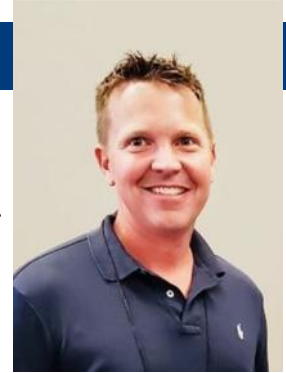


FROM THE PRESIDENT

By Tom Powers, NYELSA President



Dear NYELSA member,
I hope this message finds you well.

Firstly, we are thrilled for our upcoming annual conference August 15 & 16 at the Turning Stone Resort and Casino in Verona, NY. We have a great lineup of speakers and panel discussions planned, and look forward to seeing many of you there. Check it out at: Events - New York Electronic Life Safety Association (nyelsa.org)

In addition to our conference, we have been working on several initiatives to increase training in our industry. Our current focus is providing NYS license training and enhancing the education of alarm technicians. This will help to ensure that all installations and services are performed to the highest level of quality and safety by licensed alarm

companies and individuals. For more information or to sign up for an upcoming training class please go to: Training - New York Electronic Life Safety Association (nyelsa.org)

The NYELSA is proud to support ISC and are planning for the ISC East event. Please mark your calendars as ISC East will be taking place November 14-16, 2023 at the Javits Center in NYC. For mor information or to register for the event please go to: ISC East (discoverisc.com)

We are closely monitoring developments in the regulatory landscape, and are working to ensure that our members are aware of any changes that may affect their businesses. Most recently our Lobbyist Jim McCulley has been working on the Right to Repair Bill and exclusions for Security and Life Safety industry. We have also been monitoring a bill that Senator Skoufis has reintroduced - the Evergreen Bill – dealing with contract renewals. Much work is still to be done.

We encourage all members to support our efforts by making a donation to the NYALARM PAC. For more information, please go to: Political Action Committee - New York Electronic Life Safety Association (nyelsa.org)

Finally, we encourage all members to share their feedback and suggestions with us.

Send an email to admin@nyelsa.org or call (800) 556-9232.

Our goal is to serve the needs of our members and to advance the interests of the alarm industry as a whole. If you have any ideas or concerns, please do not hesitate to reach out to us.

Thank you for your continued support of the New York Electronic and Life Safety Association.

Best regards,

Tom Powers

NYELSA President

**Register on-line for the
2023 NYELSA Annual Meeting
at Turning Stone Resort & Casino!
August 15 - 16, 2023**



Details on page 15



Golf - Reception - Keynote Address - Exhibits - Workshops



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1971 Western Avenue
PMB # 1105
Albany, NY 12203

800-556-9232 (NY)
814-838-0301 (Outside NY)
814-838-5127 FAX

Email: Info@NYELSA.ORG

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ALTRONIX announced the appointment of two new independent sales teams covering the Northeast U.S. and all of Canada. FM Valenti will now support Altronix customers throughout New England; including MA, CT, VT, RI, NH, ME, and upstate NY. Omnitech Solution Services will now support Altronix customers in all Canadian Provinces. "As we continue to expand our portfolio of products that deliver new and innovative solutions for the security industry, it is critical for us to have an outstanding team of local, experienced, professional sales reps delivering the support our customers deserve" said Alan Forman, President, Altronix Corporation. "FM Valenti and Omnitech are now part of our extended family to fulfill our commitment, providing Altronix customers with the highest levels of service and product support." FM Valenti was founded in 1967 by Fran Valenti, and has grown into one of the top rated manufacturers rep firms in the nation. They represent quality manufacturers in the Security, AV, and Enterprise Network market segments across the Northeast region. Omnitech Solution Services Limited is a Canada-wide manufacturer's representative firm representing some of the best-in-class security technology companies in the industry. With over 50+ years of security experience, Omnitech has established itself as a trusted partner to manufacturers, industry partners and clients.

RESIDEO recently celebrated the grand reopening of its offices in Louisville, KY, following 12 months of renovation to modernize the site. The shared site is home to more than 180 team members across Resideo's ADI Global Distribution and Products & Solutions (P&S) businesses that span various departments including sales, marketing, customer service, sales support, and human resources,

More Associates News on page 4

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Many thanks to our valued advertisers

Associates News, continued

among others. "For more than 20 years, our Louisville, KY office has served as a key site for the company as it provides many sales and support functions to our customers across both ADI and P&S," said Rob Aarnes, President of ADI Global Distribution, who kicked off the grand opening events. "Modernizing this site represents our commitment to investing in our businesses and the community, and the importance of caring for our team members so they can deliver the best possible service to our customers." In addition to the updated Louisville, KY site, the company opened a new combined site in San Luis Potosi, Mexico last year. ADI also recently opened a new headquarters location in Melville, NY along with updated sites in Paris, France, Dallas, TX, Oldham, UK, and Breda, Netherlands.

ALTRONIX continues to expand the company's popular line of Trove™ Access and Power Integration Solutions in partnership with access control provider, Axis Communications. "We are pleased to welcome Axis Communications



as a trusted Altronix partner," said Stephen Oliva, OEM Partner Development at Altronix. "This partnership we share ultimately serves to provide systems integrators with more options, more

flexibility, and more time when it comes to their access control installs." The Trove2AX2 is completely customizable and accommodates AXIS A1601/A1610 or A1210-B Network Door Controller modules with Altronix power distribution. The combined enclosure and backplane solution simplifies board layout and wire management, ultimately reducing installation time and labor costs. "We are thrilled to collaborate with Altronix in providing a simple, intuitive solution for access control installations," says Drew Pacino, Business Development Manager at Axis Communications. "Altronix is a valued Partner of Axis and a trusted name within the industry."

Becklar, the parent company of AVANTGUARD, Armstrongs and Freeus is pleased to announce the acquisition of Eyeforce. Eyeforce combines video surveillance, AI/machine learning analytics, and live audio operator response intervention to protect commercial property, enhance safety, prevent crime, and reduce theft and loss. "At Becklar, we are passionate about saving lives and protecting property. We are thrilled to bring the unique and innovative remote guarding solutions provided by Eyeforce to

our family of brands," said Steve Richards, CEO of Becklar. "With this addition, Becklar's portfolio of connected safety services is unmatched in scope or scale, providing the next level of enhanced security for dealers, partners and customers." Becklar's acquisition of Eyeforce allows all existing dealers to offer expanded video surveillance and remote guarding solutions to their customers.



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Industry News- SIAC's PDQ Award

SIAC presented CPI Security the prestigious 2022 Police Dispatch Quality (PDQ) award at the Electronic Security Expo (ESX) in Louisville, Kentucky.

The PDQ award honors a security firm that best demonstrates a proactive, cooperative, and successful effort in alarm dispatch reduction strategies. Based in Charlotte, North Carolina, the company provides security and fire alarm services throughout the Southeast. "Our company proudly uses the latest technological advances as well as industry best practices to minimize unnecessary calls for service," said Ken Gill, CPI Security founder and CEO.

"Those capabilities were significantly enhanced by the adoption of the Alarm.com platform which notifies customers through their mobile devices once an alarm is triggered and allows them to cancel if they do not require assistance." With the adoption of cancel/verify, CPI Security changed its procedures for dispatch when a valid electronic user code is received from a monitored location within the first two minutes of an alarm event.

These two improvements reduced CPI Security's false dispatches by about 23%. Re-training on acceptance of user codes was conducted in Q4 of 2022 to make sure the monitoring center was compliant with the updated procedures.

"CPI Security has demonstrated that false alarm reduction is a proven business model that has led it to be a leader in our industry," said Stan Martin, SIAC executive director. "They are continuing to lead the industry with the adoption of ASAP-PSAP technology to further enhance the value of alarm systems for their customers."

The PDQ award's mission is to raise industrywide awareness, promote partnering with responding agencies for public safety, motivate alarm companies to take action and provide workable models. The PDQ award is sponsored by the Security Industry Alarm Coalition (SIAC), the Partnership for Priority Verified Alarm Response (PPVAR), Security Sales and Integration Magazine and the IQ Certification Program. Past winners include industry leaders such as Schmidt Security Pro, Guardian Protection, Alarm Detection Systems, EPS, Amherst Alarm, Habitec, Monitronics and Vector Security.



Security Industry Alarm Coalition

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By Kenneth Kirschenbaum

When you sell, or buy, alarm accounts you can expect Indemnity issues and contractual provisions.

Surprisingly these indemnity issues are not well understood by many attorneys involved in these transactions and most alarm company owners are even less familiar with the indemnity issues when it comes to these sale transactions.

There are essentially four indemnity issues in the buy-sell transaction.

Attrition Indemnity: Most of you [and attorneys you may engage for one reason or another] are familiar with the Attrition Indemnity. Most of you erroneously refer to it as the Hold Back. This indemnity is really a guarantee that the accounts you sell will still be accounts of the buyer after a period of time; to the extent they are not the seller has to reimburse the buyer for whatever the buyer paid [or agreed to pay] for the account that terminated during the guarantee period. The so called "hold back" is actually the part of the purchase price that is held back by the buyer, or placed into escrow] at time of closing and held until the end of the guarantee period. There are many variables that go into the Attrition Guarantee and if you don't use an attorney very familiar with how to structure this provision you are going to hit or miss the customary provisions, assuming we can consider any provision customary as opposed to the culmination of intense negotiation.

Trade and other debt indemnity: This is the most reasonable of the indemnity provisions because it is only fair that unless a seller has disclosed debt and the buyer has agreed to assume and pay that debt, the seller should be responsible for it. If the buyer ends up getting sued for that debt the seller should indemnify the buyer; that means defend the claim and pay the debt. As straight forward as this seems to be some attorneys have managed to complicate it with various scenarios.

Representations and Warranties indemnity: This is a very risky provision. Some buy – sell agreements are worded with such legalize and every paragraph referencing at least one other paragraph, exhibit or schedule, it is sometimes a taunting task to figure out what reps and warranties have been made and what could possibly go

wrong. The broader the rep and warranty is the greater the likelihood that a buyer will be able to make a claim under this indemnity. Seller should not expect any claim under this indemnity unless the seller knows that the reps and warranties in the buy – sell agreement were not accurate when made, or worse, didn't know one way or the other if they were accurate and now it turns out they aren't accurate. Good examples of this are "all systems are in working order", or "all systems were installed per code or manufacturer specifications" or "all contracts are enforceable". Typically an alarm owner has no idea if those are true statements unless it's a one man operation and the owner knows every system and customer. Even then, the owner has no business warranting that every contract is enforceable because for sure the owner isn't in a position to make that kind of legal conclusion. You need to be very careful with this indemnity provision.

Claims by subscribers and third parties for loss: This indemnity provision is often lumped in with the Trade and other debt indemnity, and that's a mistake. This indemnity involved legal and factual issues that are unique to this category. Too many attorneys don't understand the difference between "occurrence" and "claims made" policies, and even if they do know the difference, they aren't really sure how it pertains to the alarm industry and particularly the buy – sell agreement. I insist on two very clear and succinct provisions to deal with this category of indemnity in every buy – sell transaction I am involved with. In my experience this indemnity is best handled by two sentences, so if your buy – sell agreement doesn't deal with it just as clearly then first, change attorneys, and second, fix the agreement [and it's so important that you may have to change buyer or seller because this is a deal killer.

Kenneth Kirschenbaum founded Kirschenbaum & Kirschenbaum, P.C., in 1977, and since that time has maintained a general practice law firm handling matters for clients ranging from burglar and fire alarm law, general litigation, commercial litigation, general corporate work, matrimonial, and real estate. He was inducted into the Security Sales & Integration Hall of Fame in 2009 in recognition for his distinguished service to the security and fire alarm industry.

Government Relations

GOVERNOR HOCHUL SIGNS AMENDED “DIGITAL FAIR REPAIR ACT” WITH EXEMPTION FOR SECURITY DEVICES AND SYSTEMS

By Jim McCulley, NYELSA Government Relations

In early March 2023 New York Governor Kathy Hochul (D) signed an amended version of the “Right to Repair” Act, originally passed by the State Legislature in June 2022.

By “amended,” we mean that while the Governor signed the bill that was originally passed by the Legislature in the waning hours of the 2022 State Legislative Session, the Governor had notified the Legislature that the bill as passed by the Senate and Assembly was too broad and included too many devices and products, potentially compromising public safety.

The bill passed by the Legislature in 2022 required original equipment manufacturers (OEM) to make diagnostic and repair information for digital electronic parts and equipment available to independent repair providers and consumers if such parts and repair information are also available to OEM authorized repair providers.

The original bill allowed virtually anyone, without training or licensing, to request diagnostic and repair information from the manufacturer for virtually any electronic device, including devices and products used for life safety systems. The original bill provided only a small number of exemptions, including for medical device manufactures, automobile manufacturers and the manufacturers of farm equipment and ATVs. Security devices and systems were not exempted.

In the summer of 2022, Tom Powers, President of NYESLA, and representatives from the Security Industry Association (SIA) met with the Governor Hochul’s Counsel to relay industry concerns regarding the sharing of sensitive information, including passcodes, to any person other than those qualified to service or maintain life safety equipment. NYESLA requested that either the Governor veto the bill, or insist on amending the bill to exempt security and life safety systems from the legislation.

The Governor heard NYSELA, and we are pleased to announce that in early March 2023 she signed into law legislation providing a security and life safety exemption from the Digital Repair Act. While perhaps the sponsors intended the legislation to apply only to consumer electronics such as phones, the initial bill was written so broadly as to include almost any digital product or system. One can only imagine the havoc that could have been raised by giving such sensitive information to anyone who asks.



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INDUSTRY CALENDAR

NYESLA Annual Meeting
August 15-16
Turning Stone Resort & Casino, Verona, NY

Northeast Security Contractors Expo
(NEACC)
September 19
DCU Center, Worcester, MA

ISC East
November 14-16
Jacob Javits Center, NYC

IS YOUR CASH FLOW FAILING TO PAY YOUR OVERHEAD?

By Tony Smith



If your answer is yes to the above question, what can you do to solve the problem? Selling accounts will give you some additional working capital at the time of installation but, is it enough and is it worth selling your equity in order to do it. The first thing you want to do is carefully analyze your expenses to sell, install, and service your customers. Now you will know

the numbers. With that knowledge, you can make some important decisions relative to your operating expenses. The likely answer will be one of the following;

- (1) You are still going to lose significant money.
- (2) You are barely making enough money to pay your bills, but you cannot afford to invest in your growth.
- (3) You think that a Dealer Purchase program (DPP) will save you.

Now, let me suggest that your situation could be any of the above alternatives, but I have the same solution for all three. Dealer Purchase Programs are not your partner. They are a competitor for the monitoring revenue, which you have created. They want to buy RMR and then ensure that the customer stays with them for an extended period. They pay you less for lower credits, and charge you back if the customer attrits.

In addition, they hold back a percentage (usually 10%) from the purchase price to make sure they collect your money. When you are through dealing with all of their protective deal covenants, they can't really lose. But you can! You should calculate an estimate of the real average multiple of the Recurring Monthly Revenue. Next, deduct the total cost of the installation (adjusted for installation revenue) to determine your profit or loss from the sale. Now compare the multiple you might actually receive from the sale of a group of accounts with the multiple you are expecting.

Your net multiple will most likely have been reduced to the point where you might have been better off keeping the account and the monitoring revenue. These DPPs have

effectively become a different type of bank, but there is no loan to pay off, and you have lost your equity. In effect all you have left is your toolbelt and pickup!

DEALERS SEEKING CAPITAL NOW HAVE ANOTHER ALTERNATIVE!

How about a Partner who provides the capital and shares the revenues and expenses throughout the life of the contract? What kind of Partner is this? This Partner will split ownership of the contract, monitoring revenues, operating expenses, and the net revenue when it is time to sell the contracts. It is funded by several banks in the Southeast. The banks provide consumer financing for the installation, and the customer makes that payment separately from the monitoring payment. The Dealer receives the full amount, less bank fees and sales tax. The equipment is proprietary, full-featured for Smart Homes, and manufactured by an industry company at an advantageous price point. The net revenue to the Dealer is based on the loan proceeds to the Dealer, less loan fees, and installation expenses.

In addition, the Dealer receives all the monitoring proceeds after the first \$20. All the operating expenses, such as monitoring, Alarm.com fees, customer billing, and customer service are paid by that \$20. Monitoring is contracted with a national central station with multiple offices. This all becomes a substantial reduction in the Dealer's overhead. This Partner can take on this role because they have one of the most advanced software operating systems in the industry. Finally, this Partner will split (50/50) the net revenues from the ultimate sale of the monitoring contracts.

The overall net result to the Dealer is that he now gets 3x to 5x, or more, than he might receive from a typical Dealer Purchase Program. Financially, he can share in all the revenue streams from each contract that he finances through the program. This company is currently looking for new partner alarm companies to share in their growth. In business, industries that don't balance relationships and who take advantage of smaller participants, should expect change. It is here!

Tony Smith is the Founder-President, and CEO of Security Funding Associates, a leading industry financial services firm, and a former board member of ESA. Security Funding Associates is a firm focused on financing for small-medium sized alarm companies. He may be reached at TSmith@securityfundingsolutions.com or (855) 723-2299

NYELSA TRAINING - Schedule

NYELSA 2023 "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 8 - 10 April 19 - 21 June 7 - 9 September 27 - 29
Part 2	Advanced Intrusion Systems	February 22 - 24 May 3 - 5 June 21 - 23 October 11 - 13
Part 3	Fire Alarm Installation Methods	March 8 - 10 May 17 - 19 July 12 - 14 October 25 - 27
Part 4	Troubleshooting, Service & Maintenance	March 22 - 24 May 31 - June 2 July 26 - 28 November 8 - 10

Month	Continuing Education Courses (non-license related)	Course Dates
April	Residential Fire Alarm	April 11
May	Video System Technology	May 2-3
June	Fire Alarm Installation Methods	June 13-14
September	Level One Certified Alarm Technician	September 13, 20, & 27
October	International Building Control	October 10
November	Professional Fire Alarm Design	November 7-8
December	Troubleshooting, Service and Maintenance	December 5-6

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.



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Registration Form on other side



1/6/23

NYELSA TRAINING - Registration

NYELSA 2023 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
<input type="text"/>	Level One Certified Alarm Technician	February 8 - 10	\$395.00	\$495.00	
<input type="text"/>		April 19- 21	\$395.00	\$495.00	
<input type="text"/>		June 7-9	\$395.00	\$495.00	
<input type="text"/>		September 27-29	\$395.00	\$495.00	
<input type="text"/>	Advanced Intrusion Systems	February 22-24	\$395.00	\$495.00	
<input type="text"/>		May 3-5	\$395.00	\$495.00	
<input type="text"/>		June 21-23	\$395.00	\$495.00	
<input type="text"/>		October 11-13	\$395.00	\$495.00	
<input type="text"/>	Fire Alarm Installation Methods	March 8-10	\$395.00	\$495.00	
<input type="text"/>		May 17-19	\$395.00	\$495.00	
<input type="text"/>		July 12-14	\$395.00	\$495.00	
<input type="text"/>		October 25-27	\$395.00	\$495.00	
<input type="text"/>	Troubleshooting, Service & Maintenance	March 22-24	\$395.00	\$495.00	
<input type="text"/>		May 31- June 2	\$395.00	\$495.00	
<input type="text"/>		July 26-28	\$395.00	\$495.00	
<input type="text"/>		November 8-10	\$395.00	\$495.00	
<input type="text"/>	81 Hour Security / Fire Alarm Installer License Course "Bundle"	February - March	\$1,450.00	\$1,750.00	
<input type="text"/>		April - May/June	\$1,450.00	\$1,750.00	
<input type="text"/>		June - July	\$1,450.00	\$1,750.00	
<input type="text"/>		September - November	\$1,450.00	\$1,750.00	
<input type="text"/>	Residential Fire Alarm	April 11	\$275.00	\$375.00	
<input type="text"/>	Video System Technology	May 2-3	\$375.00	\$475.00	
<input type="text"/>	International Building Code	October 10	\$375.00	\$475.00	
<input type="text"/>	Professional Fire Alarm Design	November 7-8	\$375.00	\$475.00	

= Total # of Students

Total Course Fees =

Company: _____	
Contact: _____	Student Name: _____
Email: _____	Student Email: _____
Address: _____	
City: _____	State: _____ Zipcode: _____
Phone: _____	Fax: _____
Payment Type: Check () <i>Payable to NYELSA</i> Master Card () Visa () Amex ()	
Credit Card #: _____	
Expiration: _____	Security Code: _____
Signature: _____	
<p>Mail payment (with completed form) to: NYELSA - 1971 Western Avenue - PMB 1105 - Albany, NY 12203 (800) 556-9232 (NY) or (814) 838-0301 www.NYELSA.org Credit card payments may be scanned / emailed to - admin@NYSELSA.org</p>	

Benefits of NYELSA Membership



New York Electronic & Life Safety Association

1971 Western Avenue - PMB 1105
Albany, NY 12203

P: (800) 556-9232

F: (814) 838-5127

E: Info@NYSESA.org

How Joining The NYELSA Can Help Your Business...

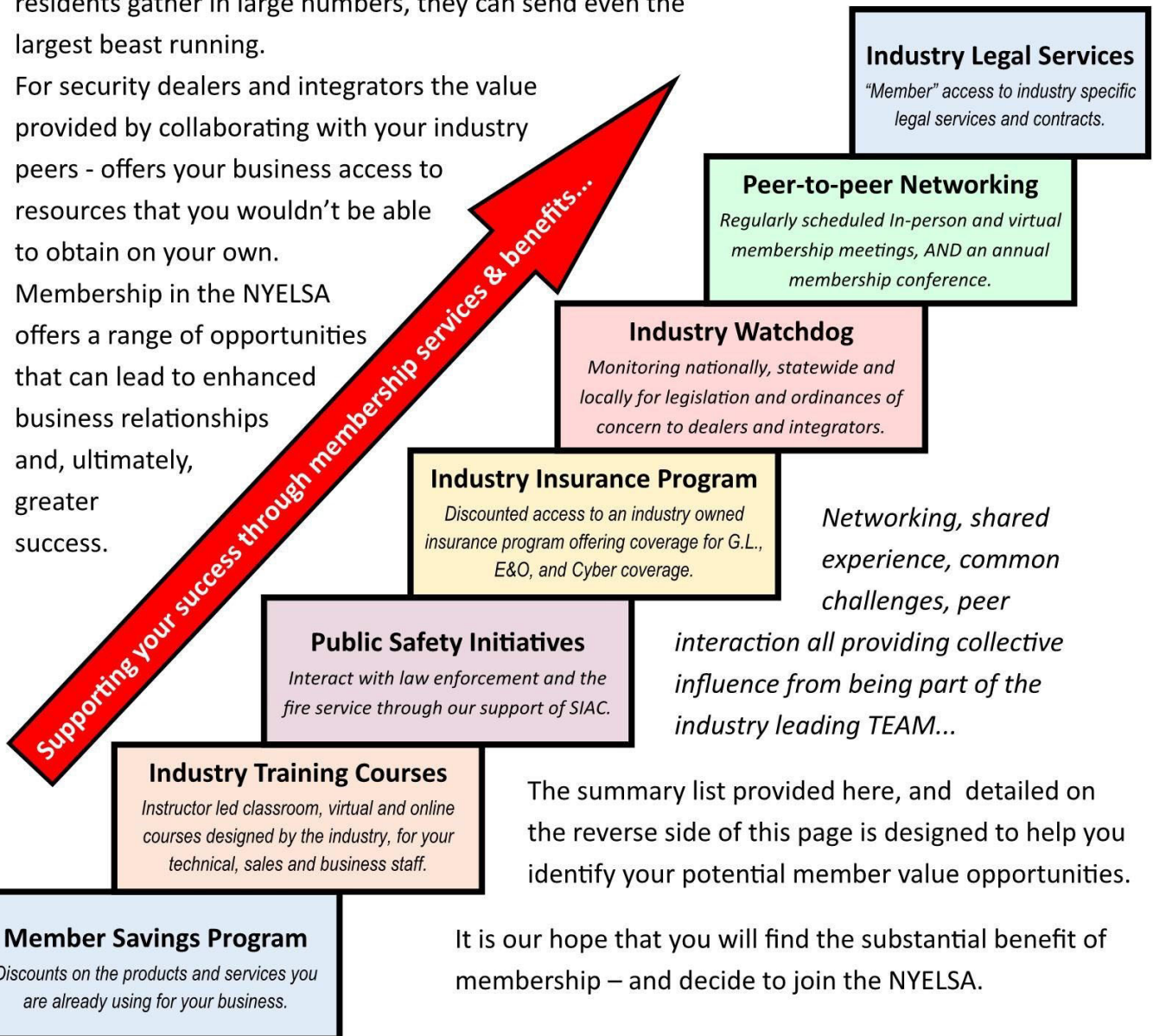
The NYELSA is committed to supporting you in building a successful business by providing a return on your membership investment through value-added services.

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.



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.

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



Security Industry Alarm Coalition

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





New York Electronic & Life Safety Association



Online registration is open for the **2023 NYELSA Annual Meeting** at **Turning Stone Resort & Casino!**

August 15 - 16, 2023 Verona, NY

Become A Convention Sponsor Today!

Please consider a sponsorship for the NYELSA Annual Meeting. Your sponsorship would gain your organization exposure in the following areas:

- Recognition in all pre-show communication
- Recognition on the Annual Meeting Event Page on the NYELSA website
- Logo on signage located throughout Meeting
- Recognition in the post meeting recap section of The Security Signal
- Inclusive of Registration slots, including the Golf Tournament
- Inclusive of Exhibit Table(s)

Please mark your calendar for August 15-16 and book your reservations at Turning Stone’s adjacent Hotel. The first two people from each alarm company can register free as guest of sponsors (includes all functions, sessions and golf).

If you have any questions, please contact us at (800) 556-9232 or email us at admin@NYELSA.org.

This year’s Annual Meeting Features:

- Golf Tournament
- Welcome Reception
- Keynote Address
- Exhibits
- Workshops on latest trends, technologies, and industry initiatives

ABOUT THE EVENT

<https://www.nyelsa.org/2023-nyelsa-annual-meeting-fundraiser/>

HOTEL RESERVATIONS

<https://www.turningstone.com/accommodations/choosing-your-experience>

Room rate starting at \$188 Telephone 800-771-7711



We also have many all-inclusive sponsorship opportunities available that you can choose from while registering.

Thanks to our newest sponsors:

- AlarmBrand (Gold)
- Wesco International (Bronze)



New York Electronic & Life
Safety Association
1971 Western Avenue
PMB # 1105
Albany, NY 12203
800-556-9232
info@NYELSA.org admin@NYELSA.org
www.NYELSA.org



The New York Electronic & Life Safety Association (NYELSA) represents the interests of the New York Electronic Life & Security Industry. The NYELSA is the premier and only state wide trade association for the New York Alarm Industry. The NYELSA represents Security Alarm Companies, Manufacturers, and Distributors that do business in the State of New York.