



NYELSA

New York Electronic & Life Safety Association

Security Signal

Official Publication of the New York Electronic & Life Safety Association

FROM THE PRESIDENT

By Trevor McEnaney, NYELSA President



It has been an interesting four years in general; from pandemic lock down all the way back to operating in what is the new normal, as for the Association some positives came from the pandemic as well as some challenges.

The next two years will be a rebuilding, or maybe more of a reorganization, with an eye towards blending the best of the past while leveraging technology and what we learned about how to operate during the pandemic.

Our objective over the course of my tenure will be to focus on (3) areas, this is a long-range process and we have been working on laying the groundwork in order to scale in each of these areas providing a valuable resource for our members to better operate, grow, and protect their businesses.

Business Resource – a place to come to learn how to grow your business and stay current w/technology, management approaches, marketing, HR, tax codes, legislation and licensing.

Work Force Development – resource to find talent and train new and existing employees.

Community Awareness & Integration – visibility w/in the local communities, municipalities via Code Enforcement, PD, FD as a resource and partner in public safety

These (3) core components are essential operating principals in order to stay competitive in the market place and evolve how you do business, how to attract, hire, train and retain employees and develop community involvement and a strong legislative presence to protect our business interests.

Over the course of this year we will take a deeper dive on each of these areas within the newsletters as well as providing webinars and learning opportunities via our website member resources portal in addition to providing opportunities for face to face meetings at the Annual meeting in August as well as quarterly events at ISC East and regional meetings.

We have a very diverse, talented, and accomplished Board and I am looking forward to working with them to provide these resources for you.

Stay tuned!

New York Security Signal

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New York Electronic & Life Safety Association

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

1971 Western Avenue
PMB # 1105
Albany, NY 12203

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

Email: info@nyelsa.org

Website: www.nyelsa.org

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The New York Electronic & Life Safety Association

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Website: WWW.NYELSA.ORG

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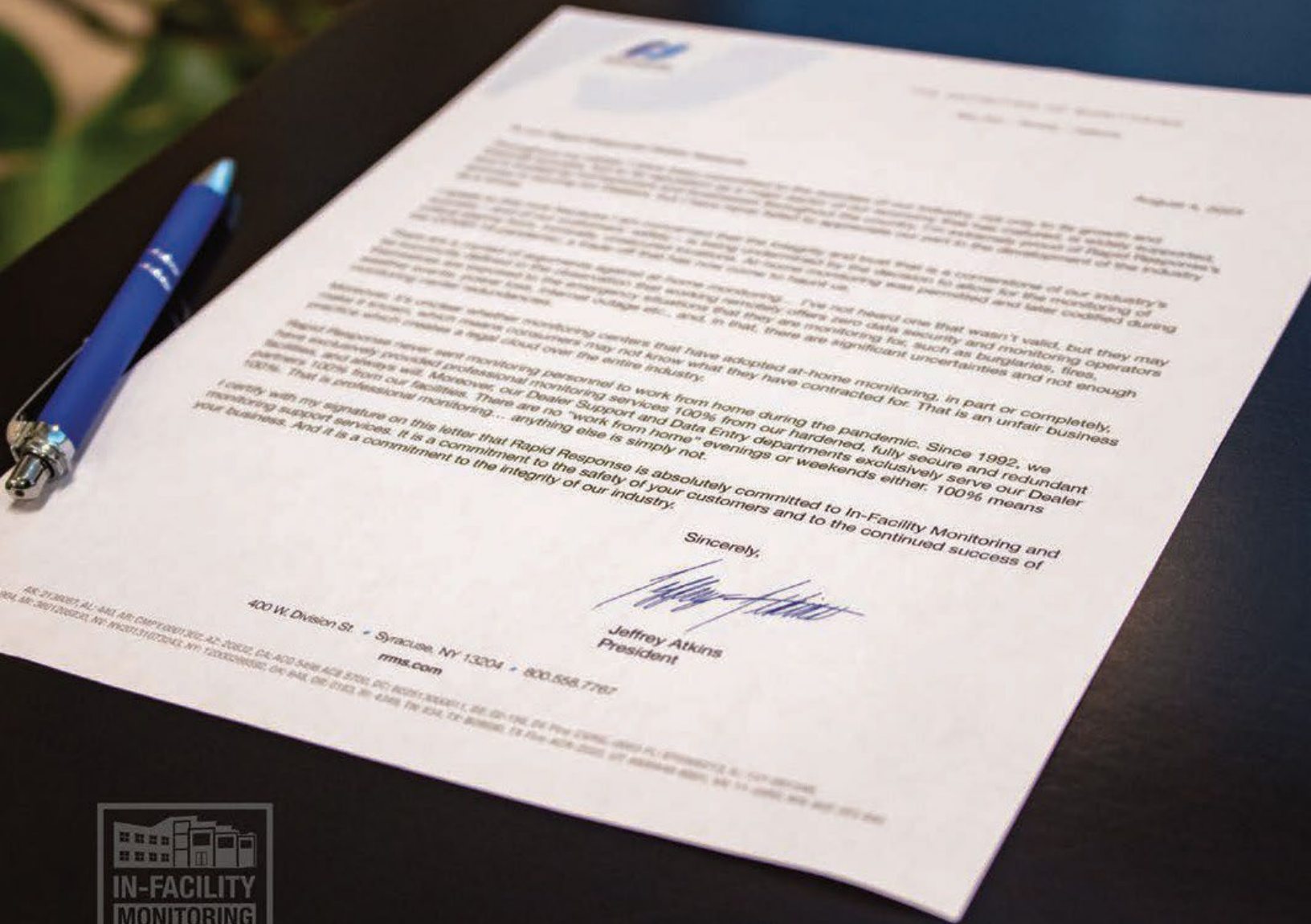
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100% MEANS 100%

We provide professional monitoring services 100% from our hardened, fully secure and redundant facilities.



August 4, 2020

Dear [Name],

As you know, the COVID-19 pandemic has had a significant impact on our industry. We have seen a number of companies that have adopted at-home monitoring, in part or completely, during this time. While we understand the decision to allow for the monitoring of your business during this time, we believe that this is a compromise of our industry's standards. We believe that the industry's standards should be maintained during this time, and we believe that the industry's standards should be maintained during this time.

I've not heard one that wasn't valid, but they may have exclusively provided professional monitoring services 100% from our hardened, fully secure and redundant facilities, and always will. Moreover, our Dealer Support and Data Entry departments exclusively serve our Dealer partners 100% from our facilities. There are no "work from home" evenings or weekends either. 100% means 100%. That is professional monitoring... anything else is simply not.

Rapid Response never sent monitoring personnel to work from home during the pandemic. Since 1992, we have exclusively provided professional monitoring services 100% from our hardened, fully secure and redundant facilities, and always will. Moreover, our Dealer Support and Data Entry departments exclusively serve our Dealer partners 100% from our facilities. There are no "work from home" evenings or weekends either. 100% means 100%. That is professional monitoring... anything else is simply not.

I certify with my signature on this letter that Rapid Response is absolutely committed to In-Facility Monitoring and monitoring support services. It is a commitment to the safety of your customers and to the continued success of your business. And it is a commitment to the integrity of our industry.

Sincerely,

Jeffrey Atkins
President

400 W. Division St. - Syracuse, NY 13204 - 800.558.7767
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Commitment
Letter

That is professional monitoring.
Anything else is simply not.

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New York Electronic & Life Safety Association

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How Joining The NYELSA Can Help Your Business...

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

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

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

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

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



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

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



Associates News

DMP announced Ed Keiser to Serve East Coast as New X1 Regional Sales Manager

Ed Keiser has joined DMP as the regional sales manager for X1 East. He will provide ongoing service and support to DMP dealers throughout the East Coast, Great Lakes and Upper Midwest, specifically focusing on X1 products.

Keiser has over 30 years of experience in the security industry, from installing systems and managing projects to selling large integrated systems and working with national accounts. Owning and operating a security company for over a decade gave him additional entrepreneurial experience.

He was always impressed with DMP products, services and support. "The products, people and culture were a great fit for me," said Keiser. "The opportunity to help grow the X1 product and contribute to the company also was attractive to me. I'm excited to be a part of a company that prides itself on quality, customer support and responsiveness."

X1 is a standalone access control system with simple installation and locally stored programming.



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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 or just ask for it at all leading Distributors in US & Canada.



Securitas Technology

I am Contract Monitoring

I am Cory Henry, Dealer Relations Specialist. I am the voice of our dealers at Securitas Technology for contract monitoring.

We are a leader in contract central station monitoring services offering customized solutions to independent alarm installers with a personalized approach.

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INDUSTRY CALENDAR

ISC West

April 9-12 | The Venetian Expo, Las Vegas, NV



ISC West, held annually at the Venetian Expo in Las Vegas, is the United States' largest converged security trade event. As the premier sponsor of ISC invites its members, subscribers, and all customers of our member companies to attend.



ESX

June 3-6 | Kentucky International Convention Center, Louisville, KY

The ESX Electronic Security Expo is a meaningful event open exclusively to the pro-installer and integrator and is designed to allow passionate professionals the ability to learn more, share more and interact more.

No end users. No chaotic crowds. This is a tailored educational event designed to help you grow your business.

What's Inside the Security Signal

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Many thanks to our valued advertisers

NYELSA TRAINING CALENDAR

2024 – Q1

February 7-9
Level One

February 21-23
Advanced Intrusion Systems

March 6-8
Fire Alarm Installation Methods

March 20-22
Troubleshooting, Service, and Maintenance

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CERTIFICATIONS

Mapping your career? Looking to stand out from the competition for your quality of work? From building a foundation to earning advanced credentials, ESA Certifications can help. To distinguish yourself from your competitors, you need a certification that encourages professional growth and is recognized by the industry as the standard.

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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 indemnify 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

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

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Website: 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"/>	Level One Certified Alarm Technician	February 7 - 9	\$395.00	\$495.00	
		April 17- 19	\$395.00	\$495.00	
		June 5-7	\$395.00	\$495.00	
		September 25-27	\$395.00	\$495.00	
<input style="width: 100%; height: 100%;" type="text"/>	Advanced Intrusion Systems	February 21-23	\$395.00	\$495.00	
		May 1-3	\$395.00	\$495.00	
		June 19-21	\$395.00	\$495.00	
		October 9-11	\$395.00	\$495.00	
<input style="width: 100%; height: 100%;" type="text"/>	Fire Alarm Installation Methods	March 6-8	\$395.00	\$495.00	
		May 15-17	\$395.00	\$495.00	
		July 10-12	\$395.00	\$495.00	
		Oct 30-Nov 1	\$395.00	\$495.00	
<input style="width: 100%; height: 100%;" type="text"/>	Troubleshooting, Service & Maintenance	March 20-22	\$395.00	\$495.00	
		May 29- May 31	\$395.00	\$495.00	
		July 24-26	\$395.00	\$495.00	
		November 13-15	\$395.00	\$495.00	
<input style="width: 100%; height: 100%;" type="text"/>	81 Hour Security / Fire Alarm Installer License Course "Bundle"	February - March	\$1,450.00	\$1,750.00	
		April - May	\$1,450.00	\$1,750.00	
		June - July	\$1,450.00	\$1,750.00	
		September - November	\$1,450.00	\$1,750.00	
<input style="width: 100%; height: 100%;" type="text"/>	Residential Fire Alarm	TBD	\$275.00	\$375.00	
<input style="width: 100%; height: 100%;" type="text"/>	Video System Technology	TBD	\$375.00	\$475.00	
<input style="width: 100%; height: 100%;" type="text"/>	International Building Code	TBD	\$375.00	\$475.00	
<input style="width: 100%; height: 100%;" type="text"/>	Professional Fire Alarm Design	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