

FROM THE PRESIDENT

By Tom Powers, NYELSA President

Dear Esteemed NYELSA Members,

We are thrilled to share with you the highlights and key takeaways from our recently concluded Annual Conference 2023. This year's event was nothing short of spectacular, bringing together industry leaders, experts, and enthusiasts from around our industry. We're excited to report that it was a resounding success on multiple fronts.

Theme: "Innovate. Collaborate. Elevate."

The theme of this year's conference encapsulated our mission perfectly. We believe in fostering innovation, promoting collaboration, and elevating the standards of our industry, and this theme guided our discussions and presentations throughout the event.

Keynote Speaker: Robert Few of The Connection Exchange

We were honored to have Robert Few of the Connection Exchange as our distinguished keynote speaker who shared his invaluable insights and experiences. His presentation covered a wide range of topics on succession planning. This is an essential process for all organizations to build a strong framework for future sustainability. Participants learned about the critical components of succession planning, such as identifying key roles, assessing potential successors, and creating development plans. Attendees left the session with a deeper understanding of how to create a succession plan specific to their organization's needs.

Workshops and Breakout Sessions: Learning and Networking

Our extensive program of workshops and breakout sessions allowed attendees to dive into specific areas

of interest. Topics covered Legislative updates to the role of artificial intelligence in security, to tax preparation/ERC laws, to video monitoring technologies. Attendees had the opportunity to interact with peers, share knowledge, and establish valuable connections.

Exhibition Hall: Cutting-Edge Solutions

The Exhibition Hall was buzzing with activity as leading companies showcased their innovative products and services. Attendees had hands-on access to the latest security technology, enabling them to explore potential solutions for their businesses.

Networking Opportunities: Strengthening Bonds

Our conference provided ample networking opportunities, from a casual reception to structured networking events. Attendees had the chance to meet fellow professionals, exchange ideas, and forge partnerships that will drive the industry forward.

ESA/Security America

The 2023 Annual Conference also featured in person updates from ESA Chairman Elect Kevin Stone and ESA Executive Director Merlin Guilbeau. Updates were given on ESA upcoming events and programs such as FAST (Foundation for Advancing Security Talent). Kevin and Merlin also presented our association with a check for \$11,192 for Security America program participation. It was great to hear about the remarkable work being done at the National level. Thank you both!

2024 Slate of Officers

Jim Quirin worked very hard to establish a strong slate of candidates to lead our organization forward in 2024. A vote was held for the NYELSA 2024 slate of officers at our



ISC EAST

November 14-16 - New York City

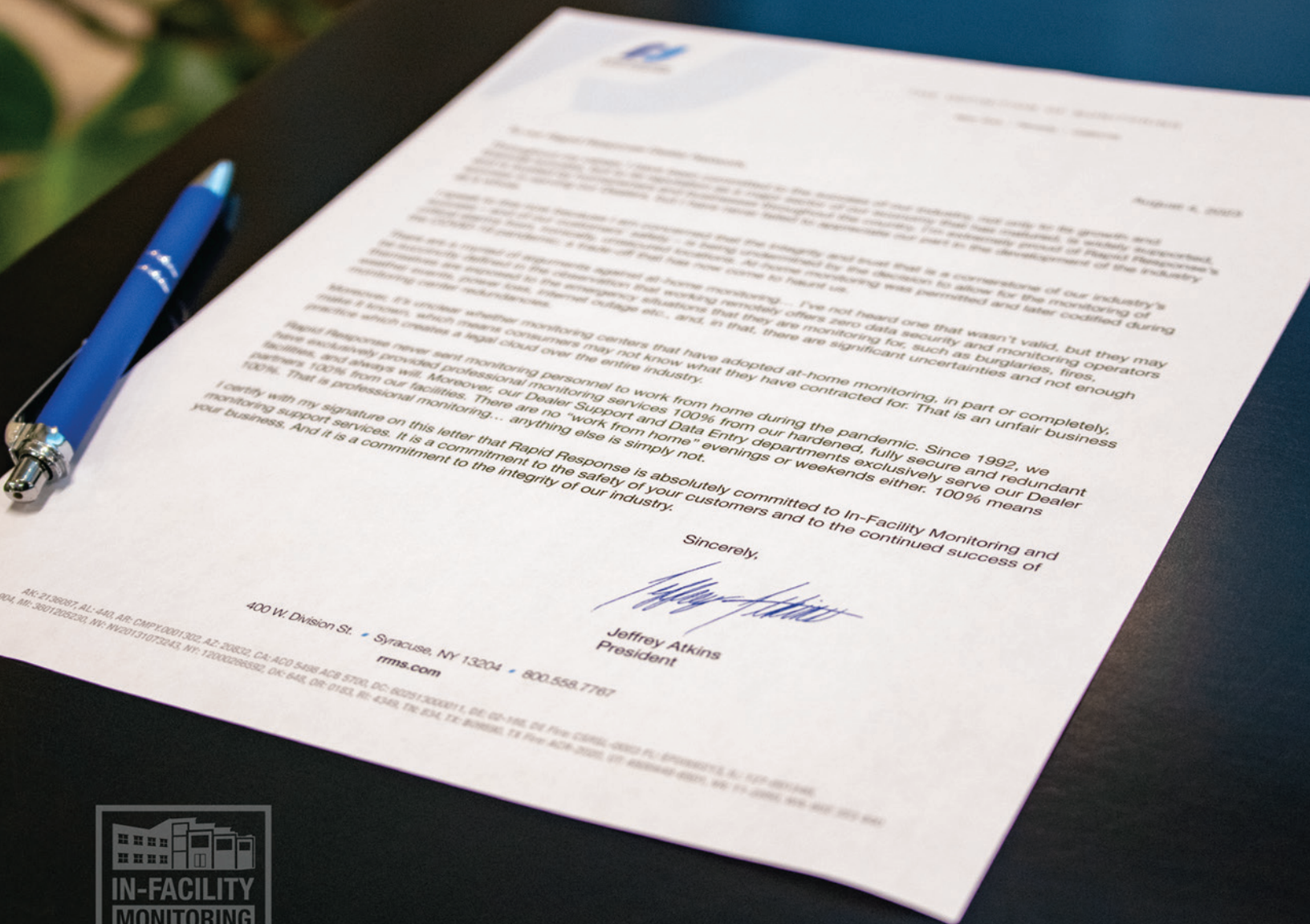
Details and free registration -

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"Get to Know ISC East" - page 21

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Board Meeting. Below is the 2024 slate that has been voted on and approved. I would like to personally thank each of you for offering to dedicate your time and talents to our association and our industry. Thank you!

Trevor McEnaney - Knight Security Systems, Inc.

Jason Aurelio - Sentry Alarm

Pamela Noll - Allied Alarm Services, Inc.

Jack Doyle - Doyle Security Systems, Incof

Gary Puckhaber - Action Security, Inc.

Jason Kenney - International Built-In Systems, Inc.

Brian Azzarella - DFT Communications, Inc.

Steve Leonardo - Electronix Systems, Inc.

Greg DeBenedictus - D-Bend Security, Inc.

Future Initiatives: Building on Success

As we look to the future, we are inspired by the energy and enthusiasm generated at this year's conference. We are committed to building on this success by expanding our educational programs, facilitating more collaboration, and staying at the forefront of technological advancements.

Thank You!

We would like to express our deepest gratitude to all attendees, speakers, sponsors, and volunteers who made this conference a triumph. Your participation and support are vital to the growth and success of our association.

In closing, the 2023 Annual Conference was a milestone event that exemplified our dedication to innovation, collaboration, and elevation within the Security and Life Safety industry. We look forward to your continued engagement and contributions as we work together to shape the future of our industry.

Upcoming Event

ISC EAST will be held November 14-16, 2023, at the Javits Center in New York City. We encourage all our members to mark your calendars and attend this event. Our association will be hosting "The Association Summit" with representatives from NYELSA, PBFAA, NJELSA, CASIA, and OSFAA. The Association Summit will also include representation from Leadership of ISC, SIA, & ESA and the associated Executive Directors. An online registration link for the event will be available soon on our website at www.nyelsa.org. Please make every effort to be in attendance.

Sincerely,

Tom Powers

NYELSA President



After 31+ years with **NAPCO SECURITY TECHNOLOGIES** in roles including Western VP, and later, SRVP of Sales for all the Napco RSMs across North America, Dave Sheffey has announced his retirement. Sheffey has long been a key part of Napco Security Sales Management as an accomplished leader, industry icon and driver of Napco security sales and distribution channels.

Stephen Spinelli, SVP, Sales, NAPCO

Security Technologies, Inc, added, "On behalf of all of us at NAPCO, it's been our pleasure to work with you." After decades of traveling across this great country and Canada, representing Napco, attending countless tradeshow and events, and visiting and supporting security professionals and distributors all along the way; Dave plans to begin his retirement with his wife, Beth and their cats in their boat on the Great Lakes.

BOSCH announced plans to acquire Paladin Technologies, Inc., one of the largest security systems integrators in North America and a highly regarded security and life safety solutions companies. The deal complements Bosch's 2015 acquisition of Climatec, LLC, with more than 1,000 associates in the U.S., according to the joint announcement, which comes one day after the companies signed corresponding agreements to make the deal official. "Energy efficiency and security needs are driving factors for the modernization of commercial buildings, particularly in the North American market," says Christian Fischer, the deputy chairman of the Bosch board of management, who is responsible for the company's Energy and Building Technology and Consumer Goods business sectors. Paladin went on a spree of acquisitions in 2021 and became one of the largest integrators in the industry that year, drawing attention from SSI and its competitors as it continued to grow. "The acquisition of Paladin Technologies enables Bosch Building Technologies to significantly expand its system integration business in North America by entering the Canadian market and increasing its US operations," says Thomas Quante, president of Bosch Building Technologies, in the joint announcement. Bosch Building Technologies offers building automation,

security, life safety and energy efficiency services in the U.S., with offices in Arizona, Texas, Nevada, California, New York and New Jersey.

ALTRONIX introduced the newest addition to its product lineup, the VR10 Voltage Regulator. Designed to optimize power in access control installations, the VR10 converts a 24VDC input into a regulated 5VDC or 12VDC output, saving valuable enclosure space and significantly reducing installation and maintenance expenses. "As security and access control systems continue to evolve, the demand for reliable and efficient power solutions has become increasingly critical," said Ronnie Pennington, Director of Sales for the Americas, Altronix. "The VR10 empowers security integrators with a versatile, yet compact, and stackable power converter that optimizes system performance, while reducing costs." The Altronix VR10 offers a range of features designed to ensure seamless integration and consistent performance in diverse installation environments.



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Industry News

The **ELECTRONIC SECURITY ASSOCIATION** announced Kevin Stone, COO and Executive Vice President of Doyle Security Systems in Rochester, New York, as the Association's Chairman Elect for 2023-2024. As the association's current Chairman, John Loud, finishes his term. Kevin will serve as Chairman Elect from July 1, 2023, through June 30, 2024. Kevin began his security industry career with Doyle Security in 1989. Starting off as a commercial security consultant, he has come to own responsibility for sales, installation, and service for Doyle Security's eight branches. With a passion for peace of mind, Kevin helped launch and oversee the Doyle Medical Monitoring Division. "I'm at a point in my career where I want to give back to an industry that I'm passionate about. I love what I do each day and believe in the greater good contributions the electronic security and life safety industry make to society." Said Stone. With 34 years of experience in the security industry, Kevin has collected a number of titles and varied expertise as a Rochester Business Journal 40 under 40 recipient as well as a Rochester Police Rosewood Club Distinguished Service Award recipient. In addition, he was also named Rotarian of the Year by the Local Chapter of Rotary International.

The **SECURITY INDUSTRY ALARM COALITION (SIAC)** and **THE MONITORING ASSOCIATION (TMA)**, invite entries for the industry-sponsored "Sheriff/Private Security Partnership" award. "SIAC has a long history of successfully partnering with the National Sheriffs' Association (NSA) as well as local sheriffs around the country," said Stan Martin, SIAC executive director. "This award allows security industry representatives from around the country to recognize a local sheriff's office for their partnership with our industry and our shared goals of serving and protecting the public. "Part of our mission is to bring security industry companies to the table so that mutually agreeable solutions for communities are achieved," said Martin. "SIAC and TMA want to recognize companies and their local sheriffs for successful programs in their communities." Qualifications include that the entrant must be a partnership between private security and the sheriff's office. The nominee **MUST** be a member in good standing of the NSA. Nominations are now being accepted and must be postmarked to NSA by December 15, 2023. Download an award packet at the NSA's website <https://sheriffs.org/about-nsa/awards>.

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More Industry News

ELITE INTERACTIVE SOLUTIONS (EIS) announced Scott Goldfine as its new Marketing Director. Goldfine joins EIS following a celebrated 25-year career with leading electronic security channel trade publication Security Sales & Integration, where he long served as Editor-in-Chief and Associate Publisher. "I have watched and admired Elite's vision and results since its inception," says Goldfine. "As someone who has covered the industry as long and intimately as I have, I well know how maligned it has been by false alarms and unnecessary police dispatches. At the same time, I have been a keen advocate of advanced technologies like video monitoring and artificial intelligence. The future is leveraging that to end false alarms and achieve true crime prevention. EIS has been and continues to be the tip of that spear, and I am excited to help extend the company's reach and boost its business." In his new role with EIS, among Goldfine's responsibilities will include generating marketing initiatives, press coverage, presence at industry conferences and events, website content, supporting sales initiatives and more. He will remain based in the Charlotte, N.C., area and report to COO Michael Zatulov,

who joined Elite in 2018. Inducted into the Industry Hall of Fame in 2017, Goldfine directed all editorial aspects of SSI in print, digital, online and in person. The innovative and award-winning content produced under his watch included groundbreaking research, landmark features, leadership roundtables, high profile case studies and many industry exclusives. Well versed in the technical and business aspects of electronic security, Goldfine is an in-demand industry presenter known as a progressive thinker who has promoted disruptive technology such as networked security, cybersecurity, managed services and AI.

INDUSTRY CALENDAR

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



ISC East
November 14-16
Jacob Javits Center, NYC



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What to Look For When Choosing A Central Station

By: Ken Kirschenbaum

For a dealer, the central station you choose is certainly one of the most important decisions you have to make. It's a marriage of sorts, where ideally your central station becomes a reliable "partner", assisting you in more ways than simply adequately monitoring your accounts. Most good central stations treat their dealers like family, maintaining frequent contact while developing and offering advice and programs to enhance dealer operations and experience in the monitoring operation. Some Central Stations offer conventions, seminars or webinars, while others facilitate or host manufacturer presentations. Some Central Stations assist with billing or other dealer operational issues. At the very least I think central stations can be useful by insisting that dealers engage in best practices including using proper contracts and carrying proper E&O coverage.

Every reputable central station requires their dealers to sign a Dealer Agreement. These agreements are some-

times a K&K Dealer Agreement, in which event I think you will at least be able to read and understand it; other central stations have Dealer Agreements drafted in-house by their attorneys and these Dealer Agreements are less "readable". However, every Dealer Agreement is going to be written for the primary benefit and protection of the central station, not the dealer. While the relationship starts all warm and fuzzy like a new marriage, rest assured this Dealer Agreement can be more appropriately viewed as a Prenuptial Agreement, and you're the one getting the short end of the stick.

I get calls regularly to review these Central Station Dealer Agreements for new Alarm Companies and those seeking a new Central Station relationship. I've boiled the important, essential, issues down to twelve or so points and address them in a Rider to Central Station agreement. You should, as you surmised, start with this Rider. The Rider will open your eyes to what I assure you is addressed in the Dealer Agreement, even if you haven't noticed it or understood it. Some items may not apply to you. For example, if you're getting consideration to come to the new central station then it may be appropriate to commit to exclusivity or extended term, but most of the items in the Rider are going to apply and you may consider some [and you should] absolutely essential.

Your approach is to get the Rider and then, after making sure the items pertain to you, present the Rider to the central station telling them "do not change or modify your Dealer Agreement". What you want is for the Rider to be attached, added and supersedes the Dealer Agreement. Of course, the Rider can be modified to suit your deal with the Central Station, but if you use the Rider, you will be going into the contractual relationship with the Central Station with your eyes wide open.

One final thought. If you really have found a Central Station that doesn't use or require you to sign a Dealer Agreement: RUN, don't walk. You are dealing with an irresponsible Central Station. It isn't doing itself or you a favor by working on a handshake. If it can't follow best practices for itself, it sure isn't going to be helping you with your best practices.

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.



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More Industry News

THE MONITORING ASSOCIATION (TMA) announced The Queen Anne's County MD Emergency Services is the 131st Emergency Communications Center (ECCs) in the United States to implement their Automated Secure Alarm Protocol (ASAP). Launched in 2011 as a public-private partnership, TMA's ASAP service is designed to increase the accuracy and efficiency of calls for service from alarm monitoring centers to Emergency Communication Centers (ECCs). Queen Anne's County ECC is the 4th ECC in the state of Maryland to implement ASAP. The Center went live the week of July 17, 2023 with: Vector Security, Rapid Response Monitoring, Johnson Controls, Securitas (Stanley Div), Securitas, CPI, Security Central, Brinks Home Security, United Central Control, Protection One, National Monitoring Center, Vivint, Affiliated Monitoring, Guardian Protection and ADT.

ADT announced that it has entered into a definitive agreement to sell its commercial security, fire and life safety business unit to GTCR, a leading private equity firm, for a purchase price of \$1.6 billion, subject to customary purchase price adjustments. Proceeds from the sale, which is expected to close in the fourth quarter of 2023, will be used to reduce debt by \$1.5 billion, with cash interest savings expected to offset the impact of divesting the commercial business. Jim DeVries, ADT President and CEO, said, "The decision to divest ADT's commercial business is a value-enhancing transaction that focuses our portfolio on growth opportunities in our consumer markets. The sale enables ADT to monetize the commercial business at an attractive valuation and accelerate our debt reduction goals. With greater financial flexibility, we will be better positioned to grow through our strategic differentiators and innovative offerings, including our partnerships with Google and State Farm. We will continue our journey to be the premier provider of safe, smart and sustainable solutions that meet the evolved definition of what safety means to consumers today." Upon closing of the transaction, ADT expects to receive approximately \$1.5 billion in net proceeds, subject to final tax calculations and purchase price adjustments. ADT plans to use the net after-tax cash proceeds of the transaction to reduce debt. As adjusted for the transaction, ADT expects its net leverage ratio to be 3.3, down from 3.7, currently. The transaction has been approved by ADT's Board of Directors and is expected to close in the fourth quarter of 2023, subject to customary closing conditions, including regulatory approvals.

WYNESA Honors Dale Eller

The Western New York Electronic Security Association honored Dale Eller for his long time service to the NYELSA and WNYESA by presenting him with a lifetime achievement award at their summer bash in July. Dale served as the Executive Director for the NYELSA for twenty years.



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How Top Commercial Sales Teams Close Deals Faster



By Brian Plant

In the commercial security industry, lead intelligence and scoring can play a crucial role in helping sales teams effectively target potential customers and close deals. Here's how lead intelligence and scoring can assist sales teams in the commercial security industry:

1). Targeted Outreach: Lead intelligence helps sales teams gather information about potential customers, such as their industry, location, company size, and security needs. This information enables sales teams to tailor their outreach and messages to address specific pain points and requirements, increasing the chances of engagement.

2). Prioritizing Leads: Lead scoring allows sales teams to assign a numerical value to each lead based on factors such as the lead's level of interest, engagement with marketing materials, and company fit. High-scoring leads are likely to be more interested and have a higher potential for conversion. Sales teams can prioritize these leads for more personalized and proactive follow-up.

3). Customized Solutions: With lead intelligence, sales teams can understand the unique security challenges and requirements of each potential customer. This information helps salespeople position their products and services as tailored solutions that address the specific needs of the customer's business.

4). Timing and Follow-up: Lead intelligence can reveal when a potential customer has shown increased interest, such as downloading security-related resources or visiting specific pages on the company website. This information helps sales teams time their follow-up efforts more effectively, engaging leads when they are most receptive.

5). Competitive Analysis: Lead intelligence can provide insights into a lead's interactions with competitors' offerings. This knowledge allows sales teams to understand their competition's strengths and weaknesses and tailor their pitches to highlight their own unique value proposition.

6). Lead Nurturing: Not all leads are ready to make an immediate purchase decision. Lead intelligence enables sales teams to segment leads based on their readiness and preferences. By nurturing leads with relevant content and information, sales teams can keep potential customers

engaged until they are ready to move forward.

7). Data-Driven Decision Making: Lead intelligence provides sales teams with data-driven insights into which tactics and strategies are most effective. By analyzing conversion rates, engagement metrics, and other data points, sales teams can refine their approach over time.

8). Improved Collaboration: Sharing lead intelligence and scoring data with marketing teams fosters better alignment between the two departments. Marketing can create more targeted campaigns, while sales can provide feedback on the quality of leads generated.

9). Customer-Centric Approach: Lead intelligence allows sales teams to approach potential customers with a deep understanding of their pain points, concerns, and goals. This customer-centric approach builds trust and rapport during interactions.

In the commercial security industry, where trust and expertise are paramount, lead intelligence and scoring help sales teams deliver tailored solutions, build relationships, and effectively address the security needs of businesses. AlarmBrand partners with systems integrators to provide digital marketing solutions that include lead scoring and intelligence. Contact us today to learn more.

Brian Plant is Managing Director at AlarmBrand, offering website creation and marketing for the electronic security industry. Since 2009, brands that you know and trust have leveraged AlarmBrand to grow their businesses, including SDM 100, SDI Fast 50, monitoring centers, technology providers, professional corporations, and small / medium businesses across the USA. AlarmBrand is also the webmaster for the NYELSA.

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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 (<i>non-license related</i>)	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:

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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 (circle selected date)	NYELSA Member Price	Non - Member Price	TOTAL COURSE FEES
	Level One Certified Alarm Technician	February 8 - 10	\$395.00	\$495.00	
		April 19- 21	\$395.00	\$495.00	
		June 7-9	\$395.00	\$495.00	
		September 27-29	\$395.00	\$495.00	
	Advanced Intrusion Systems	February 22-24	\$395.00	\$495.00	
		May 3-5	\$395.00	\$495.00	
		June 21-23	\$395.00	\$495.00	
		October 11-13	\$395.00	\$495.00	
	Fire Alarm Installation Methods	March 8-10	\$395.00	\$495.00	
		May 17-19	\$395.00	\$495.00	
		July 12-14	\$395.00	\$495.00	
		October 25-27	\$395.00	\$495.00	
	Troubleshooting, Service & Maintenance	March 22-24	\$395.00	\$495.00	
		May 31- June 2	\$395.00	\$495.00	
		July 26-28	\$395.00	\$495.00	
		November 8-10	\$395.00	\$495.00	
	81 Hour Security / Fire Alarm Installer License Course "Bundle"	February - March	\$1,450.00	\$1,750.00	
		April - May/June	\$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	April 11	\$275.00	\$375.00	
	Video System Technology	May 2-3	\$375.00	\$475.00	
	International Building Code	October 10	\$375.00	\$475.00	
	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 () Payable to NYELSA 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</p> <p>(800) 556-9232 (NY) or (814) 838-0301 www.NYELSA.org</p> <p>Credit card payments may be scanned / emailed to - admin@NYELSA.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.

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.

Public Safety Initiatives

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

Industry Training Courses

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

Member Savings Program

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

Networking, shared experience, common challenges, peer

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

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



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

The NYELSA held their Annual Meeting on August 15-16 at Turning Stone Resort and Casino in Verona. Over sixty-five industry professionals attended the Meeting, which was kicked off on Tuesday, August 15 with a golf tournament at the Resort's adjacent Kaluhyat Golf Course. Later in the afternoon the NYELSA conducted their Board Meeting which was open to other attendees to sit in. Tuesday was capped by the Opening Reception and Exhibits, which allowed the attendees from Dealer and Alarm Integrating companies the opportunity to view the latest products and technologies available in the New York marketplace over an open bar and light hors d'oeuvres.

Wednesday kicked off early with a hosted breakfast with exhibits and was followed by a series of Workshops, hosted by experts in the latest legislative and technological trends. Subjects covered included beneficial tax preparation for alarm company owners, AI trends and outlook, legislative updates pertinent to alarm business in New York, and the significant impacts of video monitoring in the alarm industry.

The Annual Meeting concluded with Robert Few as the Keynote presenting on the importance of alarm company owners to create and maintain an organizational succession plan.



Kevin Stone, President of ESA, at TCX's exhibit with Robert Few

NYELSA Annual Meeting 2023 Recap

The NYELSA thanks the generous sponsors who made it possible to host this event at a fantastic venue:

GOLD (\$3,000)



SILVER (\$2,000)



BRONZE (\$3,000)



DONOR (\$250)

Advanced Integration, LLC

Allied Alarm Services, Inc.

NYELSA Annual Meeting 2023 Recap



Merlin Guilbeau (Left) and Kevin Stone (Right) present the SARPG Dividend Check to Tom Powers on behalf of NYELSA.



NYELSA Annual Meeting 2023 Recap



*Wally Carriero of Casco Security Systems and
Pamela Noll of Allied Alarm Services*



*The Tuesday evening exhibits allowed for group
conversations and positive networking*



*President Tom Powers stopped by the Rapid Response
Exhibit*



*Elaine Jarzynka from Powered Protection with Matt
Durkee of WatchNET at their Exhibit*



*Bronze Sponsors
recognized during
Wednesday's events*



*Gold and Silver
Sponsors recognized
during Wednesday's
events*



New York Electronic & Life Safety Association

NYELSA Annual Meeting 2023 Recap



Amherst Alarm contingent represented well at the Annual Meeting

Greg DeBenedictus and Nick Abbagliato of D-Ben Security Stopped by ADI's Exhibit, represented by David Eickhoff





ISC EAST

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COMPREHENSIVE SECURITY

FOR A SAFER, CONNECTED WORLD

The International Security Conference & Exposition – also known as ISC East – is the Northeast's leading security & public safety event, hosted in collaboration with premier sponsor Security Industry Association (SIA) and in partnership with ASIS NYC. Join us as we convene in New York City to network, learn and evaluate the latest technologies and solutions from premier exhibiting brands. The combination of one-on-one conversations with top innovators, high-quality special events, and cutting-edge education and training, make ISC East the most comprehensive East Coast event to guide the industry in getting back to business.

**NOVEMBER
14-16
2023**

SIA EDUCATION@ISC:
November 14-16
EXHIBIT HALL:
November 15-16
JAVITS CENTER, NYC

REGISTER FOR FREE:
isceast23.com/NYELSA

Get to Know ISC East

ISC East opens registration with its premier sponsor Security Industry Association (SIA), and in partnership with the ASIS NYC Chapter.

ISC East is the Northeast's leading security and public safety event and will commence on November 14 (SIA Education @ISC: November 14-16 | Exhibit Hall: November 15-16) at the Javits Center in New York City.

ISC East continues to focus on its mission to keep communities safe and secure. The expo will showcase innovative technologies, new education and training sessions, and host special events for attendees. Throughout ISC East, attendees will discover new solutions to pressing security concerns, cultivate industry relationships, and learn from industry professionals.

"We're excited to showcase this year's top security technologies at ISC East. With new programming and endless opportunities to see the latest offerings, industry professionals will be challenged to redefine the future of security," said Mary Beth Shaughnessy, ISC Event Vice President. "This would not be possible without the participation of our partners and loyalty from all of our customers, which allow us to strengthen the industry and have a safer, more secure New York City and beyond."

Register for free at isceast23.com/NYELSA



In Partnership with:



Premier Sponsor:



Security and emerging technologies are a central topic and ISC East is the place to be this November to hear from the brightest and most innovative minds. Premier speakers and guests will share their experiences, ideas, and solutions for a safer future.

"Each year at ISC East, in addition to discovering a wide array of cutting-edge technologies on the show floor, attendees can access top-quality education and get insights from the industry's leading experts through the SIA Education@ISC East conference program," said SIA CEO Don Erickson. "The 2023 conference lineup will offer impactful keynotes, informative workshops and engaging sessions on the most current business trends, technologies and developments in security and public safety."

This year ISC East is offering SIA Education sessions for three full days, an expansion on previous years. With new education sessions and programming focusing on cutting-edge security technologies, ISC East will cultivate an environment for innovation.

The collaborative partnership between ISC East and the ASIS NYC Chapter will also introduce a unique side of security to the show. The ASIS NYC Chapter engages with security professionals, government, and law enforcement, bringing the latest information on current risk and threat trends while addressing today's security needs. "Through our partnership with ISC East, the New York City ASIS Chapter aims to bridge the gap between law enforcement and private businesses, recognizing the crucial role they both play in maintaining a safe and secure environment. By fostering collaboration and knowledge sharing, we strive to enhance the capabilities of security professionals across sectors, strengthening our collective ability to respond to emerging threats and safeguard our city, our region, and the nation," said Brian H. Reich, CPP, ASIS International New York City Chapter Chairman.

More information about education, programming, and premier speakers will be announced soon.

For the most up-to-date information or any additional questions, please visit www.isceast.com.