

THE PROTECTION CONNECTION

Participation improves your bottom line.

Times are rough.

Everyone is swamped with work, or at least doing a mad-scramble to make more sales. Using time wisely so as to improve the bottom line is exponentially related to a variety of business factors.

Have you ever stared blankly at a client's file feeling absolutely clueless about how to insure that a sale is made? Have you ever felt like you'd like to wave a magic wand to make things work the way they should? Have you had days that objects on your desk go into orbit out of frustration?

You're not alone. Every alarm dealer around the country feels that way. It's time to get your business-life sane again. Don't just punt and hope for the best.

The IESA offers opportunities for you to network with peers so that you can find solutions to business frustrations. Yes, each meeting has a topic that will enlighten you on some issue but, the amount of wisdom and information shared at the meeting during the social hour or during dinner is invaluable. You will go back to your office the next day feeling refreshed and having a way to get the stapler back on your desk and out of the wall paneling from when it got misfired during a moment of frustration.

This issue of the Protection Connection is devoted to explaining upcoming events and the value to your business.

Be sure to participate in these events.

Time is \$\$\$.

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IESA/WBFAA Golf Event—A Huge Success

Fox Lake Country Club was the site of the May 8, 2003 IESA/WB&FAA joint golf event.

It was a chilly but gorgeous spring day and all that attended had a wonderful time.

Tied for first place were the team of Mike, Jason, Bud and Bill and the team of Greg Gary and John who scored 4 under. Event winners were Ray Statis, Larry Wright, John Kittleson, Greg Shaw, Scott McDougal and Jason

Michalak.

Pictured from Left to Right Are Don McInnes, ADT—WB&FAA President; Sam Rizzo, ADT Dealer Servies; Gene Marks, Precision Power Products, IESA Associate Member at Large and Pat Devereaux from Emergency 24, an Associate Member in both the IESA and the WB&FAA.

You won't want to miss the next golf

event which is slated for this Fall.

Besides being great fun and relaxation they are a terrific opportunity to network and learn.



The President's Message

By Anthony Calderone

Dear Member and Reader

As I sit writing this letter I am wondering what happened to the "Old Days" when our membership was active and participated on a regular basis. I also reflected upon those same days when we came together at our regular business meetings not only to take care of business but to also network.

With the operative word being "Network" I wonder if everyone has mastered the art of their business and no longer experiences any operational related problems. Could it possibly be? Is everyone making so much money that the need to network among peers a thing of the past?

As I meet and speak with alarm dealers I don't seem to find that any of the above questions are true. In fact, I continue to here about problems related to employees, loosing jobs to lower bidders, insurance related issues or costs, or how to increase profits. Granted, many of the equipment related problems of days gone by have been righted. But the others still remain today.

So I keep asking myself why aren't the members attending IESA meetings?

As you are reading this letter could you take a moment to reflect upon some of these questions I have presented to you?

Do you have some ideas for meeting topics? Could you share your thoughts with me on why you do not attend on a regular basis, and by all means be

honest. Are the meetings boring? Is the meal cost too high? How about the location? Or is this simply a way of the future?

If you have not been around for a while I encourage you to come back. I think you will find some fresh faces and new ideas. We would welcome you back with open arms; in fact we would like you to get involved.

The future of our industry, good bad or indifferent depends on you. You will determine what happens next. You will be the leaders of tomorrow, but we can't do it without you.

So what do you think?

How about giving it a try? Come out and get involved, share your ideas, you do have great ones but I can't hear them if you are silent. Stop by and have some food or simply a cup of coffee and meet and greet new and old faces. You never know, you just may be able to help another person.

Lastly as we have entered our summer season I truly hope that each of you take time out for some fun, maybe with your family or simply friends. Take that vacation defrag the brain and come back to work re-energized, and until then I welcome your thoughts or suggestions. I'm only a phone call away, 708-366-2400.

Kindest regards,

Anthony Calderone
President

IESA ANNOUNCES MEMBERS ONLY AREA OF WEBSITE

If you haven't visited the IESA website you will want to do so soon. In addition to industry resource information the site now has a Member's Only Area.

This section features a listing of Associate Members, newsletter archive, By Laws archive, and a special resources page with links to other internet sites to help you run

your business.

You need a user name and password to gain access to this area.

User Name: **iesa**
Password: **member2003**

Please do not give this information to non-members



"A dinner lubricates business" Be sure to attend all IESA meetings!

IESA NEWS

The IESA is pleased to announce new members:

Regular Members

DMC Security

Electronic Systems of Illinois

As always, editorial comments are always welcome for The Protection Connection.

Advertising and classified ads may be placed in this publication.

Call the IESA office for more information at (630)305-8800.

Send your editorials via fax to (877)230-5110 or mail to IESA, 4238 N. Arlington Heights Rd, #107, Arlington Heights, IL 60004.



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Full Page front inside or back outside cover

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WHAT IF?

What if you experienced a catastrophic loss on your home or business? What would you do?

After spending nearly three decades in the alarm industry it amazes me that I never knew what happened to any of my customers after their lives were interrupted by a fire.

In the past, when my customers asked what should we do when the smoke detectors were triggered I would simply tell them to make sure that everyone got out of the building safely because your security system would do the rest. That wasn't entirely true. Telling a customer to get out of the building because the system would do the rest wasn't wrong. It wasn't complete.

Very few home or business owners know how much damage even a small fire can cause. Keep in mind that additional damage can be done to the property in the process of extinguishing the fire.

Far worse than the damage caused by the fire itself, can be the damage caused by not enlisting emergency services within 24 hours after the loss.

If I would have known then what I know now, my response to my clients would have added:

- **DO** contact your insurance company to notify them of the loss. (Most insurance companies have 24-hour claim service hotlines.) You may be instructed to perform the necessary "Emergency

Services". Emergency services are temporary repairs that are made to the property to reduce the possibility of further damage. These services may include: board-up; tarp for the roof; water extraction; electrical service; temporary heat and lighting; drying equipment, debris removal and security.

- **DO** create an inventory of all of your contents that were in the fire.
- **DO NOT** wait to call a fully licensed, insured and certified restoration contractor. Emergency services must be done promptly. The first 24 hours after a loss can be critical in reducing the amount of damage to your property and contents.
- **DO NOT** stay in an unsafe environment. Contact your insurance company for temporary housing procedures.
- **DO NOT** disturb the origin or cause of the loss. Your insurance company will investigate, photograph and document this information.
- **DO NOT** use electrical fixtures or appliances before they have been checked.
- **DO NOT** leave pets, valuables or firearms in an unoccupied building.
- **DO NOT** consume any food, liquor or medications that have been in a fire.
- **DO NOT** go into a wet or flooded area.

These instructions can be the guidelines used following any type of property loss including

fire, smoke, water damage, storm, or vandalism.

Even though you may have a remodeling contractor that you would like to use, that company may not have the knowledge to do emergency services or properly rid your home of smoke or water damage.

Smoke odor can linger 30 years after a fire if not properly addressed. On the other hand, water damage can be even worse. If water is not properly extracted from your property there can be a build-up of molds that can cause health problems.

It is the property owner's right and responsibility to hire a service provider of their choice. Be sure to hire a licensed and certified restoration specialist.



TRAINING CLASSES — INVEST IN YOUR BUSINESS GROWTH

The NTS **Fire Alarm Installation Methods Class** will be offered September 4-5, 2003

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.

Because the class is offered to Fire and Building Inspectors it is an excellent opportunity to network with them!

The NTS **Level I Alarm Technician Class** will be offered October 15-17 at ADI in Elk Grove Village.

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.

In addition, the IESA has scheduled a **NICET II Test Preparation Class** October 9-10 at the Comfort Inn O'Hare.

This class is designed to prepare your staff for the NICET II Test. If you are installing fire systems, you won't want to miss this opportunity.

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FOCUSING ON THE HUMAN SIDE OF TECHNOLOGY

So you want to sell your company? By Katie Maahs-Bally, former president of North Shore Security

Okay, you've been in business for a number of years. You probably have a few employees, maybe your spouse is working with you. You have wonderful customers (well, nearly ALL are wonderful! – we each have our top ten list of problem customers!). Your contract is approved by your insurance company, but not all of your customers are contracted. With them you have a “hand shake” agreement and they know you, you know them – who needs a contract? In addition to the approved contract, along the way you had several other contracts, maybe three, four, six or eight. And sometimes your customers didn't like the contract's wording, so they crossed out lines, phrases or entire paragraphs. But, so what? You wanted to close the deal, so you allowed them to do whatever they wanted to do.

Your accounts might be on a dedicated line to the central station, but maybe not. Maybe you never got around to putting them all on an 800# that could be call forwarded easily.

You have service agreements with some of your customers, but not all. It seemed easier to just go to their house or business and fix the darned thing. After all, you want to save your customer, don't you?

Well, let's think about what we just covered. You still want to sell your company or just the accounts. Now, put yourself in the shoes of someone who might want to buy your accounts. What is the buyer looking for?

First of all, he wants clean contracts that are assignable.

And he wants all of your accounts to be contracted with an acceptable contract.

Second, he wants to be able to take over your accounts with a minimum of hassle. He'll do a due diligence, but the easier that process is the more he'll want to buy your accounts.

Third, he wants your files to be in good order. Are they all consistent and complete? Does each have a copy of the signed contract? Is there a good record of service?

And fourth, he wants to be able to transfer your accounts as easily as possible into his central station.

If these four conditions are met, the chances are that he will make to you a good offer and pay you in a timely fashion.

If not, you'd better get to work right now and make sure that your company is as clean as you can possibly make it. I know, it's time-consuming, difficult and not fun. But if you want to insure that the years and energy that you spent building up your company will be consummated by a worthwhile deal, then you owe it to yourself to do just that.

Trust me. I know, because my husband and I sold our company about a year ago, and could have made an easier transition if we had put in a little more work before we accepted the offer to buy. The deal we made was a good one, and we have no regrets. But we made some mistakes, and you can learn from the ones that we made.

Why NICET Fire Alarm Certification

If you are a business owner that installs commercial fire alarm systems, you and your technicians should be NICET certified. Many communities within the State are starting to enforce NFPA 72 which requires certification. Having NICET Certification demonstrates to your customers that you and your technicians' knowledge has been tested and found to meet stringent industry standards — not minimum requirements.

Employing NICET Certified fire alarm technicians benefits your company in several ways. First, it is an outward indication to the public, engineers, architects and building officials of your dedication to professionalism. Secondly, being certified means you will apt to make more money in the fire alarm market. If you are knowledgeable of the codes, you won't bid a job too low and lose money. You may recognize design flaws during the bidding process and find an opportunity to increase your profit margin before the

end of the project. If you are not knowledgeable, you can make seemingly minor miscalculations during the design stage, that become multiplied dozens of times at each device you install. If you have to move all of your detectors and notification appliances a foot or two, then pay the dry-waller, painter or paperhanger to patch holes, your company may find itself in a deep financial hole.

Does your company do structured wiring? The building could be open for a week and the owners not know the data cabling isn't finished, but the building can't even get open if your fire alarm system doesn't pass its final acceptance. Did you know that it is against the National Fire Alarm Code for you to install automatic fire detectors until the construction and clean-up of all trades is complete and final? (2-3.6.1, 1999 Edition of NFPA 72). All eyes are on you and your crew at the end of every building project.

(continued Page 9)

IESA 2003 CALENDAR OF EVENTS

August 13	IESA Board Teleconference — 10:00am	
August 14-20	ALOA Convention	Las Vegas
August 15	Deadline to register for NTS Fire Alarm Installation Methods	
September 4-5	NTS Fire Alarm Installation Methods Class	ADI-Elk Grove Village
September 10	IESA Vendor Appreciation Night Round Table Discussion — Getting Paid	Holiday Inn — Hillside
September 15	Deadline for Protection Connection Ads and Articles	
September 5	Deadline to Register for NICET II Test Preparation Class	
September 26	Deadline to register for NTS Level I Class	
October 1-31	National Crime Prevention Month	
October 1-3	ISC East	
October 5-11	National Fire Prevention Week	
October 9-10	NICET II Test Preparation Class	Comfort Inn—O'Hare
October 17-22	Central Station Alarm Association Conference	Lanai HI
October 15-17	NTS Level I Alarm Technician Class	ADI —Elk Grove Village
October 20-23	ASIS Conference	Longbeach California
November 1-31	National False Alarm Prevention Month	
November 12	IESA Membership Meeting SBC answers questions on servicing your clients	Holiday Inn—Hillside
December 10	IESA Board Teleconference 10:00am	
December 15	Deadline for Protection Connection Ads and Articles	
January 14, 2004	IESA Holiday Party	Holiday Inn —Hillside



Note: Membership Meeting locations have changed. The Board made this decision so that we will have more flexible accommodations and so that we would meet in a more central location to the members.

You can obtain registration forms for any IESA event online at <http://www.iesa.net>

Good News — We're Living Longer

It's a known fact that Americans are living longer. However, staying healthy during retirement may depend entirely upon how well you've planned for your retirement health insurance program.

Presently, there's more pressure than ever to make sure we are sufficiently prepared for the inevitable rising health costs and long term medical care.

Today, you probably have all your insurance needs provided for through your company sponsored insurance programs. However, if you're thinking of retiring, it's time to reevaluate your health care options.

There are number of trends affecting long term care insurance:

- **Forty-three percent (43%) of Americans over the age 65 as of 1990 will enter a nursing home at some time during their life. (The New England Journal of Medicine, February 28, 1991)**
- **The average length of stay in an independent**

care facility is about five-years, an assisted living facility is roughly two years and an average stay in a nursing home could 2.5 years. Therefore, an average stay in a long-term care facility could be approximately, 9.5 years.

- **Medicare pays only about two percent (2%) of all nursing home costs nationwide. (U.S. Department of Health and Human Resources)**

As you get older, *long-term care insurance* protection may become a major concern of yours. Entering a nursing home or some other type of home care service can quickly deplete your nest egg. Long-term care insurance can assist you in making sure you retain your independence and protect your family from expropriate expenses and provide financial peace of mind.

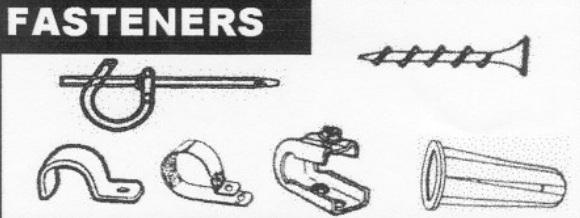
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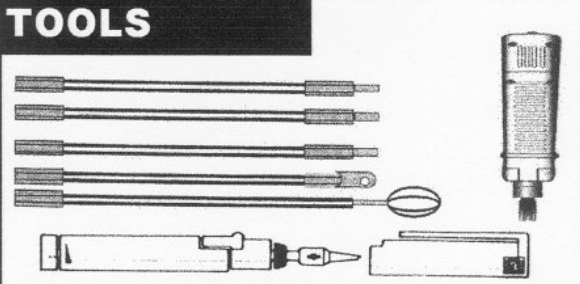
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Why NICET (continued from Page 7)

If weather or labor problems have put the project behind schedule, then every minute you take completing the installation will cause the owner a great deal of anxiety. The problems of the past won't be remembered as the customer waits for your fire system to pass its final inspection. The list of people inspecting your work seems endless: the building inspector, architect, engineer, owner, fire department, and maybe even a state fire marshal or electrical inspector; possibly an insurance underwriter, sprinkler company, elevator company, or HVAC company is looking over your work, too, since your part of the project may be delaying theirs.

Lastly, there's that issue of being responsible for a lot of lives. Certification can be a driving force within your company to become and employ better fire alarm technicians.

Smart business owners invest their time and money into endeavors that show their devotion to their company and the industry — like being active in the IESA.

NFPA 72, 1999 1-5.1.4 states that fire alarm installation personnel shall be supervised by persons who are qualified and experienced and the code lists NICET Level II as an indicator of this experience. In Chapter 7 at 7-1.2.2. NFPA 72 also states that service personnel shall be qualified and experienced. Although both of these code references list personnel licensed by the state as an alternate indicator of "qualified and experienced", as all those in Illinois as if we do any work on fire alarm systems, the state test does not compare to the 4-5 hour NICET exam, and the state test does not require the experience levels that NICET requires for certification. This would be another argument for NICET Certification, in that your certification would indicate your adherence to a higher standard.

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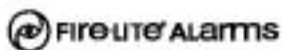


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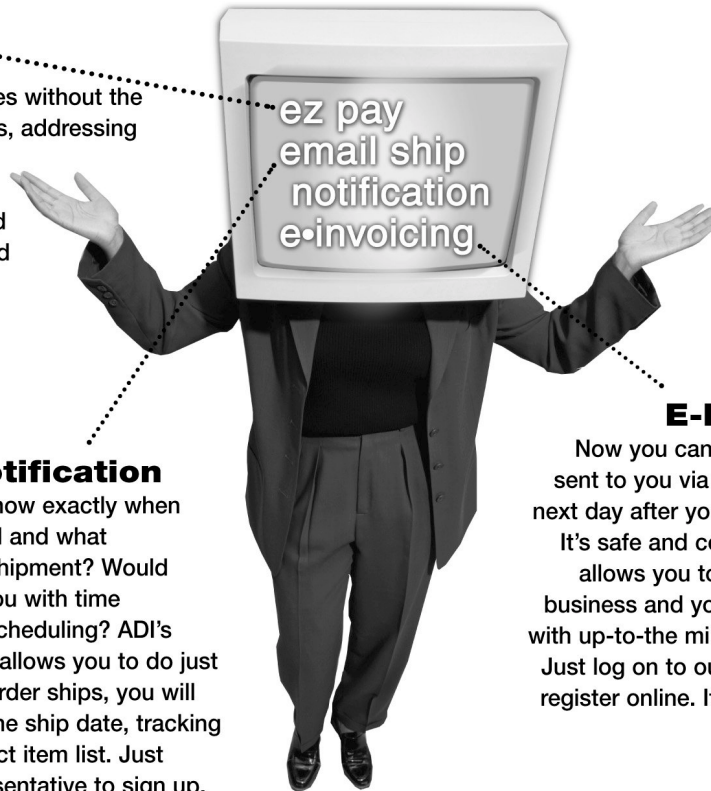
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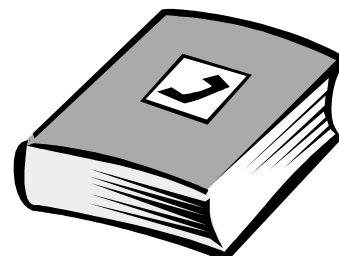
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The objectives of the IESA are:

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
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