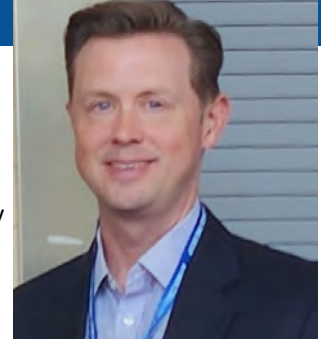


## FROM THE PRESIDENT

### Trevor McEnaney, NYELSA President



Dear NYELSA Members and Friends,

Wow what a summer, it was great to spend time w/friends and family to relax a bit and reset in preparation for fall and “back to school” and what a great way to get a jump start on the new school year by participating in the NYELSA Annual meeting at Turning Stone. What an event, it was so nice to reconnect with friends in the industry from around the state as well as meet some new members.

The educational content was world class, and we had some of the best in the business running the classes. Members in attendance were able to take advantage of valuable information and processes on recruiting and retaining top talent to find great employees to help your companies grow, from exploring cutting edge technology products and services to open new markets and revenue opportunities for you to grow your business through BDA radio systems for Commercial Fire application and Video monitoring.

We would like to thank all those that participated in making the event a success. We were able to raise funds to support our lobbying efforts that ultimately benefit each and every member of the association to protect our business interests in these volatile times.

Stay tuned as we are currently exploring the state contract process and how our member companies can participate in these programs as well as fire inspection compliance engine and how that may impact you and your business.

October is fire month and this a great opportunity to focus on fire alarms, new technologies, trainings and inspection process... if you need a tune up or refresher, there are many online training classes you can take via NTS <https://courses.esaweb.org/product-tag/fire/>

Fire month is a great time to bring awareness to our Scholarship program which is a benefit to the children of active duty Fire Fighters and Police Officers– this is a great opportunity for you to interact with your local FD, please reach out to your community Fire Department and educate them on the Scholarship Program...Go to our website and click on <https://esaweb.org/programs/youth-scholarship/ysapplyny/> to provide them a information on the program and an application.

November will be here before you know it, November is best known for Thanksgiving, however in the security & life safety business it is also know for ISC EAST, this is a must attend event with Hundreds of vendors and of classes all taking place in the greatest city in the world which just so happens to be in our backyard so no excuse to not take advantage.

We will be on the show floor so come by and see myself and the rest of our board.

Be sure to use the NYELSA link when registering for the show, <https://isceast24.com/nyelsa>

And last but not least, this association is here to serve our members, please if you have any feed back or suggestions we want to hear from you.

Thank you and look forward to seeing you in NYC!



**ISC EAST**  
SIA EDUCATION@ISC: NOVEMBER 19-21  
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# The New York Electronic & Life Safety Association

## New York Electronic & Life Safety Association

(formerly the New York State Electronic Security Association, Inc.)  
(formerly the New York Burglar & Fire Alarm Association, Inc.)

**1971 Western Avenue  
PMB # 1105  
Albany, NY 12203**

**800-556-9232 (NY)**

Email: [Info@NYSESA.ORG](mailto:Info@NYSESA.ORG)

Website: [WWW.NYSESA.ORG](http://WWW.NYSESA.ORG)

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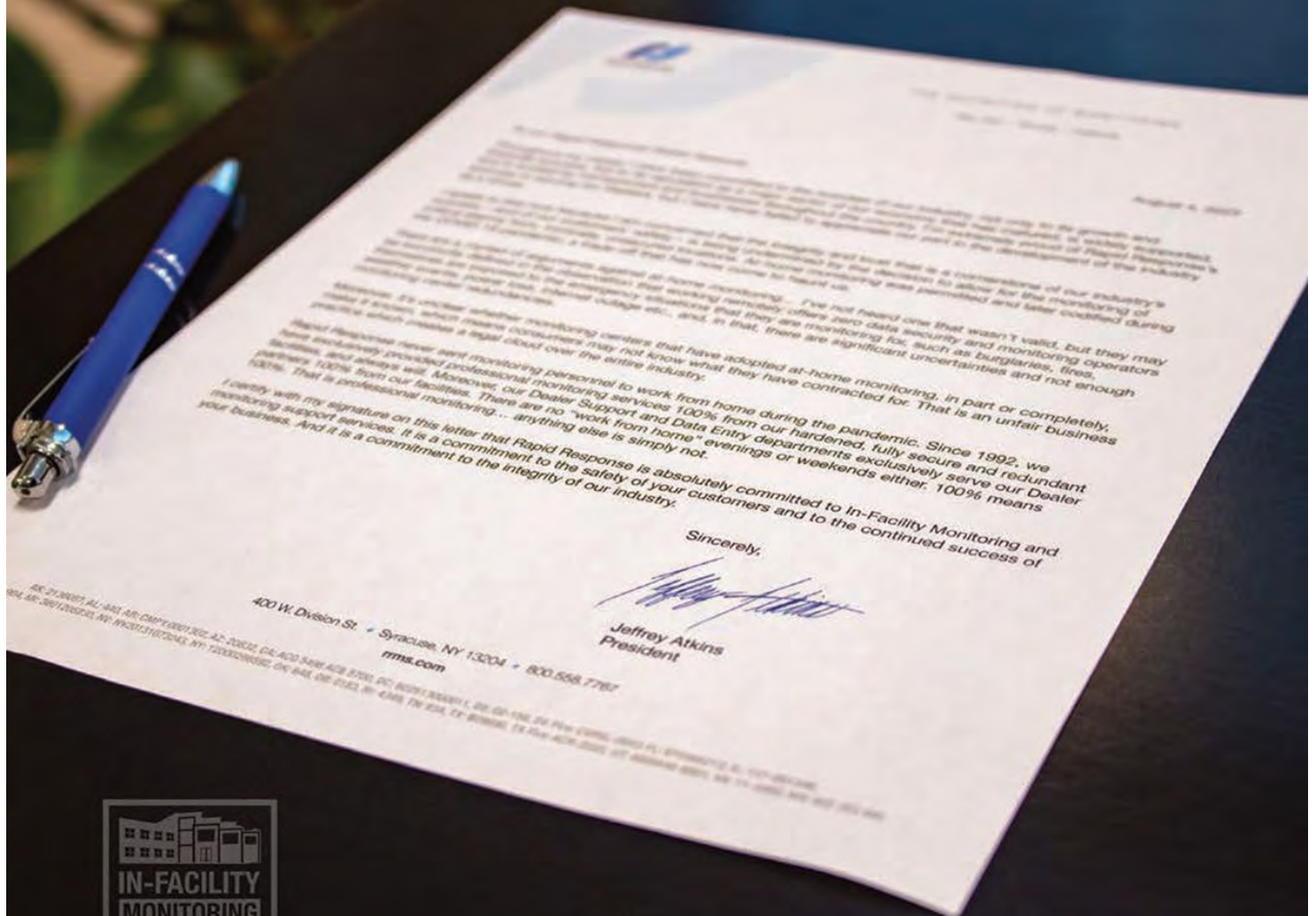
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## How Joining The NYELSA Can Help Your Business...

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.

**Supporting your success through membership services & benefits...**

### Industry Legal Services

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

### Peer-to-peer Networking

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

### Industry Watchdog

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

### Industry Insurance Program

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

*Networking, shared experience, common challenges, peer*

### Public Safety Initiatives

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

*interaction all providing collective influence from being part of the industry leading TEAM...*

### Industry Training Courses

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

The summary list provided here, and detailed on the reverse side of this page is designed to help you identify your potential member value opportunities.

### Member Savings Program

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

It is our hope that you will find the substantial benefit of membership – and decide to join the NYELSA.



# Benefits of NYELSA Membership

## Member Savings Program

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

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...

## 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.

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





# October - Fire Prevention Month



Fire Prevention Month is a great time to talk fire safety awareness and to remind customers to check their smoke detectors and CO detectors. These devices should be tested regularly. It is recommended that smoke alarms be tested monthly.

The terms smoke alarm and smoke detector are often used interchangeably. Generally speaking, a smoke detector is typically part of an alarm system. In most systems, these devices do also have a sounder in them. A smoke alarm will always have a sounder in it and can be interconnected with other like devices or can be stand alone.

Professionals reading this know and understand this. Property owners or tenants may not fully understand what the devices are. It is the job of professionals to help them understand.

NFPA states that smoke alarms “shall not remain in service longer than 10 years from the date of manufacture”. It is for that reason that today all smoke alarms sold have a 10 year battery/life.

System smoke detectors are different. They do not have a built in battery, they are battery backed up by the alarm system. With proper testing and maintenance, they can last longer.

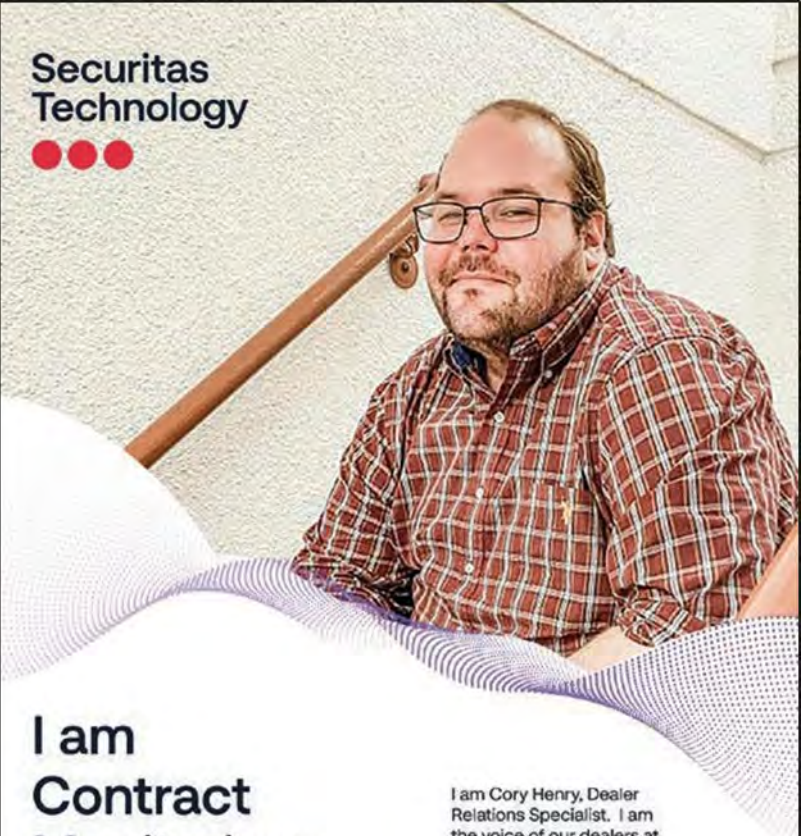
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# Industry Happenings

## Industry Calendar

### ISC East

**November 20-21, 2024**

**Javits Center, New York, NY**

ISC East, the Northeast's leading security and public safety event, will take place November 19-21

SIA Education @ ISC: November 19-21

Exhibit Hall: November 20-21 at the Javits Center in NYC.

Learn and evaluate the latest technologies and solutions from 240+ exhibiting companies, network with peers at our special industry events, and enhance your knowledge with our expanded SIA Education @ ISC Program.



## NYELSA Training Calendar

**September 25-27, 2024**

**Level One**

**October 9-11, 2024**

**Advanced Intrusion Systems**

**October 30 - November 1, 2024**

**Fire Alarm Installation Methods**

**November 13-15, 2024**

**Troubleshooting, Service, and Maintenance**

Visit the [NYELSA.ORG](https://www.nyelsa.org) website for more details and to register. The calendar and registration form or also available in this newsletter on pages 12 and 13.

*This is the final round of the 81-hour program being offered in 2024.*

*Stay tuned later this year for the 2025 training schedule to be made available.*

## What's Inside the Security Signal

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Annual Conference Pictures - p. 9

Business – p. 10

Training & Schedule - p. 12-13





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## A group of four men standing on a golf course green. From left to right: a man in a light blue polo shirt and dark shorts, a man in a dark polo shirt and dark shorts, a man in a light blue polo shirt and grey shorts holding a trophy, and a man in a dark polo shirt and dark shorts. The trophy is a plaque with a red ribbon. The background shows a lush green golf course with trees and a clear sky.



# THANK YOU





## The Golden Opportunity You May Be Missing

Every business has attrition. It's unavoidable. But it doesn't have to be an entirely negative experience. Taking the time to learn why your customers cancel, and how they feel about you on the way out the door can actually boost your business.

Getting feedback from cancelling customers is one of the biggest opportunities to improve your service, reduce attrition, and thereby increase the value of your business. And most businesses don't do it.

Establishing a standard operating procedure around terminations has several benefits:

- **Standardize your feedback:** Creating a mechanism to collect feedback that has a standard list of termination options allows you to more easily spot trends.
- **Identify new offerings:** If the feedback suggests customers are leaving to another provider that offers services you don't, you can consider expanding your own business line.
- **Surface weak links:** Similarly, if feedback suggests customer service issues in particular departments, you can take actions in areas of training or human resources.
- **Give them an audience:** There are always going to be disgruntled customers who want to voice their opinions. Giving them a mechanism to do so may make the difference between them venting at you and venting in a public online review.
- **Show you care:** Asking for feedback conveys that you are a customer service-

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Make a difference in your future.  
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# NYELSA / NTS TRAINING

## NYELSA 2024 "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 7 - 9 April 17 - 19 June 5 - 7 September 25 - 27
Part 2	Advanced Intrusion Systems	Feb 21 - 23 May 1 - 3 June 19 - 21 October 9 - 11
Part 3	Fire Alarm Installation Methods	March 6 - 8 May 15 - 17 July 10 - 12 Oct 30 - Nov 1
Part 4	Troubleshooting, Service & Maintenance	March 20 - 22 May 29 - May 31 July 24 - 26 Nov 13 - 15
Month	Continuing Education Courses (non-license related)	Course Dates
TBD	Residential Fire Alarm	TBD
TBD	Video System Technology	TBD
TBD	Fire Alarm Installation Methods	TBD
TBD	Level One Certified Alarm Technician	TBD
TBD	International Building Control	TBD
TBD	Professional Fire Alarm Design	TBD
TBD	Troubleshooting, Service and Maintenance	TBD

*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

Email: [info@NYELSA.org](mailto:info@NYELSA.org)

Website: [www.NYELSA.org](http://www.NYELSA.org)

Registration Form on other side



## NYELSA 2024 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	February 7 - 9	\$395.00	\$495.00	
		April 17- 19	\$395.00	\$495.00	
		June 5-7	\$395.00	\$495.00	
		September 25-27	\$395.00	\$495.00	
	Advanced Intrusion Systems	February 21-23	\$395.00	\$495.00	
		May 1-3	\$395.00	\$495.00	
		June 19-21	\$395.00	\$495.00	
		October 9-11	\$395.00	\$495.00	
	Fire Alarm Installation Methods	March 6-8	\$395.00	\$495.00	
		May 15-17	\$395.00	\$495.00	
		July 10-12	\$395.00	\$495.00	
		Oct 30-Nov 1	\$395.00	\$495.00	
	Troubleshooting, Service & Maintenance	March 20-22	\$395.00	\$495.00	
		May 29- May 31	\$395.00	\$495.00	
		July 24-26	\$395.00	\$495.00	
		November 13-15	\$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	TBD	\$275.00	\$375.00	
	Video System Technology	TBD	\$375.00	\$475.00	
	International Building Code	TBD	\$375.00	\$475.00	
	Professional Fire Alarm Design	TBD	\$375.00	\$475.00	

**= Total # of Students**

**Total Course Fees =**

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

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

Email: \_\_\_\_\_ Student Email: \_\_\_\_\_

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