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SECURITY NATION CONTACTS

Art Direction

Daniel Capote
972.807.6809
Daniel.Capote@ESAweb.org

Editorial

Jillian Bateman-McIntosh
972.807.6834
Jillian.Bateman@ESAweb.org

Hannah Boone
972.807.6817
Hannah.Boone@ESAweb.org

Advertising

Jessica DaCosta
972.807.6827
Jessica.DaCosta@ESAweb.org

Kaleigh Barrasso
972.807.6835
Kaleigh.Barasso@ESAweb.org

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JUNE 5-8, 2023

2023 Electronic Security Expo **ESXWEB.COM**

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75 Welcome New Associate Members

77 Welcome New Members

EXECUTIVE PERSPECTIVE



Merlin Guilbeau, IOM
Executive Director & CEO
Merlin.Guilbeau@ESAweb.org
972.807.6810

Looking to the Future & Reflecting on the Past



From the very beginning of ESA, your success has always been our passion. In 2023, we have plans to take that passion to another level. As new players and competition enter our space, we are as confident as ever in the fundamental strength of what the association offers.

We are excited to celebrate 75 years as the voice of the electronic security and life safety industry in 2023. We look to make strong and smart partnerships to better serve our members. We look to grow our membership, as we launch the first ever Membership Campaign designed to expose the strength of our volunteers and community to others. We look forward to working with you, every step of the way, to support the growth of your business.

The ESA professional staff is adaptable, creative, resilient, and deeply passionate about the work we do each and every day. We look forward to exceeding your expectations in 2023. Your feedback is very important to us. Please feel free to contact us and let us know how we can serve you.

Highlighted here are a few accomplishments from 2022. I encourage you to read through the full 2022 Annual Report for more milestones achieved by ESA volunteers and professional staff during a busy year.

2022 Accomplishments

We continued to gain traction with state regulators recognizing ESA' National Training School's fire training and certifications as alternatives to NICET.

We increased ESA representation on NFPA and UL Technical Committees.

We monitored state and federal bills and engaged in dialogue with legislators and staff on the importance of limited-energy licensing, workforce development, and school security measures.

We unanimously passed a board resolution to support efforts to reduce false alarms through more efficient and effective customer notification methods.

We delivered ESX in person for the first time since 2019, allowing passionate security professionals the ability to learn more, share more and interact more.

We launched a new podcast, Security Nation, which brings the voice of the electronic security industry to you.

We increased member retention by using a disciplined process of ongoing engagement and onboarding.

We hosted our first ever virtual town hall meeting, in which leaders from the industry and ESA board of directors got together to discuss exciting news on benefits, programs, upcoming events and the state of the industry!

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CHAIRMAN'S MESSAGE



John Loud
Chairman of the Board
john@loudsecurity.com
+16783009785



CELEBRATE THE GREAT: NATIONAL SECURITY TECHNICIAN DAY!

Workforce. When I speak to other people in the industry, and more recently people from any industry, workforce is the top challenge facing businesses across our nation. Our teams are the vital life force of what we do. In some way, each one of them is the face for your business, whether it is your sales team, your customer service team, your accounting department, your technicians. They are your brand. They are the front line for interacting with your customers. They represent your company day in and day out. Developing a strong workforce, whether through hiring, advancing, or retaining talented professionals, continues to be a major focus for all of us at ESA. While reflecting on how I manage and recognize my own team, how I "CELEBRATE the GREAT" I see every day, I decided that I want to be more intentional about celebrating the big and small accomplishments. People join companies for several reasons, from company reputation and culture to competitive compensation and benefits to opportunity to grow. But the number one reason people stay-or leave-is because of the people and relationships they have with those they work with. Do your team members feel valued and appreciated?

I am excited to announce that recently, ESA has worked together with the Foundation for Advancing Security Talent (FAST) and the Security Industry Association (SIA) to establish National Security Technicians Day. This is the first in what I hope will be a series of days where we as an industry can celebrate our teams together. Our technicians are often not in the office day in and day out to experience that important culture, to enjoy that lunch you bring in for your employees and to benefit from being around their colleagues daily. Yet our technicians are so vitally important to our success.

The first National Security Technicians Day will be on January 23, 2023. How will you CELEBRATE the GREAT things your technicians do every day?

I plan to include my administrative team, sales team, management team and arrive at 6:00AM for a parking lot pep-rally while cooking a massive breakfast on site for my entire team. It will be a wonderful surprise and a LOUD celebration to express our utmost appreciation for our entire Operations/Technical team. ■

DON'T MISS THIS OPPORTUNITY AND DON'T LET THIS DAY JUST PASS BY. HOW WILL YOU CELEBRATE ON NATIONAL SECURITY TECHNICIAN DAY? PLEASE DROP ME AN EMAIL, SEND SOME PHOTOS OR GIVE ME A CALL AND SHARE YOUR STORY SO WE CAN ALL CELEBRATE TOGETHER.

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CREATE TRAINING PATHWAYS USING THE 9 BOX GRID



Michelle Yungblut
Chief Knowledge Officer
Michelle.Yungblut@ESAweb.org
972.807.6830

As I write this, it's approaching the end of the year. Not only does that mean holiday season where I have to play Santa Clause, chef, master wrapper and entertainer, but I also have to start thinking about employee evaluations. Yep, the dreaded employee review process is approaching and that causes me anxiety, as I am sure it does many others. At ESA, we are looking at different tools to use to provide our team members thorough and constructive feedback and one of the search criteria for us is to find something that is quick and easy to use. In my searches I have come across a tool called "9 Box Grid". The 9 Box Grid is not necessarily an employee evaluation tool, but it is a great talent management tool that will help you decipher what employees have potential for promotion, and which employees need reassignment and/or training in specific areas. The grid allows you to hone-in on two specific things: performance and potential.

POTENTIAL				
	HIGH	Potential Gem	High Potential	Star
	MODERATE	Inconsistent Player	Core Player	High Performer
	LOW	Risky	Average Performer	Solid Performer
		Low	Moderate	High
		PERFORMANCE		

Using the grid is pretty simple and fast – which is why it is loved by many HR managers. For each of your employees, you place them in one of the nine boxes. Your high performers should be in one of the far-right boxes, and the others should fall in one of the other boxes that you see fit. Those in the far-left boxes are those that need immediate attention, such as coaching, new job roles, training or even termination. Those in the center boxes would be deemed moderate performers who partially meet their job expectations. Those near the top of the chart have great potential and may need some training or coaching to get them to a higher performance level. The employees who are placed on the far-right boxes tend to always meet their performance goals, but if you placed them in the lower box, maybe they don't have the potential to be promoted based on their drive to learn new things or undertake a management role. Those in the upper right are ready and eager to take on new challenges and you believe they have the skills to succeed.

The color coding added to the chart is also helpful as the red speaks for itself as anyone placed in the box needs some serious attention. Can their role with your organization be salvaged through training or coaching? That may be a tough sell.

Those that you place in yellow have potential but each of their situations needs to be assessed individually because depending on where they are placed on the grid, they could benefit from soft skills training – such as how to be a better communicator, improve their customer service techniques, or improve their troubleshooting skills. Others in the yellow may need specific technical training to better hone their installation efficiency. Finally, some team members may need some one-on-one coaching or mentoring to help them be a better contributor or a more engaged employee. These types of improvement paths take time and a commitment from the right coach.

For more information about putting the 9 Box Grid into practice you can check out AIHR.COM/BLOG/9-BOX-GRID, as it has detailed examples of how each box can be dealt with.

Once you have complete the 9 Box Grid for your team and a growth plan has been put in place, don't forget to reach out to ESA's training team, as we can help you build a training pathway that is customized for each employee — and can include both technical and soft-skill components.

Learn more at our Training as a Service site COURSES.ESAWEB.ORG/TAAS, or contact parris.daniel@esaweb.org. ■







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Jake Braunger
VP of Advocacy & Public Affairs
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972.807.6807

TIMES ARE CHANGING: USING YOUR VOICE IS MORE IMPORTANT THAN EVER

WAIT, WHO IS THIS GUY AND WHERE IS CHRIS HEATON'S COLUMN?

I am Jake Braunger, ESA's new VP of Advocacy and Public Affairs. I joined ESA after having worked for several years with NFIB's advocacy team. Prior to my time there I served in many political campaign roles throughout the country. Mr. Heaton has joined ESA member, Amarok, as their new VP of Government Relations. Thankfully, Chris will also be serving as a member on our Government Relations Committee as well.

So, let's get into it, how about those mid-term elections? The Republicans have taken the US House of Representatives back with a small majority. The Democrats have increased their narrow majority in the US Senate. The Democrats also picked up two gubernatorial seats, so the country has 24 Democrat Governors and 26 Republican Governors. The Democrats also made gains in state legislatures resulting in control of both state chambers in 20 states to the Republicans 28 (includes Nebraska's unicameral body), with the remaining 2 states having split chambers. It is very possible this will result in a lot of federal gridlock on legislation until after the 2024 elections. This means that the states will continue to serve as "laboratories of democracy" for the next two years. Good bills will need to be passed and bad bills will need to be defeated. Opportunities for you, our members, to get involved and make a difference abound!

You are the experts in the electronic security and life safety industry. You know what it takes to run a business and provide that security and safety to all Americans. State legislators will need to be hearing from you when our issues come up in their states. If you aren't at the table, you will be on the menu. That is why I am looking forward to putting you at the forefront of our efforts. Many legislators don't know the first thing about the industry which means you will have a lot of influence if you get involved and build relationships with them.

Why do you need to build a relationship? Well, when was the last time you were told by a complete stranger to do something that you were not already planning on doing? That is a reason we have seen fewer phone-banking around election time. The likelihood that a stranger would convince you to vote for someone who you don't know much about is very low. However, if a friend of yours explains why they think you should vote for someone you are more likely to listen and consider their opinion. This is how influence is built. The more of a relationship you can build with your elected officials the more influential you will be.

THE WHOLE ESA TEAM AND I ARE LOOKING FORWARD TO CREATING THOSE OPPORTUNITIES FOR YOU TO BUILD INFLUENCE IN 2023 AND BEYOND. THE MORE ENGAGED YOU ARE THE MORE LIKELY WE WILL SECURE VICTORIES FOR OUR INDUSTRY. ■

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SIAC ASKS "CAN OUR INDUSTRY LEARN FROM A RECENT POLICE RECRUITING VIDEO?"

By: Security Industry Alarm Coalition (SIAC)

Recently the Fort Worth, Texas police department published a humorous video with a very serious purpose. Designed to look like an ad for an auto dealer the police officer/salesman points to patrol vehicles and says: "We got your Explorers. We got your Tahoes." The video, which has been viewed more than one million times, is an effort to fill 100 vacancies in the department.

Fort Worth isn't alone. Police departments nationwide are experiencing staffing shortages and attempting not only to recruit new officers but also trying to get officers to switch departments for better pay and benefits.

We asked Stan Martin, executive director of the Security Industry Alarm Coalition (SIAC) why this trend should be of concern to the electronic security industry. SIAC works closely with law enforcement leaders through the International Association of Chiefs of Police (IACP), National Sheriffs' Association (NSA) and dozens of state associations.

Q: Why should our industry be concerned about police staffing shortages?

As partners with law enforcement, our industry wants to make sure that we are not burdening officers with unnecessary dispatches. We have an excellent relationship with law enforcement leaders because of our industry's proven success reducing false alarms and identifying opportunities for high-priority responses when appropriate.

Q: Is this really something our industry can help with?



Absolutely. Every dealer should be tracking their customers and following up on problem accounts to ensure issues are resolved promptly to minimize those alarm dispatches. They should also embrace technology that quickly notifies customers when their system detects activity that might result in a dispatch to ensure they have the opportunity to confirm they know what probably caused the alarm and avoid unnecessary law enforcement dispatch.

Q: Isn't the model ordinance already accepted as a best practice in public safety?

Today the model ordinance is in use by more than 1,000 public safety agencies. Because of the high level of turnover at every level of law enforcement, it takes a continued education and outreach process to keep current leadership knowledgeable on the latest alarm management practices that minimize the use of valuable sworn officer time.

Q: What do you see in the future for our industry as police struggle with staffing?

These issues continue to emphasize the need for outreach from our industry in the communities that they serve to local law enforcement. In addition, SIAC will continue its unique role as a strong voice for alarm management issues. SIAC's national effort and outreach and education to local departments help assure that the model ordinance will allow us to work with local law enforcement to protect and serve the community. ■

USE THE QR CODE TO SUPPORT SIAC.

THE FAST GOLF CLASSIC TOURNAMENT:



Support Initiatives to Grow the Workforce in the Electronic Security & Life Safety Industry

Who doesn't love to unwind and have some fun with fellow security pros on the greens? As the new year begins and the business of the holidays wanes, we begin to look forward to the warmer months of spring and the FAST Golf Classic Tournament.

Join us March 28th, in Las Vegas during for an opportunity to show off your short game, network with industry pros, and take some time to relax, all while supporting industry initiatives.

You might ask yourself how playing golf supports the industry. All the event proceeds go directly into workforce development initiatives intended to jumpstart and develop career opportunities in the security industry. So, you can enjoy your game knowing you're investing in the next generation of business leaders even while you enjoy some sunshine and camaraderie.



"The FAST Golf Classic is an opportunity for electronic security pros to contribute to the future of our industry, while having a little competitive fun networking with the best in the business," said Jillian Bateman-McIntosh, Chief Development Officer of the Electronic Security Association (ESA). "Our industry is embedded in the smart homes, smart buildings, smart cities markets. The more we can establish programs to educate young people about our vital role in these markets — the more we'll find interested young people eager to start a career in the industry. This golf tournament helps us raise the funds necessary to establish these programs."

The Foundation for Advancing Security Talent's (FAST) Goal

Today, we all struggle to draw qualified talent. The FAST Golf Classic is The Foundation for Advancing Security Talent's primary fundraising event of the year. FAST is dedicated to introducing innovative professionals to new opportunities within the electronic security and life safety industry by partnering with the Electronic Security Association (ESA) and the Security Industry Association (SIA) and investing in a variety of

initiatives. To continue to gain and maintain momentum, we need your support!

Tournament Details

The Golf Classic takes place on Tuesday, March 28, 2023, at the Desert Pines Golf Club Las Vegas. The course features over 4,000 mature pine trees lining the fairways with green grass running from tees to pins. White sand bunkers protect large, undulating, bent grass greens fashioned after those at Augusta National Golf Club. We invite you to experience the Carolina sandhills, tucked away minutes from the Las Vegas Strip, in the historic part of Las Vegas. Take some time away from the expo floor and casinos in Vegas this March and escape to the fresh, calming scent of real pine trees. You'll be doing yourself and the industry a favor! Golfer registration are $300 per person and include food and beverages (breakfast, lunch, and award reception appetizers served), golf carts, and all applicable green fees. Additionally, if you are looking to further support the tournament, multiple sponsorship opportunities are available. This tournament is FAST's (The Foundation for Advancing Security Talent) primary fundraising event of the year. FAST is dedicated to introducing innovative professionals to new opportunities within the electronic security and life safety industry by partnering with the Electronic Security Association (ESA) and the Security Industry Association (SIA) and investing in a variety of initiatives. To continue to gain and maintain momentum, we need your support! ■



FAST Foundation for Advancing Security Talent

March 28, 2023

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Check In: 7:45 am

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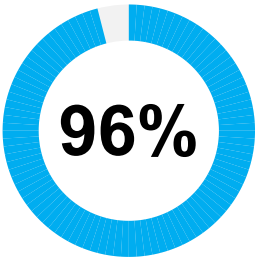
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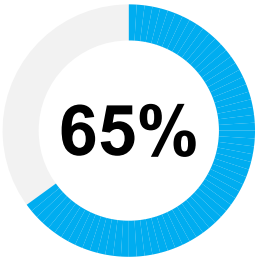
AVERAGE NUMBER OF EMPLOYEES

1 - 25

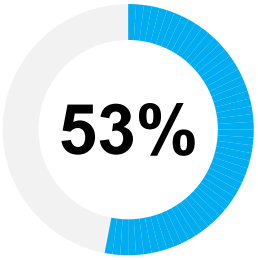
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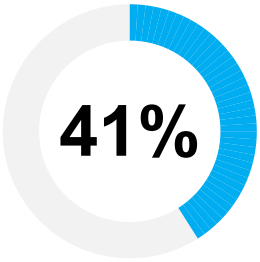
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Cameron Fleck

President & Owner of New Vision Security

NewVision Security Quick Facts

Years in business:
27 years total and I took the reins 8 years ago

Number of Locations:
3 locations

Headquarters Location:
Bismarck, ND

Number of employees?
20

Number of accounts:
1000 accounts

Specialties:
Cameras, Keycard Access, Burglar Alarms, and Fire Alarms.

Annual revenue:
$5M



At NewVision Security located in Bismark North Dakota, they say that they like to keep things simple by focusing on four specialties. Cameras, keycard access, burglar alarms, and fire alarms. With everything laid out as a package and working in unison. About two years ago, they also acquired a company called SIMTech, which really got them into the fire alarm world and doing it well. Cameron Fleck, President, and Owner of New Vision Security became interested in the industry at age sixteen while working at a small two-way radio shop that installed Pelco Security devices in many casinos around North Dakota. From there he got into tech and went to school for electronics telecommunications at the local state college. "I now sit on the advisory board, and we have local internships set up where we recruit a lot of our technicians straight out of school." says Fleck. "From there, I was always passionate about entrepreneurship, so security was something that always fit as I was installing it from a young age. Naturally, I started installing some monitored accounts, residential Honeywell panels, and more." Fleck acquired the 25-year-old NewVision Security business nearly 8 years ago and has been making moves to increase its reach.

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> **"I want to have a lucrative network of people across the US. which is one of the reasons we are members of ESA. I have met so many good people from the association, and it created a lot of opportunities for growth in this market, which is exciting."**
>
> **Cameron Fleck, President and Owner of New Vision Security**

Bismarck North Dakota has about 100,000 people, which limits the amount one can tap into the market. This motivated the decision for NewVision to open additional offices in Rapid City, South Dakota with the goal of being one of the best security companies in the Midwest region. "I want to have a lucrative network of people across the US. which is one of the reasons we are members of ESA. I have met so many good people from the association, and it created a lot of opportunities for growth in this market, which is exciting."

INSTALLING TOP OF LINE SECURITY FOR SHILOH CHRISTIAN SCHOOL

Fleck recently had the unique experience to install a comprehensive security system at his old high school. "It was a really fun project to work on! It is a private school here in Bismarck, and I knew that their camera system was outdated. In fact, it was the old science teacher that helped install it many years ago!"

Tragically, school shootings are an ever too common phenomenon that is top of mind in today's climate. Making schools a more secure place for their students and staff is something all school administrators and conversely, integrators should be investigating. Thankfully, Shiloh Christian is one of the schools that has put a lot of thought into the facility's security systems. One of the unique things NewVision did for the school was decrease the camera counts and increase the coverage overall through multi-sensor and panoramic cameras. "You can do so much more with less. Plus, you have



the added benefits when integrating the Halo sensors. Additionally, a lot of schools are getting a full-time security resource officer, so it is helpful to equip them with an app with great camera visibility. Anything we can do to give them better information when addressing a threat is a plus." Fleck continues, "We also helped implement some visitor management too. The building keeps only one entrance open, and everyone has to check-in. Schools want to truly understand who's coming in and out of their doors." explains Fleck.

BUILDING THE TRUST & IMPLEMENTING THE PLAN

Fleck began by sitting down with the administrators and staff and really tried to understand their needs. He notes that knowing that every project (and budget) will be different is essential. The school was growing and there were multiple factors they wanted to control so that it could be a safer environment, and thankfully NewVision had strategies to address these pain points. Fleck and his team came in with a plan based on eliminating the camera count and instead utilizing multi-sensors and panoramic 360 cameras. This makes it possible to scale down camera counts from around 30, 40 down to 20 or 30. Cameras inside and outside the building provide crystal clear images of anyone approaching the building, allowing the classrooms inside to focus on the growth and education of their students.

Once there was a plan in place, the next step was coordinating installation in bite-sized chunks

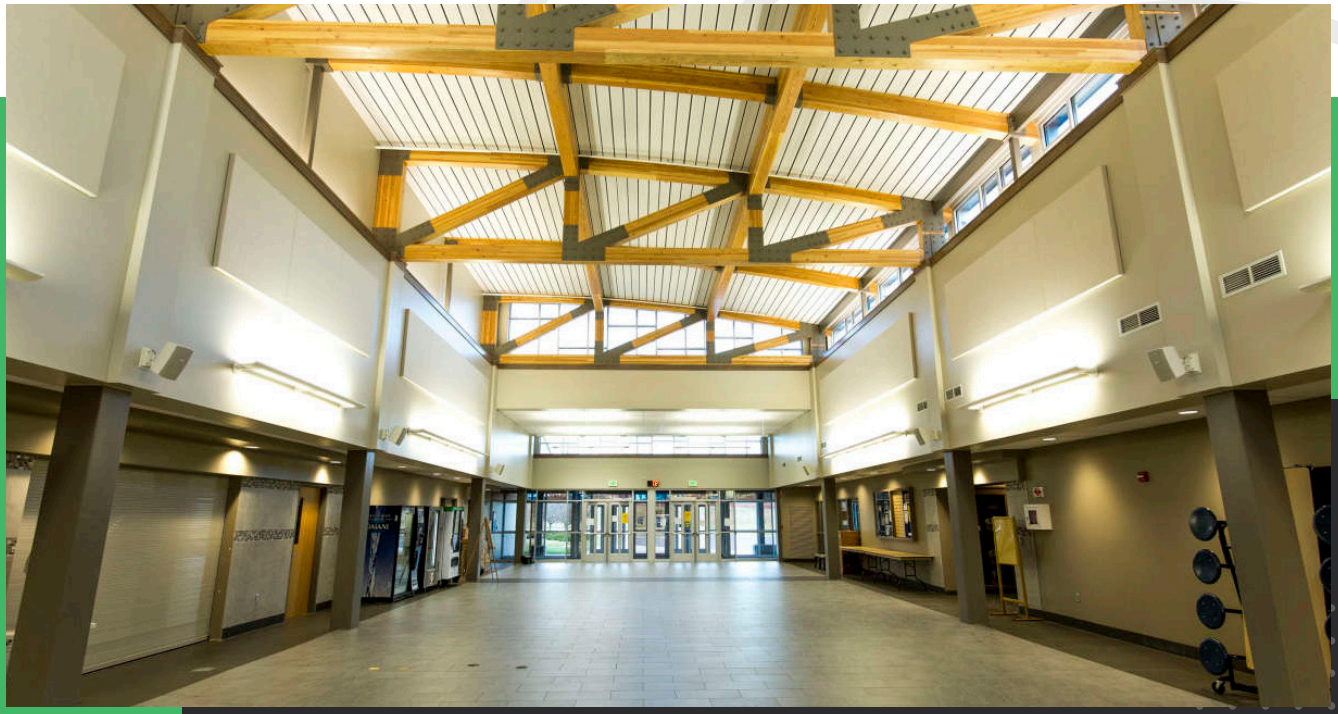
and creating an effective communication line on the budget. “I helped chip in a little myself, just because I have a special place in my heart for that school. Additionally, over the last 3 years, we have been updating their exterior cameras and moving to interior cameras, putting some key card access in place, visitor management for the daycare, and different things like that. So, to date, it is an updated system and a lot more secure campus.” says Fleck



UNDERSTANDING CUSTOMER NEEDS

Fleck remarked on how there are plenty of strategies that you can recommend when going into these schools, and how one should start the process, “My advice to integrators would be to listen to the needs of the facility, what their challenges are, and fix those first. That may lead to a full revamp. In the instance of Shiloh Christian School, it was their parking lot first, monitoring some of the hallway traffic, and just taking it in bite size chunks and chipping it away at it as we can. Understanding the budget is imperative too. Too many times as integrators we will walk into these opportunities, not understanding the budgets, blow it out of the water, and lose the prospect. Breaking everything out into phases can really help integrators win a lot of projects like this.” Fleck continues, “We beat that drum in our sales meetings all the time. If you send a proposal and a number that was never discussed, the chances of closing that sale are a lot lower. So, talking about the budget up front and understanding their needs goes a long way.” Overall, the students, staff, and their families in Bismark North Dakota can all rest more easily knowing that Shiloh Christian school has taken all the necessary precautions. With the tragic amount of school violence incidents, other integrators could look to the processes NewVision Security implemented, so as a collective we can help keep more children safe as they go to school. ■





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- ***Simple Editing***
- ***Dynamic Content***
- ***Sales Funnels***
- ***Referral Tracking***
- ***Real Photography & Videos***

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ESA
ANNUAL
REPORT
2022

MEMBERSHIP

10
National Integration and Installing Companies

83
Miscellaneous Members: Students, Individuals, Public Safety Officials, Allied Companies, and Affiliates

1755
MEMBER COMPANIES

1516
Integrator Members: Electronic Security and Life Safety Integrators/Installing Companies

146
Associate Members: Manufacturers and Service Providers

ESA launched the Leadership Identification and Nominating Committee (LINC). The voice of young, diverse, and driven leaders in the electronic security and life safety industry is vital to the long term viability of its association. The committee is tasked to identify and recruit future directors, standing committee chairs, and thought-leaders willing to serve the industry through volunteer ESA leadership positions.

ESA Executive Management Professionals (EMP) is the leading networking community in the industry for individuals charged with the strategic and financial leadership of security integration organizations. EMP Group Membership grew by over 18%

SECURITY NATION PODCAST

ESA launched Security Nation Podcast, which brings the voice of electronic security and life safety to you! Security pros share their stories, experiences, and best practices with our listeners.

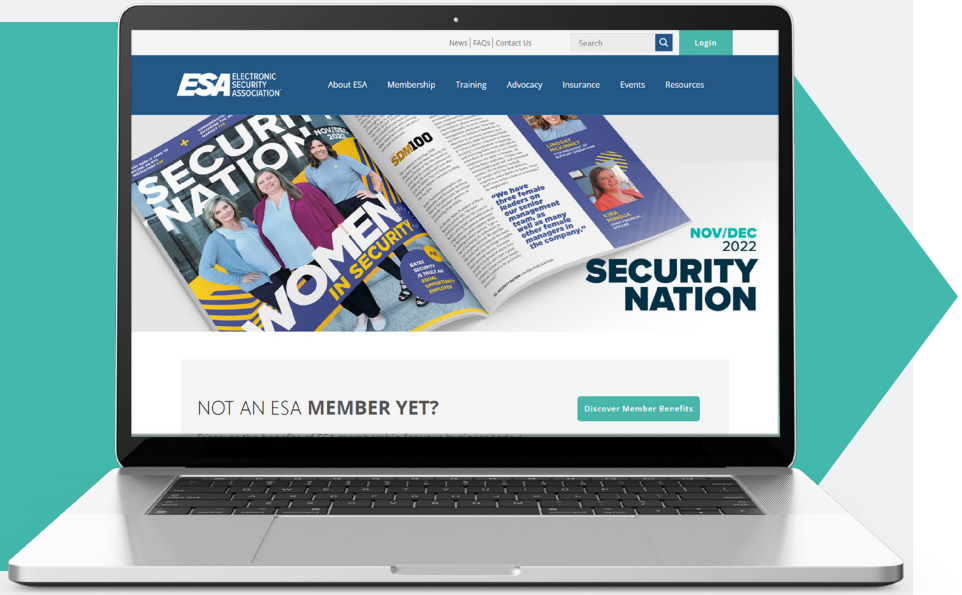


ESA's Board of Directors unanimously passed a resolution on August 24, 2022, to support efforts to reduce false alarms through more efficient and effective notification methods.

REACH

35%

ESA Website Users increased by 35%



30%

ESA increased LinkedIn Followers by over 30%

ESA LinkedIn had **2300** Reactions, **140** Comments, & **300** Reposts

50+

ESA was featured over **50 times** in Industry Publications

INSURANCE



$800,000

ESA MEMBERS SAVED OVER 800,000 IN SECURITY AMERICA'S INDUSTRY SPECIFIC INSURANCE IN 2022

NEARLY 800 TOTAL POLICYHOLDERS

Security America
INDUSTRY-SPECIFIC INSURANCE

ADVOCACY

ESA monitored
1,090 BILLS



83 bills enacted

61 bills listed as high priority

7 high priority bills enacted

ADVOCACY EFFORTS IN 2022

Launched advocacy campaign in New York in cooperation with NYELSA, urging the Governor to veto the "Digital Fair Repair Act."

Joined coalition of industry associations and corporations urging President Biden to alter issuance of executive order (EO) on project labor agreements (PLA).

Hosted webinar on the threats posed by President Biden's EO related to project labor agreements (PLA) and provided members with effective means to respond.



ADVOCACY EFFORTS IN 2022



Participated in Connected Technology Industry Consortium sponsorship at the National Conference of State Legislatures Annual Conference.

During this conference ESA and others were able to engage in dialogue with dozens of legislators and staff on the importance of limited-energy licensing, workforce development, and school security measures.

Participated in ongoing efforts to align Houston electrical licensing ordinance with model limited energy exemption language.

ADVOCACY WINS IN 2022



South Carolina HB 4889 prohibits an alarm business or contractor from being fined for a false alarm not attributed to improper installation, defective equipment, or operational error by the alarm business or contractor. Enacted on May 16, 2022.

Florida SB 1140 provides that holders of current ESA certifications as Fire Alarm Technicians (CFAT) and Fire Alarm Designers (CFAD) are exempt from most training and continuing education requirements. This bill also streamlines fire alarm permitting process. Became public law on May 19, 2022.

CODES AND STANDARDS

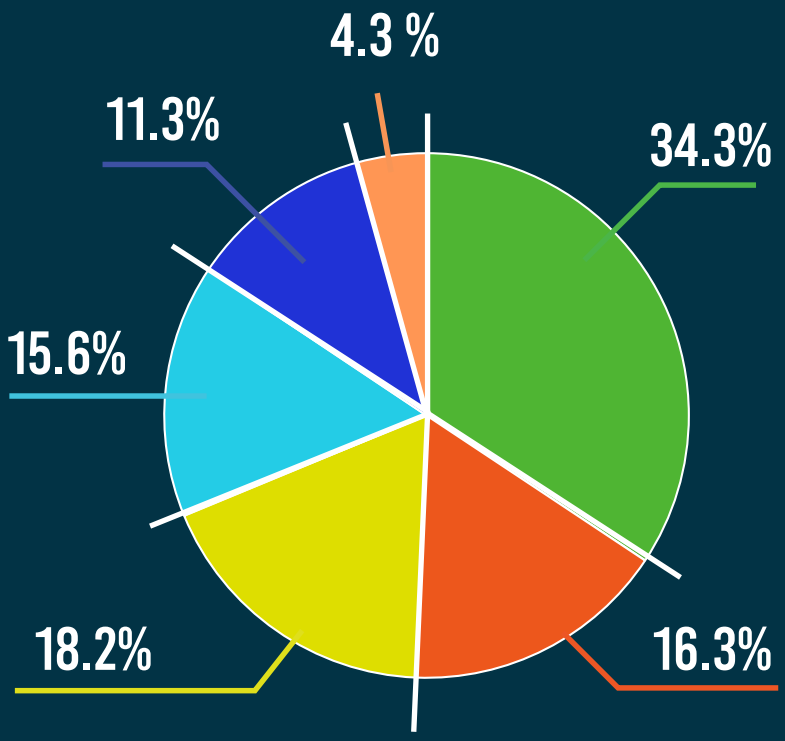
ESA WAS REPRESENTED ON 15 NFPA AND UL TECHNICAL COMMITTEES WITH 4 APPLICATIONS IN PROCESS.



ESA representatives participated in NFPA 5000, NFPA 170, NFPA 70 (NEC), NFPA 72, NFPA 730/731, NFPA 101, NFPA 3000, and several UL Standard Technical Panels.

ESA submitted 28 public comments for next edition of NFPA 72 after participating in multi-organization collaboration meetings.

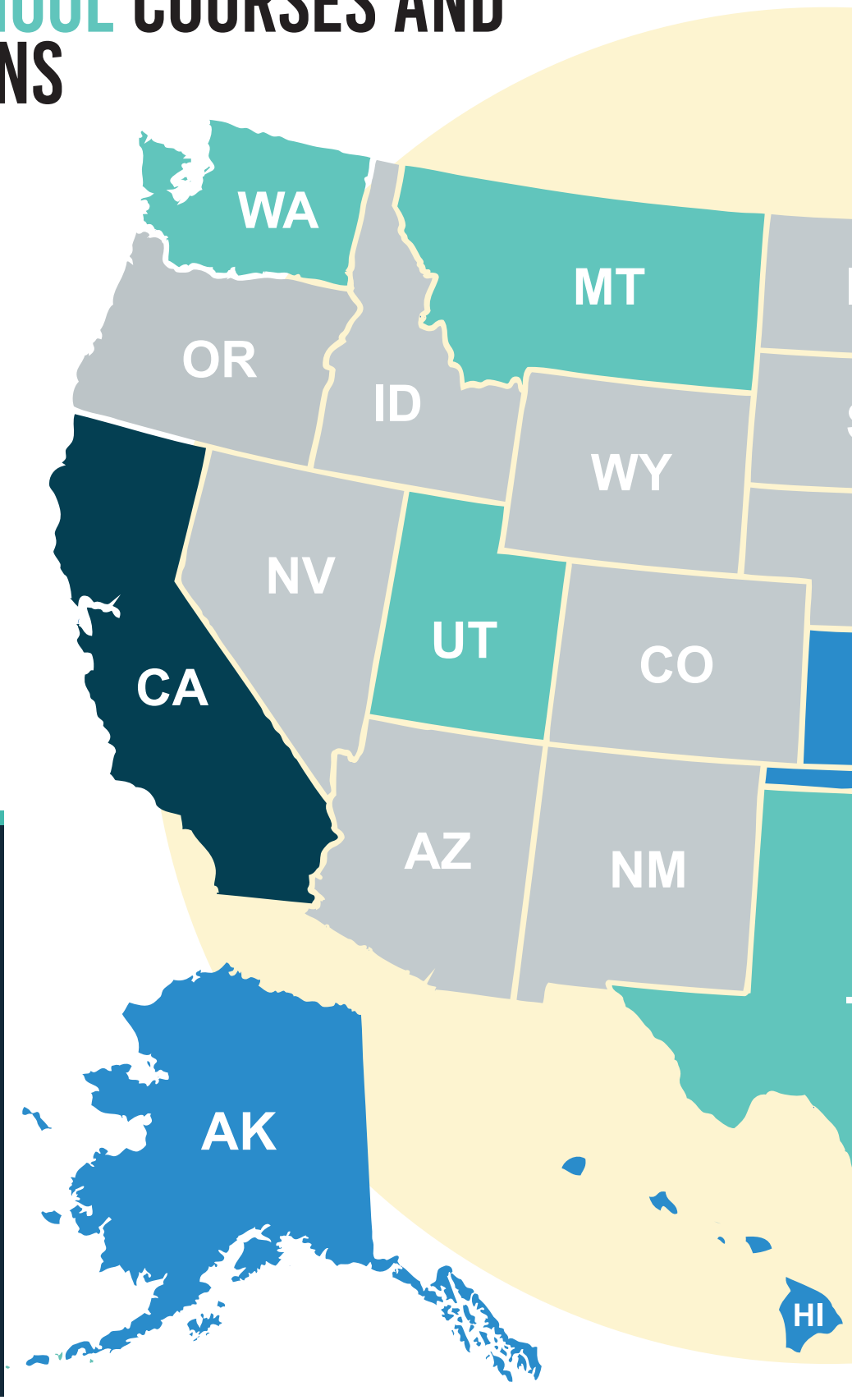
FINANCE



SUMMARY OF EXPENSES

- TRAINING
- EVENTS
- SUBSIDIARY MANAGEMENT
- ADVOCACY
- PUBLIC RELATIONS
- MEMBER SERVICES

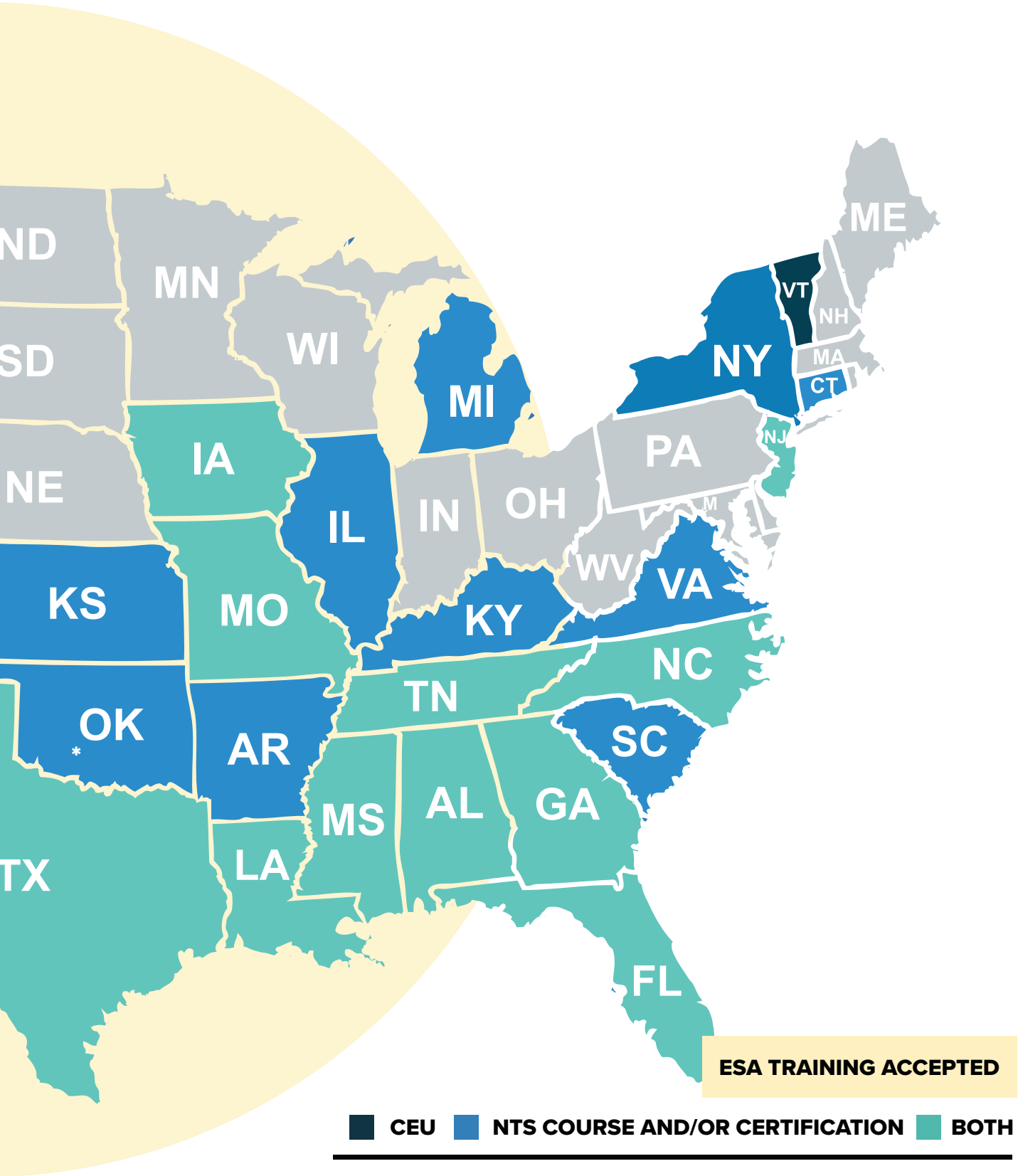
STATES THAT RECOGNIZE NATIONAL TRAINING SCHOOL COURSES AND CERTIFICATIONS



This map indicates the states where ESA core courses, certification and/or continuing education is approved to meet or maintain licensing requirements.

Visit

COURSES.ESAWEB.ORG
for detailed information on ESA training in your state.



*ESA is an approved alternative examination entity. Check with your local jurisdiction to see if training can be used for licensing.



TRAINING & CERTIFICATION

16,125
Courses Taken

1,025
Unique Companies Trained

5,682
Unique Students Trained

109
Online CEU Courses Offered

ESA Members saved over $1,200,000 in training by utilizing their member discounts.



NEW COURSES ADDED IN 2022

SAFETY PRACTICES

This course provides students with knowledge of the Universal Safety Practices, as well as the Safety Practices in the Workplace.

3 HOURS

LADDERS, SCAFFOLDING, LIFTS AND FALL PROTECTION

In this course, you will learn safety basics for ladders, scaffolding, lifts, and fall prevention to create a safe work environment. This includes common-sense approaches to preventing disastrous accidents on the job.

1 HOUR

POWER AND ELECTRICITY WITH NATIONAL ELECTRICAL CODE

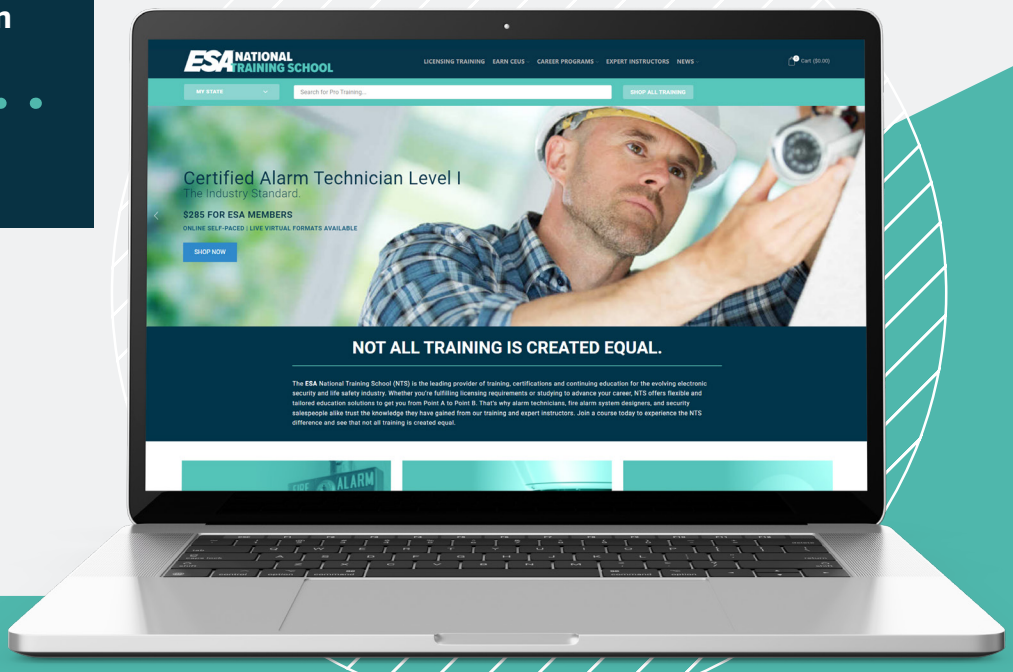
This course will provide students an overview of power and electricity; from choosing a power supply, powering components for access control, intrusion, and video, as well as electricity components. It will also provide a thorough overview of the various sections of NFPA 70 (2014), also known as the National Electrical Code, that apply to alarm systems.

7 HOURS

FIRE ALARM SYSTEMS FOR HOUSEHOLDS

This course provides students with knowledge of household fire alarm systems, including control panels, smoke detectors, heat detectors, placement of detectors, notification devices, power supplies and documentation for customer.

2 HOURS



AWARDS



MORRIS F. WEINSTOCK AWARD WINNER:

STEVE FIRESTONE

CEO OF FIRESTONE STRATEGIES GROUP



SARA E. JACKSON AWARD WINNER:

DEE ANN HARN

CEO OF RFI



Instructor of the Year Award Winner:

RILEY FIELDS

LICENSING MANAGER OF RING

ESA'S YOUTH SCHOLARSHIP WINNERS

FOR HIGH SCHOOL SENIORS WHO ARE CHILDREN OF FIRST RESPONDERS:

1ST PLACE: SIERRA MARTIN





2ND PLACE: LUKE RAINEY

BUSINESS PURCHASE SAVINGS



MEMBERS WHO WERE ACTIVELY ENGAGED IN THE ESA SAVINGS PROGRAM SAVED AN AVERAGE OF $1,300 A YEAR ON FUEL, OFFICE SUPPLIES, BATTERIES, AND MORE!

EVENTS

ESX ENERGY & INTEREST IS SURGING!

71%

of respondents say "I will stay in touch with a new peer relationship sparked at ESX."

132%

ESX Website Users Increased by 132%

80%

80% of attendees rated best-practice sharing sessions "Excellent" or "Very Good."

134%

ESX LinkedIn Follows Increased by 134%

ESA HOSTS ITS FIRST EVER VIRTUAL TOWN HALL MEETING



CALLING ALL ESA MEMBERS!

Become a Volunteer for ESA's Membership Campaign and Earn a Trip for Two on an All-Inclusive Resort in Punta Cana!

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FIRST TURN-IN DEADLINE: TUESDAY, MAR. 7

ESA ELECTRONIC SECURITY ASSOCIATION

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The Next Frontier of Security Tech for SMBs:

Video Verification & AI

ESA listened in on a discussion panel hosted by Elizabeth Parks, the President and CMO of Parks Associates, titled "The State of Commercial and SMB Security: Video is the New Perimeter." The panel included some of the top pros in the industry:



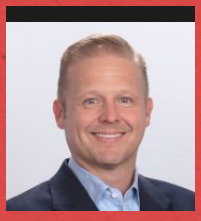
Dominique Meyer

CTO of Camera Eye



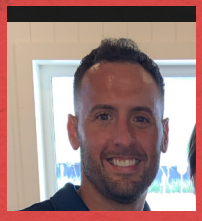
Uday Kiran Chaka

CEO of Sentry AI



James Reno

VP of Commercial Sales for Alarm.com



Avery Rigg

Sales Agent for Pro Sales Agents, Inc.



Stephen Soltis

Sales Manager for Vector Security



Matt Vallis

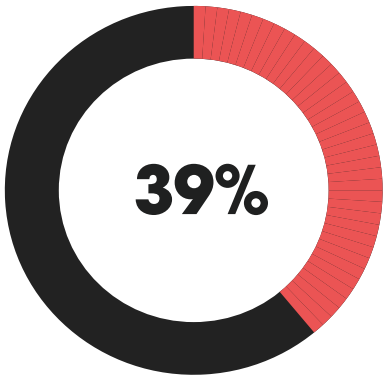
Consultant for Complex Solutions and Smart Buildings TELUS

Here are some interesting facts we learned about the roles of cameras and video in our evolving, modern security systems. To begin with, Elizabeth Parks shared some important statistics about SMBs:

There are over 30.7 million small businesses in the United States today. In fact, 99.99% of businesses in the country are small. This means that 64% of all jobs created each year come from small businesses.

Many SMBs have some remote employees, especially since the pandemic, which raises an increased interest in cybersecurity for home Wi-Fi networks and other security systems and devices.





Statistically, 39% of SMBs are likely to contract security products of some kind in the next 6 months.

Security companies' primary concern when developing or marketing products should be to make security technologies more accessible to SMBs and individual consumers, not just large companies. This means focusing on SMBs needs as well as working to minimize costs.

Utilizing Artificial Intelligence & Video Verification

Fortunately, modern technology has allowed for electronic processors to become smaller and faster over the years, which has lowered costs and improved user experience. The incorporation of AI and video verification technology in security also cuts costs significantly by saving time and finances by removing the need for a backend infrastructure with multiple moving parts and people to operate it, plus the training necessary for those people. On average, a fully automated, AI security system comes out at 30% what it would cost to have an old-school system with a human security guard. Additionally, there is no big initial cost, since setup is quick and simple, whereas the installation of a complex back-end infrastructure is time-consuming and expensive.

Of course, consumers want to know that AI and video verification solutions are not only cheaper but actually more effective. What makes video verification systems special? Do they eliminate errors and minimize false alarms? Will they invade data privacy or steal information? These are all valid concerns that the panelists sought to relieve.

What makes video verification systems special?

Video verification allows more detailed data to be transmitted through the security system. Using cameras and video, you can be alerted that someone has crossed the property line. For example, long before anyone has neared or entered any buildings, the automated systems send the video automatically to the AI which then interprets the data to determine whether there is a threat or not.

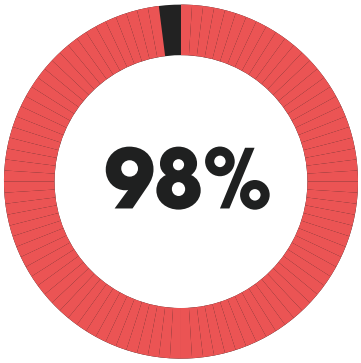
"If you're a property manager and have a substantial portfolio which

may extend to various cities, you can now use your online platform to verify what's going on in each of the buildings without having to call somebody," explains Matt Vallis from TELUS.

The AI can be precise enough to recognize vehicles, individuals, etc. to react accordingly. Video gathers more information than a simple alarm system, so it can give your system options on how to react rather than to immediately sound the alarm. Additionally, security can be monitored remotely, with video feed, data, and potential security breaches available on a single user interface.

"With an app, people have the ability to access anything they might need at the tip of their fingers," says Avery Rigg from Pro Sales Agents Inc.

Do they eliminate errors and minimize false alarms?



Video verification AI systems have a 98%-99% false alarm filtration rate.

Modern AIs can recognize movement caused by animals or wind or any weather inconsistencies and avoid reporting them. Because there can be multiple cameras posted at different vantage points, they can get a fuller picture of what is going on than a single guard could. Thanks to this, they can deliver more accurate results and responses and won't alert the authorities unless there is a confirmed security breach. This in turn, obtains faster responses from the authorities. Statistics show that if the authorities receive fewer false alarms, they are more likely to arrive quickly.

Will they invade data privacy or steal information?

This is one of the biggest concerns for consumers. While people have grown increasingly accustomed to security cameras over the last couple of decades, they have been used to humans monitoring the footage. The idea of a fully automated system can be unnerving for people. As industry professionals, it is critical that we help educate our consumers on the matter, reassuring them of their data's safety.

One benefit we find important to mention to business owners, particularly SMB owners, is that now, most of the footage will go unseen by human eyes. Unless something goes wrong and an emergency response or alarm is activated, the only ones monitoring the daily footage will be AIs. In addition, these automated systems remove identifiable data and translate video images into metadata, further protecting individuals' identities. Therefore, AI video security systems impose less on people's privacy than cameras being monitored 24/7 by people. Since the systems are set up as individual, internal networks, there is no risk of the AI selling or disseminating data to outside parties.

In order to ease clients' minds with regards to privacy invasion, it's important that security pros think about how they pitch the concept of video surveillance to the client.





"What we do is, we sit down with them (the client) [to see what their needs are] and help them look at cameras as more of an amenity to the building than as a restrictive thing," says Matt Vallis from TELUS.

The security industry continues to grow in leaps and bounds every year, with our main focus being placed on "Hardware as a Service" for our customers and partners. Video and AIs are playing major roles now to streamline security systems and save time and money as well as improve results. Our hope is that these technologies will help us provide more reliable services to consumers at lower costs so that SMBs with limited budgets can obtain the systems they need as easily as big corporations can.

We have come a long way in our industry's technologies, and the panelists think there will be big changes related to video verification and AI security systems even within the next year. For one, user experience will continue to improve exponentially. There will be increased flexibility across system features, further integration of all the different components. Additionally, video verification may even become a player on the financial field as insurance companies may begin to subsidize businesses that have security camera systems installed.

It is our responsibility as an association to keep up with the trends of the industry and communicate them thoroughly with our members. We want SMBs to have affordable solutions for the systems they need to protect their businesses. Thankfully it appears video verification and AI will continue to help make that possible. ■

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PUTTING THE PEDAL TO THE METAL ON TRUCK ROLL REDUCTION

Dispatching service technicians to a job site to check on a system issue costs time and money. Oftentimes, these truck rolls aren't even necessary because the technical issues they were dispatched to take care of can usually be resolved remotely. Diverting personnel from money-making jobs to roll trucks is becoming a serious pain point for many security integration companies, and one that's taking a toll on their efficiencies and their bottom lines.

Operational excellence is vital to a thriving security systems integration company. Reducing truck rolls, managing costs, and improving customer retention with best practices maximizes efficiencies and profit margins. This topic was tackled at a well-attended ESX presentation entitled "Reducing Truck Rolls through Technology and Repeatable Best Practices." The session was led by industry veterans Rich Campbell, Training and Development Specialist for California-based RFI, and Danny Tolleson, President of Tennessee-based Turner Security.

As the synopsis of their session indicated, "Every time you put a service vehicle on the road, your organization is burning more than just fuel. According to the Technology Service Industry Association, truck rolls cost between $150 - $500, and indirect costs potentially doubling those figures. There's hourly wages, wear and tear on the vehicle, wrong equipment or tools, insurance and missed revenue opportunities elsewhere, including arriving late on customer sites. What if rolling





These are all key concerns to integration companies, which is why this education session was designed with the following objectives in mind:



How to improve your installation practices and processes to prevent repeated service calls



Ways to use data, software, and remote service capabilities to avoid rolling a truck



Best practices for routing service calls

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- Commercial auto/fleet
- Workers compensation
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a truck doesn't solve the issue?" Campbell and Tolleson know well of which they speak because they each have put new and innovative measures in place to reduce their companies' truck rolls and, in turn, increased efficiencies. They put the "pedal to the metal" to mitigate the truck roll problem and shared their initiatives in this presentation.

Turner Security, for example, put their Remote Help Desk into operation in January, 2021, and as a result, has since reduced its truck rolls by 30%. The upfront costs of setting up the help desk have proven well worth the investment, given the long-term cost savings. Campbell reports that RFI, which operates in California, Washington and Nevada, also implemented a Customer Support Center which allowed them to bring customer support calls in centrally.

It averages roughly 150 tickets per month across its four branches in these three states. Service managers work in each of their branches to provide fast response, and there is one full time engineer on staff for issues requiring that expertise. Now one out of every three service calls is being addressed and remedied remotely, eliminating the need to send techs out into the field.



Campbell reports that the service managers have a script to follow with questions, akin to a triage intake, to decide if the issue can be fixed remotely or if someone has to go out. For added efficiency, their service application process is directly integrated with their payroll to ensure accurate accounting of employees' time.



Tolleson points to the resetting of power as a common cause for service. "24% of our trucks were resetting power," he says. His company has opted to install a NUC, which is a small computer, on all average or above average video and access control jobs. This gives quick and simple remote access. "I can do it with Z-Wave in my systems - I don't even have to have internet to reset power remotely." He adds that his company programs its video and access devices before they go out.

"We program ahead of time so the people I hire are only installing and hanging devices. I'm even doing my training remotely now because we need consistent training to stop the truck rolls. A training video goes to the customer when the system is sold. Then we do a webinar training when the tech is finishing the job - I want consistent training for my customers. When a service issue does arise, customers have to call our help tech desk first and rely on our knowledge base, not the manufacturer."

There are times, Tolleson believes, when a manufacturer's tech support for a specific product can actually damage the customer service experience. "Having training, documentation and a solid knowledge base inside our own companies enables us to handle issues without relying on the manufacturer," he says. "Especially now with supply chain issues, the more we can do internally, the better."

OPERATIONAL TOOLS TO ENHANCE EFFICIENCY

The ESX presentation highlighted several operational tools that help companies reduce truck rolls. A virtual system administrator (VSA) consists of tools that most remote managed services providers use to have remote access to the customer's system. In the IT world, for example, it enables them to do things like patching and run scripts. Remote programming tools can be installed which allow service techs to access the customer's system programming and fix an issue remotely. Monitoring center partners can also help customers diagnose what's going on and diagnose issues via their phones. But don't underestimate the importance of testing equipment in-house before the installation ever takes place, to ensure it is working correctly and optimally.

RFI has opted to have a front office team and a back office team. The back office job function is centered on account maintenance, adding accounts, and billing, while the front

office team helps with service-related issues. As for paperwork, the service manager at each branch does quality control of each ticket before closing it and sending it to accounting for invoicing. The service managers also hold weekly meetings with their teams to see if there are any recurring trends or better ways to solve technical issues. RFI also provides customers with written playbooks on their security programs when they complete the install, so they can refer to that playbook for troubleshooting issues internally before they may need to call for tech support.

There are several other procedures that can be implemented to ease the burden of truck rolls. In the event that is a truck does have to go out for service, GPS can help monitor where techs are and how to best route them to keep fuel expenses to a minimum. In addition, inventory reports will show if the needed parts are actually available and on the truck, or if the customer has them on their premises, so truck dispatches don't turn out to be a waste of time.

BUILDING REPORTS

Building reports helps manage customer equipment. This industry tool is used for fire & life safety systems as well as fire inspections and allows customers to maintain their total cost of ownership (TCO). These reports indicate what the customer's warranty dates are and when the equipment was installed, while also letting the integration company reference the details of each product and the type of service needed.

Password vaults and having an enterprise level password code are also crucial to a solid documentation program and helping customers quickly resolve password issues. Documenting site-specific procedures for each customer is another smart policy. For example, if you're working with a Data Center customer, they likely need to provide a technician with a form ahead of time allowing them access with a data center escort. Or, in the case of a hospital, procedures granting access and outlining health and safety protocols that may be needed for a specific location, such as the wearing of PPE, should also be followed. Documenting site-specific procedures for each customer ensures that proper protocols are followed the first time so that a "do over" dispatch isn't needed. The need to reduce truck rolls and the associated loss of revenue and productivity is becoming acutely clear to security systems integration companies everywhere. The recommendations put forth in the "Reducing Truck Rolls through



Technology and Repeatable Best Practices" ESX presentation provide a strong springboard for companies looking to put a working plan in place. There are various ways to set pricing for remote service, and vary by each company's particular business model. Some opt to implement Service Maintenance Agreements that bake in a specific price each month for the service. Others charge based on times spent, in varying increments of, for instance, 15 minutes or hourly remote support rates. Still others find it most beneficial to outsource their service calls to a Managed Service Provider. Finding effective ways to reduce truck rolls, as evidenced by RFI and Turner Security's efforts, can help security integration companies better manage costs, improve customer retention, and maximize efficiencies and profit. ■



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Phone: 844-467-5848

By Gretchen Gordon



SALESPEOPLE CLOSE 172% MORE DOING THIS TO SELL VALUE

Here's a startling fact you may not know: Salespeople who uncover budgets are 172% more likely to close business than those who do not. This stat drives home the point that you must have a sales process that includes money discussions early in the conversation and you must help salespeople sell value by being more comfortable having those conversations.

Perhaps you think that your sales team is already discussing money, budgets, and the ROI with their prospects, but sadly you might be mistaken. We know that 60% of salespeople are uncomfortable discussing money. So, it's highly likely that some of your team falls into that 60% category.

1 IN 500

OK, you still think everyone on your sales team is completely comfortable with money conversations and therefore quite competent demonstrating the ROI and uncovering budgets. If it is, it will be the only one we have ever seen out of over 500 sales teams. But, if you are certain that your team is 1 in 500 then move on. If you aren't sure, keep reading.

THE POSSIBILITIES

Think about the massive increase in business that could be closed if everyone on your sales team followed a process whereby they actively discuss money, actively demonstrate ROI and uncover the availability of money to spend. How much time and effort are instead wasted on opportunities that aren't really opportunities because either the prospect doesn't have the money to spend on your solution or is unwilling to spend money on it? Think about how much impact this one simple change could make.

This is all about selling value: The salesperson's ability to be fully willing to address the cost of your services and the value they bring to your customers head-on. Unfortunately, we also know that only about 39% of salespeople are proficient selling value.

There is a good reason that this is such a low percentage. There is much to expertly sell value.

Here are the attributes in order of importance that determine whether someone is proficient selling value or not.

Focused on Value over Price
Will Discuss Finances
High Threshold for Money
Attempts to Sell Value
Sales Process Supports Selling Value
Learns Why Prospects Will Buy
Doesn't Need Approval
Asks Great Questions
Asks Enough Questions
Avoids Making Assumptions
Quickly Develops Rapport
Not Compelled to Quote

SKILLS TO SELL VALUE

What I find interesting about the ability to sell value is that it isn't just about a singular skill. It isn't even about multiple skills. It involves a combination of skillset and mindset. If we take the prior list of Selling Value Attributes and categorize them into whether they are a Sales Skillset or a Sales Mindset, we get an even split of attributes:

SALES SKILLSET	SALES MINDSET
Attempts to Sell Value	Focused on Value over Price
Sales Process Supports Selling Value	Will Discuss Finances
Learns Why Prospects Will Buy	High Threshold for Money
Asks Great Questions	Doesn't Need Approval
Asks Enough Questions	Avoids Making Assumptions
Quickly Develops Rapport	Not Compelled to Quote

What this exercise demonstrates is that just telling salespeople how to sell value doesn't necessarily mean that they will effectively be able to do it. There is a lot going on in their head that might get in the way.

INFLUENCING ABILITY

Notice that near the top of the overall list is Sales Process. Having a process that includes selling value is critically important to a salesperson's ability to do so. But what does this actually mean?

It involves creating a step-by-step sequence to conduct a sales conversation which includes discovery of ROI from the customers' perspective. This step in the process should include the following:

Marrying your company's value proposition to the needs of customers.

Understanding what the cost of failure is to the customer.

Diving into the personal impact to the decision-maker(s).

Questioning if the money is available to spend.

Building trust so that the other party believes in your ROI calculation and therefore is willing to spend the money with you.

WHERE TO BEGIN

If you want to have immediate impact, start with the value proposition, then standardize a selling process that includes the critical steps surrounding money, value and ROI. ■

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