, rent, insurance premiums, advertising, vehicles, accounting fees, legal fees, monitoring charges, equipment and material. Either you eat the increase or pass it on to your customer. Your commercial customers will try and pass on all their rising costs to their customers, just like you're trying

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to do. Residential customers don't have that ability but they can try and get increases in their employment compensation. Unfortunately the government hand-outs over the last few years has only made things worse in the long run, though it no doubt offered welcome relief to the recipients.

So is your alarm business growing? What was your RMR in 2018, 2019, 2020, 2021? How's the graph look for those years, up, down or flat? You should have the first 4 months of 2022 under your belt; what does that graph look like for RMR? Run two graphs, gross RMR and net RMR, because you're only hanging on to the net RMR.

Especially because of inflation, cheaper dollars, you should see a rising graph. Unfortunately the "cost" graph is also rising. When all is said and done you can calculate what ended up in your pocket. Here's how inflation matters to you personally. If you are ending up with the same dollars as 2020 or even 2021 you won't be able to buy as much. In fact, figure you are losing 7 to 8 percent, so your dollar is worth only 92 cents. You need to see your own net income rising in order to keep pace or get ahead of inflation.

Alarm companies are valued based on their RMR under contract. The multiple offered on that RMR has a wide range from under 15 to over 40. How the RMR is finally calculated has different criteria as well, so that one potential buyer of your accounts may be willing to calculate the RMR at ABC while another potential buyer is willing to calculate the RMR at XYZ. It would be overly simplistic to look at the multiple. I think the multiple has been rather consistent over the years. 35 times is still a pretty good starting point if you've followed best business practices. So that multiple hasn't really moved much.

But how it's applied has changed over the years. One notable change that I've noticed is basic central station charges. Those charges used to be deducted from gross RMR to get to net RMR. The trend over the years has been not to exclude those charges. That essentially increased net RMR. But then third party vendor monitoring charges arrived, and those charges are typically

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deducted to get to net RMR, and for many companies these third party vendor charges are part of most of the monitoring account charges. So while the overall methodology of valuation remains consistent there are new categories and considerations. It should not be surprising to learn that in order for your alarm business equity to grow you must have RMR growth. For most of you it won't take an accountant or consulting firm to enlighten you. Check your gross and net RMR, check your debt if you have any, check what you're taking home and whatever perks you take. You end up with more or less in your pocket [assuming your personal work remains the same; ie you haven't taken on the work of two technicians or the office clerical help you let go so you reduced expenses and increased your bottom line].

With inflation you need to end up with 10% more than last year just to stay even. Same goes for the valuation of your alarm business. Staying even in years of inflation means 10% growth.

For additional information regarding this article, or alarm industry, and / or other legal issues contact:

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Morning Routines of Successful Entrepreneurs

A morning routine is a stack of habits that an individual follows daily. According to an online study, 88% of people always or often have a morning routine. Highly productive people, about 92%, are more likely to have one. What is it about a morning routine that makes it so important to a person's success as an entrepreneur?

For starters, the habits in your morning routine can lead to improved health and wellness, lower stress levels, better sleep, and more energy. It can prepare you for the day ahead and give you time and space to think and plan. Additionally, when you follow a ritual in the morning, you're setting a tone for the day that gives you control of your schedule. You're more likely to run on time and stick to your plan for the day.

Habits To Try In Your Morning Routine

Become An Early Bird

In general, the early bird does indeed catch the worm, but waking up early is a game-changer for people with solid morning routines. It gives you the chance to have some quiet time to yourself and, as a business owner, time alone is a hot commodity. If you live in a house full of people, try waking up at least 30-60 minutes before anyone else. If you live alone, set the alarm to give yourself an extra hour than you usually would. During those hours, you can choose to read, practice gratitude and mindfulness, or exercise. What's important is that you use this time to take care of yourself. Determine how this extra hour can serve you better later in the day.

Create Your Own Energy

Brendon Burchard, a three-time New York Times bestselling author and one of



New York Electronic & Life Safety Association

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How Joining The NYELSA Can Help Your Business...

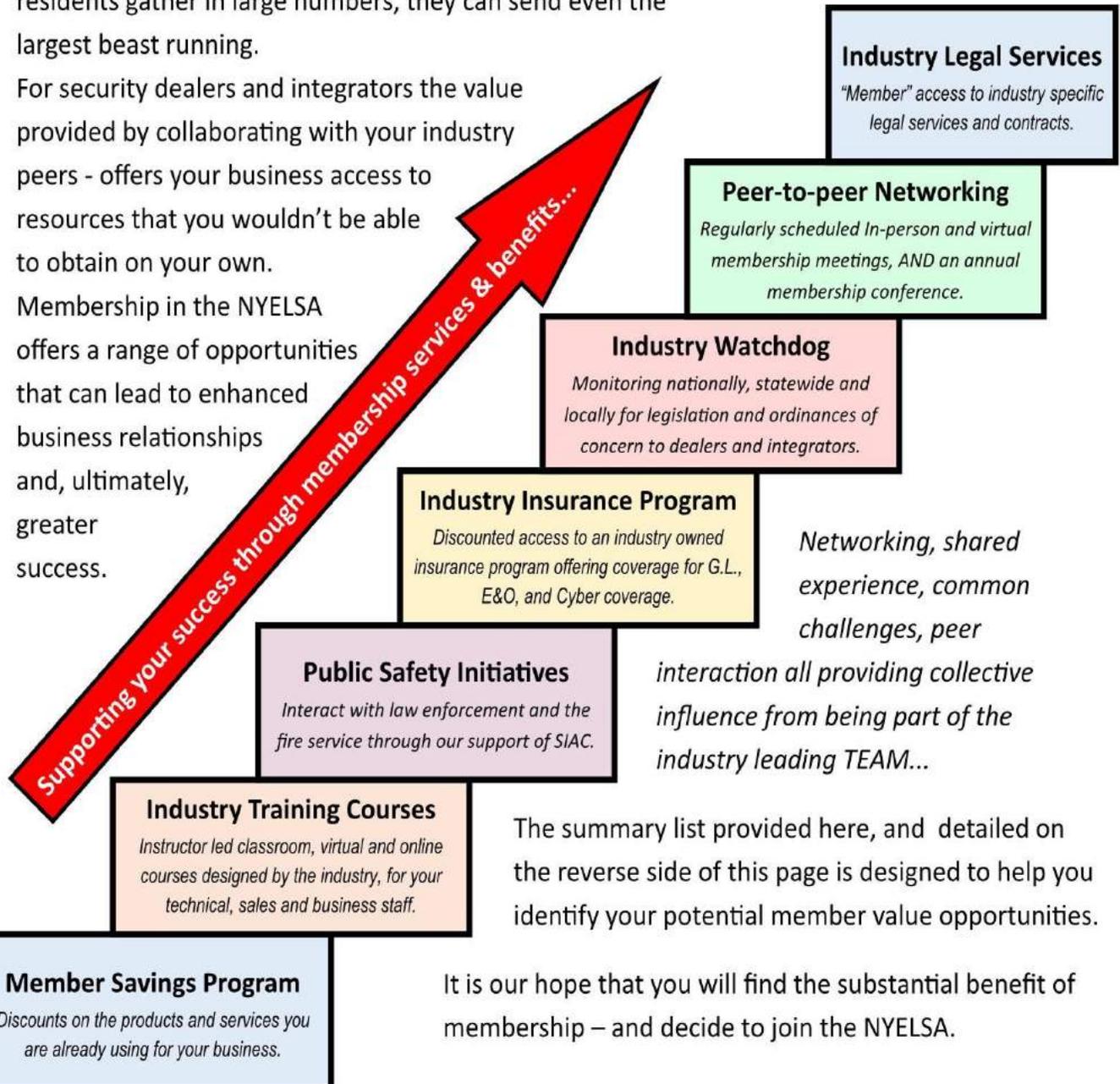
The NYELSA is committed to supporting you in building a successful business by providing a return on your membership investment through value-added services.

Ever feel like an ant crawling through a landscape of giant competitors?

If so, consider this: The average anthill packs plenty of collective power, and when its residents gather in large numbers, they can send even the largest beast running.

For security dealers and integrators the value provided by collaborating with your industry peers - offers your business access to resources that you wouldn't be able to obtain on your own.

Membership in the NYELSA offers a range of opportunities that can lead to enhanced business relationships and, ultimately, greater success.



Member Savings Program

Discounts on the products and services you are already using for your business.

Industry Legal Services

"Member" access to industry specific legal services and contracts.

Public Safety Initiatives

Interact with law enforcement and the fire service through our support of SIAC.

NYELSA member have access to the buying power of the collective group which numerous businesses and their employees with tremendous spending clout.

We provide valuable savings programs in the many business categories including:

- Health Insurance,
- Business Insurance,
- Retirement Planning, 401K / MEP,
- Gasoline,
- Credit Card Processing,
- Payroll Processing,
- Facilities/ Maintenance & Operations,
- Office Supplies,
- Shipping,
- Technology,
- Telecommunications,
- Uniform Services,
- Wireless Services,
- and more.



Plus, consumer discounts are also available as an extended benefit you can provide for your family AND staff members...

Industry Insurance Program

Discounted access to an industry owned insurance program offering coverage for G.L., E&O, and Cyber coverage.



Peer-to-peer Networking

Regularly scheduled In-person and virtual membership meetings, AND an annual membership conference.

- Regional In-person Membership Meetings
- Virtual (Zoom Video) Membership Meetings
- Annual Membership Conference, with vendor exhibits, seminars sessions, social activities and membership meeting and elections...

Supporter



Industry Watchdog

Monitoring nationally, statewide and locally for legislation and ordinances of concern to dealers and integrators.

Industry Training Courses

Instructor led classroom, virtual and online courses designed by the industry, for your technical, sales and business staff.

COURSES | Technical

- Certified Alarm Technician Level 1
- Electronic Access Control
- Advanced Intrusion Systems
- Troubleshooting, Service and Maintenance
- Video System Technologies
- Residential Fire Alarm
- Fire Alarm Installation Methods
- Professional Fire Alarm Design
- Life Safety Code
- International Building Code

COURSES | Non-Technical

- Security Sales Essentials
- Understanding Electronic Security Systems

CERTIFICATIONS

- Alarm Technician Level 1 and 2
- Video Technician and Systems Specialist
- Systems Integrator (CSI or CSSI)
- Service Technician
- Intrusion Technician Level 2
- Residential Fire Alarm Inspector
- Fire Alarm Technician Level 2 & 3
- Security Salesperson



Continued from Page 6 the world's most quoted, watched, and followed personal development trainers, encourages entrepreneurs to create their own energy. Whether going for a run, practicing yoga, writing, or reading, let the first activity you engage in be something that builds momentum within you and gets you excited for the day ahead. Generating your own energy should leave you feeling a sense of accomplishment and purpose while laying down a foundation for a good day.

Write It Down

There's an undeniable power behind putting pen to paper. The dream you had last night—write it down. The idea that came to you while you were making your coffee—write it down. The intention you'd like to set for the day—write it down. According to a study by a California university, you are 62% more likely to achieve your goals just by writing them down. Writing brings your thoughts to reality and signals your brain that they are real and important. You subconsciously begin to think of ways to accomplish those goals throughout the day. Writing can get you excited, focused, and ready for action.

The Key to a Successful Morning Routine

One could argue that having a morning routine is nothing more than having a set of habits you perform without fail every day. And while that is true, the habits are what will make the morning routine more effective. Be mindful of the habits you choose to incorporate, and then be consistent with them. The success of a morning routine won't be found by someone who performs it once or twice a week but by those who follow it every day to the best of their abilities.

Consistency is key to a successful morning routine. Warren Buffet, Mark Cuban, Oprah Winfrey, and others treat their morning routines with great respect. And who could argue with their success?

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I am Susan Harris, Dealer Relations Specialist.
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NYELSA MEETING & EVENT NEWS

2022 BOARD OF DIRECTORS MEETINGS

- June 2, 2022 (*Rescheduled*)
- August 9, 2022
- November 3, 2022

2022 ANNUAL MEETING

- August 9, 2022 - Seminars
 - Apex Entertainment - Albany

2022 SEMI-ANNUAL GOLF OUTING

- Sept. 20, 2022 - Fall Outing
 - Casperkill Golf Club

INDUSTRY EVENTS

- ISC West, Las Vegas - 2022
 - o March 22-25, 2022
- ESX 2022 - Fort Worth, TX
 - o June 14-17, 2022
- ISC East - NYC - 2022
 - o November 16-17, 2022

2022 NYELSA Spring Golf Outing



Thanks to our Spring Golf Outing Sponsors

- o Resideo o HIKvision USA o
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NYELSA 2022 "virtual" Training Course Schedule(s)

Course Part	81 Hour Security / Fire Alarm Installer License Course	Course Dates
Part 1	Level One Certified Alarm Technician	February 16 - 18 April 6 - 8 June 8 - 10 September 28 - 30
Part 2	Advanced Intrusion Systems	March 2 - 4 April 20 - 22 June 22 - 24 October 12 - 14
Part 3	Fire Alarm Installation Methods	March 16 - 18 May 4 - 6 July 13 - 15 October 26 - 28
Part 4	Troubleshooting, Service & Maintenance	March 30 - April 1 May 24 - 26 July 27 - 29 November 9 - 11

Month	Continuing Education Courses (non-license related)	Course Dates
April	Residential Fire Alarm	April 5
May	Video System Technology	May 3 - 4
October	Electronic Access Control	October 13 - 14
November	Professional Fire Alarm Design	November 10 - 11

Additional course topics available. Private classes available for 10+

Understanding the NYS Security / Fire Alarm Installer License Requirements:

Need for license: An individual, firm, company partnership or corporation must be licensed if it installs, maintains or services alarm systems, including, but not limited to, such items as detectors, control devices and alarm communication systems, conduits and associated wires of alarm systems; or if it holds itself out to the public as being able to do so. **This shall include, but not be limited to,** selling alarm systems to consumers when the installation, maintenance or servicing of the alarm system will be subcontracted to or otherwise performed by another;

A security and fire alarm installers license is required for the installation, maintenance or servicing of a closed circuit television system (CCTV), or video surveillance system, if such system is used, either full-time or part-time, for the detection or monitoring of intrusion, break-in, theft, movement, sound or fire; and electrical entry systems which detect and/or provide notification of intrusion, break-in, theft, movement, sound or fire regardless of the number of entry points.

Who Should Attend? *Technicians, service personnel, installation personnel, sales staff, and business owners.*



(800) 556-9232 or (814) 838-0301

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Website: www.NYELSA.org

Registration Form on other side



11/1/21

NYELSA 2022 Training Course Registration Form

Enter ## of Students Registering	Course Name	Course Dates <i>(circle selected date)</i>	NYELSA Member Price	Non - Member Price	TOTAL COURSE FEES
	Level One Certified Alarm Technician	2/16-18/22	\$395.00	\$495.00	
		4/6-8/22	\$395.00	\$495.00	
		6/8-10/22	\$395.00	\$495.00	
		9/28-30/22	\$395.00	\$495.00	
	Advanced Intrusion Systems	3/2-4/22	\$395.00	\$495.00	
		4/20-22/22	\$395.00	\$495.00	
		6/22-24/22	\$395.00	\$495.00	
		10/12-14/22	\$395.00	\$495.00	
	Fire Alarm Installation Methods	3/16-18/22	\$395.00	\$495.00	
		5/4-6/22	\$395.00	\$495.00	
		7/13-15/22	\$395.00	\$495.00	
		10/26-28/22	\$395.00	\$495.00	
	Troubleshooting, Service & Maintenance	3/30-4/1/22	\$395.00	\$495.00	
		5/24-26/22	\$395.00	\$495.00	
		7/27-29/22	\$395.00	\$495.00	
		11/9-11/22	\$395.00	\$495.00	
	81 Hour Security / Fire Alarm Installer License Course "Bundle"	February - March	\$1,450.00	\$1,750.00	
		April - May	\$1,450.00	\$1,750.00	
		June - July	\$1,450.00	\$1,750.00	
		September - November	\$1,450.00	\$1,750.00	
	Residential Fire Alarm	4/5/22	\$275.00	\$375.00	
	Video System Technology	5/3-4/22	\$375.00	\$475.00	
	Electronic Access Control	10/13-14/22	\$375.00	\$475.00	
	Professional Fire Alarm Design	11/10-11/22	\$375.00	\$475.00	

= Total # of Students

Total Course Fees =

Company: _____

Contact: _____ Student Name: _____

Email: _____ Student Email: _____

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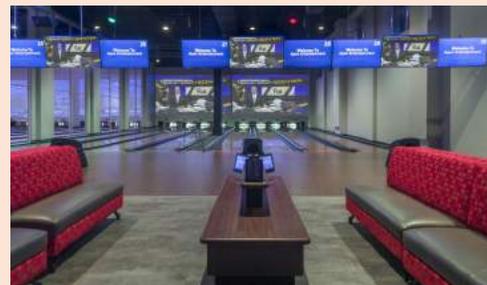
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Annual Meeting

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Albany, NY

August 9, 2022



Mark Your Calendar

Fall Golf Outing

Casperkill Country Club

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September 20, 2022

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