

# THE PROTECTION CONNECTION

## SBC to Be Guest Speaker at November Meeting

Who do you call when you need service on your SBC Phone Lines?

What kind of service can you expect from SBC?

What if your Central Station operation has a disaster?

### GUEST SPEAKERS

- Robert Weger, SBC Area Manager Customer Service
- Sarah Stanley, SBC Service Manager

The IESA general meeting will also discuss a new host of benefits from the NBFAA including health insurance, liability insurance, discounts, etc.

You won't want to miss this meeting.

**Holiday Inn**  
**4400 Frontage Road**  
**Hillside, IL 60162**  
 (708) 544-9300  
**November 12, 2004**  
**\$30/person**  
**\$40/person non-members**

**Visit the IESA website for registration form**

**[www.iesa.net](http://www.iesa.net)**

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## NBFAA Offers Voluntary Health Insurance for Members

The NBFAA recently announced a voluntary employee benefit programs for members. These innovative programs—known as HealthInsure Answers—require no employer contribution and can be purchased on an individual basis, and include prescription drug coverage, major medical, and medical reimbursement plans. Vision, dental, and chiropractic care discount plans are also available.

NBFAA member companies and their employees can review information concerning HealthInsure Answers by following going to the Information Center

at the NBFAA Members Only section of the NBFAA website at, [www.alarm.org](http://www.alarm.org)

To log into the NBFAA's member only area use:

Username = member  
Password = nbfaa2003



## The President's Message

By Anthony Calderone

### What Makes an Association Click?

Did you ever wonder what an association does for you? Did you ever wonder how the services get to you, or for that matter who plans them? If so please read on.....

Associations by nature are voluntary groups of people that literally represent thousands of different disciplines or issues; they can range from trade related to legislative needs and a myriad of needs in between. Ours is a trade association meaning that we focus on the needs and wants of our particular industry..... the Electronic Security Industry.

For years we have professionally met concerns that affect each one of us in our chosen profession.

But most importantly a tremendous amount of thanks and appreciation goes out to the officers, board members and committee members for their outstanding work in organizing and planning the affairs of the group. These individuals take time out of the already burdened schedules because of their commitment to the group and their desire to help each one of us. They don't get paid monetarily however they do get rewarded emotionally and internally knowing they have made the world a little bit better by helping us.

We have seen people come and go for various reasons, but we always seem to reload the cadre of individuals who are willing to step up to the plate to

lend a hand, and it is this scenario that truly makes our organization Click!

You may say well how about our executive director, and I agree Marsha does a fantastic job, but it is not a one-person show. She takes her direction from the board, and counts on volunteers to organize and man events; simply put without them we are nothing!

So in this issue I tip my hat to all of the individuals who have helped this past year no matter how large or small their effort was. Every Little Bit Helps.

We will continue to forge our association forward knowing that we can count on individuals who say I can, and who truly are the ones that make the association CLCIK!

Thank you to each and every one of you who have helped make this past year a terrific one.



### 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**

**IDS Security, Inc.**

**LaMarKo Systems, Inc.**

**Security Services Group**

**Associate Members**

**SES**

**Preferred Power Products P/3**

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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**IESA PROTECTION CONNECTION AD RATES (SINGLE ISSUE)**

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Color	\$ 310	\$ 360
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> Color	\$ 480	\$ 530

**Full Page - 7/12 x 10**

B/W	\$ 775	\$ 825
Color	\$ 925	\$ 975

**Full Page front inside or back outside cover**

Color	\$1100	\$1150
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## Woulda...Coulda...Shoulda...

By David Kopan, CR, CAAT, IICRC – Carl Krueger Construction, Milwaukee, Wisconsin

Most people think about their homeowner's insurance only a few times in their lives: when they select their insurer; when they're writing premium checks; and, when they have a claim. By the time something goes wrong, however, it's usually way too late to begin learning about their policy.

Hindsight is not always 20/20. When you finally realize that you have made a horrible mistake the damage done is usually severe. After you have experienced a catastrophic loss, emotions are at their very peak. It is a natural tendency for a person to look at their property through a magnifying glass after suffering fire, water, wind, or vandalism damage. They will examine their property closely before, during and after the restoration work is completed. They will insist that "those cracks weren't there before the fire!" They will seem like a pedigreed bloodhound in their search for anything askew. It's natural for people whose property has been damaged to examine their property closely.

Have you ever experienced a catastrophic loss? Were you ever upset with your insurance company because they weren't moving as fast with your claim as you would have liked? Or maybe the adjuster's offer was less than what you believed was needed to cover your loss. Should you consider hiring a public adjuster?

Public adjusters assume all of the duties necessary to have your claim processed, including making an inventory of the loss and presenting your case to the insurance company. A good public adjuster has experience in the industry and will understand

your policy and the insurance company's responsibilities right down to the fine print. In exchange for this service, a public adjuster will receive a percentage of your claim.

Because you will be paying the adjuster yourself, you don't want to hire one unless it's really necessary, especially if your loss is significant. And it should go without saying; you wouldn't hire the first one who knocks on what's left on your front door after a fire or tornado. Plenty of folks have done just that and have regretted it.

Even though shopping price would be important, because a public adjuster's fees can range from 10% to 30% of the overall claim itself, competence and ethics are far more important. Some public adjusters may exaggerate their claim to justify their fee. The ugly truth is that exaggerated claims can cross the line to fraud. And, the fact that you have a public adjuster doing it doesn't absolve you. Finding a competent public claims adjuster is a lot like finding a medical specialist during a health crisis. It takes a lot of research at a time when chances are you will need to move fast.

Don't lose sight of your goal to make your life whole again. Keep in mind any licensed, insured, and certified restoration contractor can provide all of these same services. The advantage is they're not going to charge you a percentage of your claim. The most that you may be out of pocket would be your deductible. It is also comforting to know, that the restoration contractor is working for you, not your insurance company. They will work with your insurance

company to come up with the best solution in handling your loss.

Keep in mind, insurance companies allow professional restoration contractors to add overhead and profit to the claim, not so with public adjusters. If you decide to employ the services of a public adjuster, are you ready to accept losing 1/3 of your claim at a minimum? It doesn't make a lot of sense that you should be left with trying to find a professional to restore your loss with limited funds. It would be even a bigger mistake if the homeowner decides to do the restoration themselves, regardless of their abilities.

The confidence you place with a professional restoration contractor will assure you that you are in good hands. Keep in mind your loss is an insurance claim, not a law suit. Your insurance company is there to make you whole, not better.

There has to be an element of trust and confidence. If you don't trust your insurance company, chances are at renewal time you should be shopping for someone you do trust.



**Woulda...Coulda....Shoulda....  
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licensed, insured, and certified  
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**FOCUSING ON THE HUMAN SIDE OF TECHNOLOGY**

## Your Small Business Image Can Be Shattered by Your Phone By BIG Mike McDaniel

Business to Business relationships come to expect a certain level of professionalism, from the first telephone call to the final delivery.

Your business can be on the Really Big 500 list, employ only a handful of people, or be a business of one but what is said by that business to other business customers will reflect the personality of that business. It can be a PR boost or a PR blowout.

Have you called the telephone company or your long distance provider lately? Chances are you will get a machine telling you to "listen closely because the menus have changed" (as if they know you called last year). When you do listen closely, chances are there is not a choice on the menu that sounds like the reason you called. Worse, you could choose a selection and be directed to an area that does not answer with a way to get back to real people. What does that say about the company? Terrible impression. Only the company's bean counters will argue that all that "select and press" boogie-woogie is good for the company.

Word of mouth is faster and cheaper than any other form of advertising, and very widespread. Have you talked with anyone that thinks voice mail menus are nifty?

Same if you have to call an insurance company, or credit card company. Now, it seems, more and more calls are greeted with the "all our agents are busy, please hold" message. Can you imagine how that one got started? "Look, Herb, if we put the main line on voice mail, we can trim our customer support staff in half, just have the machine say 'everyone is busy helping other customers', we can save really big bucks!" Not much for PR is it? Even worse if they ditch the 800 number and make you pay for the call.

For years I have told my clients to look to the big boys to see how they do things. Now I hedge my advice, by pointing them at the big boys that are doing it right, because so many have made more than one wrong turn on the road to a professional, caring image.

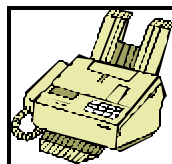
The telephone is only one part of the puzzle, but one of the most important parts. I tell my clients with small to mid-size businesses to call the office from time to time to see how the phone is answered. I cannot count the number of times I have had to ask to person answering the phone to repeat the mesh of words that just flew by. Hundreds of times I have been ka-thudded on hold with not so much as a "Hang on Bub!" It is true, you can hear a smile on the other end of the

phone. You can also hear indifference and the easy one to spot is outright disgust. One bored telephone person can do more to undo what took years to do more than any other company asset (or liability).

What if your company is you? Staff of one with a home office. What happens when a call comes in and you are not there to put on your best voice? Does a machine get it? In how many rings? What does the machine say? Does your machine make sense if you call from a pay phone? It only takes a few minutes to draft a script for the answer machine. So much better than an ad lib. Even the pros write it down. Forget about that "I'm not here..." stuff, any moron can figure that one out. No need to lecture them with "...say your phone number twice" or "talk slowly, I am not a stenographer". Record it over and over until it sounds bright, happy, and clear enough for Grandma to understand.

How do you feel when you make a business call and a machine answers to tell you "if you want to send a fax, press start now!"? Makes you question the quality of the business, doesn't it? Can't they even afford a separate fax number? You see it on printed material, too, for fax, "call first so we can turn on the machine". It is hard to imagine such a setup being used for more than one or two faxes a year. The impression that a lack of a separate fax number gives is negative in every respect.

You can get a free fax number from several sources that sends the faxes to your computer. No banner ads to read, just free fax service. I have had one for years. I have a dedicated fax number and don't pay a penny. My fax number converts any fax to an eMail attachment and sends it to my eMail box. I can read my faxes from any computer, worldwide. In my office I can read and pitch, or print and read. I don't buy fax paper anymore. Some folks call them electronic faxes. The point is, you can get a fax number all your own, without extension, that anyone can use, 24 hours a day, for free. No hidden costs or startup fees. The two most popular are [www.jfax.com](http://www.jfax.com) and [www.efax.com](http://www.efax.com) but any Internet search for "free fax numbers" will bring up a bigger list.



It's important to have excellent phone skills for good CRM and a separate fax line

## IESA 2003 CALENDAR OF EVENTS

### 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

The IESA is pleased to announce plans for its annual holiday party.

This year's event will feature the comedy of Wes Harrison, "Mr. Sound Effects" .

Elections & Annual Awards will be on a brief business slate. The event will also feature a special dinner and a silent auction to benefit IESA activities. As always the party is for all members and their guests.

The party will be held at the Holiday Inn Hillside on Wednesday January 14, 2003.

The evening's entertainment promises to be a fun event. You won't want to miss this special evening.

Besides being a wonderful evening of entertainment, your support will raise funds for IESA projects.

Watch your mail for details.



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>**

### Holiday Party Plans for January 2004 Underway

We all had a spectacular time at the 2003 Holiday Party.

The 2004 Holiday Party is slated for January 14th at the Hillside Holiday Inn. Mark your calendars now and be sure to mention this date to your significant other. You may even want to treat your staff to this fun event.

The event will feature a holiday dinner, silent auction and special entertainment.

Donations are being accepted now for the silent auction that raises funds for IESA special activities.

If you have an item to donate, contact the IESA office. (630) 305-8800.



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**Call the IESA office for details!  
(630)305-8800**

**MEMBERSHIP SURVEY**

To bring you better membership services, the IESA sent a survey to all members. The information will help us to update our records for such things as membership directories that are sent to consumers and public safety departments; the IESA website; and basic contact information.

In addition, when you answer the other questions in the survey it will help our committees to determine ways to help you through bringing appropriate topics for membership meetings and for sponsoring training classes throughout the year.

We also hope that, if you have the time, that you will be able to serve on a committee or become an NTS instructor.

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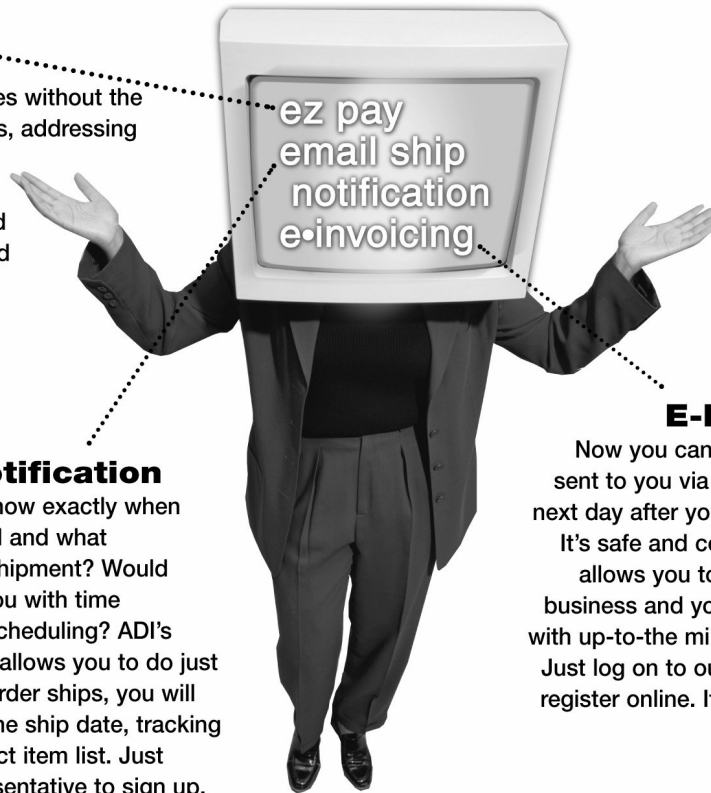
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**Vice President** — Arnold Miller  
 (847) 205-0500

**Secretary** — Joe Nollinger  
 (630) 654-6600

**Treasurer** — Paul Hester  
 (847) 398-3300

**Past President**

Robert Strom (847) 797-4911

**Directors**

Bill Maturno (630) 595-0200

Don Safford (630) 985-3600

**Associate Director**

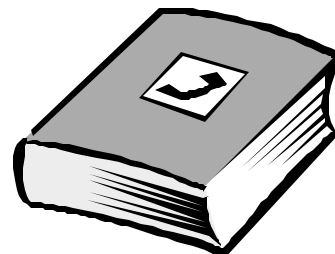
Gene Marks (847) 564-4444

**Associate Committee Director**

Mike Witchie (847) 439-9350

**Executive Director**

Marsha Kopan (630) 305-8800



**ILLINOIS ELECTRONIC SECURITY  
ASSOCIATION**

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Toll Free Voice Mail/Fax  
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We're on the web at  
<http://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  
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