

The Protection Connection

VOLUME 3, ISSUE 3

JULY — SEPTEMBER 2004

ILLINOIS ELECTRONIC SECURITY ASSOCIATION

Special points of interest:

- *NBFAA Benefits*
- *EEO Insurance*
- *NTS Instructors Needed*
- *Who are the IESA Members?*

WEDNESDAY, JULY 21, 2004

10:30 A. M. — Double Tee Start

Reception 3:30—5:30 PM

Indian Lakes Resort

250 Schick Rd, Bloomingdale

Network! Prizes!

Golf/Cart/Lunch at Turn

(see enclosed registration form)

Special Guest

State Representative Skip Saviano



IESA Members in the News

For those of you that get Security Sales & Integration magazine you may have noticed some familiar names in the February & June 2004 editions. The February issue featured a section called 25 People Who Changed The Course of Security.

Bob Bonifas from Alarm Detection Systems has been widely recognized as an industry supporter and

activist is named in the article.

ADS was also honored in the June 2004 issue of Security Sales and Integration as having received a SAMMY award for their Direct Mail Sales Brochure.

Another IESA member recognized in the 25 People Who Changed The Course of Security is Dante Monteverde from Emergency 24.

One of Dante's achievements in the 60's was leading a team of programmers and engineers in writing the first software program for alarm monitoring.

Be sure to look for this section in future issues of The Protection Connection. . We have more to announce! If your company has been in the news, call the IESA Office (630) 305-8800

<i>President's Message</i>	2
<i>The NBFAA Resource Center</i>	6
<i>What is NICET and Why NICET</i>	8
<i>10 Mistakes That Reduce Profitability</i>	12



President,
Tony Calderone

The President's Message by Anthony Calderone

We are in a world of change. The events of September 11, 2001 forever changed the way we travel, work and conduct business. Who would of ever thought this could happen to America! "No way. No how," would have been our words up until just a few short years ago. No longer.

The alarm industry is no exception. We too are changing.

From the days of direct wire circuits spanning the technology horizon to today we are now communicating alarm transmissions over the world wide web.

What does tomorrow bring? Will you be up with technology?

The IESA helps you through training classes

designed to improve your proficiency, networking designed to keep you abreast of our ever-changing business. We are a group of dedicated individuals who serve as volunteers who strive to improve the sphere around us all. Sharing new methods, exchanging new ideas are our basic tenets that we subscribe too.

Down south in Springfield our State Legislators are at work trying to balance the State Budget, but at the same time there are many laws that are introduced each year and some of those will affect us! So we are here and you are there and we are trying to find the way to bring us together.

The IESA is hosting a golf outing for every member and even a guest to bring us together socially. You

don't even need to be a good golfer, honestly I stink but what a great opportunity to have some fun and laughter and even share a few stories. Most importantly this golf outing brings to us a very strong supporter of our industry, State Representative Angelo (Skip) Saviano who chairs the Department of Professional Regulation Committee. Skip will join us that day to network with us and learn from us what's important to our industry.

So what do you think? Is it worth you time? Look inside this issue for details and by all means don't miss this fantastic opportunity, come out bring an associate, bring your wife, bring a co worker.....just be there.

Until then a safe and happy summer to each of you.



2004 Meeting Schedule

Mark your calendars now and plan to attend membership meetings that will feature topics of importance to your business:

September 8, 2004

November 10, 2004

All meetings are at the Holiday Inn Hillside. Social hour is at 6:00pm Dinner is at 7.

If you have a topic or speaker that you'd like to have at one of these meetings, call the office at (630) 305-8800.



Security Systems

BOSCH

Bosch Security Systems

130 Perinton Parkway

Fairport, NY 14450

Dennis Calvey

(800) 538-5807 Ext.1605

Regional Sales Manager

Fax (831) 796-1892

dennis.calvey@us.bosch.com

www.boschsecurity.com

Sam Rizzo

Regional Director/Midwest
Dealer Development & Acquisitions

tyco

Fire &
Security

ADT



ADT Security Services, Inc.
1845 East Rand Rd. L109
Arlington Heights, IL 60004

Tele: 847 873 2083

Toll: 877 770 8112

Fax: 847 873 2086

Email: srizzo@adt.com

IESA Welcomes New Members

Castle Protection Group

Monarch Burglar Alarm Company

**Quicker. Smarter.
Friendlier.
More Helpful.**

**WHAT MORE CAN YOU ASK FOR
FROM YOUR DISTRIBUTOR?**

At SES, we pride ourselves on being exactly what you need from your distributor. We're not so big that we forget your name, and we're not so small that we can't meet your needs. From outstanding selection and prices to friendly, knowledgeable service and support, we're just right for your business.

So call us, or better yet, come by and see us today.

S. CHICAGO
6475 Joliet Rd.
LaGrange, IL 60525
800-505-7198
708-354-2476
708-354-2481 FAX

N. CHICAGO
1892 S. Elmhurst Rd.
Mt. Prospect, IL 60056
800-729-1306
847-806-6900
847-806-6901 FAX



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 WB&FAA website at

<http://www.iesa.net>

Be sure to visit the Members Only Area

User Name:

iesa2004

Password:

2004member

NTS Instructors Needed

Instructors are needed for NTS classes. Instructors receive compensation for their time.

In order to start the process for becoming an instructor you must take the Level I Class and pass it at 80%. There is no fee for you to take the class if you pass it at 80%.

Once you have taken the class, you must then take an Instructors Exam and then student teach 2 modules of Level I. In

order to qualify as an instructor for other NTS classes you would take that class and pass it at 80% and then student teach (you do not need to retake the Instructor's Exam).

In order to remain an NTS instructor you must take CEU classes each year. Teaching counts for CEUs.

For more information or if you wish to register to become an instructor, call (630) 305-8800



BITS	
FASTENERS	
TOOLS	
PBFT INC	
PETERSON BITS, FASTENERS & TOOLS INC.	
4988 TORQUE DR. LOVES PARK, IL. 61111	
800-747-2555 FAX: 815-633-8738	

When it comes to Central Station alarm monitoring

OUR SERVICE IS SECOND-TO-NONE

and here are some reasons why!

- 1 Cooperatively Owned
- 2 Two-way Voice Expertise
- 3 Quality Service
- 4 UL Listed
- 5 SIA Certified Training Program
- 6 Competitively Priced
- 7 Dealer Equipment Programs

CRC

Cooperative Response Center, Inc.

1-800-892-1578, ext. 5003 info@crclink.com

FOCUSING ON THE HUMAN SIDE OF TECHNOLOGY

Do you know who they are? Meet & network with them and others at IESA functions.



Securing the Future of Your Business

As "America's Leader in Security Services," SAI offers dealers like you the tools and support needed to position your business for success now...and in the future.

- ★ Industry-leading monitoring service
- ★ Day-to-day operational and account management with WebNet
- ★ Multiple funding sources and financing programs
- ★ Discounts on products and services for your business
- ★ 24-hour customer and dealer support

- ★ Proven sales and management training
- ★ NEW video monitoring service
- ★ SAI's Authorized Dealer Program for even more benefits, plus networking with professional dealers and competitive funding multiples

**Join America's Security Team
by contacting (800) 323-7601
or Info@SAI-Inc.com**



www.SAI-Inc.com

E&O Insurance — Are You Sure You've Got It?



When it comes to purchasing general liability insurance for your business, not all policies are created equal. For instance, does your liability policy include errors & omissions (E&O) coverage? Are you sure?

The foundation of a general liability policy is to provide protection for instances of bodily injury or property damage. Meanwhile, the basis of an E&O policy is to provide protection for losses other than bodily injury or property damage,

mostly related to financial loss.

Many carriers will offer a general liability policy with "no professional liability exclusion." However, this does not provide E&O coverage. Such policies will still only cover "bodily injury" or "property damage."

Don't be fooled by offers that do not have specific professional liability or E&O endorsements. Just because an exclusion does not exist does not mean

coverage is in effect. There is a reason these policies seem inexpensive - they may not provide the coverage you need!

Security America Risk Retention Group offers professional liability including errors & omissions coverage specifically to NBFAA member companies. For more information about Security America Risk Retention Group, or to obtain a FREE quote, call (866) 315-3838 or visit www.securityamericarrg.com today.

The NBFAA Resource Center

As a part of your membership benefits the NBFAA Resource Center has a *Guide to Consumer Contracts*.

"Legal articles pertaining to the alarm industry often discuss certain provisions which are included in the standard contract between an alarm company and its customers. These articles will generally explain the importance of including contractual provisions relating to limitations of liability and/or liquidated damages, third-party indemnification and the customer's three-day right of rescission.

While this approach helps the alarm professional better understand the importance of these key provisions, there are a multitude of other provisions included in the customer contract which are seldom, if ever, mentioned in such articles. Are they really necessary? In fact, why does an alarm company need a customer contract in the first place?"

In this *Guide to Customer Contracts*, they I try to answer these and other questions, as well as identify the terms and conditions that should be included, or at least considered, in writing such a contract.



To obtain a free copy of this guide, contact the IESA Office (630) 305-8800.

FINALLY, LIABILITY INSURANCE WITHOUT THE ALARMING RATES



Introducing Security America Risk Retention Group, offering cost-effective general liability and errors and omissions coverage exclusively for NBFAA member companies.

Take a look at what we offer:

Competitive rates

NBFAA member companies can now save thousands of dollars.

Coverage in all 50 states

Security America RRG offers Professional (Errors & Omissions) and General Liability coverage in all 50 states.

24-hour turnaround on price quotes

Need a quote? Just submit an application and you'll have it within 24 hours. Guaranteed.

Risk management training

Valuable expert guidance on how to keep your exposure to risk at a minimum is included with your Security America coverage.

24-hour claims reporting

We know security is an around-the-clock business. So we're available 24 hours a day, seven days a week to take your claims.

From people you trust

The Security America RRG was developed by the National Burglar & Fire Alarm Association (NBFAA) and is exclusively for NBFAA members.

To learn more, call **866.315.3838** or visit **www.securityamericarrg.com**

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

“Advanced Burglar Alarm Technician”

Thursday – Friday, Sept 30 – Oct 1, 2004 8AM – 5PM

ADI Training Room, 509 Busse Rd, Elk Grove Village IL (847) 439-9350

REGISTRATION DEADLINE 9/15/2004 Note: Add \$40 if registering after 9/15/04

Limited Space Available...Register Early...Attendance Required at All Sessions

IESA Members.....\$ 255 Non-Members ...\$ 530

(Fees required by 9/24/04)

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.

REGISTER TODAY!

“NICET II Test Preparation Class”

Thursday – Friday October 11 - 12, 2004 8AM – 5PM

ADI Training room, 509 Busse Rd, Elk Grove Village IL (847)439-9350

(Lunch plus two 15-minute breaks included)

REGISTRATION DEADLINE 9/10/04 Note: Add \$40 if registering after 9/10/04

Limited Space Available...Register Early...Attendance Required at All Sessions

(Fees required by 10/1/04)

IESA Members.....\$375 Non-Members.....\$550

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 1.2 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

“Level I Alarm Technician”

Wednesday - Friday, October 20 - 22, 2004 8AM – 5PM

ADI Training Room, 509 Busse Rd, Elk Grove Village, IL

REGISTRATION DEADLINE October 4, 2004 Note: Add \$40 if registering after 10/4/04

Limited Space Available...Register Early...Attendance Required at All Sessions

(Fees required by 10/15/04)

IESA Members.....\$ 255 Non-Members\$ 570

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	CCTV
Basic Electronics	Fire Systems
Job Planning	Standards
Control Panels	False Alarm Prevention

REGISTER TODAY!

“Electronic Access Control”

Thursday/Friday November 4-5, 2004 8AM – 5PM

ADI Training Room, 509 Busse Rd, Elk Grove Village IL (847) 439-9350

REGISTRATION DEADLINE 10/21/2004 Note: Add \$40 if registering after 10/21/04

Limited Space Available...Register Early..Attendance Required at All Sessions

(Fees required by 10/29/04)

IESA Members.....\$ 255 Non-Members\$ 570

Planning to enter the Electronic Access Control Field? Need help trouble shooting your installations? This entry-level Access Control Course will help. This course was designed for business owners, security salespersons, technicians, and end-users who need a solid understanding of access control fundamentals. It is the beginning point for full access control training, providing “must know” information BEFORE receiving manufacturer training on specific products. (NTS 1.6 CEUs)

COURSE TOPICS INCLUDE:

Basic EAC systems	Reasons behind EAC
-------------------	--------------------

WHAT IS NICET AND WHY NICET? By Bob Wolf

Many of you have heard about NICET when attending IESA classes.

There has been some confusion as to how the process for obtaining NICET certification works. This process requires testing on many different areas commonly known as "Elements". The Elements range from first aid, OSHA requirements, the metric system, fire alarm systems and contract language, just to name a few of the 72 Elements you may need to test on to obtain the different NICET levels.

Just knowing the requirement in NFPA 72 to install fire alarm systems is just the start! The other Elements will require self-study using many different reference sources.

The IESA sponsored NICET test preparation class will give you information on how to take a NICET test and covers some of the most common Elements. This class will give you information on the study references you will need. The IESA sponsored NICET test preparation class **is a must** to help you through

the total NICET process.

The IESA NTS Level I Alarm Technician and Fire Alarm Installation Methods (FAIM) classes are excellent training tools to obtain the understating of NFPA 72, NFPA 70 (National Electrical Code), NFPA 101 and 1 (Life Safety Codes) as they relate to fire alarm systems installation, testing and maintenance.

This article is just the tip of the iceberg about the total NICET process. To obtain all of the detailed information about NICET, visit the NICET website at www.NICET.org.

There is a movement within fire inspectors around the country to enforce the language in NFPA 72 that lists several requirements for certification to install, test, maintain and design fire alarm systems. (See NFPA 72 2002 Edition, Chapters 4.3.2* System Design, 4.3.3 System Installer and 10.2.2.5 Testing and Maintenance). The local fire inspectors will at some point in the very near future require them.

The NICET certification is the most highly regarded of those listed. The fire inspectors want a certification

that will give them a comfort level that fire alarm contractors have excellent knowledge of the life safety issues that fire alarm systems demand.

I would recommend that all IESA members who install fire alarm systems consider this certification and training. The time is coming and you don't want to be left behind.

The IESA will sponsor a NICET II Test Prep class October 14-15. Be sure to register early.






CORPORATE
INSURANCE
AGENCY
INC.

JEFFREY KRUG
President





1350 West Northwest Highway, Suite 100
Mount Prospect, Illinois 60056-2297
847.818.7502 • Fax 847.818.7503
E-Mail: krug@corpins.com



**PREFERRED
POWER
PRODUCTS**

GENE MARKS
PRESIDENT

3139 MACARTHUR BLVD. • NORTHBROOK, IL 60062
847.205.1112 • FAX: 847.205.1113 • TOLL FREE: 877.478.4733
WEB: www.pthree.com • E-MAIL: gene@pthree.com

INNOVATION IS OUR TRADITION



Secure Internet Services

- Enter new subscriber data
- Access Activity Reports
- Change Subscriber Data files
- Empower subs to make changes using Subscriber Secure Internet Services

Internet Lead Program

EMERgency 24 Inc.'s A7Alarms.com web site is where surfers can find your company and your custom alarm system price quotes. It's a dynamic, interactive site that captures leads generated by EMERgency 24's search engine network.

SNMP and Wireless Ready

EMERgency 24 continues its tradition of innovation with wireless access to subscriber accounts via PDA's, as well as platform development for SNMP technology.

info@emergency24.com

800-800-3624

www.emergency24.com



- Chicago - Washington D.C. -
- Detroit - Los Angeles -



Officers, Directors & Committees

President—Anthony Calderone
(708) 366-2400

Vice President — Arnold Miller
(847) 205-0500

Secretary — Joe Nollinger
(630) 654-6600

Treasurer — Paul Hester
(847) 398-3300

Past President
Robert Strom (847) 797-4911

Directors
Don Safford (630) 985-3600
Steve Hanzelin (630) 293-4497

Associate Director
Gene Marks (847) 564-4444

Associate Committee Director
Sam Rizzo (847) 873-2083

Executive Director
Marsha Kopan (630) 305-8800

Legislative Committee
Ed Bonifas (630) 844-6300

Membership Committee
Patrick Devereaux (773) 725-0222

Training & Education Committee
Arnold Miller (847) 205-0500

Honeywell

Dan Sammons
Regional Sales Manager
Midwest

Fire•Lite
One Fire-Lite Place
Northford, CT 06472-1610 USA

(203) 484-7161 Ext. 5675
(203) 484-7118 Fax



dan_sammons@fla-whq.com

We appreciate your business.

Our People

ADI has the largest and best-trained team of sales and systems professionals that can help you prosper in this exciting and growing marketplace. Call them at 1-800-233-6261.



Our Products

Intrusion, CCTV, Sound and Communications, Hardware, Home Automation, Structured Cabling, and more...



Our Services

With over 100 convenient locations and vast warehousing network, ADI stocks more products than anyone else in the business. For your nearest ADI location, call toll free 1-800-233-6261.

• ADI Expos

The industry's biggest one-day event is coming to a city near you! The ADI Expo offers valuable training, important product introductions and face-to-face interaction with today's cutting edge manufacturers. Check out this year's expo schedule online at www.adilink.com.

• Pick-up Anytime

It's a virtual 24-hour branch. Pick up your order AnyTime day or night. Ask your ADI sales representative for all the details.

• Systems Sales and Support

Need help with CCTV, Access Control, Sound and Communications, Fire or Structured Cabling? Let ADI's Systems Support group provide you with the help you need to make the sale or win the bid! Call them toll free at 1-800-ADI-SYS1.

Monthly Sales Promotions



ADI's monthly promo showcases the latest products from the top manufacturers, all at tremendous savings! Ask your ADI representative for more information.

Manage Your Business Better

www.adilink.com

- Place your order online 24/7
- Find products with our enhanced "search" feature
- Purchase using your credit card or charge to your account
- Shop when it's convenient for you



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

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

For the ADI branch nearest you, call 1-800-233-6261.
For systems sales and support, call 1-800-ADI-SYS1.



Advertising Costs Getting Too High? By Diane Hughes

Everyone knows that advertising is essential to growing a business. One problem that small business owners have always faced is the high cost of marketing. Most, however don't realize that there is an effective way to reduce the cost of your advertising while - at the same time - increasing its reach.

Advertising co-ops are nothing new. Usually they are a "perk" offered by major manufacturers to encourage retailers to promote their products. Because the retailer has direct access to customers that would want to buy certain products, it only makes sense that they should do joint advertising. You've seen it - McDonalds mentioning Coke in their commercials, Dell stating that you get a free Epson printer with purchase and so on.

The retailer doesn't make the product the manufacturer is providing, but it IS a great match with what they DO offer. Nobody would want to eat a Big Mac without something to drink, and a computer wouldn't do a lot of good without a printer.

Now you can use this same strategy to create your own advertising co-op to increase the reach of your ads and drastically reduce the cost, too.

--- How It Works Generally speaking, the

cost of any advertisements (bulk mailings, ads, newspaper, etc.) would be split equally between all participants. If you and two associates decide to purchase a solo ad, you would each receive equal mentions in the ad and you would each pay equal portions of the cost.

So if the solo ad were going to a list of 200,000 and cost \$150, each of the three would pay \$50. You get to reach 200,000 people for 1/3 the cost you would have normally paid. And, because this ad relates you to other types of businesses, you actually expand your advertising reach.

--- Getting Started So who would be qualified to enter into an ad co-op with you? It depends on the nature of your business. Think of others that reach your same target customer and make a list.

Once you have a list of one or more business types, think of current associates you know who belong to those groups. Also, ask others if they know of any reliable businesses that fall into the categories you've outlined.

--- Making the Approach When you have a list of businesses to approach, simply write or email them with your offer. Be sure to point out the benefits such as:

- * a win-win situation
- * reduced cost of advertising
- * expanded reach of advertising
- * larger, more prominent ads for a fraction of the cost

Also, be sure to ask about the advertising outlets these businesses currently use. You will likely find new avenues that lead to greater exposure.

--- Finalizing the Deal You'll need to work out payment arrangements with your partners prior to placing the ad(s). The best way I have found to handle the finances is for each party to pay me for their portion of the cost with a credit card. I then place the ad order with MY credit card. This way, you are assured of receiving the dollar amount due to you; and your partners have the assurance that - should you default on your end of the deal - they have recourse for getting their money back.

Working in cooperation with other businesses can lead to tremendous successes with advertising. When like-minded companies pool their resources to reach one target audience, the impact is doubled while the cost is reduced by at least half. That's the best advertising bargain around today!



*...your business equipment
leasing partners.*

Brian Cornell

Director of Retail Sales

Midwestern Division

203 N. La Salle Street, Suite 2310
Chicago, IL 60601

866.462.7546 ext. 3101

fax: 866.627.5462

www.marlinleasing.com

bcornell@marlinleasing.com

NBFAA
FALL CONFERENCE
NEW YORK
November 3-5, 2004

10 Mistakes That Reduce Profitability by Dr. Rachn D. Jain

In my professional experience as a sales and marketing coach/consultant, I've had the opportunity to work with a number of small business owners on various issues related to sales and marketing. The owners who are struggling to keep their businesses afloat tend to engage in some, or all, of the following mistakes that reduce profitability.

Mistake #1: They fail to market or market inconsistently. Once you have committed to owning and running a business you must be equally committed to marketing and selling the products and services of that business. It is difficult, if not impossible, to stay and remain profitable without a commitment to ongoing concerted marketing.

Solution: Market all the time, every time.

Mistake #2: They hesitate to "ask for the sale". Rather than seeming pushy or obnoxious they let profit-producing opportunities pass them by. They worry more about what someone thinks of them than they do about bringing more money into their business. If you find it difficult to "ask for the sale", you can be sure that you're not bringing in as much money as you could be.

Solution: Practice asking for the sale.

Mistake #3: They don't ask for help or assistance in the aspects of the business where they most need it. Most business owners possess strengths in a particular area but whether by necessity or ignorance they often end up working in areas that aren't part of their strengths. When business is not going as it should they delay or procrastinate in asking for help. Each day that goes by with your business running at less than maximum efficiency means dollars lost from your pocket.

Solution: Get expert advice from an attorney, accountant, or other service professional before you really need it.

Mistake #4: They don't follow up with past customers. It is usually much easier to reactivate a former customer than it is to attract a new one. If you are not follow-

ing up with past customers on a regular basis you are reducing your profitability potential.

Solution: Develop and implement a regular method for customer follow up.

Mistake #5: They don't take regular stock of their expenses. Savvy business owners regularly appraise their business expenses and find ways to reduce costs without sacrificing quality. If you haven't completed a cost analysis lately, you might be paying more than you need to be, which will reduce your profitability.

Solution: At least once per quarter review expenses and negotiate for adjustments as appropriate.

Mistake #6: They spend large amounts on glossy, slick marketing materials and expect business to pour in without any additional effort. Glossy brochures and slick marketing materials are a nice addition to more active forms of marketing such as meeting people, calling people and speaking to people. Brochures and business cards, no matter how beautiful, do not replace direct contact. If you are spending money on flashy marketing materials rather than marketing directly you will be less profitable than you could be.

Solution: Take those glossy brochures and hand them out directly to people at the next possible opportunity.

Mistake #7: They spend a significant amount of time in low-return activities (as measured by dollars and personal satisfaction). If you are spending the majority of your day completing tasks which are administrative in nature and/or which can be easily completed by other people you are reducing your profitability.

Solution: Track your time and figure out how much you're making per hour. Hire an assistant if you are spending the bulk of your time in administrative work.

Mistake #8: They charge less than they desire. This challenge seems to arise

especially for consultants, coaches and solo entrepreneurs who sell services. It is often tempting to accept less money than you need - so you get "some money" rather than "no money". After time, working for too little can leave you exhausted and resentful and it takes a deep cut out of your profitability.

Solution: Commit that, at the next opportunity, you will ask for full fee. And then do it.

Mistake #9: They make infrequent or no use of technology which could save them time and effort. As a business owner, you have a fixed amount of time and energy within which you must maximize your profits. Technology can help you do this in the form of autoresponders, voicemail, wireless internet connections, speech recognition software and the like. All of these tools are designed to save you time and effort. If you are not making consistent use of technology in your business you are likely not as profitable as you could be.

Solution: Look for ways that you can make your business processes more efficient by using inexpensive technology.

Mistake #10: They adhere to outdated business models or plans. If you do not stay up with the trends in your business you will notice a steady decline in your profitability.

Solution: Attend meetings and conferences that will keep you on target with your market. Implement new means of doing business and update your business plan at least every couple of years.

If you are serious about improving your business' profitability, start by implementing the suggested solutions to these ten common mistakes. Together, these solutions will help you make more money and have more fun in your business. Try them and see.

IESA REGULAR MEMBERS

ABC Security Corp	Enterprise Security Systems	Oberlander Alarm Systems Inc.
ADT Security Services	Father & Sons Home Service	PhoneMasters LTD
AEC Fire & Security	Fire & Security Systems, Inc.	Programmable Systems, Inc.
Alarm Detection Systems	Fox Valley Security Systems	Protection One
Arlington Security Co.	Honeywell Protection Services	Protection Plus Security Systems Inc.
Aurora Tri-State Fire Protection	Illini Security Systems	Pyramid Alarm, Inc.
Bancare Inc	Illinois Alarm Service	Quality Alarm Systems Inc.
Brinks' Home Security	Infinity Monitoring Services, Inc.	Quinlan Alarm Systems
Castle Protection Group	Jewell Electric, Inc	Romeo Security, Inc.
Certified Security Systems, Inc	Knight Security Alarms	Schaumburg Security Service
Chapman's Residential Security	LaCrosse Electric Co	Seal-Tight Security, Inc.
Charles D. Palmer	LaMarCo Systems, Inc.	Security Associates International
Chicago Fire & Burglar Detection	Metronet Safe & Sound	Security Services Group
Cunningham Security Systems	Midwest Lock & Alarm	Sentry Alarms One
Customized Security Services	Monarch Burglar Alarms Company	Sentry Security
DMC Security	Newtech ECI	Sonitrol Chicagoland West
Douglas Alarm Co	Nitech Fire & Security Industries	Sound Incorporated
Electronic Security Systems	Norcomm Public Safety	Sterling Systems Limited
Electronic Systems of Illinois, Inc.	Communications & Security	United Alarms, Inc
Emergency 24, Inc	Norshore Alarm Co, Inc.	

IESA ASSOCIATE MEMBERS

Ademco Group	Firelite Alarms Inc
ADI	Knute Anderson Insurance Broker Services
ADT Dealer Program	Lincoln Technical Institute
Altronix Corp	Marlin Leasing Corp
Anixter International	NAPCO
BOSCH	Paige Electric
Communications Supply Corp	Preferred Power Products P/3
Corporate Insurance Agency, Inc.	SES
DSC	Windy City Wire
Financial Security Services	

IESA AFFILIATE MEMBERS

Raia Electric

**ILLINOIS ELECTRONIC
SECURITY ASSOCIATION**

4238 N. Arlington Heights Rd. #104
Arlington Heights, IL 60004

Phone: 630.305.8800

Fax: 877.230.5110

Email: information@iesa.net



**VISIT US ON THE WEB
AT
WWW.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

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

NBFAA
Electronic Life Safety, Security
& Systems Professionals