

THE MIRROR

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ESA to Provide Sales Coaching to Companies

The Electronic Security Association announced the newly minted relationship with Braveheart Sales Performance to provide customized services to ESA member companies to help them develop their businesses. ESA members will now have access to discounted sales training and consulting services from Braveheart, as well as access to a special package of services not offered to the general public.

“ESA has always been known for its excellent technical training and certification programs and by collaborating with Braveheart we will now offer a more robust suite of sales-specific services to help our member companies, says Merlin Guilbeau, CEO and Executive Director of ESA. “We are excited to provide these types of exclusive benefits to our members to help them run and grow their businesses.”

“We have been active in ESA for a number of years and appreciate its intense focus on helping its member companies,” stated Gretchen Gordon, President of Braveheart Sales Performance. “We are proud to be able to provide an exclusive package to ESA members and are honored to be working with such a great organization. We can’t wait to help even more security companies grow to their full potential.”

To learn more visit www.ESAweb.org.



SentryNet announced that they raised more than \$5,000 recently as a result of three different campaigns in April and May to raise money to support the Firefighter Cancer Support Network, whose mission is to support firefighters and EMS personnel diagnosed with cancer.

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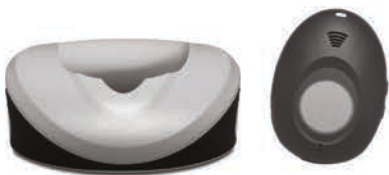


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PRESIDENT'S MESSAGE

"The Only Thing Constant is Change"

No statement rings truer in my head today as I'm heading home from Nashville and the ESX gathering of security professionals!

Speakers from Google, Vivint, Driveway, and others gave us a view on mind-blowing artificial intelligence offerings. Can you imagine a world where data points take the place of contact switches? Where everything from light bulbs to thermostats potentially gathers data for "AI" to formulate patterns that help automate our lives? A future is rapidly closing in on cameras and software that distinguish the UPS driver from a bad guy. Where voice commands and behavior patterns are the norms for interacting with our homes, businesses, and cars.

Change is definitely on the horizon, and the horizon is racing at our industry. I for one will keep educating myself and my team of professionals to understand and embrace these new technologies in order to seize the opportunity to evolve our product and service offerings to our clients.

Congratulations to George DeMarco, Merlin Guilbeau, and the entire ESA team for a great conference. Mark your calendar for June 2-6, 2019, for next year's ESX, which will move to Indianapolis.

Congratulations, also, to outgoing ESA president Angela White as she closes out her term at the helm. Great job, Angela! Your new ESA president will be Steve Mosley who has some big shoes to fill. I, for one, think he's up to the task.

One way to educate yourself and learn something new is to attend your local alarm association meetings. Please check the calendar on the following pages. Or better yet, contact the CAA office and get on the email list for the CAA, and also for the local association that you want to participate in and receive invitations. Please, do me a favor and invite someone to go with you. You'll be surprised at the concerns you share and ideas you can use from a local competitor. Who knows what can happen?

Finally, a reminder to mark your calendars and reserve your room for the CAA Winter Convention, Dec. 2018. We're hoping for a sellout!

All the best,
Chuck



By Chuck Petrusha

★ 2018 CAA Winter Convention....Dec. 5-8Fairmont San Francisco ★
Call the CAA Office to register: 1-800-437-7658

Security Industry Alarm Coalition (SIAC)

Visit www.SIACinc.org for alarm management resources for alarm companies, law enforcement and public safety policy development officials. Resources include model ordinance, ECV information and alarm school materials.

Security Industry Alarm Coalition



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Understanding Motivation

Although there are many motivational techniques, methods and tools management will employ to motivate their team, motivation can simply be identified in one of two categories. *Motivate by ambition or motivate by fear.* You can easily interpret ambition as positive motivation and fear as negative motivation. A wonderful example of this is during World War Two General Eisenhower motivated his

By Harvey Eisenstadt

team, very successfully as we know, by employing what he referred to as the "string factor." Place the string in front of your team having them hold onto one end and you the other, as you move forward they will follow you. Place the string behind the team and try to push them with it and as you suspect it goes nowhere.

Think of ambition as the string in front of the team and the team responding to your positive motivational techniques. Conversely, motivation by fear is the string behind the team going nowhere in response to your negative motivational techniques.

To understand the sales success achieved with positive motivation we'll explore both positive and negative motivational techniques. But first, you as the manager must identify with your responsibility as the team leader. Ask yourself, what kind of relationship would you like to enjoy with your team? And, how do you achieve that relationship? To begin, you certainly want to be their leader, friend, coach and mentor. You can easily wrap

these characteristics up into one word, *motivator*. Extreme caution must be exercised not to demotivate your team with negative motivation.

So, let's start with identifying a few **positive motivational techniques**.

Leading by opportunity is to provide *constructive criticism* in such a manner that it will not be taken personally but rather as a guide to the team member to enhance and strengthen their skill sets. This motivational technique will also take into consideration the recognition of the variety of personalities comprising your team and how you lead them to their fullest potential.

Development of employee loyalty is when you are successful in *unifying your team* members into a smooth productive team despite the many differences that may exist. Your success is realized when your team members strive to give 110% for themselves and the team. Your encouragement and recognition of their efforts will weigh heavily on the success of this activity.

Praise accomplishments and strengths of individual team members both publicly as a tutorial to the team and privately as a management recognition of the team member. *Analyze failures and weaknesses* as a team tutorial rather than a reference to any individual team member.

Negative motivation falls into the category of *ruling by fear* which may have some short-term successes but is rarely a long-term option. The use of threats as a

motivational technique will rarely result in increased productivity. The lack of guidance, encouragement and team spirit are missing when threats are employed as motivational tools.

Compensation is another tool that is all too often employed as a motivator. However, when the compensation packages are modified, either up or down, to adjust for a business cycle the team members' momentum is directly affected, all too often in a negative way. This is a result of management that depends entirely on financial rewards as a motivator. A lack of enthusiasm will be experienced by their team members if business does not increase as projected. Hence, negative motivation. These are some of the dangers of negative motivation.

It is imperative that management recognizes that team members respond positively to guidance, rewards, praise and recognition in a supportive working environment to achieve success. Understanding motivation is a critical criteria for effective and successful leadership.

Harvey Eisenstadt is a Sales Consultant, Trainer, Speaker, Mentor and Author. Harvey possesses more than 55 years of successful sales and sales management experience and is a nationally recognized authority on relationship building. Harvey can be reached at 818-701-7799 or harvey@hjesales.com



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PAC ALERT

\$30,000 GOAL FOR 2018

By Don Gilbert, Mike Robson, and Trent Smith

The Political Action Committee (PAC) is an important part of the CAA governmental relations program. In past years, CAA has raised more than \$30,000 in its PAC to contribute to business-minded legislators. We want to establish this funding level as a goal for 2018 and encourage CAA members to contribute what they can to reach this goal.

As a reminder, PACs allow citizens with a common interest to join together to participate in the political process. Members of an industry association or employees of a company have an interest in supporting candidates whose philosophy is conducive to creating an environment in which their business can succeed. By donating to the company or association's PAC fund, employees or members help ensure that legislators will be elected who are interested in and responsive to the concerns of the company or industry.

CAA PAC FUND CONTRIBUTIONS

The California Alarm Association has a very strong government relations program that works on the local, state and national level. In addition to the hundreds of hours of volunteer service from our members, we have a CAA PAC Fund which supports our interests in Sacramento.

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QOLSYS, INC. announced that IQ Panels with PowerG have been certified by Underwriter Laboratories and have earned the UL Listed Mark, meeting UL's nationally recognized standards for safety, while incorporating PowerG industry leading range and encryption. New IQ Panels with Power G will be available this summer. The award winning IQ Panel 2 and a full line of security and home automation devices are available today. Visit www.qolsys.com to learn more.

DYNAMARK SECURITY CENTERS announced that they have signed a strategic agreement with National Network Group (NNG), of Pittsburgh PA. This innovative alliance provides Dynamark Security Dealers with creative new methods of driving business and brings increased members to the fast-growing National Network Group list of premiere security integration companies. Hank Groff, SVP of sales and business development at Dynamark, and Dave Errera, President of National Network Group, had been chatting over the past few months and quickly realized the synergies they have together could develop into a strong business partnership. "Dave brings a wealth of knowledge to Dynamark Security Centers. His former leadership as a national accounts director gave me the confidence we needed to trust National Network Group to expand our monitoring services throughout the commercial security market," stated Trey Alter, president and CEO at Dynamark. National Network Group is a non-fee based security consulting firm with an ability to connect organizations of all sizes with an ideal integration partner. Their services include designing solutions for Intrusion/Fire systems, Access control, Video Surveillance, Intercoms and Active Shooter training and technologies. To learn more visit www.nationalnetworkgroup.com or call 800-527-8867.

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end of the year. "ShowMY-Badge is a simple solution that eliminates the problems with today's printed badges," said Bob Neely, Executive Director of The Alarm Association of Florida. "Now you can bring up your card on any mobile device. If you don't have your phone, just borrow one from a co-worker to instantly access your state-approved badge." If you are interested in using this great new technology, contact ShowMyBadge at sales@showmybadge.com. You may also schedule a live demo of the product by calling Connie Moorhead at 502-254-1590, ext. 101.

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NAPCO SECURITY TECHNOLOGIES announced its new Napco FireLink Integrated 32Pt Fire Alarm Control Panel & Dual Path Cell/IP Communicator was chosen as ESX 2018 Innovation Award Winner for *the Fire Controllers & Control Panels - Analog/*

FireLink FACP



Addressable/Conventional Systems category. This 8 conventional point FACP all-in-one solution with integral menu-driven annunciator, is powered by proven, Verizon-Network-Certified® StarLink Fire cell/IP dual reporting built-in, inside. Expandable up to 32 points with conventional, addressable and wireless devices, the NFPA 72/UL code-compliant FireLink FL-FACP32 System also features a built-in horn/strobe sync module, 4A power supply, and is preprogrammed out-of-the-box (or can be custom programmed). Jorge Hevia, Sr. VP, Sales & Marketing said, "We were

pleased to see FIRELINK elevated with this industry honor from ESX and know the all-in-one fire system will be of help to dealers who need to save on equipment and installation costs." He also quipped, "...it doesn't hurt either, that FireLink, like all StarLink cell communicators, transfer the service and revenue stream from the phone company to dealers, in this case, providing new RMR from Fire." For more information contact Napco at 800-645-9445 or visit www.napcosecurity.com/starlink.

DIGITAL WATCHDOG (DW) and CONNECTED TECHNOLOGIES LLC announced the release of the DW Spectrum integration with Connect ONE®. DW Spectrum is a powerful and user-friendly IP Video Management software, highly optimized to provide unlimited scalability, unmatched bandwidth savings and simplified system setup and management. Connect ONE by Connected Technologies is a cloud-hosted integrated security management solution which provides a single user interface to control intrusion, access control, video surveillance, critical environmental monitoring and energy management. Connect ONE works with the Bosch B and G series as well as DMP, ELK and Honeywell Vista Turbo security and access control panels. DW Spectrum and Connect ONE can be integrated via direct network connection or DW Cloud. The cloud integration between DW Cloud and Connect ONE's cloud service eliminates the need to connect to an IP address or to open an inbound port on the end user's network firewall. Once connected, users can retrieve a camera list for quick and easy configuration, view live video, record snapshots upon an event from the Intrusion/Access System for video verification or review a 10-second Pre-Event and up to 45-second Post-Event video clip. For more information visit www.simplifywithconnectone.com.



DMP is pleased to offer Virtual Keypad Access, a natural progression of the DMP Virtual Keypad app that manages the intrusion system, and it's compatible with new and existing DMP XR Series™ panels with cellular or network connections. The same powerful app that customers rely on to remotely manage their security systems also offers fully featured access control. Give your customers the flexibility to manage system users,



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schedules, and profiles, plus control public doors, view and record video — all with Virtual Keypad Access. Unlike offerings based on traditional access control software, users interact with the service via a browser interface or smartphone app, eliminating the need to use a computer onto which client software must be loaded. “Virtual Keypad Access is maintained via the Cloud, which gives consumers the flexibility to remotely manage their own systems, or it can be managed for them by their dealers,” explains DMP’s Marketing Executive Director Mark Hillenburg. Either way, he adds, “You can add fully featured access control with an intuitive Cloud-based user interface to your intrusion installs for a fraction of the cost of traditional access control.” To learn more, go to www.DMP.com.

The **ALARM LOCK DIVISION** of **NAPCO SECURITY TECHNOLOGIES** introduced a new, easily deployed, keyless school security measure for controlling access to classrooms, or any doors, in an emergency, with its ArchiTech® Wireless Access Locks with remote keyfob-activated lockdown, securing one lock or a global lock group, in seconds, at the first hint of trouble. Once lockdown is activated, a bright red strobe light is illuminated on the inner door to give occupants, i.e., sheltering in place, greater peace of mind that the door is securely locked down. Easily, quickly retrofitting any standard door lock, the décor-friendly, minimalist ArchiTech cylindrical locks with customizable choice of lever-handle, multi-technology ID reader shape and finish, provide keyless access for up to 5000 users, plus 500 auto lock/unlock event schedule and nearly 40K time-/date-stamped/user log of activity. For more information call 800-ALA-LOCK or visit www.alarmlock.com.



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NAPCO SECURITY TECHNOLOGIES announced the appointment of Tanner Lockard, as new Regional Sales Manager, reporting to Napco SRVP, Northern Region, Dave Sheffey. Tanner joins Napco’s sales team, with years of security industry experience. Dave Sheffey said, “Tanner’s joining Napco at a great time, with our recent introductions of StarLink Connect® Cell/IP Connected Home Hub & iBridge Touch Touchscreens, both with bus-based support of Honeywell®, ADT®, DSC® and Napco panels; and StarLink Fire Dual Path Universal Commercial Fire Communicators and more. We’re happy to have him aboard.” Lockard will be providing sales support, new product introductions and applications solution assistance on Napco’s Communications, Intrusion & Commercial Fire Security Systems and Connected Home Solutions. Tanner can be reached at 631-786-0283 or tlockard@napcosecurity.com.

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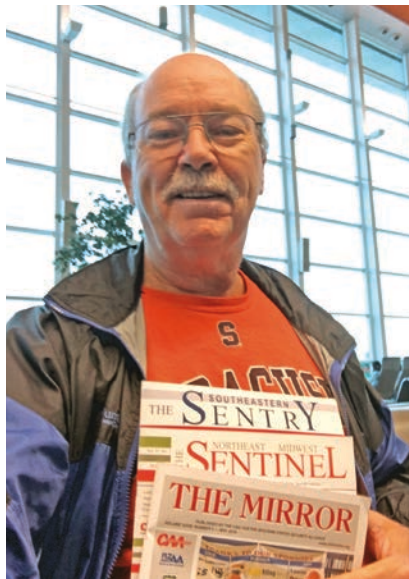
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Frank Ryan of Bosch with the three monthly national magazines THE MIRROR, THE SENTRY and THE SENTINEL

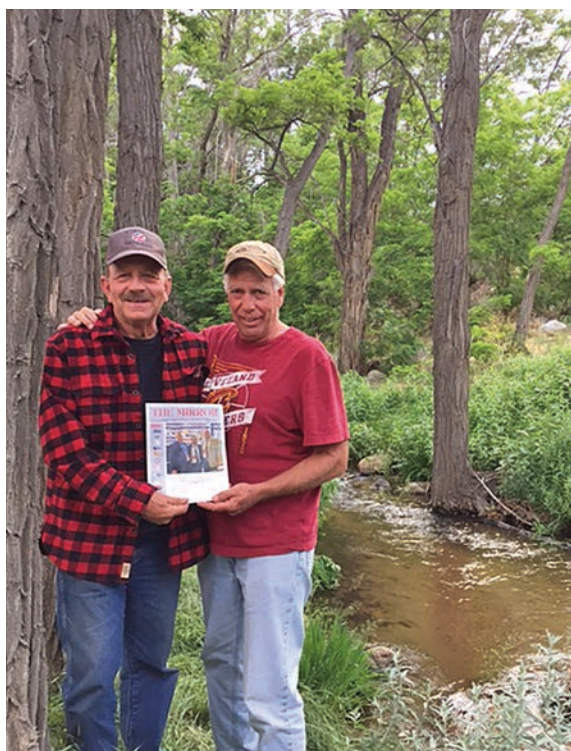
ESA Vice President Chris Mosley and CAA President Chuck Petrusa with THE MIRROR at ESX in Nashville.



Bob, Ed, Claudette and Jeanne Michel with the kids & THE MIRROR in Hawaii.



Sofia Aguilar of A-1 Security & Maria Malice of Dream Vacations on the Amalfi Coast with THE MIRROR.



Tim LeBlanc of TriStar Monitoring with Jim Tolan of Seaport Security, fishing in the Sierras with THE MIRROR.

Willy Galippo of Smart Tech Security and Zuzana Spencer of CMS with THE MIRROR.



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ESX News



Ralph & Stacey Sevinor of Wayne Alarm of Lynn, MA and Leif Wulforst & Sofia Aguilar of A-1 Security of Denver, CO at ESX in Nashville.

ESX Chairman George DeMarco's daughter, Lauren, performing in Nashville during the ESX Pub Crawl.





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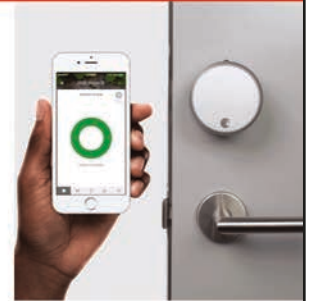


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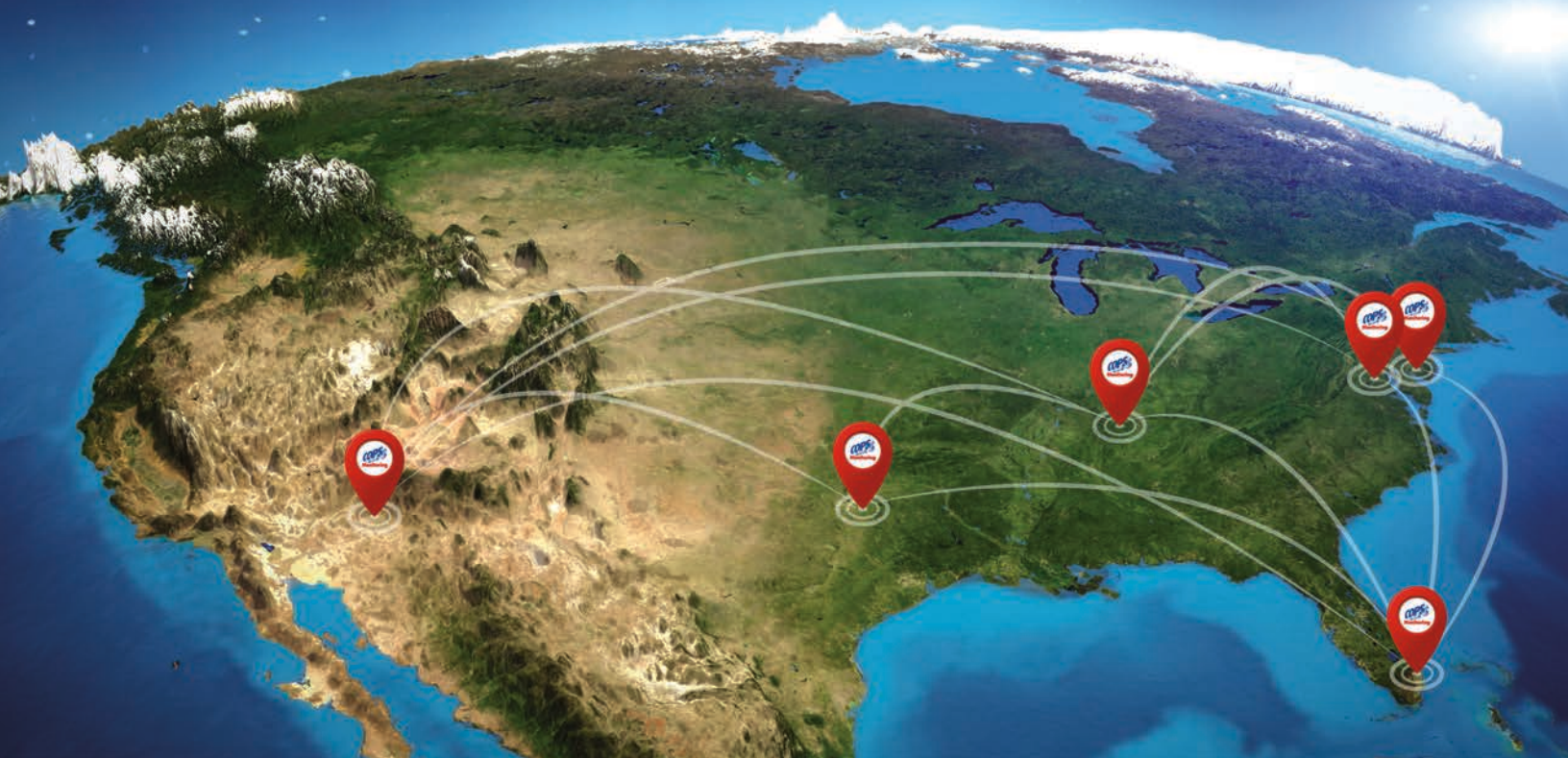
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SENTRYNET announced they raised more than \$5,000 recently as a result of three different campaigns in April and May to raise money to support the Firefighter Cancer Support Network- whose mission is to support firefighters and EMS personnel diagnosed with cancer. Over a period of three weeks, between April 23 and May 4th, SentryNet organized: Sentry-Con, in Biloxi, MS, where more than 225 people attended and raised money via auction items donated by tradeshow vendors; Penny Wars, where over 100 staff members donated funds; and National Firefighter Appreciation Day, held on May 4, where Sentry Net staff visited local firefighters with baskets of treats.

“The plight of our fire fighters is near and dear to our heart, as we rely on our first responders to be ready to go into a bad situation when we reach out to them in an emergency,” said Peggy Page, Marketing Manager for Sentry Net. “FCSN is so grateful to SentryNet and their employees for raising a significant amount of money for our organization. For a small non-profit like ours, with a mighty mission, this amount of funding means we have the resources necessary to maintain our badge to badge support for our firefighters in their most critical time of need and sending or hand-delivering our cancer-support toolbox which includes tested, proven resources to help firefighters and their families cope with the cancer diagnosis, treatment, and recovery processes, free of charge,” said Executive Director, Lisa Raggio. To learn more, please visit www.firefightercancersupport.org.

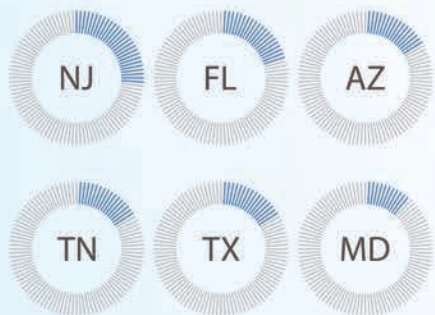


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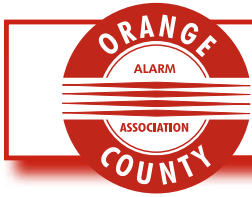
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Jason Keyz, President

CITY OF IRVINE PERMITS

The City of Irvine requires all alarm users to register their systems with a no fee permit. Alarm users may obtain an alarm permit application at the Irvine Police department website at www.irvinepd.org. The City also offers quarterly Alarm Awareness Classes to help defray the cost of false alarm fines. For more information about the City's alarm program you can contact the Alarm Coordinator at 949-724-7066. Classes are 9 a.m. - 10 a.m. and fee is \$15.

For information contact:

Cristine Gaiennie, Regulatory Affairs Supervisor
Irvine Police Department 949-724-7066
cgaiennie@cityofirvine.org

For more information about OCAA activities, contact the OCAA office at 800-339-1420 or email OCAAlarmAssoc@aol.com. Visit our new website at www.alarmassociation.org for meeting information and registration forms, training opportunities, members list and a whole lot more.



OCAA Scholarship Winner Kelby Shaw read her award winning essay to the members of the OCAA and Orange County Sheriff's Department.



OCAA presented Kelby Shaw with her \$2,000 OCAA Youth Scholarship Award.



Kelby Shaw, accompanied by her parents, received her scholarship check for \$2000.

MID-CAL

Alarm
Association



MID CAL ALARM ASSOCIATION

Mike Tarin, President

Mid Cal Alarm Association President Mike Tarin presented the MCAA Youth Scholarship Award to Chloe Carr.





GOLDEN GATE ALARM ASSOCIATION

Paul Wassem, President

For further information, contact the CAA at info@caaonline.org or call 800-437-7658.

★ 2018 CAA Winter Convention.....Dec. 5-8.....Fairmont San Francisco ★



EAST BAY ALARM ASSOCIATION

Mike Salk, President

EBAA Meeting July 10

Get the Burglar's Perspective

The Alarm Industry Research and Education Foundation in conjunction with the University of North Carolina at Charlotte and Eastern Kentucky University has looked at burglary from a new perspective. They interviewed 422 incarcerated offenders as well as 301 burglary victims and have compared the results. What you will hear may change the way you approach your market, position your SAS services and add revenue to your bottom line. Topics to be discussed are-

- Educate your sales teams to better understand how burglars think and most importantly-act.
- Position to sell and demonstrate the effectiveness of a full perimeter intrusion system
- Recognize the importance of adding advanced devices to each customer account

Also plan on attending to meet our local and state winner of the CAA Youth Scholarship Program and her parents from the Berkeley Police Department.

EBAA Meetings

Our General Meetings are held at Trader Vic's in Emeryville. The meetings start at 11:30 a.m. RSVP to 800-437-7658, Ext. 3 or info@caaonline.org.

Richmond Ordinance

Alarm users are required to have an alarm permit, and failure to obtain one will result in a \$250 fine to BOTH THE ALARM/MONITORING COMPANY AND ALARM USER. Permits can be obtained now by the alarm user or alarm company online here: www.crywolfservices.com/richmondca/. Click on "new Users" for the permit application. The permit fee is \$30 for a two-year alarm permit. Renewals will be the same fee and term. A list of your newly installed, and newly cancelled alarm customers must be submitted on a monthly basis to richmondca@publicsafetycorp.com.



INLAND EMPIRE ALARM ASSOCIATION

Jon McNamara, President

IEAA is a professional association of alarm companies and leading industry specialists, focusing on bringing together the best resources possible for the mutual benefit of all members and associates. It is our goal to bring knowledgeable people together as a resource to better protect your business and your customers' safety. Please make time to come out and be a part of what I believe is the future of the alarm industry in California. Professional, Beneficial, Informational.

If you would like to attend a meeting or if you have a desire to get involved, then please join us or call 800-559-9060.

IEAA Membership

If you would like to become a member or have any suggestions on ways to increase our membership, please us a call at 800-559-9060.



REDWOOD ALARM ASSOCIATION

Sean Cooke, President

The Redwood Alarm Association hosts its summer meeting on Wednesday, July 18, 2018. The meeting takes place at Chevy's Mexican Restaurant in Santa Rosa, Calif. Special guest speaker to be announced. Please RSVP to Jarad Petroske at jarad@advanced-security.us or by dialing 707-443-6366. If you have any questions or want to participate in the Redwood Alarm Association, please contact Sean Cooke at scooke@allgaurdsystems.com or 800-255-4273.

MEETINGS

The Redwood Alarm Association 2018 meetings will be held at Chevy's Mexican Restaurant in Santa Rosa, CA.

♦ Wednesday, July 18

♦ Wednesday, August 18

If you have any questions or want to participate in the Redwood Alarm Association, please contact Sean Cooke at scooke@allguard-systems.com or 800-255-4273.



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www.sacalarm.org

Mark Simpson, President



SAAA President Mark Simpson presents the SAAA Youth Scholarship Award to Julia Zumalt in Sacramento.



GREATER VALLEY ALARM ASSOCIATION

Joe Castro, President

Our meetings are held at Custom Electronic Supply, 1324 Dupont Court, Manteca 95336 and they start at 11:30 a.m. GVAA meetings are held on the second Thursday of every third month (once a quarter) at the above location. Please contact Joe Castro at 209-384-3305 or by email at josephc@alarmwatch.com for more information.



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Chris Kwast, President

City of San Diego Permit Process

The San Diego Security Association and SIAC have been working cooperatively with the City of San Diego to assist with their fire alarm program, and now their burglar alarm program. The police are requesting alarm companies to submit their active burglar, panic and holdup alarm customer lists to the San Diego Police Department. The preferred method is to send your excel customer list electronically by email to Hilda Gonzalez-Reed at hgonzalezreed@pd.sandiego.gov. If you have any questions, please contact Hilda Gonzalez Reed at hgonzalezreed@pd.sandiego.gov or 619-531-2247.

Visit our website: www.sandiegosecurityassociation.org



Ben Martinez, President

SVAA MEETINGS

The SVAA invites you to attend our summer meeting on August 1 with special guest speaker Sam Aviles of Notifier.

NOTE: We encourage you to wear an old company shirt or logo for this meeting as a we would like to have a "throwback look" appeal!

Located at Three Flames Restaurant, 1547 Meridian Ave, San Jose, CA 95125

Members - \$30 | Non-Members - \$35

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SVAA Information

If you are not on our e-mail list, please contact Ben Martinez at (510) 750-0252 or bmartinez@gcsmonitoring.com. It is so important to get involved with your local associations more than ever and to keep up to date on all the new information.

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GLASAA

Greater Los Angeles Security Alarm Association

David Michel, President

GLASAA had another great event in June.

The June meeting was a huge success with more than 75 people in attendance. It was great to be back at the historic Los Angeles Police Academy after they were closed two years for remodeling.

GLASAA was proud to award two scholarships (\$4,000 1st place and \$2,500 2nd place) to outstanding children of active police personnel. The presentations were presided upon by CAA Scholarship Committee Chair Lillianne Chaumont of Chaumont Law. The event positively promoted and strengthened the partnership between our industry and law enforcement. The LA County Sheriff Department was very well represented with a Chief, a Commander, a Captain, a Lieutenant and a Sergeant. LAPD was also represented with a Lieutenant and two Detectives.

Also, at the June meeting, GLASAA donated \$1,000 to an LAPD community outreach program called Nick's Kids. This program supports at-risk youth that reside in the notorious Nickerson Gardens government housing project in the Watts area of Los Angeles. LAPD Officer Jeff Joyce of Nick's Kids indicated that -- due to a special arrangement -- the \$1,000 donation will allow Nick's Kids to send one additional kids to private school for a year.

Our next event will be a Dodger night game in August with a pre-game party. Watch for announcements on the date. We've done this for the past two years and it has been a great event! We had more than 100 attendees each year. Tickets are limited and we have sold out both previous years.

OUR ANNUAL GLASAA GOLF CLASSIC WILL BE HELD ON OCTOBER 18TH. Please update your calendars! Our date has changed from what was originally published.

New members are always welcome at GLASAA. Every local company in our industry should attend our meetings. We always have great people and informative topics. This is a fantastic opportunity to network with your peers and industry experts and to discuss what's going on in the business.

Please feel free to email me at dmichel@valleyalarm.com.

GLASAA Meetings and Events

♦ **October 18..... GLASAA Golf Tournament**

Please visit our website at www.glasaa.org.



GLASAA was proud to award two scholarships (\$4,000 1st place and \$2,500 2nd place) to outstanding children of active police personnel. First place winner was Rebecca Blunt and Second place winner was Jacinda Molina.

First place winner Rebecca Blunt with her mother and father Rob Blunt of the LA Sheriff's Dept., who expressed his appreciation at the event.



The rock garden was packed for the scholarship presentation.



Charles Schwager of BPSD, Dave Michel of Valley Alarm, Glenn Gottlieb of Law Offices of Glenn Gottlieb and John Guthrie of Bolton & Co. at the GLASAA Scholarship Presentation Meeting.



Ed Michel of Valley Alarm with Matthew Cannon and David Olivera of Liberty Eagle Access at the GLASAA Scholarship Presentation Meeting.



Rebecca Blunt reading her award-winning essay to the GLASAA Members.



Rob Blunt of the LA Sheriff's Department, GLASAA 1st place scholarship winner Rebecca Blunt, GLASAA 2nd place scholarship winner Jacinda Molina and her father George Molina of the LAPD at the GLASAA Scholarship presentation meeting.

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Bad to the Bone

By Mitch Reitman

We run into many security companies that wait months, or even years to write off bad debt, especially monitoring. This is not a good idea for many reasons, if you have a loan or are trying to sell your company, it can inflate your perceived attrition (a \$30 monitoring bill that is a year past due may appear to be \$270 of RMR that is over



90 days past due. Another issue may be your ability to deduct it as bad debt on your income taxes according to a recent Tax Court ruling.

A debt that becomes wholly worthless within the taxable year is deductible as a business bad debt. To deduct a

business bad debt, the taxpayer must show the existence of a valid debtor-creditor relationship, that the debt was created or acquired in connection with a trade or business,

the amount of the debt, the worthlessness of the debt, and the year that the debt became worthless.

The recent Tax Court case, *Sarvak v. IRS*, T.C. Memo 2018-68, illustrates the problem with determining just when a debt becomes worthless. It faulted the taxpayer for not providing objective proof that a bad debt became worthless in the year he claimed.

Bradford Sarvak was the owner of an S corporation. In 2011, Emery made a series of advances to William Boehringer and to

others on Boehringer's behalf totaling \$362,122. The advances were made by checks, credit card payments, and wire transfers, and were recorded on Emery's general ledger as a loan receivable from Boehringer. The advances he made in 2011 were unsecured, and neither Emery nor Sarvak made a public filing to record a debt in connection with the advances.

An adjusting entry in Emery's general ledger for Dec. 31, 2011, reflects that Sarvak instructed that the loan receivable for the 2011 advances be written off. Sarvak had no documentation showing that he had attempted to collect the advances and could not prove why he chose to write off the debt in 2011. He also continued to do business with Boehringer in 2012.

A bad debt is deductible only for the year in which it becomes worthless. Worthlessness is determined by an objective standard and is usually shown by identifiable events that form the basis of reasonable grounds for abandoning any hope of recovery, according to the court. "The subjective opinion of the taxpayer that the debt is uncollectible, without more, is not sufficient evidence that the debt is worthless," the Court said.

"[Sarkav] failed to present any evidence that the alleged debt was objectively worthless in 2011," the court observed. "He testified only as to his subjective belief."

Sarvak testified that Boehringer told him in early 2012 that he could not repay the 2011 advances, but Sarvak offered no reasoning as to why, in that case, the alleged debt should be treated as worthless on Dec. 31, 2011. Moreover, according to the court, even accepting Sarvak's uncorroborated testimony, Boehringer's 2012 statement would not be enough to establish that the alleged debt to Emery was objectively worthless.

"[Sarkav] did not describe any actions taken to try to collect the alleged debt, and he testified that he did not know whether Boehringer was actually insolvent in 2012," it stated. "There is no reasonable explanation for advancing more funds to Boehringer in 2012, which [Sarkav] also described as a business loan, if the prior advances were deemed totally unrecoverable."

Many security companies do not manage their accounts receivable and write off bad debt on a timely basis. It is not uncommon to see a company with years of unpaid accounts on their accounts receivable. Even worse, some continue to monitor (and pay the central station bill) for customers that are not paying for services. Many wait until they have a good year and their accountants suggest "cleaning up" their accounts receivable. Waiting this long to charge off the bad debt could put you crosswise with the IRS. A 48-month-old bad debt may be non-deductible in the current year, and the statute of limitations may have run on the ability to deduct the loss. Alternatively, the IRS could demand that you amend the tax return for the year in which the debt actually became worthless. Many owners tell me that they were "hoping that the customer would pay, but if they don't pay for 48 months, why is it a bad debt in the 48th month when it's not a bad debt in the 3rd or 4th month?"

"At some point it makes sense to decide, 'I've had enough, I'll write it off,'" he continued. "But you have to show the proper documentation, any attempts to collect, and the reason it's worthless now. Sometimes you're just tired of trying to collect it but you can't point to a singular event – you just gave up."

Mitch Reitman is a Principle with Reitman Consulting Group and a member of the Electronic Security Hall of Fame. He can be reached at 817 698 9999.

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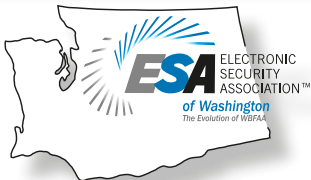
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Oregon Burglar & Fire Alarm Association would like to invite you to our next General Meeting:

Tuesday, August 28, 2018
11:30 - 1:00 p.m.
NECA-IBEW Electrical Training Center
16021 NE Airport Way
Portland, OR 97230

OBFAA Membership

Please contact us if you would like to be a member of the OBFAA. Being part of the OBFAA has many benefits such as the latest news dealing with the alarm industry in the Pacific Northwest, OBFAA represents You and Your opinion to consumers, lawmakers and the public at large. The bigger the organization, the louder its voice.

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2018 NSA Calendar:

July 11 NSA Board of Directors Meeting Las Vegas
July 11 NSA Membership Meeting Las Vegas
August 8 NSA Board of Directors Meeting Las Vegas
September 12 NSA Board of Directors Meeting Las Vegas
September 12 NSA Membership Meeting Las Vegas
October 10 NSA Board of Directors Meeting Call-in
October 12 NSA Youth Scholarship Fundraiser Las Vegas
November 14 NSA Board of Directors Meeting Las Vegas
November 14 NSA Membership Meeting Las Vegas
December 12 NSA Board of Directors Meeting Las Vegas
July 11th is our next Member meeting in Las Vegas. We're excited to hear Guest Speaker Ron Davis at this meeting. With many years' experience in our industry, Ron will present "Quantum Industry Events and how they affect your company."

The NSA will hold elections for Board of Directors at the September 12 member meeting. Here's your chance to make a difference in our industry! If you are interested in joining the board, contact Jeanne for more information.

NTS On-line Training is now accessible through the TRAINING TAB on the NSA website.



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Thanks to everyone who attended our June General Meeting. Cyber Security Expert Chuck Davis made a great presentation to our members about cyber security. We all came away with lots of terrific information. Thanks also to our Vendor Sponsor, Keisha Rubalcaba of Hikvision.

Join us for our next meeting:

DATE: September 12, 2018

TIME: 12:00noon

LOCATION: Hacienda Restaurant, 4100 E. Mexico Ave, Denver, CO 80222

GUEST SPEAKER: Colorado Marijuana Enforcement Division

VENDOR SPONSOR: simPro Software Group

RSVP: Jeanne@cbfaa.org or call 303-805-0885 by 9/10

NEW TO CBFAA? Add your name to our email list to get meeting notifications and our newsletter. Join us for our next meeting. Once you see the benefits of membership, you'll want to add your voice to ours. Info and membership applications available on our website www.cbfaa.org

CBFAA SCHEDULE

July 11 CBFAA Board of Directors Meeting Denver, CO
August 8 CBFAA Board of Directors Meeting Denver, CO
September 12 CBFAA Board of Directors Meeting Denver, CO
September 12 CBFAA Membership Meeting Denver, CO
October 10 CBFAA Board of Directors Meeting Denver, CO
November 14 CBFAA Board of Directors Meeting Denver, CO
December 6 CBFAA Holiday Party Denver, CO



CBFAA Board with Guest Speaker Chuck Davis at the June General Meeting.



Sofia Aguilar, Bud Wulforst and Danielle Harnden of A-1 Security of Denver at the ESX Opening Ceremony at the Country Music Hall of Fame.



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Security America Risk Retention Group

Security America Risk Retention Group (SARRG) is an insurance company developed by the ESA and administered through Marsh Insurance. Security America RRG was formed in 2003 to provide affordable and stable insurance coverage exclusively to ESA member companies. Security America RRG offers general liability including errors & omissions insurance specifically tailored to meet the needs of electronic life safety, security, and systems professionals throughout the country. Domiciled in Vermont, Security America RRG is registered in all 50 U.S. states. For information visit www.securityamericarrg.com, call 866-315-3838 or e-mail info@securityamericarrg.com.

NTS Expands Online Courses

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WBFAA UATC Apprentice Enrollment for Fall Semester Class Open

Member companies can register new apprentices anytime. If you will be hiring new apprentices or technicians, member companies are encouraged to send job postings to info@wbfaa.net and we will send to our list of qualified prospects. The WBFAA UATC is open to member companies of the CAA or CAFAA who require having registered apprentices with the State of California. Call the WBFAA UATC at 800-809-0280 if you are interested in joining.

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WBFAA UATC Offers Online Continuing Education

The WBFAA UATC is offering an online continuing education program for electronic security systems technicians with nearly 100 hours of course offerings. Registered technicians with member companies will have access to 18 hours of online courses annually at no fee. In addition, registered technicians will have access to courses offered in physical classrooms and can submit third-party training for certification for renewal of the state Fire/Life Safety Certification card. For more information, visit www.wbfaa.net or www.wbfaatraining.net.

WBFAA UATC Invites Membership

Assented member companies register all fire alarm technicians in the program and pay a monthly fee of \$25 per technician. The apprentice program and course, prep material for certification and continuing education courses are provided at no additional fee. In addition, member companies who contribute to public works training trust funds to the WBFAA receive a \$.15 per hour credit for registered technicians. For complete information, visit www.wbfaa.net or call the WBFAA UATC at 800-809-0280.



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JULY

10.....	EBAA General Meeting.....	Emeryville
11.....	NSA Membership Meeting.....	Las Vegas
12.....	GVAA General Meeting.....	Manteca
19.....	SAAA Top Golf.....	Roseville

AUGUST

1.....	SVAA General Meeting.....	San Jose
6.....	MCAA General Meeting.....	Fresno
15.....	RAA General Meeting.....	Santa Rosa
28.....	Oregon BFAA Meeting.....	Portland
23.....	SAAA Industry Trends.....	Sacramento

SEPTEMBER

9.....	SDSA General Meeting.....	San Diego
11.....	EBAA General Meeting.....	Emeryville
12.....	NSA Membership Meeting.....	Las Vegas
12.....	CBFAA Membership Meeting.....	Denver, CO
20.....	IEAA General Meeting.....	Riverside
26.....	GGAA General Meeting.....	San Francisco

OCTOBER

11.....	GVAA General Meeting.....	
12.....	NSA Scholarship Fundraiser.....	Las Vegas
13-17.....	TMA Annual Meeting.....	Palm Beach, FL
18.....	GLASAA Golf Tournament.....	Los Angeles
24.....	SVAA General Meeting.....	San Jose
25.....	SAAA Fire Forum.....	Sacramento

NOVEMBER

8.....	IEAA Holiday Teen Charity.....	Riverside
13.....	EBAA General Meeting.....	Emeryville
14.....	NSA Membership Meeting.....	Las Vegas

DECEMBER

5-8.....	CAA Winter Convention.....	Fairmont San Francisco
13.....	SAAA Holiday Party.....	Sacramento
6.....	CBFAA Holiday Party.....	Denver, CO
12.....	NSA Board of Directors Meeting.....	Las Vegas
12.....	SDSA Holiday Bash.....	San Diego

CAA CONVENTIONS

★ 2018.....December 5 – December 8.....Fairmont San Francisco ★

2019.....	May 15 – May 18.....	Hilton Palm Springs
2019.....	December 4 – December 7.....	Fairmont San Francisco
2020.....	May 13 – May 16.....	Hilton Palm Springs
2020.....	December 2 – December 5.....	Fairmont San Francisco
2021.....	May 12 – May 15.....	Hilton Palm Springs
2021.....	December 1 – December 4.....	Fairmont San Francisco

INDUSTRY EVENTS

ASIS 2018

Sept. 23-27, 2018
Las Vegas, NV

ISC East

Nov. 14-15, 2018
New York, NY



2018 TRAINING CALENDAR

August 30 ANIXTER TRAIN- ING/EXPO/GOLF EVENT - TOP GOLF Denver, CO www.anixter.com	September 20 ANIXTER TRAIN- ING/EXPO/GOLF EVENT - TOP GOLF Houston, TX www.anixter.com	October 25 ANIXTER TRAIN- ING/EXPO/GOLF EVENT - TOP GOLF Dallas, TX www.anixter.com
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Email your training and education calendar to info@CAAonline.org



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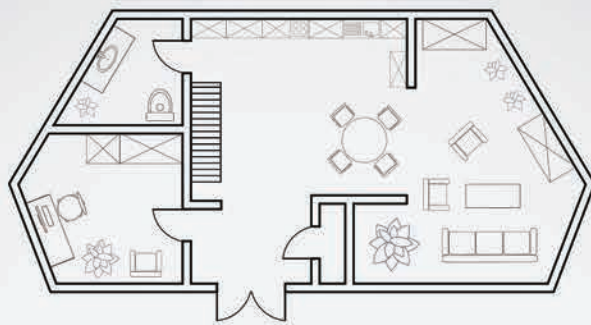
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