

N I E L D A New York Electronic & Life Safety Association Security Signal

OFFICIAL PUBLICATION OF THE NEW YORK ELECTRONIC & LIFE SAFETY ASSOCIATION



FROM THE PRESIDENT By Jim Quirin; NYELSA President

It is difficult to believe but this is my last President's Column. The past two years have come and gone quickly. COVID 19 dominated the two years and forced many changes as to how we conduct business and the association's affairs.

In person meetings were rare. Zoom meetings became the norm. We are making progress. Our board meeting in November was an in person affair. Hopefully there will be more to come.

I believe the current board accomplished much but there is still some important unfinished business.

Association Restructuring: This is moving forward and we anticipate it to be completed in 2022.



President-Elect Tom Powers (L) presents the Outgoing President Plaque to Jim Quirin (R) recognizing his years of service to the NYELSA. <u>Training:</u> We are working hard to bring back remote training in the near future. The idea is for the association to be able to offer both remote and in person training. The schedule for future training classes is in this Security Signal.

Legislation: As you know the virus and the governor's resignation made the past year difficult from implementing new legislation. However, we did make progress with changes relating to the Evergreen Law and our proposed legislation regarding who can be fined for false alarms; is it the subscriber or the installing company. We do have sponsors for both pieces of legislation in the Senate and Assembly.

<u>Membership:</u> This will continue to be a focus as we complete our restructuring. The goal is to add value to being a member.

I know you are in good hands with our new team of officers:

- Tom Powers, President.
- Trevor McEnaney, Vice President.
- Jason Aurelio, Treasurer.
- Pamela Noll, Secretary.

Thank you for allowing me to serve.

Enjoy the holidays and stay safe...

Jim

New York Security Signal

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Legal Column

By: Ken Kirschenbaum, NYSESA Legal Counsel

DOING BUSINESS UNDER YOUR LICENSED NAME

We are a corporation and use a DBA, doing business as, as our trade name. Contracts you provided to use has our dba on the top of the contract and our corporate name by our signature line. Is that what you recommend?

Texas Occupations Code Title 10 states you must use your name as it is on record with the state.

Our name on record with the state is on our license, which is required to be on display in a conspicuous location at our address on record with the state. It's the name we are required to use on any materials including our subscriber agreement.

Response

There are a few competing issues that complicate the answer; no wonder there is some confusion. Most states, by the way, have similar laws to Texas, which I haven't checked. Here is why there can be confusion:

When you incorporated you had a name. If not a corporation, then LLC. Most of you are, and should be, either a corporation or LLC. If you filed in one state and then sought authority to do business in another state you most likely had to use the same name. So you've got a name for your entity.

Next, you may decide to conduct business in an assumed name, a "doing business as" name. Could be similar to the actual name, maybe dropping the corporate designation, Inc, Corp, etc. or the doing business name can be entirely different.

Most states will have a law requiring the corporate entity to file a Certificate of Doing Business under Assumed Name, so that the state and public can keep track of both the actual and trade name.

But alarm licensing laws also call for a name, and not every alarm licensing agency is going to insist on that license being in the actual corporate name or trade name or both names, such as ABC Alarm Corp dba XYZ Alarms.

But most if not all alarm license laws will require the alarm company to display on all written material the business name on the license.

So when you point out that the state requires that you use the name on record with the state the logical question is, on record with which division of the state, the Secretary of State or the State Licensing Board; they may be different names.

And, there's more than complying with the licensing law when it comes to what name you hold out to the public.

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NYELSA MEETING & EVENT NEWS

News from NYELSA and the Regional Chapters

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INDUSTRY EVENTS

- ISC West, Las Vegas 2022
 - o March 22-25, 2022
 - o www.ISCWest.com
- ESX 2022 Fort Worth, TX
 - o June 14-17, 2022
 - o www.ESXweb.com
- ISC East NYC 2022
 - o November 16-17, 2022
 - o www.ISCEast.com

Find value in your

NYELSA membership

by participating in the

various 2022 meetings

and events...

NYELSA MEETINGS

2022 BOARD OF DIRECTORS MEETINGS

February 10, 2022 May 12, 2022

August 11, 2022 November 3, 2022

2022 ANNUAL MEETING

- August 9, 2022 Meeting / Seminar / Social
 - Apex Entertainment Albany

NYELSA EVENTS

2022 SEMI-ANNUAL GOLF OUTING

- May 19, 2022 Spring Outing
 - Ravenwood Golf Club
- September 20, 2022 Fall Outing
 - Casperkill Golf Club



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Continued from Page 5

You formed a corporate or LLC entity for a reason and to enjoy the benefits of those reasons, such as insulate you from personal contractual liability, you need to be sure that the public understands that you are a corporation. Otherwise you run the risk of piercing the corporation veil; you risk exposure.

If you have filed all the proper trade name certificates you are safe to use the trade name, though I prefer using the trade name on top of the contract and the actual corporate name by the signature line. That is for liability consideration.

But the license law is more likely to be the issue. You should be using the license name, the name that appears on your license.

In some states you will be found in violation of the license law if you don't comply with this rather simple requirement. For additional information regarding this article, or alarm industry, and / or other legal issues contact:

Ken Kirschenbaum, Esq Kirschenbaum & Kirschenbaum PC Attorneys at Law 200 Garden City Plaza Garden City, NY 11530

516 747 6700 x 301

ken@kirschenbaumesq.com www.KirschenbaumEsq.com



The Golden Opportunity You May Be Missing

Every business has attrition. It's unavoidable. But it doesn't have to be an entirely negative experience. Taking the time to learn why your customers cancel, and how they feel about you on the way out the door can actually boost your business.

Getting feedback from cancelling customers is one of the biggest opportunities to improve your service, reduce attrition, and thereby increase the value of your business. And most businesses don't do it.

Establishing a standard operating procedure around terminations has several benefits:

- Standardize your feedback: Creating a mechanism to collect feedback that has a standard list of termination options allows you to more easily spot trends.
- Identify new offerings: If the feedback suggests customers are leaving to another provider that offers services you don't, you can consider expanding your own business line.
- Surface weak links: Similarly, if feedback suggests customer service issues in particular departments, you can take actions in areas of training or human resources.
- Give them an audience: There are always going to be disgruntled customers who want to voice their opinions. Giving them a mechanism to do so may make the difference between them venting at you and venting in a public online review.
- Show you care: Asking for feedback conveys that you are a customer service-oriented organization that strives to learn and do better, and creates a positive experience for customers even as they depart.

When a customer calls in to terminate service, you may want to have a friendly conversation with the customer about their decision. But then you should always follow up and send them a link to your termination request form to document the discussion.

An effective termination process should include the following steps:

- Let customer, who call/email/text in to terminate service know you are sending them a link to your service termination request, and that you will promptly take care of it.
- Email them your standard template email that briefly invites them to contact company president or senior management to discuss any issue that may be a factor in their termination and provides a link to an online form.

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How Joining The NYELSA Can Help Your Business...

The NYELSA is committed to supporting you in building a successful business by providing a return on your membership investment through value-added services.

Ever feel like an ant crawling through a landscape of giant competitors?

If so, consider this: The average anthill packs plenty of collective power, and when its

residents gather in large numbers, they can send even the largest beast running.

For security dealers and integrators the value provided by collaborating with your industry peers - offers your business access to resources that you wouldn't be able to obtain on your own.

Supporting your success through membership services & Department of the Supporting of the Supporting Supportin Membership in the NYELSA offers a range of opportunities that can lead to enhanced business relationships and, ultimately,

greater success. **Industry Legal Services**

"Member" access to industry specific legal services and contracts.

Peer-to-peer Networking

Regularly scheduled In-person and virtual membership meetings, AND an annual membership conference.

Industry Watchdog

Monitoring nationally, statewide and locally for legislation and ordinances of concern to dealers and integrators.

Industry Insurance Program

Discounted access to an industry owned insurance program offering coverage for G.L., E&O, and Cyber coverage.

Networking, shared experience, common challenges, peer

interaction all providing collective influence from being part of the industry leading TEAM...

Interact with law enforcement and the fire service through our support of SIAC.

Instructor led classroom, virtual and online courses designed by the industry, for your technical, sales and business staff.

The summary list provided here, and detailed on the reverse side of this page is designed to help you identify your potential member value opportunities.

Member Savings Program

Discounts on the products and services you are already using for your business.

It is our hope that you will find the substantial benefit of membership – and decide to join the NYELSA.

Member Savings Program

Discounts on the products and services you are already using for your business.

Industry Legal Services

"Member" access to industry specific legal services and contracts.

Public Safety Initiatives

Interact with law enforcement and the fire service through our support of SIAC.

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Industry Watchdog

Monitoring nationally, statewide and locally for legislation and ordinances of concern to dealers and integrators.

NYELSA member have access to the buying power of the collective group which numerous businesses and their employees with tremendous spending clout.

We provide valuable savings programs in the many business categories including: Pavroll

- Health Insurance,
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- Retirement Planning, 401K / MEP,
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- Regional In-person Membership Meetings
- Virtual (Zoom Video) Membership Meetings
- Annual Membership Conference, with vendor exhibits, seminars sessions, social activities and membership meeting and elections...

















Industry Training Courses

Instructor led classroom, virtual and online courses designed by the industry, for your technical, sales and business staff.

COURSES | Technical

- Certified Alarm Technician Level 1
- **Electronic Access Control**
- **Advanced Intrusion Systems**
- Troubleshooting, Service and Maintenance
- **Video System Technologies**
 - Residential Fire Alarm
- Fire Alarm Installation Methods
- Professional Fire Alarm Design
- Life Safety Code
- International Building Code

COURSES | Non-Technical

- Security Sales Essentials
- **Understanding Electronic Security** Systems

CERTIFICATIONS

- Alarm Technician Level 1 and 2
- Video Technician and Systems Specialist
- Systems Integrator (CSI or CSSI)
- Service Technician
- Intrusion Technician Level 2
- Residential Fire Alarm Inspector
- Fire Alarm Technician Level 2 & 3
- Security Salesperson

Continued from Page 8

- 3. The form should ask the following questions:
 - a. Account name, contact, email, and service location to be terminated
 - b. Are you terminating all services at this location or just part of the service
 - C. What is the last date of service before this service should be terminated?
 - d. Are you transferring this service to another provider?
 - e. Are you transferring this service to another property owner?
 - f. What is your reason for terminating this service?
 - g. How likely are you to recommend our company in the future?
 - h. Please let us know any other feedback, questions, or comments.
 - i. Requestor name, date, and digital signature
- 4. Review the feedback to determine if there is a <u>constructive</u> opportunity for a discussion with the customer to prevent the termination.
- 5. Track your termination process to ensure you follow every step including billing termination, central station termination, equipment pickup, document filling, etc. In FieldHub this is built in, or you can use a whiteboard or kanban style program.
- 6. Review, and distribute the termination reasons every month to your team. Include your trends and specific observations.

This data will allow you to separate terminations into the "good" (or not so bad) kind and the "bad" (we need to do better) kind. Key items to focus on are:

Are you transferring this service to another provider? This is a bottom line question

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Watch Your Mail Box

NYELSA dues notices were recently sent out for renewal of your membership for 2022.

Annual Membership fees are due on January 1 2022, and renew your membership for an entire year.

Please send your membership renewal TODAY...

Continued from Page 11

that tells us if we lost the business to a competitor or the customer just no longer needs this service.

 How likely are you to recommend our company in the future? It's a silver lining when customers respond with "Very Likely" and an important eye opener when they don't.

There are many free and paid services which are perfect for this application, including some you may already have:

- Docusign or other eSignature tool
- FormStack, JotForm, TypeForm (or other paid form builders)
- Google Form (a great go-to free form builder with decent analytics)

When your business is retaining customers other good things happen. In many companies, customer retention correlates with employee retention. People like serving happier customers and all of us have seen this cycle going up or down.

Your team will see the connections between their actions and the reasons why customers may be terminating. Celebrating the improvements and successes will rally your team around the actions that drive your retention and the value of your business.

About The Author:

Miles Fawcett is the Founder and CEO of Field-Hub Inc, an all-in-one cloud platform for security installers' business operations. It provides a single system to manage leads and proposals, to project and field service management, inventory, recurring/deferred revenue management, and full accounting.





NYELSA 2022 Training Course Schedule

81 Hour Security / Fire Alarm Installer License Course Location Course Date		Course Dates	
Part 1	Level One Certified Alarm Technician	Level One Certified Alarm Technician Elmsford March	
Part 2	Advanced Intrusion Systems	Advanced Intrusion Systems Elmsford March	
Part 3	Part 3 Fire Alarm Installation Methods Elmsford		April
Part 4	Troubleshooting, Service & Maintenance		
Part 1	Level One Certified Alarm Technician		
Part 2	Advanced Intrusion Systems	Rochester	April at es
Part 3	Fire Alarm Installation Methods	Rochester	May sg
Part 4	Troubleshooting, Service & Maintenance	Rochester	April April April April April April May May June June July July September October October October October October October
Part 1	Level One Certified Alarm Technician Albany June		June
Part 2	Advanced Intrusion Systems Albany June		June
Part 3	Fire Alarm Installation Methods Albany July		July
Part 4	Troubleshooting, Service & Maintenance	eleshooting, Service & Maintenance Albany July	
Part 1	Level One Certified Alarm Technician	Elmsford	September
Part 2	Advanced Intrusion Systems	Elmsford	September
Part 3	Fire Alarm Installation Methods	Elmsford	October
Part 4	Part 4 Troubleshooting, Service & Maintenance Elmsford October		October N
Part 1	Level One Certified Alarm Technician	Rochester	October t t
Part 2	Part 2 Advanced Intrusion Systems Rochester October		October
Part 3	Fire Alarm Installation Methods	Fire Alarm Installation Methods Rochester November	
Part 4	Troubleshooting, Service & Maintenance	Rochester	November

Additional course topics available. Private classes available for 10+

Understanding the NYS Security / Fire Alarm Installer License Requirements:

Need for license: An individual, firm, company partnership or corporation must be licensed if it installs, maintains or services alarm systems, including, but not limited to, such items as detectors, control devices and alarm com-munication systems, conduits and associated wires of alarm systems; or if it holds itself out to the public as being able to do so. **This shall include, but not be limited to**, selling alarm systems to consumers when the installation, maintenance or servicing of the alarm system will be subcontracted to or otherwise performed by another;

A security and fire alarm installers license is required for the installation, maintenance or servicing of a closed circuit television system (CCTV), or video surveillance system, if such system is used, either full-time or part- time, for the detection or monitoring of intrusion, break-in, theft, movement, sound or fire; and electrical entry systems which detect and/or provide notification of intrusion, break-in, theft, movement, sound or fire regardless of the number of entry points.

Who Should Attend? Technicians, service personnel, installation personnel, sales staff, and business owners.



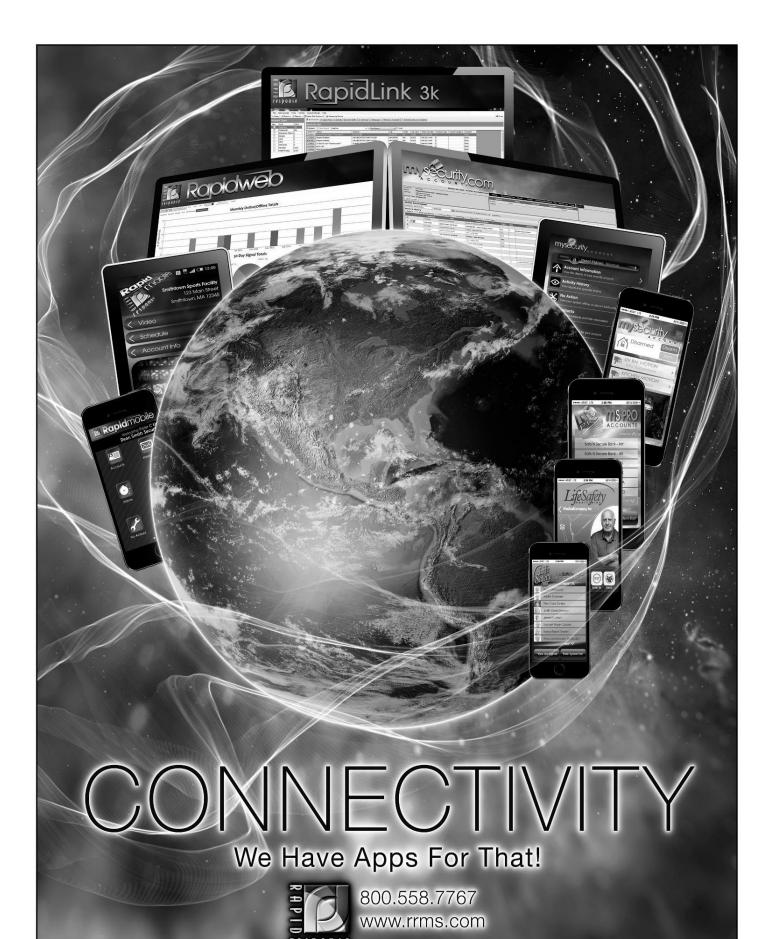
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Website: www.NYELSA.org



NYELSA 2022 Training Course Registration Form

Enter ## of Students Registering	Course Name / Location			NYELSA Member Price	Non - Member Price	TOTAL COURSE FEES
	Level One Certified Alarm Technician					
1	Elmsford, NY	March	Sept.	\$395.00	\$495.00	
	Rochester, NY	April	October	\$395.00	\$495.00	
	Albany, NY	June		\$395.00	\$495.00	
	Advanced Intrusion Systems	(circle sele	ected date)			
	Elmsford, NY	March	Sept.	\$395.00	\$495.00	
	Rochester, NY	April	October	\$395.00	\$495.00	
	Albany, NY	June		\$395.00	\$495.00	
	Fire Alarm Installation Methods	(circle sele	ected date)			
	Elmsford, NY	April	October	\$395.00	\$495.00	
	Rochester, NY	May	November	\$395.00	\$495.00	
	Albany, NY	July		\$395.00	\$495.00	
	Troubleshooting, Service & Maintenance	(circle sele	ected date)			
	Elmsford, NY	April	October	\$395.00	\$495.00	
	Rochester, NY	May	November	\$395.00	\$495.00	
	Albany, NY	July		\$395.00	\$495.00	
	81 Hour Security / Fire Alarm Installer License Course "Bundle"	at and an an	cted cycle)			
	Elmsford, NY	Mar / April	Sept / Oct	\$1,450.00	\$1,750.00	
	Rochester, NY Albany, NY	April / May June / July	Oct / Nov	\$1,450.00 \$1,450.00	\$1,750.00 \$1,750.00	
	Albaity, IVI	Julie / July		φ1,430.00	\$1,730.00	
	= Total # of Students		Total C	ourse Fees =	-	
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Contact:		Studen	t Name:			
Email:		Studen	t Email:	3		
Address:		-		Q-		
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New York Electronic & Life Safety Association

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Mark Your Calendar

Annual Meeting

Apex Entertainment - Albany, NY

August 9, 2022



Details: www.NYELSA.org or (800) 556-9232

Mark Your Calendar Spring Golf Outing Ravenwood Golf Club Victor, NY May 19, 2022 Details: www.NYELSA.org (800) 556-9232

Mark Your Calendar Fall Golf Outing Casperkill Country Club Poughkeepsie, NY September 20, 2022 Details: www.NYELSA.org (800) 556-9232