

## FROM THE PRESIDENT

By Tom Powers, NYELSA President



Dear NYELSA members,

During my tenure as President of NYELSA, we've seen a lot of positive changes and progress. One of the key highlights has been the successful restructuring and rebuilding of the association. We completed transitioning our Executive Director Services from ITZ Solutions Lead by Dale Eller to our new Executive Director Service with Syncomm Management Group lead by Jerry Lenander. We've updated our website [www.nyelsa.org](http://www.nyelsa.org), and gave the "THE SECURITY SIGNAL" our quarterly newsletter a fresh look.

Trevor McEnaney and the Scholarship Committee fostered our Youth Scholarship program. Their dedication has not only contributed to the success of the program but also played a vital role in strengthening our engagement with law enforcement and first responder agencies.

The success of our Annual Conference was marked by its return to the Turning Stone Resort and Casino. The event was truly a hit, and I couldn't be prouder of the increased attendance from our member companies. This achievement was made possible by the collective effort and support of our valued sponsors. I want to extend my gratitude to each sponsor for their commitment and contributions that played a pivotal role in making the conference a success. Your support not only enhances the quality of our events but also strengthens the overall impact of NYELSA in the security industry.

The Annual Conference serves as a crucial platform for funding our state lobbyist, Mr. Jim McCulley with LM Strategies LLC. He tracks proposed bills, regulations, and other policy initiatives so that we stay informed about potential opportunities or threats. He represents the interests and concerns of our association before government officials, policymakers, and legislators.

To assist our lobbyist efforts, we have the New York Alarm PAC managed by Tim Creenan. The New York Alarm PAC's mission is to forge a powerful political partnership among NYSESA and all members to protect the security industry from legislative and regulatory risk. Please consider making a donation to the PAC. Your contribution to New York Alarm PAC helps to build credibility for your industry. Donations can be made by going to <https://www.nyelsa.org/pac>

The association's commitment to education is evident with the availability of Certified Level 1 and Continuing Education Courses in the 2024 training schedule.

We have made significant progress in strengthening our association through local chapter consolidation. This effort

*President's Message, continued on page 3*

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**SEE DETAILS ON PAGE 12**

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## New York Security Signal

Published Bi-Monthly by

### New York Electronic & Life Safety Association

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

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has been the result of dedicated hard work from individuals such as Jason Aurelio, Jim Quirin, and the entire membership committee. I want to express my gratitude to Jason Aurelio, Jim Quirin, and the entire committee. Their tireless efforts have been instrumental in shaping a new organizational structure, dues structure, and membership benefits that will enhance the overall experience for our members.

In the pursuit of a stronger and more effective NYELSA, their work extended to changes in our bylaws, ensuring that our foundation is robust and aligned with the evolving needs of our membership. Moreover, their work has played a key role in the creation of the new Board of Directors' structure for 2024. The creation of a robust Board of Directors for the upcoming year, 2024 is the result of dedicated efforts, particularly from Jim Quirin, who played a pivotal role in assembling this dynamic team.

I want to extend my gratitude to those individuals who have generously agreed to volunteer their time and expertise to lead NYELSA into the future. Your commitment to the association is truly commendable, and your willingness to take on leadership roles is a testament to your dedication to the security industry.

A special thank you goes out to the 2024 Board of Directors:

- Trevor McEnaney, Knight Security Systems, Inc.
- Jason Aurelio, Sentry Alarm
- Pamela Noll, Allied Alarm Services, Inc.
- Jack Doyle, Doyle Security Systems, Inc.
- 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.

Your diverse skills, experience, and perspective will undoubtedly contribute to the continued success and growth of NYELSA.

As part of our commitment to providing our members with valuable resources and benefits, we will be sending out Membership Renewal Notices towards the end of the year. Your membership is crucial to the success and sustainability of NYELSA, and we encourage you to renew promptly to ensure uninterrupted access to the various benefits and services offered by our association.

As my tenure comes to an end, I'm confident that NYELSA is in a strong position for the future. It has been an honor to serve as President, and I look forward to seeing the association flourish in the years to come.

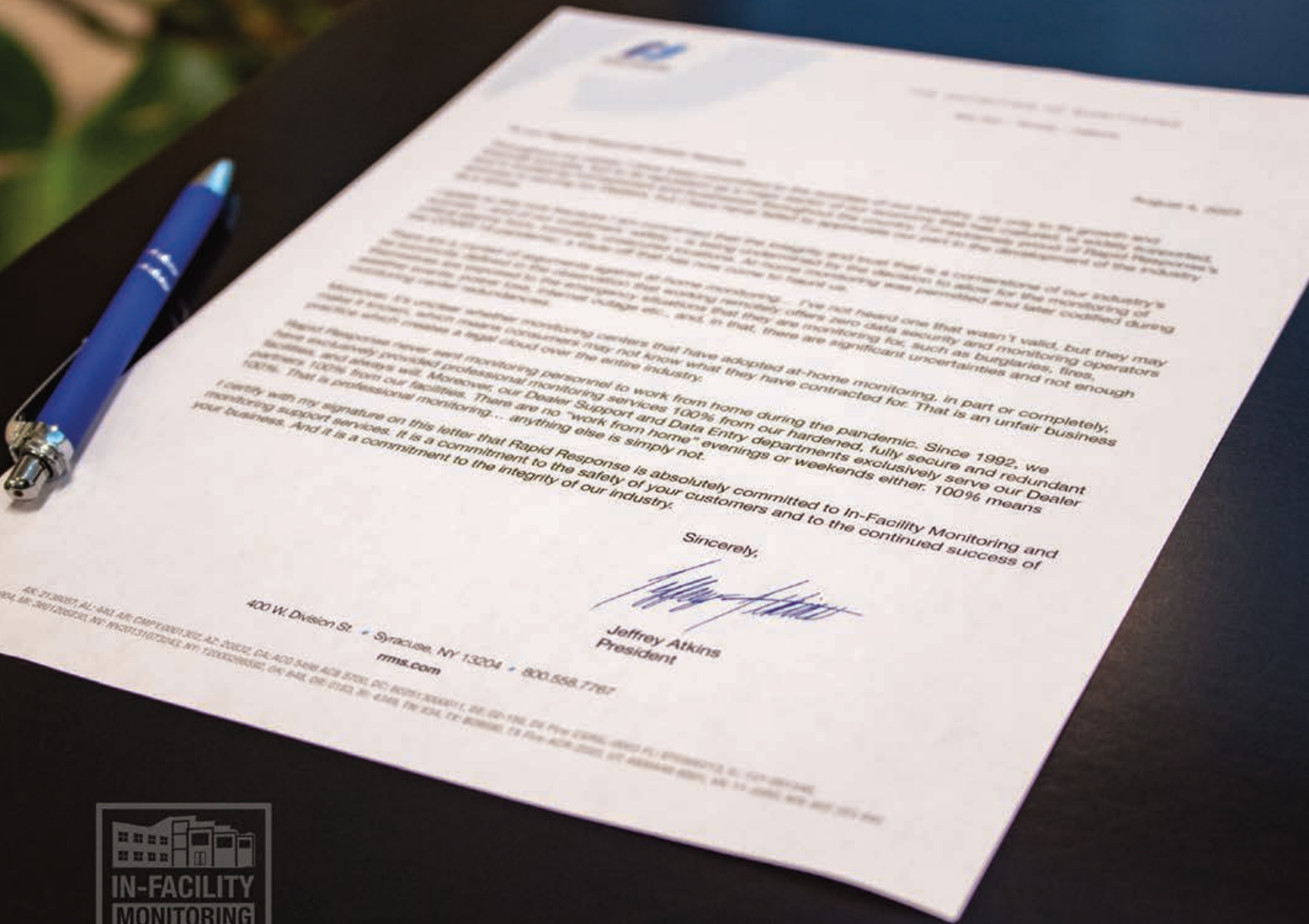
Best Regards,

Tom Powers NYELSA President



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# Benefits of NYELSA Membership



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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.*

*Networking, shared experience, common challenges, peer*

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

### 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.*

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



# Associates News

**ALULA** announced the merger of M2M Services with Alula. Operating under the name M2M Services, the combined entity will leverage the strengths of both companies resulting in unrivaled products and services that cater to the ever-evolving demands of the smart security market. The combined companies will be led by Peter Tzvetkov, CEO of M2M Services. Dave Mayne, President of Alula, will lead North America operations and oversee global sales and marketing. Gregg Waldon, CFO of Alula, will manage financial operations for the combined business. The company will have US headquarters in St. Paul, Minnesota and global headquarters in Sofia, Bulgaria. "This merger represents a strategic move to position ourselves as the premier market leader in the smart security industry," said Peter Tzvetkov. "We are excited about the future and the offerings we'll provide to both our current and prospective customers, making available unmatched security solutions that provide peace of mind and seamless control over the connected environments they create and monitor."

**NAPCO SECURITY TECHNOLOGIES, INC.** announced the immediate availability of its highly anticipated, multi-award-winning Prima Security/Video/Automation All-in-One Super Panel and accessories line at all leading Distributors in North America. Napco's Prima 7" Super Panel, is a slim profile all-in-one 7" panel, intuitively controlling security, fire, HD Video, and Z-Wave smart automation.



Prima boasts a revolutionarily easy 5-minute installation. 100% Professional Grade, but it's so easy, with simple sensors, onscreen how-to tutorials and creation wizard, one-button video activations, whether you choose to have your salesperson install it same-day, or use it "Installer-Optional", as a "DIY / Do It With Me" solution with your customer, or create custom installations with your technicians onsite, you can create more RMR-earning accounts per day than ever before, saving labor, backlog delays and scheduling headaches. Prima is now in stock, conveniently available in 2 cost-saving kits (with or without doorbell), along with the Panel (only) and its full line of upsell accessories, from flood sensors to glass breaks, and watch-style panics and more, read all about it all online at [www.napcoprime.com](http://www.napcoprime.com) or just ask for it at all leading Distributors in US & Canada.

**ALTRONIX** announced its new NetWay3024P compact PoE adapter. The NetWay3024P utilizes a PoE+ input, to provide simultaneous 24VDC and PoE/PoE+ over a single structured cable to a wide range of devices including PoE cameras, external microphones, sensors, control boards, switching equipment, and more. "Security professionals and systems integrators are frequently asked to do more with less space, less time, and less resources," said Ronnie Pennington, Director of Sales for the Americas, Altronix. "The NetWay3024P offers a compact, highly cost-efficient solution, delivering PoE+ and DC power to a wide range of security devices." With a focus on robust performance, scalability, the NetWay3024P offers more versatility for transmitting data and power to devices. The NetWay3024P is TAA and NDAA compliant and backed by a lifetime warranty.



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# Industry News

The Security Industry Association (SIA) has named 10 recipients for the 2023 SIA Women in Security Forum (WISF) Scholarship – a program developed by the SIA Women in Security Forum to further educational opportunities and promote advancement for the widest spectrum of people possible in the security industry. In the 2023 scholarship program – open to employees of SIA member companies and SIA student members – each honoree will be awarded \$7,500 to use toward continuing education and professional development courses, conferences or webinars, SIA program offerings, repayment of student loan debt and/or other education or academic pursuits.

The winners for the 2023 SIA Women in Security Forum Scholarship are:

- Nike Coker, senior project manager, City of Toronto, Canada
- Alex Czoschke, learning and development manager, Arcules
- Deepa Veni Dhanasekaran, systems designer, Convergent
- Laura Garest, director, global and national systems integrators, Wesco
- Crystal Landeck, warehouse coordinator, Convergent
- Madeleine Mathias, graduate student, The Fletcher School at Tufts University
- Carmella Saia, graduate student, The George Washington University
- Alina Thai, graduate student, Georgetown University
- Hilary Turner, senior content writer, Eagle Eye Networks
- Rhette Wallach, senior principal product security engineer, Stryker



“The 2023 SIA Women in Security Forum Scholarship honorees are an inspiring group of industry leaders, students and professionals, and SIA is proud to recognize them,” said SIA CEO Don Erickson. “This year’s class of scholarship winners are truly making an impact in our industry and demonstrate outstanding accomplishments, vision and commitment to fostering diversity, equity and inclusion in security. We celebrate their successes and look forward to supporting them and helping them thrive in their careers.”

## INDUSTRY CALENDAR

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## Why Agree to Customer as Additional Insured?

By: Ken Kirschenbaum

Many alarm companies routinely agree to add their customer as an additional insured to the insurance policies insuring the alarm company. The practice is so prevalent that it would be naïve to say that it's not done or can't be done. There are many reasons why it's done and some even make sense. What you need to do is be mindful of what you're agreeing to and why; also, think about what effort you made to negotiate the terms of your agreement with the customer.

Good business may be equated with greed, which would be a mistake. Greed generally would be associated with a bad business decision, not a good decision. Problem is that a good decision is only good, and not bad, until it turns bad. For example, you agree to indemnify your customer, which is usually a required provision that goes together with the demand that you name the customer as an additional insured [this is called an insurance procurement provision]. So the first issue to confront you is that the

customer is demanding indemnity. If you agree to that then you better name the customer as an additional insured; otherwise you are offering to indemnify with the benefit of insurance coverage, making you the insurance carrier [which you most certainly are not and could go broke under the right circumstances].

Many insurance companies writing alarm E&O permit alarm customers to be added as additional insured. This actually creates an option for the alarm owner because if the carriers refused to permit additional insured that wouldn't be an option. Carriers permit it because there is a demand by their insureds [that's you] to add additional insured which you have to do to get the jobs, some jobs [unfortunately the ones you want]. Most carriers will issue the additional insured certificate for little or no charge or added premium. These additional insureds can affect your claim history and claim run, which directly impacts your premium and sometimes ability to even get the insurance.

- Should you avoid agreeing to indemnify your customer? Yes
- Should you avoid agreeing to name your customer as an additional insured? Yes
- Can either demand by even the largest customer be negotiated to either avoid agreeing to indemnity or additional insured and do you have the wherewithal [skill, conning, expertise] to engage in such negotiations? The answer is that these provisions can be negotiated, they can be modified to make them more acceptable in the context of an alarm contract and alarm – customer relationship, but it's doubtful you have the expertise to engage your customer [or most likely its attorney or "contract administrator or manager"].

For most of you the only options you have are to either agree to the indemnity and additional insured or walk away from the job. Another alternative is to have counsel, me, assist and review the demands by the customer, negotiate acceptable changes and access [and let you know] the risks involved. What to look for and how to negotiate these situations is really beyond this article and a bad idea for you to do on your own anyway.

*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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## IRS Suspends Processing of Employee Retention Credits

By: Mitch Reitman

Like many business owners, you have been getting cards, letters, emails, phone calls, etc... about

the Employee Retention Credit (ERC). I personally have received notices portending to be from the IRS, the Small Business Administration, even from my bank, letting me know that I "may qualify for a "grant of up to \$26,000 per employee." They all advise me that "funds are limited" and that I need to "move quickly."

### History

The ERC came about in March of 2020 as part of the CARES Act, and then was expanded greatly in December 2020 by the Consolidated Appropriations Act of 2021. For the most part, the ERC is a 50% credit against Qualified Wages (up to \$10,000 per employee per quarter) in 2020. For 2021: the Credit was increased to 70% of Qualified Wages per Quarter. It is limited to a single quarter of 2020 and the first three quarters of 2021. In summary, a Qualified Employee, with maximum Qualified Wages, would count as \$5,000 in 2020, and \$21,000 (\$7,000 per quarter for three quarters) in 2021, thus the "up to \$26,000" language in the calls and letters..

The Credit was intended to compensate employers who kept employees on their payrolls through the Pandemic. Congress didn't really think it through, and the modifications didn't really help. As a result it has been called the single greatest tax fraud target in U.S. history.

The IRS has been choked with claims, some legitimate, most not and appears to be disrupting a pop-up industry that encourages small businesses and nonprofits to claim the once-obscure credit and receive up to \$26,000 per employee. The Wall Street Journal has reported that aggressive marketing by such firms is driving a flow of ERC refund claims that has overwhelmed the tax agency.

Faced with overwhelming fraud and abuse, the IRS is fighting back. They have announced that new claims for the employee retention credit, or ERC, won't be processed until at least 2024. There will also be tougher scrutiny to an existing queue of more than 600,000 requests. The IRS will allow employers with pending claims to withdraw them and will let many repay their refunds if they no longer think

they qualify. NOTE: if you fell for a marketing pitch from a "Credit Mill" - this is an excellent opportunity to consult with a firm that really understands your qualifications and consider withdrawing your claim while there is still time.

I recently attended a Webinar with IRS Commissioner Danny Werfel who said, "We are taking these dramatic steps because the IRS is increasingly alarmed about honest small-business owners being scammed by unscrupulous actors, we could no longer tolerate growing evidence of questionable claims pouring in following the onslaught of misleading marketing from promoters."

We have reviewed claims prepared by the "Credit Mills" that have been full of errors and filed by employers that aren't eligible. To receive the tax credit, you must show a significant decline in revenue or that a government order fully or partially suspended their operations. If your business didn't have the required revenue drop, you must show that a government order, directly suspended your operations. Since most companies in the Electronic Security industry were considered critical infrastructure, they weren't directly closed by shutdowns. We have been working on getting clarification on eligibility for our clients whose operations were significantly impacted by closures of their customers (i.e. a fire alarm company whose service and inspection revenues fell because their restaurant customers were closed). Until we get definitive word, we are not moving forward with claims for our clients. We are not worried, there is still plenty of time to file.

Even though the IRS has added the ERC to its "Dirty Dozen" list of common tax scams, claims keep pouring in. Over the life of the Credit, the IRS has received 3.6 million claims for it, about 15% of them in the past 90 days.

As of March 2023, the IRS had paid more than \$150 billion in ERC claims. Treasury data suggest that the figure is now \$230 billion, or roughly triple the original congressional estimates. The ERC will cost the government more this fiscal year than the mortgage interest deduction and charitable deduction combined. Thousands of cases have been referred for audits. Officials warn that employers face potential penalties, interest, and even criminal charges, if they claimed the credit but weren't eligible. The tougher scrutiny it plans to give currently pending will materially increase standard wait times for refunds. Many employers should expect to receive requests for documentation, which could prompt some to withdraw their claims. The IRS has strongly indicated that they will work with Taxpayers who have received payments and want to return them. In my

*Business, continued on page 12*

Business, continued from page 11

experience it is best to have your tax pro work with them instead of waiting for the IRS to reach out to you.

“ERC assistance companies”, including payroll companies and many firms that didn’t exist before the pandemic, typically charge their clients a portion of the refund. The IRS says taxpayers should avoid firms using that business model. The promoters typically do calculations of the credit but often don’t prepare or sign the tax returns. This should be a warning sign. If they are so sure about your eligibility, why won’t they sign the return? And they often rely on business owners to determine whether a government order fully or partially suspended their operations—usually the key factor for ERC eligibility. Officials said they want to give business owners a chance to re-evaluate their decisions to file ERC claims. The IRS published a new eligibility checklist to help employers determine whether they qualify.

My advice is to sit tight for a while and let things unwind a bit. Not only do you have plenty of time to file a legitimate claim, the IRS will also pay you interest on the refund if you are truly eligible.

*Mitch Reitman is the Managing Principal of Reitman Consulting Group, Inc. and is a member of the Security Sales & Integration Hall of Fame. He has served on the board of the Texas Burglar & Fire Alarm Association and is active in several other local and national Associations in the Security and Fire Alarm industries. He can be reached at MReitman@Reitman.us*

## NYELSA TRAINING CALENDAR

December 5-6

CEU Course: Troubleshooting,  
Service, and Maintenance

SPECIAL ISC EAST PRESENTATION EVENT



## NORTHEAST ASSOCIATIONS STATE OF THE INDUSTRY 2023

NYELSA / NJELSA / TMA / CASIA / PBFAA-PAFED /  
SIA / SIAC / ESA

WEDNESDAY, NOVEMBER 15, 2023  
11 A.M. – NOON ROOM 1A06

- FREE TO ALL ATTENDEES
- RSVP [jerry@snnonline.com](mailto:jerry@snnonline.com)
- FREE REGISTRATION FOR ISC EAST
- <https://www.nyelsa.org/events/>

### 11 a.m.

Welcome

Tom Powers, President, NYELSA

### 11:05 a.m.

ISC EAST

Mary Beth Shaughnessy, Event Director,  
Reed Exhibitions

SECURITY INDUSTRY ASSOCIATION

James Rothstein, Chair

Electronic Security Association

Kevin Stone, Chairman-Elect,

Electronic Security Association

The Monitoring Association

Morgan Hertel

PBFAA/PAFED

Ron Ford, President

Jim Bucciaglia, Board of Directors

NEW JERSEY BURGLAR & FIRE

ALARM ASSOCIATION

Brian Arenofsky, President

CONNECTICUT ALARM & SECURITY

INTEGRATORS ASSOC.

Dana Klesh, President

### 11:40 a.m.

SIAC LAW PUBLIC SAFETY LIAISON

Stan Martin, Executive Director

Security Industry Alarm Coalition

### 11:45 a.m.

Q & A

### Noon

Adjournment

Tom Powers, President, NYELSA







## How Alarm Companies Can Respond to Negative Reviews 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 en-

gaged 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.*

## What's Inside the Signal

- Board of Directors - p. 3
- Associates News - p. 4
- Meetings & Events - p. 6
- Legal Column - p. 8
- News Around the Industry - p. 5-6, 9
- Marketing Insights - p. 10
- Training & Schedule - p. 11-12
- Benefits of Membership - p. 13-14
- Annual Meeting Review - p. 16-19

*Many thanks to our valued advertisers*

# NYELSA 2024 "Virtual" Training Course Schedules

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 following page





# 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
<input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/>	<b>Level One Certified Alarm Technician</b>	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	
<input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/>	<b>Advanced Instrusion Systems</b>	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	
<input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/>	<b>Fire Alarm Installation Methods</b>	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	
<input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/>	<b>Troubleshooting, Service &amp; Maintenance</b>	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	
<input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/> <input style="width: 100%; height: 100%;" type="text"/>	<b>81 Hour Security / Fire Alarm Installer License Course "Bundle"</b>	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	
<input style="width: 100%; height: 100%;" type="text"/>	<b>Residential Fire Alarm</b>	TBD	\$275.00	\$375.00	
<input style="width: 100%; height: 100%;" type="text"/>	<b>Video System Technology</b>	TBD	\$375.00	\$475.00	
<input style="width: 100%; height: 100%;" type="text"/>	<b>International Building Code</b>	TBD	\$375.00	\$475.00	
<input style="width: 100%; height: 100%;" type="text"/>	<b>Professional Fire Alarm Design</b>	TBD	\$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: \_\_\_\_\_

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 - info@NYELSA.org



# ISC EAST

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IN PARTNERSHIP WITH:



## 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](https://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](https://isceast23.com/NYELSA)



In Partnership with:



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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.

***For the most up-to-date information or any additional questions, please visit [www.isceast.com](https://www.isceast.com).***