

Illinois Electronic Security Association
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Arlington Heights, Illinois 60004
(773) 632-3140 | www.illinoisesa.org

IESA Legislative Day Come to Springfield on March 16!

Sign up today at www.illinoisesa.org to participate in the IESAs Legislative Day rally on March 16 in Springfield. This **FREE** event begins across the street from the Capitol Building at the State House Inn* at 11:30 AM.

It will culminate with alarm professionals — from technicians and management to monitors and principles — locating their elected officials' offices and talking to them about the detrimental effects HB 1301 will have on their livelihood.

During the luncheon that will double as the quarterly meeting, long-time IESA lobbyist Dick Lockhart will give the latest status report on the bill, as well as advice on how to effectively explain to legislators that HB 1301 will hurt your business.

This is a message that hits home best when coming from all levels of employees and management alike. Please register for you and your staff today!

* The State House Inn is located at 101 East Adams, Springfield, IL 62701. 1-217-528-5100.



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Electronic Security Association's Day in Washington D.C.

Join your ESA colleagues for our annual Day on Capitol Hill, May 3 - 4, 2011 in Washington, D.C., as we meet with our congressional representatives and their staffs to discuss issues that are critical to the security industry and public safety.

Our Director of Government Relations, John Chwat and his staff at Chwat & Co., will make all congressional appointments for you in advance and will obtain security clearances for all attendees. Information packets will be distributed to all attendees with pertinent industry issues, including talking points to use while visiting your representatives. We will do all of the work for you, we just need you to be present!

We will also enjoy networking and social events at this two day gathering of ESA members from across the country.

Legislative issues to be discussed:

- The "Electronic Life Safety and Security & Systems Federal Background Check Act."
- A balanced approach to fire system design: Alarm & Detection alongside Suppression.
- Video Surveillance in Nursing Homes.
- Repeal of a sweeping new requirement mandating that federal, state, and local governments withhold 3% from payments for goods and services effective January 1, 2012.
- Repeal of a provision that requires businesses to issue Forms 1099 to all vendors that provide services or property to the business.

To help support your industry, sign up at www.alarm.org/events/index.html

Please Support the IESA and Your Own Business Interests

The IESA is a non-profit organization with a mission to maintain a competitive and fair business environment for alarm dealers in this state. Over the years, the IESA has offered low-cost training, developed the current licensure act that protects our industry and funds lobbyists and legal counsel to look out for our collective interests.

The IESA will continue with these important tasks — but we seek more input throughout the state to do so.

For these reasons, your company should join the IESA today and become active, long-time contributors. To join the IESA, visit www.illinoisesa.org/support.aspx and complete the Regular or Associate Membership forms. Another way to support the IESA is to donate to our recently established Legislative & Lobbyist account that will fund current — and future — legislative initiatives. For more information on donating, please call 1-630-305-8800.

given a Request for Proposal (RFP) in a Word.doc that can be tweaked to meet the community's specific needs.

What doesn't change in this manufacturer-written RFP is language establishing that the PSAP monitors all alarms without restriction and that bidding companies must be an "authorized MANUFACTURER dealer in good standing"

Most egregious, if that manufacturer does not want your company to get a certain project, they won't provide pricing to bid it, even if you are a contracted distributor for the company.

Once the Illinois dealers really started fighting this sales model — and the Illinois Electronic Security Association got involved — the private alarm industry won a few battles after intense media coverage.

But the biggest victory came about in federal court — Honorable Milton I. Shadur issued a temporary injunction

IESA Hosts Legislative Meetings Across the State of Illinois

More than 110 alarm industry professionals packed the EMERgency24 training room in Des Plaines and 60 others attended regional meetings in Bloomington and Rockford to hear about our industry's battle to keep government from confiscating alarm dealer accounts and then monitoring those to collect the revenue stream.

In mid-January, EM24 hosted the meeting, which was the regularly scheduled quarterly meeting of the IESA to accommodate the large crowd, said Kevin Lehan, who is the Executive Director of the association.

"The IESA hosted this meeting in Des Plaines for Chicago-area alarm dealers to hear about what's going on, but we've taken the show on the road too," Lehan said. "We held meetings in the central and northwest regions of the state and have had good turnouts at both locations. Dealers understand this legislation puts the government in direct competition with them for business, but it's not a level playing field. When the fire chief or AHJ is a salesman for the government service, it puts the end user in a very awkward position to say 'no' when they control inspections and occupancy."

To fight this bill, the IESAs ask concerned alarm professionals to become active in the fight that will last until the end of this legislative session and may resume in the next.

One tactic Illinois alarm dealers can take right now is to review an IESA position paper explaining why we oppose HB1301 (www.illinoisesa.com/HB1301.pdf). Armed with this information, we ask Illinois dealers to contact their state representative and senator — for both their home and business address — to request a meeting to discuss how the bill will negatively impact their business.

"This Fact Sheet is important so we use the same accurate message to convince the legislature that we provide a

to minimize the damage already done to private alarm companies when two municipalities declared subscriber contracts null and void and that all commercial fire systems had to connect to the government central station.

While that ruling was huge, it subsequently created a blue print to try to legitimize this practice through legislation. Additionally, the recently proposed legislation asks for the authority to monopolize fire alarm monitoring.

It seems apparent that the primary motivation of HB1301 is to take over an area of private business that took more than a hundred years for private industry to build. It does not, however, improve public safety.

For more information about Illinois House Bill 1301 or how you can help the IESA fight this legislation, please contact Executive Director Kevin Lehan at 1-630-305-8800.

valuable public service. Additionally, the fact sheet explains that House Bill 1301 will put alarm dealers in Illinois out of

business. If this is left unchecked in Illinois, you can bet this will happen elsewhere very soon," Lehan said. "After the meeting with your elected officials, please let me know their position. My number is 630-305-8800."



(TOP) Long-time IESA Lobbyist Dick Lockhart outlines the strategy for an Alarm Dealer Legislative Day in Springfield.

(BOTTOM) More than 110 alarm professionals packed the EM24 headquarters' training room in Des Plaines to hear about the detrimental legislation Illinois alarm dealers are fighting.



Silent Knight Offers Free Code Seminars

Silent Knight will host a series of free fire alarm technology and code seminars in major cities throughout the United States, including Schaumburg, IL, on April 27.

To register for the Schaumburg training session, contact Silent Knight's regional sales manager Kathie Rose at 203-484-7578, extension. 5540. She may also be e-mailed at kathie.rose@honeywell.com.

The half-day seminar is intended to educate specifiers and designers of commercial life safety systems.

Completion of the course will qualify attendees for 0.4 Continuing Education Units or 4.5 Continuing Professional Development units.

Guest speaker Wayne Moore, P.E., CFPS, SET, FSFPE, F.NSPE, principal with Hughes Associates and member of the NFPA 72 Technical Correlating Committee, will cover the major changes incorporated in the latest version of NFPA-72 National Fire Alarm and Signaling Code and their application to the design, installation and testing of fire alarm systems.

Real-world applications and the technology behind today's advanced fire alarm networks, detection devices and audio intelligibility solutions will be presented by fire protection experts from Silent Knight and System Sensor. Each seminar will also include an overview from Honeywell Analytics on the function of gas and flame detectors and their cost-effective and environmentally-friendly benefits.



Tri-Ed/Northern Video IP Tech Tour

To follow last year's successful North American IP Video Technology Tour, Tri-Ed / Northern Video Distribution has developed a second course to complement its Level I, ESA-certified training class that covered the basics of networking, IP configuration, IP video and network video recording. After completion of this second course, dealers will be even better prepared to compete in the IP arena.

Round two in Tri-Ed / Northern Video's IP training seminar series kicked off in January with the introduction of the Level II training class. Dealers and integrators won't want to miss this opportunity to learn about the OSI Model, IP Naming Structure, Network Design Best Practices and Switch Basics.

The IP Video Tech Tour will make a



stop at Tri-Ed / Northern Video's Chicago branch on March 22, 2011. This is located at 2546 Pratt Blvd., Elk Grove Village — 847.357.8309.

Jeff Stout, Network Solutions Manager for Tri-Ed / Northern Video, will instruct the classes, which are part of Tri-Ed / Northern Video Distribution's ongoing commitment to educate customers on the latest IP technologies and installation opportunities.

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Electronic Security Association Megatrends Highlights

The Electronic Security Association (ESA) performed an online survey of member companies in the integration and monitoring fields. The 11-question survey was almost exclusively answered by the top executive or functional manager, which provides an unfiltered glimpse into other companies' operations from across the United States.

About the Respondents:

- More than two-thirds have been in business 20 or more years. Better than 80% have been in business 10 or more years while 42% are doing more than \$2.5 million per year and 16% doing less than \$250,000.

Respondents' Service Offerings:

The relatively high level of involvement in areas like IT, A/V and automation may surprise some.

- 47% were involved in home automation and networking.
- 46% were involved in home & commercial A/V.
- 39% were involved in commercial IT.
- 33% were involved in energy management.
- 30% were involved in building automation.

Applications and Technology Platforms Offered:

- 88% offer alternative alarm signal transmission.
- 85% offer IP-based security.
- 81% offer control and monitoring via mobile devices.
- 75% offer integrated security devices on IT networks.
- 72% offer managed access control.
- 70% offer video verification of alarms.
- 66% offer video surveillance for non-security applications.
- 66% offer hosted/remote video monitoring.
- 63% offer integrated alarms and HVAC control.

- 49% offer home health technology/monitoring.
- 42% offer energy management services.

Respondents' Two-Year Outlook:

Respondents are looking at very strong growth during the next two years in the video surveillance category and good numbers in fire and access control as well. In non-security areas, commercial IT, home automation/networking and energy management look like fast growth categories.

- 56% of respondents project an increase of 10% in video surveillance; 33% and 31% expect the same in access control and fire, respectively.

- 14% of respondents project an increase of 10% in commercial IT; 25% and 24% expect the same in home automation/networking and energy management, respectively.

Respondents' Operational Investment Trends

In terms of investments in the company's infrastructure and human capital, we see IT and IP again at the top of the list.

- 98% will invest in technical staff recruitment and development; 27% will increase this by 10% or more.
- 93% will invest in IP/IT training; 40% will increase this by 10% or more.
- 91% will invest in specialized certifications; 29% will increase this by 10% or more.
- 86% will invest in online marketing and social media; 30% will increase this by 10% or more.
- 84% will invest in facilities and social media; 14% will increase this by 10% or more.
- 53% will invest in door-to-door sales; 16% will increase this by 10% or more.

Attend Council Meetings to Help Stop Verified Response

When communities across the state consider Verified Response (VR) or other onerous actions that affect security companies, we must educate our elected officials so they understand the impact of such decisions.

However, for this to occur, alarm professionals must remain aware of what is going on in their local market place and the best way to do that is to attend council meetings

This is not always easy, as owners are focused on making sales, ensuring good installations and service, and generally looking ahead in terms of where their business is headed.

But this is not a task that can be put off. Your company cannot take the chance that the local reporter covering the late-night meeting will understand the significance of "reviewing emergency response policies." That reporter is facing a deadline in two-hours and unless there is a heated discussion, it will likely pass unnoticed in the papers.

In most cases, should a company learn about a proposed VR ordinance when it is up for a council vote, it is often too late. The result will be that the customers you've focused your attentions on for so many years, will now be subject to living in an area the follows a non-response policy.

The Security Industry Alarm Coalition will Help

SIAC's mission is to promote "false dispatch reduction" and the organization works with communities across the United States when there are ordinance issues that require expert analysis or review.

Over the past decade, SIAC has had a major impact in the number of communities that would have otherwise adopted a non-response policy. Right here in Illinois, SIAC worked with leaders of the Belleville Police Department when it was considering a VR policy in 2010.

To continue its mission, SIAC asks that you help them by attending local council meetings. The earlier they hear about a proposed VR law, the more effective SIAC can be.

But remember, as a non-profit organization, it is individual companies, owners, state and national associations that keep the group afloat through donations. SIAC needs everyone's help so they can continue to be able to help you. So please go to www.siacinc.org to learn more about how you can help ensure SIAC is always able to fulfill their goal of protecting your business interests.

portions courtesy of the Security Industry Alarm Coalition

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PROTECTION CONNECTION

A QUARTERLY PUBLICATION OF THE
ILLINOIS ELECTRONIC SECURITY ASSOCIATION

HB1301 Must Not Become Law

As expected, onerous legislation — House Bill 1301 Fire District Anti-Trust Exemption — has been introduced by an Illinois lawmaker to allow Fire Protection Districts to enter into the alarm monitoring business; mandate connection to a government central station; and engage in monopolistic practices.

The bill was proposed to legitimize governmental seizure of alarm monitoring accounts, an approach that was stopped by a temporary injunction in federal court in late November. (reference Lisle-Woodridge Case No: 10-c-4382) Its primary function is to take over a segment of private business.

It does not, as its backers say, improve response time or increase firefighter and civilian safety.

Should this law pass, every other state in the union will look at our industry as a potential revenue source.

How We Got Here

During the past few years, there has been a concerted effort to minimize the players in the game and elevate an elite few alarm dealers who have the right connections by putting our industry under the government domain. If HB1301 passes, only a handful of installers will survive on service while the government claims monitoring revenue.

To entice the government into confiscating alarm monitoring revenue in the name of public safety, a private-label manufacturer of mesh-network radios and receivers developed a business plan that relies on

consultants to distort the intent of the code. To convince fire protection districts and municipalities to get into the business, a “code expert” tells the leaders that the alarm company is just a middleman and that central stations do not dispatch alarms for at least 90 seconds and could take more than 15 minutes. These are powerful statements when coming from a person with an impeccable resume.

However, those statements are purposefully misleading. According to NFPA72, a central station “shall immediately retransmit alarm signals” and that routine handling should take a “maximum of 90 seconds.”

The false 15-minute reference pertains to digital alarm communicator systems that must dial up to 10 times within 900 seconds if communication isn't made initially. It has nothing to do with central stations' abilities. Nevertheless, they completely misrepresent that to public safety answering points (PSAP) leaders and councils, which are also presented with an apples-to-oranges price assessment for end-users. When comparing the cost of outdated direct-connect copper to that of a government-owned mesh network, they fail to acknowledge the private industry offers the same service for less money — and has for a decade!

Federal Court Ruling Led to Proposed Bill

With only pieces of accurate information, government officials who hear this sales pitch are naturally interested. They are then

(Continued on Page 4)

Sign Up for the March 16 Legislative Day!

The luncheon meeting will feature long-time lobbyist, Dick Lockhart, who will explain how to locate your elected officials' offices in Springfield and give advice on how to effectively speak with your representative and senator about the detrimental effects HB 1301 will have on our livelihoods. Please RSVP today at www.illinoisesa.org for every one you plan to bring to this important event.

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A Message from the IESA President, Chester Donati



This issue of the *Protection Connection* is one of the most important you will ever receive.

It outlines the next step our industry needs to take to put a stop to House Bill 1301, a piece of legislation, that if passed, will severely alter the life

plans of many alarm dealers across the state of Illinois.

If the alarm industry puts food on your table and that of your employees, it is your responsibility to attend the upcoming IESA Legislative Day rally to be held on March 16, 2011, across the street from the Capitol Building at The State House Inn. This is a first-of-its-kind event for the IESA and it will show the Illinois legislature that the alarm industry is one that must be heeded and respected.

With the crowd we anticipate — dealers from across the state are bringing a variety of staff members with them — the 97th Illinois General Assembly members will no doubt take notice of us. They will know we are a strong organization of independent businesses that employ and provide benefits to thousands of people in the state.

Additionally, future Illinois legislatures will recognize our collective strength and ability to organize around a good cause. The importance of that is immeasurable. Although the IESA is now playing defense and trying to kill a detrimental bill, there will come a time when we are on offense and pushing our own agenda.

Now, I have enough experience to know that last sentence

will prompt some of my local industry peers to ask, “Who’s agenda and how do I know it will protect or benefit me?”

I’m hear to tell you that the IESA’s agenda is set by active and time-contributing members — just like any other organization. If you want your voice to be heard, you must join and then participate in the process. It’s that simple.

At the same time, I can hear some dealers saying it’s not so simple if I live in Rockford or O’Fallon — how can I make the IESA meetings? To them, I have no excuses to offer. For too long, the IESA has been concerned mainly with alarm dealers in Chicago and the surrounding communities.

To rectify that situation, I am guiding the IESA to do a better job of reaching out to alarm dealers in all regions of the state. In fact, the IESA already held legislative meetings in the northwest and central parts of the state this year. In addition to the March 16 rally in Springfield, the IESA will also host a meeting in the Belleville/East St. Louis area in the coming months. That’s the best way I can think of to reach out to alarm dealers who face issues in their markets that don’t impact me in the south suburbs of Chicago.

So believe me folks, we’re trying! The IESA hopes every Illinois alarm dealer helps shape our industry association as we move forward. But we need everyone’s participation to do it right. As such, I’ll ask again: please sign up today for the IESA’s Legislative Day at www.illinoisesa.org.

P.S. — This year’s Electronic Security Expo in Charlotte looks to be one of the best yet — hope to see you there! Please see Page 9 for ESX sign up information.

A Message from the IESA Executive Director, Kevin Lehan



The alarm industry across the nation owes a debt of gratitude to many individuals and companies in Illinois that have come together to help stop passage of House Bill 1301 Fire District Antitrust Exemption.

While this battle has just begun — the IESA expects the unexpected until the end of this legislative session — the alarm industry’s collective voice is being heard loud and clear from South Beloit to Cairo, IL.

Not to diminish the contributions of the larger companies in this state, but it is the efforts of average-sized companies — with five to 15 employees — that have impressed me the most. The reason is that the principles of these types of companies have been very active in sharing the IESA’s message with their elected officials. Those representatives and senators, in turn, have shared their opinions with legislative peers from both parties, all the way up to Speaker Madigan’s office.

Believe me, you are making a huge difference!

Elected officials listen to business owners who provide employment and benefits for thousands of people across

the state. The letters I have been copied on and received in the mail have demonstrated that business owners’ concerns are not only for their company and personal well-being, but their employees’ families.

Another difference maker is the involvement of alarm dealers in urban and rural locations. Although the issue of government entering the alarm monitoring business took root in the Chicago area, this is a state-wide problem that if left unchecked, will spread across the United States.

That’s why it is important the Illinois alarm industry stops this problem right here, right now. It is our responsibility to our brethren across the land to kill this bill.

It is also the perfect example of industry associations at work. When a group of people — who are competitors in the marketplace — have a common goal and work together, great things can be achieved.

Keep in mind, our goals have not yet been met. We still seek more active contributors to our collective cause. If you would like to become more involved to help protect the industry that feeds so many families in Illinois, please contact me at 1-630-305-8800 or send an e-mail to execdirector@iesa.net.

Illinois Electronic Security Association Membership List

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Illinois Alarm Act to Sunset in 2014; Must be Renewed

Written into legislation with a 10-year life span, the Private Detective, Private Alarm, Private Security, Fingerprint Vendor, and Locksmith Act of 2004 must be reviewed and renewed in the coming years.

This piece of legislation is of utmost importance to the Illinois alarm industry. The regulations that govern licensed alarm contractors and agencies give additional credence to our position that the industry plays an instrumental role in the public safety process. In fact, its legislative intent states that the steps to licensure, “are declared to affect the public health, safety, and welfare and are subject to State regulation and licensure.”

According to IESA attorney, Edward W. Williams, our association should have language to submit to the state's Legislative Reference Bureau by December 2012. “In the next quarter or two, the association will begin to assemble a team to work on the new draft legislation. Contact Kevin Lehan if you'd like to become involved.”

Learn to Maximize Results at Electronic Security Expo

The Electronic Security Expo will be held on June 6-10 in Charlotte, NC.

The ESX is a must attend event for owners, top management, sales, marketing, operations, central station management and new managers from all divisions.

Your entire team will benefit from ESX! It is the only major national trade event purely focused on the needs of installation, integration and monitoring companies. Attendees will receive a high quality business and technical education along with fun networking events.

The goal of ESX is that participants will be able to identify new business and technical challenges and opportunities (like IP and systems integration), new business models and best practices that increase revenues and profits by introducing you to the newest technologies and products available in the marketplace. To sign up for this year's ESX in Charlotte, please visit www.esxweb.com today.



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information. State deadline is
July 26, 2011.

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Illinois Alarm Community*

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YOU DESERVE THE BEST !

Gem Electronics Offers Superior Coax Connectors Confirmed By Independent Test Lab

Mechanical Results Pounds to Pull Off Cable	
Twist-On	22.05 pounds
Crimp-On	24.25 pounds
Uni-Crimp	33.51 pounds
Crimp-Crimp	31.31 pounds
Compression Seal	52.91 pounds
Competition *	41.89 pounds

Electrical Results VSWR	
Twist-On	1.716 @ 1.71 GHz
Crimp-On	1.348 @ 1.71 GHz
Uni-Crimp	1.505 @ 1.71 GHz
Crimp-Crimp	1.598 @ 1.71 GHz
Compression Seal	1.350 @ 1.71 GHz
Competition *	1.529 @ 1.71 GHz

GEM ELECTRONICS CABLE-CONNECTOR-SELECTOR CHART

Connector Type	RG 59	RG 59	RG 6	RG 6	RG 6
		Plenum		Plenum	Quadshield
F Crimp	0459-2MTP	0459-10TP	0406-1TP	0406-10TP	0406-4TP
F Compression	0459-2CSTP	0406-10CSTP	0406-6CSTP	0406-610CSTP	0406-6CSQSTP
BNC Twist-On	302-4TP	302-1TP	302-5TP	302-4TP	-
BNC Crimp-On	301-00TP	301-00TP	301-00TP	301-00TP	-
BNC Uni-Crimp	301-75-2TP	301-75-10TP	301-75-5TP	301-75-510TP	-
BNC Crimp-Crimp	305-2TP	305-10TP	305-5TP	305-4TP	-
BNC Compression	302-N2CSTP	302-10CSTP	302-5CSTP	302-510CSTP	302-5CSQSTP
RCA Compression	100-2CSTP	100-10CSTP	100-6CSTP	100-610CSTP	100-6CSQSTP



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