

The Protection Connection

A QUARTERLY PUBLICATION OF THE
ILLINOIS ELECTRONIC SECURITY ASSOCIATION



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IN THIS ISSUE

A Message from the President	Page 2
Tap into benefits offered to IESA members through the NBF AA	Page 3
IESA receives ESX Award	Page 4
Associate Member News	Page 5
IESA Announces Corporate Partner Program	Page 6
IESA Annual Membership Meeting Notice	Page 7
IESA Officers & Directors	Page 9
IESA Calendar of Events	Page 11
IESA Sponsorship Opportunities 2009	Page 12
The miss-perceptions about employee dishonesty!	Page 13
Education and Additional Credentials Can Be a Key Element of Your Success	Page 18
IESA Members	Page 19



A Message from the IESA President — Chet Donati



Chet Donati,
IESA President

As we start the last quarter of 2008 a lot of issues are coming to the forefront for the alarm industry in Illinois. Our Executive Director, Marsha Kopan is keeping tabs on communications of these issues.

The automatic are alarms companies are starting a new chapter of the Automatic Fire Alarm Association. I have made them aware of the IESA and that they might want to have an ongoing relationship with us. Mike Madden from Gamewell-FCI was elected Interim President. Their first meeting will be held on November 4th at the Medinah Shrine Center, Addison. We need to get as many of our fire systems installing members who are interested to attend this meeting. Contact Marsha at the IESA office for details.

The NBFAA has established an ad hoc committee on door to door sales issues. I am on this committee. George Gunning, NBFAA Past President feels the NBFAA should leave action in reference to door to door sales companies to the Chapters. I and other committee members disagree with this position. The tactics of these sales groups borders on possible tortuous interference with contract. One company that uses this method of sales states that they do not use GE products although some of us believe otherwise.. Our position on the door-to-door sales companies is their staying within the parameters of the State licensing law. There will be more information to follow

The IESA is to be congratulated for their attendance at ESX in Nashville. Because of our participation, the IESA was awarded a check for \$2500 for the most number of attendees and for our promotion efforts. The original information about the award indicated that the \$2500 was to be used for a celebration in Nashville however the NBFAA sent us

a check instead. We have moved the celebration to the IESA annual holiday party in January of 2009. Those that attended ESX will get a special rate on the holiday party registration fees. Part of the \$2500 will be used for food and entertainment. We hope you will join us for this annual celebration.

Our Annual Membership meeting will take place on November 12, 2008. See the announcement on Page 7. Because of the recent rewrite of the IESA By Laws there will not be an election of officers this year. However, I do plan to honor one of our members with the President's Award.

We need to hear from you about matters that are important to the alarm industry in Illinois. Members of the IESA will be called by either Director Jim Hassenplug or Associate Director Scott Seibert in the near future to discuss a few topics in a survey format. We thank you in advance for your participation.

In addition to sponsorship and advertising opportunities, the IESA has started a new corporate partner program. See the details on Page 6. If you know of a company that should be a partner with the IESA and its members, please share this information with them or have them call our Executive Director, Marsha Kopan at (630)305-8800

Lastly, the Board Members and our Legislative Committee met in late September to work on a strategy for legislative issues. You will hear more about this later.

See you November 12th. Thanks again, Chet Donati, President IESA



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TAP INTO BENEFITS OFFERED TO IESA MEMBERS THROUGH THE NBFAA

New security industry recruiting center launched

NBFAA and CSAA team to answer the need for qualified employees

Irving, TX/Vienna, VA, August 22, 2008 – One of the greatest challenges facing the security industry today is the shortage of qualified labor. While there may be many young men and women seeking fulfilling jobs, a great majority of these potential employees are unaware of what the security industry has to offer and that, for some, security training is a viable alternative to a four-year degree, earning some security professionals as much as, or more than, many college graduates.

For this reason, the National Burglar & Fire Alarm Association (NBFAA) and the Central Station Alarm Association (CSAA) have joined forces to launch the Security Industry Recruiting Center, providing an online source for matching qualified job seekers with security industry employers.

Designed to be simple and cost-effective, the recruiting center will allow employers in the industry to post available career opportunities, as well as review resumes posted by new

industry recruits.

“Both associations were going down the path of creating a job board for the industry, and it just made sense to join forces. This alignment will allow us to have an even greater impact than we might have had on our own. Together, we’ll have the opportunity to attract a very comprehensive listing of potential employees and employers,” said Bud Wulforst, CSAA president.

“The security industry is rapidly changing and needs employees who are interested in being a part of this new, high-tech world. We’re excited to offer this online resource to men and women seeking employment in the security industry. We encourage employers looking for individuals specifically interested in a career in this industry to post their open positions on our board. It has all the functionality of services like CareerBuilder.com or Monster.com but is priced at a fraction of the cost,” said NBFAA president Mike Miller.

For more information about the Security Industry Recruiting Center, logon to www.alarm.org or www.csaaul.org and click on the Security Industry Recruiting Center link.

IESA Information Center

WELCOME NEW IESA MEMBERS

ASSOCIATE MEMBERS	REGULAR MEMBERS	AFFILIATE MEMBERS
<i>Monitronics International</i>	<i>Early Warning Systems</i>	<i>Illinois Institute of Technology</i>

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

Please contact the IESA office for access to the Members Only Area of the website.

As a 501(c) 6, NBFAA 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 NBFAA

IESA Receives Award

by Marsha Kopan, IESA Executive Director

The ESX Conference held in Nashville was a huge success for its first year.

By increasing awareness and attendance at ESX June 25-27 in Nashville, TN, NBFAA Chapters had the opportunity to win the grand prize of a Tennessee Party Package valued at \$2,500 or the runner up package valued at \$1,500. Prizes awarded were judged on percentage of membership in attendance, distance traveled and promotional marketing performed. The winners were announced at the Big Bash on June 26th.

The IESA won first place. Pictured with Ed Bonifas (center) are George Gunning, NBFAA Past President (left) and Merlin Gilbeaux, NBFAA Executive Director (right). (Ed, where's your hat?)

To thank those members that attended the conference, the IESA will use the \$2500 for the annual holiday party. Watch for the event announcement on the IESA website and in the mail.



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Associate Member News

HONEYWELL RAPID EYE REPORT STREAMLINES OPERATIONS FOR ALARM MONITORING COMPANIES

New DVR Software Saves Time and Money for Central Stations and Dealers

While Promoting Peak Security Performance

LOUISVILLE, Ky., Sept. 8, 2008 – Honeywell (**NYSE: HON**) today introduced security software that simplifies operations for alarm monitoring companies by automating tasks that ensure surveillance systems function properly. In addition to improving system reliability, the newly released Rapid Eye™ Report allows central stations and security dealers to grow their businesses by providing system health-monitoring services. Paired with Honeywell's Rapid Eye digital video recorders (DVRs), Rapid Eye Report can immediately alert users via e-mail to any potential problems detected in video surveillance systems for quick issue remedy.

"The most important element of any video security system is reliable high-quality video," said Jordan Shishmanov, Honeywell product manager. "Many companies never know if their system is operating at peak performance until after an incident occurs and they are unable to access or use the recorded video as intended. Rapid Eye Report removes this risk through automated health checks, helping companies optimize security performance and maintain the bottom line."

The software offers capabilities that provide recurring monthly revenue (RMR) opportunities for central stations and dealers. For example, monitoring companies can easily program the system to check for camera sabotage or displacement and tag sites for maintenance service. Additionally, Rapid Eye Report can generate periodic reports detailing surveillance system performance, as well as create exception reports to pinpoint suspicious activities. Because it allows monitoring companies to connect to multiple DVRs, Rapid Eye Report users do not need to enter information multiple times in various databases or receive specialized training for different sites.

Rapid Eye Report connects to DVRs via the Internet or landline. Internet connectivity allows monitoring companies to easily keep customers' DVRs updated with the latest software without needing to dispatch technicians, which is especially helpful for customers with multiple sites.

"Managed services are the most effective tools central stations and dealers can use to differentiate their offerings and grow their businesses," said Mike Scirica, global marketing leader for video systems at Honeywell. "In addition to its RMR opportunities, Rapid Eye Report's ease-of-use and time-saving features demonstrate how alarm monitoring companies can use technology to streamline daily tasks and gain a one-up on competition."

Honeywell will demonstrate Rapid Eye Report at ASIS International 2008. For more information, visit www.honeywellvideo.com.

OPENEYE SELECTS TRI-ED AS ITS

PREMIER NORTH AMERICAN DISTRIBUTOR

Tri-Ed Distribution has been selected by OpenEye as its premier North American distributor. An innovator in the business of designing and manufacturing digital video recorders and surveillance equipment for the security industry, OpenEye is known worldwide for quality products offering intuitive operation and ease of use.

Steve Roth, President and CEO of Tri-Ed points out, "The distribution agreement between Tri-Ed and OpenEye is a perfect fit. Tri-Ed's strong distribution channels will ensure that OpenEye products reach our extensive dealer base. Tri-Ed is very proud to have been chosen as OpenEye's premier distributor in all of North America."

DO YOU HAVE NEWS TO REPORT?

EMAIL YOUR PRESS RELEASE TO EXECDIRECTOR@IESA.NET

THIS IS A BENEFIT FOR ALL MEMBERS

IESA ANNOUNCES CORPORATE PARTNER PROGRAM

Corporate Partners can create unique relationships with the IESA and its members. Corporate Partners will have exposure and access to the ever-growing and dynamic arena of the security alarm industry in Illinois.

Corporate Partners help the IESA to carry out its mission to serve our members. Corporate Partners extend their reach in the alarm community while providing additional resources when needed to grow or leverage their businesses.

The Corporate Partner program has five levels of annual support for your participation:

- Qualifying In-Kind \$300 or more;
- Academic Partner \$500
(available to educational institutions)
- Fellow \$1000
- Advocate \$1,500
- Principal \$2,000

Each level offers a variety of benefits and opportunities. The overall program is cumulative.

Qualifying In-Kind & Academic Partners receive:

- Logo on the home page of the IESA website and in the *IESA Protection Connection*

Fellows, Advocates and Principals receive:

- Logo on the home page of the IESA website and on the front page of the *IESA Protection Connection*
- USE of the IESA mailing list
- A display table at membership meetings

- Free attendance for one person at IESA membership meetings
- Listing on signage at the registration table at each IESA membership meeting and special events
- Verbal acknowledgement and thanks at each IESA meeting.

In addition, Advocates receive

- A 1/4 page ad in the *IESA Protection Connection*
- "Table sponsored by..." at each IESA membership meeting.

In addition, Principals receive:

- An upgrade to a full page ad in the *IESA Protection Connection*
- A feature article about your company in one of the quarterly issues of the *IESA Protection Connection*.
- "Event sponsored by...(logo)" on each membership meeting notice

For more information or to become a Corporate Partner, contact Marsha Kopan, Executive Director at (630) 305-8800



PROTECTION CONNECTION 2009 ADVERTISING RATES

	<i>Insertion</i>		<i>Insertion</i>	
	<i>Order</i>	<i>Cost Per</i>	<i>Order</i>	<i>Cost Per</i>
<i>Appearances</i>	<i>Rate</i>	<i>Reader</i>	<i>Rate</i>	<i>Reader</i>
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.



IESA Annual Membership Meeting

November 12, 2008

It could happen to you!

Presented by J. Krug and Associates, Inc.

Real life examples of bad things that have happened to businesses and individuals and how they could have been avoided by proper planning, and not procrastinating within the context of Business Operations Protection Plans.

There are a few key legislative items coming to Springfield that we will discuss during the membership meeting. One of the items is taxation of alarm services. Don't miss this meeting!

Elk Room — Holiday Inn—Elk Grove Village — 1000 Busse Rd, Elk Grove Village

(847) 437-6010

5:00PM Elk Room Social Hour 6:00 PM Dinner

Sponsored by Associate Members

Early Bird \$30/person \$40/person non-members

After November 7 or at the door \$40/person \$50/person non-members

Visit www.iesa.net/events2.php for a registration form

For more information call (630)305-8800



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2009 NTS Training Schedule Available November 1, 2008

It's not too early to take a look at your employee's credentials to see if you have feathers in your cap ahead of the competition.

The IESA offers a variety of classes for all levels of expertise, but the only way that you will insure a better image to your prospective clients over the completion, is to have your employees participate in the NTS program.

The 2009 training schedule will be announced online November 1, 2008.

Please take note of the classes that are available, read the descriptions to see which of your employees need to be in the classes.

Standardized training will only improve your bottom

line.

Visit www.iesa.net for training class information.



2008 CONSTRUCTION AWARD



Model Ordinances Available at

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



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

Have questions about the URL?

Email information@iesa.net. Put VoIP SDM link in the subject line.

President— Chet Donati

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) 472-2900

Legislative Committee

Ed Bonifas (630) 844-6300

Membership Committee

Patrick Devereaux (773) 725-0222

Training & Education Committee

Arnold Miller (847) 205-0500

Event Committee

Jim Hassenplug (847) 392-7997

NBFAA Rep

Chet Donati (708) 388-6500

Executive Director

Marsha Kopan (630) 305-8800



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www.airef.org



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

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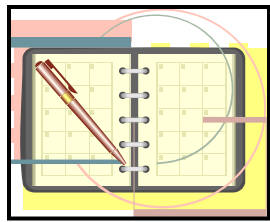
IESA Calendar of Events & Event Sponsors

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



DATE	EVENT	LOCATION
November 12, 2008	Annual Meeting	Holiday Inn — Elk Grove Village
January 14, 2009	Holiday Party	Holiday Inn — Elk Grove Village
March 11, 2009	Membership Meeting	Holiday Inn — Elk Grove Village
2009 Training Classes TBA		



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2009 IESA Sponsorship Opportunities

Sponsorship of the IESA will help with events and other activities to promote the alarm industry and the IESA members in the State.

The packages described can be customized for your company.

Sponsorship is open to any company that has the capability of contributing significant value or expertise to the alarm industry. Sponsors must be willing to cooperate and agree to the By Laws of the IESA.

5% discount for multiple sponsorship purchase. Other sponsorship packages available. Call the IESA office for more information. (630)305-8800

*You may option to register a guest.

For more information about this program, contact Marsha Kopan, IESA Executive Director at (630) 305-8800

Annual Sponsorship

Gold Sponsor \$2500 (Value \$3340/year)

- Annual dues (Associate)
- Signage at all IESA events
- Special recognition in the *Protection Connection* and in the Members Only Area of the IESA website
- Flag Sponsor at annual golf outing
- Table sponsorship at annual Holiday Party
- 1/2 page ad in 4 consecutive issues of the *Protection Connection*
- Dinner for two* persons at each of the scheduled dinner meetings (Jan, March, May, September and November)

Silver Sponsor \$1500 (Value \$2410/year)

- Annual dues (Associate)
- Signage at all IESA events
- Special recognition in the *Protection Connection* and in the Members Only Area of the IESA website
- 1/4 page ad in 4 consecutive issues of the *Protection Connection*
- Dinner for one* person at each of the scheduled dinner meetings (Jan, March, May, September and November)

Bronze Sponsor \$1000 (Value \$1600/year)

- Annual dues (Associate)
- Signage at all IESA events
- Special recognition in the *Protection Connection* and in the Members Only Area of the IESA website



Show your support of the IESA



The miss-perceptions about employee dishonesty!

By Jeffrey A. Krug, J. Krug and Associates, Inc

1. *Your regular property insurance will protect you.*
2. *That the theft will occur from someone that handles your money.*
3. *The loss will be discovered when the big hit occurs.*

Several months ago we alerted our customers to an article in the Daily Herald on March 6th, 2008 titled "Embezzler derails FastTrack" about a company that was forced to go out of business due to an employee dishonesty loss for which they had not purchased insurance. Most employers are not aware that their standard contents insurance policies do not provide coverage for dishonest acts of employees. The median dishonesty scheme in a small business causes \$98,000 in losses, and represents almost half of all frauds.*

Coverage for this type of theft is provided by Fidelity/Crime Coverage that can be purchased separately or as part of your Package Coverage (along with your property and liability insurance). The most common and highly publicized occurrence is the controller who writes a check for himself for \$1,000,000 and disappears to the Caribbean, while the more common loss would be the loyal employee who has been stealing \$500 a week from you for twenty years. In addition, another common employee crime is the theft of inventory or equipment which is not covered by your property insurance!

Fidelity/Crime Coverage can be purchased to provide dedicated limits of insurance for the following employee theft exposures:

- Employee Theft or Forgery to protect the assets of the organization
- Employee Theft or Forgery to protect the assets of the organizations Employee Benefit Plans.

Employee Theft or Forgery to protect the assets of the organization's Client

In addition coverage can also be purchased for these additional Crime Exposures:

- Loss from Forgery or alteration of covered instru-

ments (including business credit card instruments)

- Loss of Money, Securities and Other Property on your premises or banking premises
- Loss of Money, Securities and other Property while in transit
- Loss from acceptance of unpaid money orders and counterfeit money (including coins and travelers checks)
- Loss from Computer Crime (including Computer Fraud and Computer Program and Electronic Data Restoration Expense)
- Loss from Funds Transfer Fraud
- Reimbursement for Claim Expenses

*Travelers Insurance



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“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.

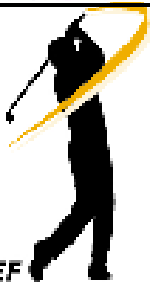
COURSE TOPICS INCLUDE: Sensors, Communication; Site Survey, Control Panels, False Alarm Prevention & More!

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



SAVE THE DATES

NBFAA Upcoming Events



AIREF
Golf Classic

AIREF Golf Classic
Las Vegas, Nevada
March 31, 2009



Day on Capital Hill
Washington DC
April 28—29, 2009



Summer Conference
Baltimore Maryland
June 22—26,2009



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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

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




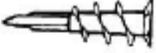




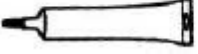


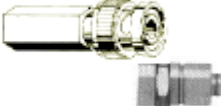
wildbullet.com
<http://www.wildbullet.com>


Lead Generation Service

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

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On Hold Inc
<http://www.onholdinc.com>

INSTALLERS HARDWARE	
	
DRIVE RINGS	CONICAL ANCHORS
	
CABLE TIES	ZIP-IT & EZ ANCHORS
	
CABLE CLAMPS	TOGGLE BOLTS
	
SCREWS	TERMINALS
	
SILICONE SEALANT	BITS
	
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PETERSON BITS FASTENERS TOOLS INC. 4988 TORQUE DRIVE LOVES PARK, IL. 61111 800-747-2555 815-633-0200 FAX	

	Storage Power Battery Corp.
	5535 W. 110th St. Unit 3 Oak Lawn IL, 60453 Ph: 888.503.2111 Fax: 708.352.1051
Robert Strom Vice President/ Sales Cell: 224.805.9383 RStrom@StoragePowerBattery.com	

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

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

(630) 305-8800



Education and Additional Credentials Can Be a Key Element of Your Success

By Patrick Devereaux

Credentials have value in our society.

A credential means that a person has made an extra effort to achieve a level of knowledge that few have attained.

Every individual who wants to work as an "Alarm Contractor" in Illinois must earn this credential by proving a certain level of proficiency during a state-mandated test. This is not a simple test either. If we were to apply Illinois' minimum requirement to our national measure of education, I'd confidently say all Illinois Alarm Contractors have an advanced degree.

But that means all of your competitors have achieved the same level of education, which is a good thing for our collective customers. However, to differentiate your company, you must seek more courses, more education and more knowledge beyond state requirements.

Consider this pursuit for knowledge as working on a "Masters Degree" in Alarm Contracting.

Unfortunately, I'm hearing the excuses already: I don't have the time or the money – and what good would it do anyway?

Well, yes, it will take extra time, effort and money to attain more knowledge. But once you have it, you can use these additional credentials to win business.

That's why credentials have value

Sell Peace of Mind

In our line of work, we protect families and businesses. The buyer wants to feel good about their decision to do business with your company. After all, they are trusting you to provide their protection.

Extra certifications will make the prospect's choice easier. Customers will realize you and your staff are well trained, knowledgeable and that you take their security seriously.

Once and your staff have earned additional certifications, be sure everyone has copies of these and make them a part of your marketing materials.

That way, when you walk into a potential customer's home or business to go over your proposal, you will have a built-in advantage that does not involve cutting into your profit. Instead, you can sell your training, knowledge and prestige along with the alarm system. You'll make the buyer's decision process easier.

Today, during tough economic times, is when you should differentiate your business and certifications go a long way toward accomplishing that goal. Check the Illinois Electronic Security Association website at www.iesa.net to view the available training sessions.



Honeywell	
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Advanced Security Group	HSM	Quality Alarm Systems Inc.
Advanced Security Technologies, Inc	Illini Security Systems	Quinlan Alarm Systems
Alarm Detection Systems	Illinois Alarm Service	Red Hawk Security Systems, Inc.
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Correct Electric, Inc.	Norcomm Public Safety Communications & Security	Southern Electronics & Telephone
Custom Residential Systems	Norshore Alarm Co, Inc.	Standguard
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**VISIT US ON THE WEB
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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 to
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