



## THE PROTECTION CONNECTION

A QUARTERLY PUBLICATION OF THE  
Illinois Electronic Security Association

**EXTRA! EXTRA! EXTRA!!!!**

### **ALARM HISTORY MUSEUM — MAY 13, 2009**

#### Special points of interest:

- \* Training & Education 2009
- \* Events Schedule
- \* Benefits
- \* Members
- \* Officers
- \* Sponsors

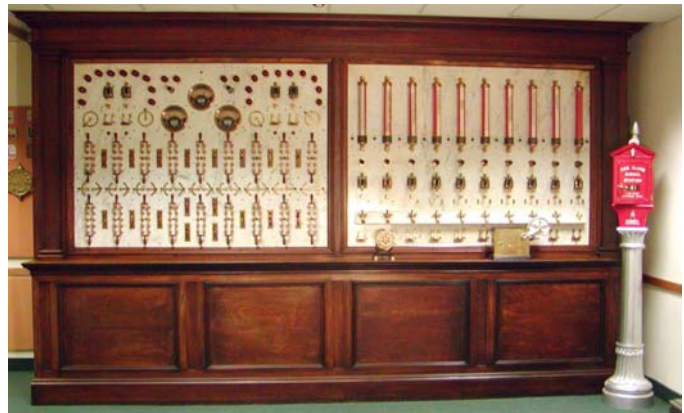
#### Inside this issue:

- President's Message 2
- City of Chicago — False Alarms 4
- Employee Dishonesty — Part II 5  
By J. Krug
- Associate News 7
- \$53.6 Billion Appropriated for Education Modernization 10

Take a trip back in time on May 13th when the IESA Presents:

#### **The Builders of the Alarm Industry, Using the Past to Learn About the Future**

This award winning presentation traces the roots of the electrical fire and intrusion alarm industry from the 19th Century transmission technology utilizing Morse Code to the development of the relay, vacuum tube, transistor, and microprocessor. During this interactive and media supported presentation, rare pieces of the first electronic burglar and fire alarms will be displayed. Also shown, will be excerpts of the video "Builders of the Alarm Industry", an ongoing



interview program with people who helped to make this industry what is today. This program is an industry association presentation on behalf of the Alarm Industry

Research and Educational Foundation (AIREF). See enclosed registration form or visit [www.iesa.net](http://www.iesa.net)

**Baltimore Convention Center, Baltimore, MD**  
**June 22 – 26, 2009**



<http://www.esxweb.com/>

## A Message from the IESA President — Chet Donati



Chet Donati,  
IESA President

As this issue reaches you the 2009 ISX West Show has wrapped up and many new products will have piqued our interests as well as our check books. The show was a little smaller this year but interests were large in both video and access innovations.

I am happy to advise that after a year of working on this project the IESA will be bringing the traveling alarm industry Museum to our May 13<sup>th</sup> meeting. One of a kind items in both the burglar and fire alarm sectors will be on display. The viewing will start at 4pm and be available until the start of our meeting dinner at 6pm. Following dinner a power point presentation by ralph sevinor and charlie darsch will chronicle our industry from past to present.

**This is a must see event.**

This year's ESX show co-sponsored by the NBFAA and

the CSAA, will be in Baltimore June 22<sup>nd</sup> through June 26<sup>th</sup>. If you missed seeing the latest products for alarm, video and access systems in Las Vegas, you will be able to talk shop with suppliers about specific items relating to your business in a less stressed-out venue. IESA had more representation than any other state last year. Let's get out and make Illinois attendance tops two years in a row.

There will be over 30 tracks of instructional training available. Mark your calendars. Remember all profits support our two fine organizations 100%.

I do not want to leave out the fact that there will be many new legislative issues affecting our businesses. We need to stay in touch since some of the current bills in play could put a burden on us as well as our customers. I, as well as your Board need all the active members we can get. Please renew and stay involved. Committee chairmen also need assistance so if you can volunteer

any time, please call me or Marsha Kopan, our Executive Director.

NTS instructors are also needed and are compensated for their time. Several members have already offered to help since our last meeting. Thanks Mike and Dave!

I want to welcome the new Illinois chapter of the Automatic fire alarm association who recently had their first meeting on March 31<sup>st</sup>. I have been invited to serve on the first Board of Directors and will do my best to keep our members informed on fire issues. As I stated in a recent ISC interview, ([http://www.securitysystemsnews.com/video.php?cat\\_id=2&v\\_id=85](http://www.securitysystemsnews.com/video.php?cat_id=2&v_id=85)) there is strength in numbers. We all need each other, so please welcome this new organization. If your company does fire alarm systems, you might want to consider membership in this organization.

### IESA ASSOCIATE MEMBERS

ADI	Firelite Alarms, Inc	Preferred Power Products P/3
Altronix Corp	Honeywell Security & Custom Electronics	Rapid Response
BNM Security	J Krug & Associates	Storage Power Battery
BOSCH	Law Office of Edward Williams	<b>Tri-Ed Distribution</b>
Clinton Electronics	Monitronics International	
Davis Marketing Group	NAPCO	
El Dorado Insurance Agency	PBFT Inc	
<b>Emergency 24</b>		

### IESA AFFILIATE MEMBERS

Illinois Institute of Technology	The Art Institute of Chicago
----------------------------------	------------------------------

**IESA REGULAR MEMBERS**

A-1 Alarm Service, Inc.	Father & Sons Home Service	Protection One
ADT Security Services	Fire & Security Systems, Inc.	Quality Alarm Systems Inc.
Advanced Security Group	<b>Goldy Locks Security</b> — new member	Quinlan Alarm Systems
Advanced Security Technologies, Inc	Home Tech Management	Quality Integrated Solutions
Alarm Detection Systems	Illini Security Systems	Red Hawk Security Systems, Inc.
Alert Protective Services	Infinity Monitoring Services, Inc.	Reliable Fire & Security Systems Inc
All Custom Electronics	Jewell Electric, Inc	Renaissance Communication Systems
Arlington Security Co.	Keyth Technologies	Romeo Security, Inc.
Aurora Tri-State Fire Protection	Knight Security Alarms	Santoro Communications Group
Bancare Inc	LaMarCo Systems, Inc.	Sentry ABC Security
Barcom Inc	MDB Electric	Sentry Alarms One
Bolt Systems, Inc.	Monarch Burglar Alarms Company	Sonitrol Chicagoland West
Brinks' Home Security	Nitech Fire & Security Industries	Southern Electronics & Telephone
Chapman's Residential Security	Norcomm Public Safety Communications & Security	Stand Guard
Custom Residential Systems	Norshore Alarm Co, Inc.	Stanley Convergent
Customized Protection Services	Oberlander Alarm Systems Inc.	Stanley Security Solutions
DMC Security	On Guard Security	United Alarms, Inc.
Early Warning Systems	Per Mar Investigation Service Inc	United Security Services, Inc.
Electronic Security Systems	PhoneMasters LTD	United Systems, Inc.
ESSCOE LLC	Programmable Systems, Inc.	
F. E. Moran—Alarm Monitoring Service		

**REGULAR MEMBERSHIP:** Regular membership is open to any business entity which meets the following requirements: Be licensed by the State of Illinois as a Central Station Alarm Contractor, or Alarm Contractor Agency or Central Station.; Have its major activity in the electronic security business which includes one of the following; installation, service, inspection of or burglar alarms, and/or fire alarms business, closed circuit TV systems, access control systems, alarm monitoring and all other electronic security services. Be willing and agree to conduct their business in accordance with the following: The Bylaws of the Association; The Code of Ethics of the Association; The Antitrust Policy of the Association.

Regular members have the right through their designated voting representative to cast one vote and to hold office.

**FOR MORE INFORMATION ON JOINING THE IESA  
VISIT [www.iesa.net](http://www.iesa.net) OR CALL (630) 305-8800**



Baltimore Convention Center, Baltimore, MD  
June 22 – 26, 2009

### Why should you attend ESX?

ESX is offering several tracks to help you with your business.


One of the tracks is the Business Development & Management Track.

This track covers a host of powerful and dynamic sessions which will provide you with numerous ideas and tools to make better decisions for managing and developing your business. How can you best structure your company legally and financially? How do you develop your staff? How do you build RMR from both existing and new sources? How do you develop policies and programs that lead to better business, better customer retention,

higher profitability and maximum company value? The immediate return you'll receive from sending your management team to this track will far outweigh the investment. Get the answers, put them to work and see immediate results in your bottom line!

Seminar titles in this track include:

- Complying With New Laws Protecting Customers From Identity Theft
- New Recurring Revenue Opportunities for Expanding Your Business
- Anatomy of a Transaction, Part 1
- Beyond PERS to Home Healthcare Monitoring
- Anatomy of a Transaction, Part 2
- Funding & Financing
- Building Your Human Capital
- Establishing & Monitoring Key Performance Indicators
- Evolving Your Company: Stages of Growth
- Video Monitoring Models
- Your Company on Trial!
- Consumer Contracts - What Has Changed?



Model Ordinances Available at

<http://www.alarm.org/pubsafety/>

**Employee Dishonesty Part II — What limits should you purchase?** By Jeff Krug, J. Krug & Associates

In a previous article we alerted you to the fact that standard property insurance policies do not cover employee dishonesty and we gave an example of a local company that was forced out of business by an uninsured claim. Now that you know separate Crime Insurance called Employee Theft is needed to cover these types of losses; how do you determine how much coverage to buy? Usually we are asked this question with respect to purchasing of liability limits. Our response is something like “how big is the loss going to be?”

In determining limits it is important to understand two components of how Employee Theft Coverage works 1) the loss is limited to each occurrence, meaning the insurance company will not pay out more in any one occurrence than all losses caused by

one or more employees (acting alone or in collusion with others) whether the loss is the result of a single act or series of acts, 2) policy limits cannot be stacked and/or are not cumulative from year to year for a crime committed over a number of years.

The common perception of employee embezzlement is the situation where a controller writes himself a company check for \$1,000,000 and disappears. In reality, the more common scenario is the long time, trusted employee who has been stealing small amounts which go undetected over a long period of time.

When choosing proper limits for this coverage consider your exposure to both the one time embezzlement and the ongoing crime. Also consider your internal controls for money and inventory including: check signing

authority, requiring employees to take vacations, separation of receivables and payables, separation of bank account reconciliation and check writing, vendor verification, level of CPA audit, frequency of a CPA audit and physical security systems.

Buy all the limits you can afford!





NORTH AMERICA'S LARGEST INDEPENDENT SECURITY DISTRIBUTOR

Savor the rewards of...





Tim Creenan of Amherst Alarm did, and so can you...

Put your purchases to work with Great Expectations  
- the Industry's richest rewards program

Not registered? Need more information? Call or visit our Tri-Ed branch in the Chicago area...

Tri-Ed Distribution, Inc. (Chicago)

2546 Pratt Blvd. Elk Grove Village, IL 60007 Branch Manager: Scott Seibert Tel: 847 357 8309 Toll Free: 888 874 3336 Fax: 847 357 8415 www.tri-ed.com

## IESA Information Center

Do you need to know about events that affect the IESA and the industry? Do you need forms to register for classes or to attend an event? All of these questions can be answered 24/7 by visiting the IESA website at [www.iesa.net](http://www.iesa.net)

As a 501(c) 6, NBF AA is required each year to advise all members of the percentage of annual dues that is **not** tax deductible. In very simplified terms, this percentage is based upon our lobbying activities. For 2008, this has been calculated at 15%.

In addition the IESA is also a 501 (c) (6) and the percentage of its annual dues that is **not** tax deductible based on its lobbying activities is .6% Note that your invoice indicates the amount of dues for the IESA and the NBF AA

## We Can See What You're Missing

Cutting-edge, real-time  
Video & GPS

Envision The Future of  
**MONITORING**



**MONITORING**  
www.rrms.com

**Martin Neville**  
1.866.268.2081 fax: 315.422.8506  
MNeville@rrms.com

AL: #05 440 AR: #E2004 0004 CA: #AC0 5498 FL: #EF0000964 IL: #127-001246 OK: #648 OR: #0183 RI: #5875 TN: #834  
TX: #B09590 TX Pre: #ACR-2020 VA: #11-2850

## ASSOCIATE MEMBER NEWS

**Honeywell**

HONEYWELL INTRODUCES 2009 SECURITY & COMMUNICATIONS SOURCEBOOK

MELVILLE, N.Y., March 9, 2009 – Honeywell (NYSE: HON) has released the 2009 Security & Communications Sourcebook. The comprehensive, four-color catalog serves as an invaluable sales and reference tool, providing dealers with one-stop access to information on the full line of Honeywell Security & Communications products.

In addition to a large selection of popular, field-proven intrusion products, the Sourcebook highlights solutions including the VISTA-21iP Control Panel

with integrated Internet, the LYNXR-2 self-contained control panel, GSM radios and Total Connect services—all of which have been designed to solve critical alarm communications challenges like VoIP, migration from POTS and cell phone-only homes and businesses. Innovative new 5800 Series wireless sensors addressing carbon monoxide detection, outdoor motion detection and asset protection are also featured.

The Sourcebook also showcases the valuable tools available to help dealers build their brand and increase sales, marketing and training efforts in difficult economic times— including Literature XPress, Promo Builder, Discover Online Learning and the Security Channel, which

lets dealers enliven their company websites by easily embedding videos about Honeywell products and solutions.

Dealers can obtain a free copy of Honeywell's 2009 Sourcebook by calling 1-800-467-5875 and requesting part number L/SCBK2009/D.



**Rapid Response To Host Users Group Expo for Dealers**  
**Aug. 31-Sep. 2, Verona, NY**

Rapid Response Monitoring Services, Inc. announced its plans to host a groundbreaking meeting at Turning Stone Resort in Verona, NY, 30 minutes from Rapid's world corporate headquarters in Syracuse, NY. The Rapid Response Users Group (RRUG) will provide their dealers and integrators with invaluable management, technical and peer-networking opportunities as well as tools to bring their businesses new growth and profitability.

"Our dealers are faced with unprecedented challenges and opportunities at this time, though security services is one of the few industries that sees growth during economic downturns," stated Rapid Response President and lead event organizer, Jeffrey Atkins. "We want to help increase their success, and recognize that opportunities are there for them. Our User Group is an ideal format to get our dealers information, advice and motivation they can use."

Atkins additionally intends that the event will help attendees learn about advances in to-the-moment applications like video and life safety/health monitoring. One of the key topics will be web-based and mobile tech tools that can streamline operations. RRUG will have break-out sessions for products and

technologies that can save Rapid's dealers money while giving them a leap up in their markets, according to planners.

Complete information on RRUG is available at [rrugevent.com](http://rrugevent.com).



## ASSOCIATE MEMBER NEWS (continued)



Tri-Ed Distribution's *Great Expectations* customer loyalty program has been so successful since its inception in April, 2006 that it is continuing on into its fourth year. The new 2009-2010 *Great Expectations* program will run April 1, 2009 through March 31st, 2010 in the U.S., Canada and Puerto Rico and is open to new and existing customers.

The program rewards customers for

every purchase made at Tri-Ed with points that are redeemable for great gifts, including electronics, sporting goods and travel. Double points are awarded for the purchase of products from the program's sponsoring manufacturers. Customers can check out online their point balances, the Catalog of Awards and product specials offered by Tri-Ed's participating vendors.

Participating vendors include: Aiphone, Altronix, Bosch (Canada), CBC (AMERICA) Corp., Clinton,

Coleman Cable, Inc., Cooper Wheelock, Digimerge, DSC, Emphasys, EverFocus, Fire-Lite, GE Security, Kaltech, Linear, Open Eye, Pelco, Samsung/GVI, Speco Technologies, and System Sensor.

"Great Expectations was designed to reward our loyal customers and assist our suppliers in building their brands. It's proven to be a win-win proposition for everyone," says James Rothstein, Tri-Ed's Senior Vice President.



Ron Davis, managing partner of Davis Marketing Group (AKA Graybeards), recently gave the keynote presentation to the Long Island Alarm Association at its monthly meeting in Hauppauge, NY.

Mr. Davis' presentation, entitled "What Are You Doing the Rest of Your Life?", was a combination motivational and inspirational talk, aimed at encouraging the attendees to plan their exit strategies from their, in many cases, life-long careers.

"Each of us has to recognize that we are not going to live forever, and that we must prepare our companies and families for the

eventual day when we will no longer be there to run the business," Mr. Davis emphasized. (In fact, that day, prior to his presentation, Mr. Davis had learned that industry icon and pioneer Keith Ladd had died, and alluded to his unfortunate death during his talk.)

Mr. Davis encouraged the attendees to make a succession plan, involving other family members or by preparing the company in the most advantageous manner to achieve the highest value when sold to an outside party.

Rich Talbott, president of the LIAA, emphasized that "Ron Davis delivered! We had a huge membership turnout, including

many industry leaders. Ron kept everyone glued to their seats.

Even after a series of photos were taken with many attendees, including Mike Miller, President of the NBF AA and Ron Petrarca, President of the NYBFAA, Ron hung around with many of our guests, even after a full hour of non stop informative dialogue. Thank you Ron, for the perfect start of a new year for our association!"

Approximately 100 people, including both dealers and suppliers, attended the event which included a trade show with numerous exhibitors. Katie Bally, senior partner of DMG, also was present at the meeting.

# Al Armstrong's Dilemma: A Dealer's PERSpective



With new installations down, replace lost recurring revenue by offering PERS from EMERGENCY24. With **FREE** custom marketing materials to help you launch the service in your area, all you have to do is target existing customers. They or someone they know need this service today.

**EM24 Offers:**

- Simple Sign Up
- Free Custom Materials
- PERS Contracts
- Insurance Discounts
- Equipment Discounts

Easy as 1

Order custom flyers to include in your next billing statements.



For more information on how to build your PERS revenue stream call the EMERGENCY24 sales department at 1-800-800-3674.

## ASSOCIATE MEMBER NEWS (continued)



ADI announced today it will launch its *Lighten Up* program to help dealers embark upon new business opportunities in lighting controls. The program will educate dealers on this emerging market to help them to win new business. Dealers will have a chance to learn about lighting control technologies, interact with leading manufacturers and see product demonstrations.

As homes become more technologically advanced and homeowners look for ways to reduce energy costs, lighting controls present a perfect opportunity for dealers to increase their revenue stream. Ideal for new construction and retrofit opportunities, lighting controls help dealers diversify their product offering while providing customers

with a convenient solution. Lighting control systems are easy to install and configure, and build upon dealers' existing skills. Through monthly webinars and branch trainings, the *Lighten Up* program will provide dealers with an in depth look at lighting control technology.

"Lighting Controls are becoming more and more popular, and have created a great new revenue opportunity for dealers," said Ian Hendler, director of business development at Leviton. "With energy costs being a major concern for homeowners, it's important for dealers to be able to provide a convenient lighting control system that can save consumers money."

ADI carries a complete line of lighting control solutions from Centralite, HAI, Leviton, Simply Automated, LiteTouch, Powerline Control Systems, and Universal Remote Control. Equipped with

advanced technology including Z-Wave, UPB and Zigbee, these products allow dealers to offer fully automated lighting control systems.

"At ADI, we are always looking for new ways to help our customers increase their sales in a competitive environment," said Ed Constantine, senior product manager for wire, structured cable and home solutions at ADI. "By developing the *Lighten Up* program, we will be helping our customers get involved in this thriving new market, and create new opportunities to grow their business."



## \$53.6 Billion Appropriated for Education Modernization

President Obama recently signed into law the American Recovery and Reinvestment Act of 2009 in which Congress allocated a lump sum of **\$53.6 billion** to the US Department of Education for distribution to the states. Portions of this funding, **available to schools now**, may be used for the professional installation of life safety and security equipment.

While the measure contains no specific line-item funding for the life safety/security industry, the law does specify a few uses for which school districts and colleges may use the money. These include the

"modernization, renovation and repair" of public school facilities or for college facilities used primarily for instruction, research or student housing.

NBFAA members might want to contact their local school district officials and area colleges and universities to present products and services for these projects.

### DO YOU HAVE NEWS TO REPORT?

Send your news to the IESA by the insertion deadline to [execdirector@iesa.net](mailto:execdirector@iesa.net)

**2009 TRAINING & EDUCATION — THE COURSES**

**Level I Alarm Technician**

This course is a basic training program developed by the National Burglar & Fire Alarm Association to teach the fundamentals of alarm installation and trouble shooting strategies. It is designed especially for security system installers, service technicians, security salespersons & central station operators who have been employed in the alarm industry for at least 3 months. (NTS 1.2 CEUs)

**COURSE TOPICS INCLUDE:**

Space Detection	Control Panels	Standards
Basic Electronics	Perimeter Detection	False Alarm Prevention
Job Planning	CCTV	Communications
	Fire Systems	

**Advanced Burglar Alarm Technician**

The Advanced Burglar Alarm Technician Course teaches the practical application of Advanced Burglar Alarm Training. Prerequisite is NTS Level I or equivalent. (NTS 1.6 CEUs)

**COURSE TOPICS INCLUDE:**

- Choose the number and type of detection device(s) that are appropriate to the customer's need.
- Identify the factors that must be considered before selecting a panel.
- Troubleshoot a system.
- Describe the purpose and operation of each programmable option in the SIA Control Panel Standard.
- Describe the Application of Electronics throughout the burglar alarm system.
- Relate speaker wiring methods and impedance to speaker loudness.
- Read and interpret the manufacturer's specifications (voltage, permissible load...etc.)
- Determine the minimum size power supply needed.
- Calculate the size battery needed for a system to operate for specified number of hours (4, 24,60, ) without primary power

**BENEFITS:** Ends the need for lengthy on-the-job training; Provides essential information necessary for all industry professionals; Forms a solid groundwork to response to customers; Customers appreciate well-trained professionals; Public safety officials recognize the value of professional alarm training.



## 2009 TRAINING &amp; EDUCATION — THE COURSES (CONTINUED)

**Fire Alarm Installation Methods**

**This course is for YOU if you are a Fire & Building Inspector, Code Enforcement Official, Installer, Electrician, Alarm Company & Central Station Manager, Sales, Manufacturing & Distribution Personnel, Engineer**

The course will cover NFPA 72 Fire Codes and installation methods. It is the most comprehensive fire alarm training program available! Learn building fire alarm requirements and how to determine if a fire system is up to code. Hear expert instructors cover each topic in an interesting and easy-to-understand way. (NTS 1.6 CEUs)

TAKE HOME A FULLY ILLUSTRATED REFERENCE MANUAL BE COMPLIANT WITH NFPA 72 FIRE CODES!

## COURSE TOPICS INCLUDE:

Detector Spacing & Placement	Plans, Specifications & Reports
Devices & Components	Testing and Maintenance
Fire & Smoke Dynamics	Notification Systems
Sprinkler Connections	And More!

**Video System Technology**

This course is a sixteen hour classroom workshop that teaches both theory and the practical application of Video Surveillance Systems. Exercises culminate in an actual system design based on a given customer specification and building plan.

## COURSE TOPICS INCLUDE:

Imaging Hardware	Recording	Monitors
Power Requirements	Commissioning	System Design
Video Processing	Transmission Media	Troubleshooting
	Auxiliary Equipment	

**NICET II Test Preparation Class**

**This course is for everyone in the fire alarm industry! Installers, salespersons, designers and service technicians can experience two solid days of training to prepare for the NICET II Certification Test.**

**This seminar carries 1.6 NBFAA CEU's.**

This course consists of 16 hours of instruction, custom tailored to the experience level of the attendees. Emphasis will be placed on areas the class decides they need the most help with. Students may receive individual attention and questions are encouraged in a relaxed learning environment. This is NOT a boring slide show lecture. A sample test will be given.

**Fire Alarm Testing & Inspection**

This one-day seminar is geared toward the fire alarm service technician who performs Acceptance Tests for the AHJ as well as Periodic Inspections and Tests for customers in order to comply with requirements in the IBC and NFPA 72. Topics to be covered include: Acceptance Testing, Re-Acceptance Testing, Periodic Testing, and Visual Inspection procedures, as well as Sensitivity Testing. Each student will receive a class workbook containing a checklist to aid in the performance of these tests, as well as a chapter on required documentation and forms, the NFPA 72 Test & Inspection forms on CD-ROM, and a list of inspection schedules to help assist in keeping their customers compliant with the code.

## 2009 TRAINING &amp; EDUCATION — THE DATES &amp; TIMES

<p><b>"Advanced Burglar Alarm Technician"</b> This class will be scheduled when we have 20 persons interested in taking the class.</p>
<p>Wednesday - Friday, September 23 -- 25, 2009 8AM – 5PM "Level I Alarm Technician" ADS Training Room, 1111 Church Road, Aurora, IL (ALL SESSIONS MANDATORY...ROOM OPENS AT 7:30AM...NO ADMITTANCE AFTER 8 AM)</p>
<p><b>"Video System Technologies"</b> This class will be scheduled when we have 20 persons interested in taking the class.</p>
<p>Thursday -- Friday, October 15 - 16, 2009 8AM – 5PM "FIRE ALARM INSTALLATION METHODS CERTIFICATION" ADI Training Room, 509 Busse Rd, Elk Grove Village, IL (847) 439-9350 (ALL SESSIONS MANDATORY...ROOM OPENS AT 7:30AM...NO ADMITTANCE AFTER 8 AM)</p>
<p>FOR FEES AND REGISTRATION VISIT <a href="http://iesa.net/training.php">http://iesa.net/training.php</a></p>



## IESA MEMBER DISCOUNT PROGRAMS

### *Education*

National Training School  
<http://alarm.org/nts/index.html>

Online Business Skills Courses  
[http://alarm.org/nts/courses/bus\\_skills.html](http://alarm.org/nts/courses/bus_skills.html)

### *General Liability/E&O Insurance*

Security America Risk Retention Group  
<http://www.securityamericarrg.com/>

### *Financial Services*

Sage Payment Solutions  
<http://www.sagepayments.com/>

### *Paychex*

<http://www.paychex.com>  
 Alarm Debt Liquidation Group (ADLG)  
<http://www.adlg.us>

### *Car Rental*

Hertz  
<http://tinyurl.com/2kycyr>

### *Recruitment Services*

wildbullet.com  
<http://www.wildbullet.com>

### *Lead Generation Service*

buyerzone.com  
<http://www.buyerzone.com>

## Altronix®

### VertiLine246C AC Rack Mount CCTV Power Supply

- Twenty-four (24) fuse protected outputs.
- Individually selectable 24VAC or 28VAC power outputs with OFF position.
- 14 amp total output current.
- Individual power LED indicators.
- External easy to replace blade type fuses.
- 115VAC input.
- Space saving 1U EIA 19" rack mount chassis.



More than just power.™

Lifetime Warranty • Made in the USA • 888.258.7669 • [altronix.com](http://altronix.com)

## “Understanding Alarm Systems”

A Course Available for groups through the IESA

**IESA Members ...\$180 Non-Members ... \$345 Public Safety ...\$90**

Understanding Alarm Systems is a one-day technical training program consisting of system design and the supporting technical information necessary to maximize sales proficiency.

This course is for PUBLIC SAFETY AND ALARM COMPANIES.

COURSE TOPICS INCLUDE: Sensors, Communication; Site Survey, Control Panels, False Alarm Prevention & More!

If your group is interested in this course, contact the IESA office at (630) 305-8800



# SAVE THE DATES

*NBFAA Upcoming Events*

**Baltimore Convention Center, Baltimore, MD**

**June 22 – 26, 2009**



<http://www.esxweb.com/>

**Now More Than Ever, ADI  
Still the Strongest Link.**



In today's volatile economy, it's strength and stability that matters most.

Let ADI's strength help support your business needs today. Count on our stability to make your tomorrows even stronger.

*Now more than ever, ADI.*

*VISIT THE ADI LOCATION NEAR YOU:*

**ADI - Bridgeview**

9745 Industrial Drive

Unit 2

Bridgeview, IL 60455

708.599.1390

Fax: 708.599.1525

Email: [adi-bedford\\_park@adi-dist.com](mailto:adi-bedford_park@adi-dist.com)

**ADI - Elk Grove Village**

509 Busse Road

Elk Grove Village, IL 60007

847.472.2900

Fax: 847.439.2907

Email: [adi-elk\\_grove@adi-dist.com](mailto:adi-elk_grove@adi-dist.com)

Call 1.800.233.6261 for your nearest location  
Visit us on the web at [www.adilink.com](http://www.adilink.com)



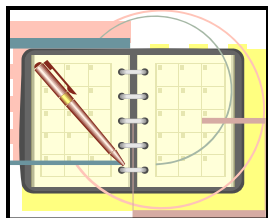
**IESA EVENTS**

All IESA Meetings are held at the Holiday Inn in Elk Grove Village unless otherwise indicated.

All IESA Training Classes are held at ADI, 509 Busse Rd, Elk Grove Village unless otherwise indicated.

Reservations are required for meetings, events and training classes. On-time arrival to training classes is required.

Visit the IESA website to register for events or classes at [www.iesa.net](http://www.iesa.net)



DATE	EVENT	LOCATION
May 13, 2009	Membership Meeting	Holiday Inn — Elk Grove Village
August 12, 2009	Take Me Out to the Ballpark	Kane County Cougars
September 9, 2009	Membership Meeting	Holiday Inn — Elk Grove Village



Security America Risk Retention Group ...  
protecting those who protect our homes and businesses.

For more information visit [securityamericarg.com](http://securityamericarg.com) or call (866) 315-3838

**A REMINDER FROM THE IL. DEPT OF FINANCIAL AND PROFESSIONAL REGULATION**

Under the Act, 225 ILCS 447 / 35-15, it is required that their license number, either superior or agency, be included in any advertisement, i.e. any solicitation for business to include but not limited to telephone directory display ads (NOT LISTINGS), proposals, websites, brochures, etc.

**Do you need information to send to your clients regarding VoIP issues that could affect the function of their alarm system?**

Visit SDM's website:

[www.tinyurl.com/2QJG22](http://www.tinyurl.com/2QJG22)

Have questions about the URL?

Email [information@iesa.net](mailto:information@iesa.net). Put VoIP SDM link in the subject line.



**Who's protecting *your* business while you protect your clients?**

Being involved in the security industry, you know the value and peace of mind that comes with having your business protected. We, at J. Krug and Associates, have insured security companies for 23 years and are knowledgeable in providing the coverages your business needs.

To assure you have the most comprehensive coverages when an alarm sounds in your business... call 847.818.7502

**RISK MANAGEMENT • INSURANCE • FINANCIAL SERVICES**



**J. KRUG & ASSOCIATES, INC.**  
Relax. You're Covered.

1350 W. Northwest Hwy., Suite 100  
Mount Prospect, IL 60056-2297  
[www.jkrug.com](http://www.jkrug.com)

**President**— Chet Donati  
(708) 388-6500

**Vice President** — Joe Nollinger  
(630) 654-6600

**Secretary** — Arnold Miller  
(847) 205-0500

**Treasurer** — Steve Hanzelin  
(630) 293-4497

**Past President**

Paul Hester  
(847) 494-5279

**Directors**

Jim Hassenplug (847) 392-7997  
Joe Romeo (773) 625-1300

**Associate Director**

Doug Schumacher (847) 472-2900

**Associate Committee Director**

Scott Seibert (847) 357 8309

**Legislative Committee**

Ed Bonifas (630) 844-6300

**Membership Committee**

Scott Seibert (847) 357-8309

Kevin McCarthy (773) 725-0222

**Training & Education Committee**

Patrick Devereaux (773) 725-0222

**Event Committee**

Jim Hassenplug (847) 392-7997

**NBFAA Rep**

Chet Donati (708) 388-6500

**Executive Director**

Marsha Kopan (630) 305-8800



AIREF serves as the research arm of the electronic life safety, security and systems industry engaged in initiatives critical to public safety, consumers and the alarm industry.

[www.airef.org](http://www.airef.org)




One voice for the alarm industry on alarm management issues....

[www.siacinc.org](http://www.siacinc.org)



An organization of public safety false alarm reduction professionals and alarm industry representatives.

[www.faraonline.org](http://www.faraonline.org)



Representing providers, users, bureaus, and other agencies of UL-Listed and/or FM -Approved Central Station protection services.

[www.csaul.org](http://www.csaul.org)

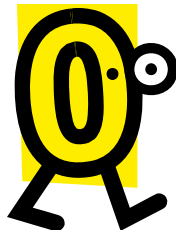
**2009 PROTECTION CONNECTION ADVERTISING RATES**

<i>Insertion</i>		<i>Insertion</i>		
<i>Order</i>		<i>Order</i>		
<i>Rate</i>	<i>Cost Per</i>	<i>Rate</i>	<i>Cost Per</i>	
<u><i>Appearances 1X</i></u>	<u><i>Reader</i></u>	<u><i>4X</i></u>	<u><i>Reader</i></u>	
Full Page	\$ 550.00	\$ 1.57	\$ 467.50	\$ 1.34
1/2 Page	\$ 310.00	\$ 0.89	\$ 265.00	\$ 0.76
1/4 Page	\$ 175.00	\$ 0.50	\$ 148.75	\$ 0.43
Business Card	\$ 100.00	\$ 0.29	\$ 85.00	\$ 0.24

What are you spending to place your company's name into the hands of your target market? The *Protection Connection* provides its advertisers REAL value. Call (630) 305-8800 for more information.

A FUNNY THING HAPPENS  
 WHEN YOU DON'T ADVERTISE  
 ZIP — ZERO — NADA

Call the IESA Today to place your ad for  
 the next issue of the Protection Connection



A QUARTERLY PUBLICATION OF THE  
Illinois Electronic Security Association

4238 N. Arlington Heights Rd. #107  
Arlington Heights, IL 60004

Phone: 630.305.8800

Fax: 877.230.5110

Email: [information@iesa.net](mailto:information@iesa.net)



The objectives of the IESA are:

1. To promote mutual interests of the electrical protection industry.
2. To foster cordial relations among the members.
3. To use all lawful means as a medium for exchange and dissemination to members and the public, of information applicable to the field of Burglar and Fire Alarms, closed circuit TV and all other electronic security services.
4. To be guided always by a spirit of justice and honor in all business activities and that all members observe the Association code of ethics at all times.
5. Through cooperative effort, to engage in or conduct lawful activities which benefit the interests of the Electronic Security Industry.

For Membership Information or to  
Advertise in this publication contact the  
IESA at

(630) 305-8800

E-mail [information@iesa.net](mailto:information@iesa.net)

*A Chartered State Association of the National  
Burglar & Fire Alarm Association*

