

JUNE 2017

HGCAA

Houston Gulf Coast Alarm Association



www.hgcaa.org

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President's Message

John C. Helweg

We had a great May meeting. I'd like to thank Joe Campbell for taking great care of us at Bass Computers. I was able to get a peek at their warehouse and let me tell you it's a geeks paradise. Bass Computers is legit in the computer and peripheral hardware/software game. Remember to support our associate members.

It seems that we always have so much information to share with our members that we are short on time for our speakers. Minal Patel Davis from the Mayor's Office, had an informative and heartbreaking Power Point presentation about [Human Trafficking in Houston](#). She shared a lot of good information with us on how to identify the signs and characteristics of the victims and the illegal businesses that abuse them. Check out their tri-fold reference cards later in this newsletter.

Our June meeting will be at [Electronic Custom Distributors](#). It's gonna be a jam packed meeting. We are presenting this years HGCAA First Responders Scholarship to Riley Hood, this years recipient. Check out more about him later in this newsletter.

Our guest speaker will be Ron Bowden from UCC. Ron is the former owner of Ranger American and director of dealer development for Guardian Security. He is a 40 year veteran of the alarm industry taking his company from one customer to a company with over 16 locations across the south. His message is directed at dealer owners and managers and is founded in many years of sustaining significant growth in a very competitive market.

Treasurer's Report

Penny Mayorga

Accounts	Balance
Chase Checking	\$10,360.54
Chase Savings	\$14,746.11
PayPal	\$364.82
Cash	\$240.00
Undeposited Funds	\$0.00
COMBINED ACCTS	\$25,441.47
Accts Receivable	\$1,945.00
YTD PAC Donations	\$351.00
Paid Memberships	65



Houston Gulf Coast Alarm Association
Minutes of HGCAA Meeting & Luncheon 5/11/2017
Held at Bass Computers

Meeting called to order at 11:51

2016-2017 HGCAA Officers / Directors:

President – John Helweg	Membership Director – Mary Edmonson
Vice President – Van Mayorga	Parliamentarian – Calvin Stewart
Secretary – Amanda Jackson	Immediate Past President – Brian McKinney
Treasurer – Penny Mayorga	Associate Director – Jerry Davis
Sergeant at Arms – James Pratt	General / Regional Director – Dennis White

Standard Business:

Benediction / Pledge

Roll call of Officers, established quorum, Sergeant at Arms absent

Recognized associate members in attendance

Recognized guests & 1st Responders: DPS, MCSO, and HCSO all represented.

Thanked Bass Computers for hosting and food, Anna Lee welcomed HGCAA and those who came to crawfish boil.

Meeting Minutes – reviewed and approved – motion to approve Jerry Davis, 2nd'd by Van Mayorga

Treasurer's Report – reviewed and approved – motion to approve Rick Strickland, 2nd'd by Amanda Jackson

Director's Reports, Committee Reports, & Old/New Business:

- John – Touched on several topics:
 - In the newsletter: Check out: Ask the Expert article, Calendar of Events
 - Discussion for Members page on website and updates – revamping with links, etc.
 - Discussion of 35.8 & 9 for member advertising – make sure you are in compliance
 - Visited Regulatory Services call center, we need to do our part to help. They have 1.3 million LTC holders that take approx. 20 seconds on a call, we have 56K and it takes 19 minutes per call???? Make sure your employees are reaching out to their QM prior to calling DPS. They should be able to field most of their questions and/or know how to look it up w/o a phone call. The contact me portion of the website can also be very useful if you can wait a day or so for your answer.
 - Scholarship winner selected – Riley Hood will be at next meeting to read his essay and accept his check.
 - Legislative – HB3115 for clean-up has been revamped – need to review
- Membership Director: Mary – In August we had 33 paid members, by end of September we were up to 48, now we are at 64!
- DPS:
 - Capt. Kelly Turner will try to make all meetings or send a representative in her place.
 - Debi Ulmer – TOPS
 - Post-it note on main page on left gives updates and great links
 - PDF instructions on website
 - Don't just send your employee to the site to register – walk them through it to avoid delay and them calling in for assistance.
 - List coming that will allow you to enter terminations.
 - Next PSB meeting is July 11th
 - Side note – next door app is a great resource for what is going on in your area.
- TBFAA Convention Oct 25-27 @ La Torretta in Conroe

Guest Speaker: Minal Patel Davis from the Mayor's Office speaking about Human and Labor Trafficking in Houston. She developed and is implementing the Anti-Human Trafficking Strategic Plan which is the first of its kind in the US.

- Gave great and educational presentation – Key points:
 - Smuggling – crime against a boarder and has movement (Criminal)
 - Trafficking – crime against a person (Victim)
 - Under 18 is always trafficking – federal law
 - Many kinds, sex, labor, debt bondage (can never get out)
 - Uses force, fraud or coercion to control
 - Signs to look for:
 - # of contraceptives, lingerie and multi-cultural families in one home
 - Children paying a bill like an adult
 - Someone who will not make eye contact and lets someone else speak for them.
 - Multiple people coming and going from a home (mostly men)
 - Signs that offer sales of misc. items from 10pm – 10 am or odd hours
 - *Spas and massage parlors (legal ones) have to close by 10pm – 24 or late hours are most likely not legit
 - People wearing inappropriate clothing for weather
 - Typical places for trafficking:
 - Massage Parlor or Spa
 - Nail Salons
 - Lawn Crews
 - Traveling Sales Crews
 - Ways to report suspicious behavior / situations:
 - WatchForTraffic.org
 - HPD Vice – 713-308-8600
 - National Trafficking Hotline – 888-373-7888

Raffles: Larger prize first except the PAC Fund:

- \$25 Lowes (HGCAA) – Amanda Jackson
- \$25 Pappas (HGCAA) – Mary Edmonson
- \$25 Amazon (HGCAA) – Jonah Nathan
- \$25 Academy (HGCAA) – Penny Mayorga
- \$25 Cash (El Dorado) – Brian McKinney
- \$25 iTunes (Automate Outlet) – Debi Ulmer
- \$25 Landry's (SW Dispatch) – Robert Lattea
- PAC \$90 – 50/50 \$45 to Van Mayorga, accepted

Meeting Adjourned 1:23

Next meeting is June 8th at ADI North (space permitting)



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Texas Online Private Security (TOPS) Update

TOPS Update 5/30/2017

NEW Features

All Users

Simplified login functionality to allow for login or a single flow for all other login activity (“Account Wizard”)

Individual Applicants

Added a pay button to individual applications to allow registrant to pay for renewal applications for up to 15 days after cancelling or errors during the payment process

Businesses

Redesign My Businesses tab for improved handling of day-to-day tasks by active stakeholders and introduce new functionality

Employee Search: Search and view employee records

Employee Terminations: Select a particular employee record, view the Hire Date(s) and enter the Termination Date(s). This includes inflight applications and registrations. This action will serve as official notification of termination; the name of the individual that is signed into the profile will be recorded and retained with the Termination Date.

Keep in mind that you will not be permitted to alter a date which is already a part of the official record. **Please note that you may not use this process to add a Termination Date for a Stakeholder application or registration.**

Employee Application Checklist/Document Upload - You will be able to select an inflight application for an employee and view the application checklist. Application checklists include information on necessary documents, including reasons for the rejection of submitted documents. This provides valuable information to the applicant to ensure they have the correct document before uploading.

Document Upload - From the employee's application checklist, you will be able to upload and classify required documents on the employee's behalf. After uploading the documents, you may refresh the screen to see that the checklist has been updated to show the requested documents have been received and are now pending review.

The screenshot displays a web application interface with a navigation bar at the top containing tabs: "My Profile", "My Applications", "My Registrations", "My Business Applications", and "My Businesses". Below the navigation bar is a dark blue header with the text "MR. KEY LOCKSMITH, ELECTRONIC ACCESS AND ALARM WINDOW AND DOORS INSTALLATIONS CORPORATION OF CHATTANOOGA TENNESSEE INCORPORATED". The main content area is light yellow and contains the following information:

- Type: Contracting Company
- License #: B12092
- Status: Active
- Expires: 08/31/2017

Below this information are four buttons: "Add Branch" (green), "View Details" (blue), "View Certificate" (blue), and "Employee Report" (blue). To the right of these buttons is a search box containing the text "ex. John Smith 78701 C12" and a red "Employee Search" button.

At the bottom of the main content area, there are three expandable sections, each with a plus icon in a square:

- Employment Verifications
- Employee Payments
- Branch Offices

SOURCE: <http://www.dps.texas.gov/rsd/psb/news.htm>



Texas Online Private Security (TOPS) Troubleshooting Guide

Many of you may not be aware but there are help documents on the DPS Private Security web site.

If you click on the yellow sticky note, it will open a 14 page [troubleshooting guide](#) that may be able to assist you.

The screenshot shows the Texas Department of Public Safety website. The header includes the department name and logo. The main navigation bar has links for DPS HOME, SERVICES, EMPLOYMENT, and ABOUT US. A search bar is located on the right. The left sidebar contains a language selector and a 'Private Security' menu item. The main content area features a 'Private Security' banner image and a section for 'Active Military Spouses and Veterans/Military Fee Exemption'. Below this are tabs for Licensing, Overview, Laws, and Board / Reports. The 'Licensing' tab is active, displaying 'Texas Online Private Security (TOPS)' and a list of links: Access TOPS Now, Getting Started with TOPS, Application Instructions, Submit Documents, News and Notices, FAQs, Fingerprint Services, Military, Peace Officers, Licensing Forms, Am I eligible to work?, Search Licenses, and Administrative Hearings. At the bottom, there are sections for 'Contact Information' (Consumer Complaint Sign, Consumer Complaints) and 'Training' (Training and Continuing Education, Manager Exam and Replacement Manager, Training Materials/Board Meeting DVD Order Form).

Texas Department of Public Safety
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DPS HOME SERVICES EMPLOYMENT ABOUT US

Select Language Search DPS

Regulatory Services Home
Private Security
Contact Us

Private Security

Active Military Spouses and Veterans/Military Fee Exemption

Licensing Overview Laws Board / Reports

Texas Online Private Security (TOPS)

- Access TOPS Now
- Getting Started with TOPS
- Application Instructions
- Submit Documents
- News and Notices
- FAQs
- Fingerprint Services
- Military
- Peace Officers
- Licensing Forms
- Am I eligible to work?
- Search Licenses
- Administrative Hearings

Contact Information

- Consumer Complaint Sign
- Consumer Complaints

Training

- Training and Continuing Education
- Manager Exam and Replacement Manager
- Training Materials/Board Meeting DVD Order Form

TOPS Login Troubleshooting



AutomatedOutlet.com



**Automated Outlet Houston has moved to:
6300 Westpark Dr, Suite 100
Houston, TX 77057**

Our new store is conveniently located right off Westpark Drive at 14th street. That's just half a mile from our previous location!

We will be hosting a reopening party with food, drinks and raffles soon! Keep your eye out for the announcement.

Thank you for being a loyal customer!

The following two pages are from last months Houston Human Trafficking presentation. They are designed as tri-fold cards that you can keep in your wallet as reference. Please review them and familiarize yourself with the signs.

If you weren't at the meeting, please take a few minutes to watch this important presentation.

[Here is a link to their presentation.](#)

Remember if you see something, say something!

Report

For emergency cases,
call HPD Vice at 713-308-8600

The National Human Trafficking Hotline:
1-888-373-7888

The National Hotline is non-governmental and confidential.



**BE AWARE
OF SIGNS
OF HUMAN
TRAFFICKING.**

888.373.7888
WatchForTraffick.org

Not all businesses are
involved in human trafficking.

Know the Signs of Human Trafficking & Report

HACIT
CITY OF HOUSTON
HOUSTON AREA COUNCIL
ON HUMAN TRAFFICKING

English

Human trafficking is modern day slavery. A person is not free to leave a situation where they are being exploited for their labor or sexually for commercial gain.

Red flags are possible indicators of human trafficking. They may also be lawful activities. Even if you are not sure, you can report to the National Hotline; they are non-governmental.

Common Work and Living Conditions - Is/does the person:

- Free to go as they please
- Sleeping in the same place where they work
- Under 18 and exchanging sex for money, food, or shelter
- Working in the sex industry and has a pimp/manager
- Unpaid, paid very little, or paid only through tips
- Working excessively long and/or unusual hours
- Not allowed breaks or suffers unusual restrictions at work
- Owe a large debt and is unable to pay it off
- Recruited through false promises concerning the nature and conditions of his/her work
- Have high security measures at work and/or living locations (e.g. opaque, boarded-up, or bars on windows, barbed wire, security cameras, etc.)

Health Concerns

- Exhibit unusually fearful or anxious behavior after mentioning law enforcement
- Avoid eye contact
- Appear malnourished
- Show signs of neglect, physical or sexual abuse
- Lack control over their decisions, movements, identification, or money
- Have few personal possessions
- Not allowed to speak for themselves (a third party may insist on being present or translating)

In Hotels and Bars

- Individuals monitoring guests in the lobby or bar
- Children taking on adult roles, like paying the bill
- Communication seems rehearsed

In Transit

- Claim to be just visiting and is unable to say where they are staying or does not know what city they are in
- Talking about the local sex scene
- Seem to have lost sense of time
- Have numerous inconsistencies in their story



Join us at Minute Maid Park in the Union Station Lobby for a day of training, networking, demonstration and fun at the game!

Registration Opens: **11:30AM**

Training Classes: **12:00PM – 3:00PM**

Expo Opens: **3:00PM – 6:30PM**

Dinner & Game: **6:30PM – Until Game Ends**

Registration Link:

<http://lp.anixter.com/houstonst17>

Space is limited. To guarantee a ticket for the game, you must pre-register online. Attendance at the expo is mandatory in order to receive your ticket. Tickets may be available on-site, if registration is not done prior to the event, but we cannot guarantee availability. Please note, this event is strictly for security industry professionals. All guests must be 18 years of age.

Wednesday
June 28, 2017

11:30AM - UNTIL GAME ENDS

Minute Maid Park
501 Crawford St.
Houston, TX

Calendar of Events

HGCAA meetings are held the second Thursday of each month from 11:30-1pm. See below for the locations.

Dates and locations may change as needed.

June 2017

6/8 - HGCAA meeting @ Electronic Custom Distributors

6/22 - TBFAA Board meeting - Dallas, TX

6/28 - Tri-Ed Expo @ Minute Maid Park

July 2017

7/4 - Independence Day

7/13 - HGCAA meeting @ Automated Outlet

August 2017

8/10 - ADI Expo @ Hilton Houston North

8/11 - TBFAA Household Fire Training @ Automated Outlet

8/17 - HGCAA meeting @ Tri-Ed (Pinemont)

8/17 - TBFAA Board meeting - Houston, TX

8/24 - TBFAA Fire Prep Training @ ADI (North)

September 2017

9/14 - HGCAA meeting & elections @ ADI (Pinemont)

9/28 - TBFAA Level 1 Training @ Tri-Ed (North)

October 2017

10/12 - HGCAA meeting @ ??

10/26-28 - TBFAA Convention @ La Torretta Resort on Lake Conroe

10/27 - TBFAA Board meeting - Lake Conroe, TX

**PLEASE THANK OUR ASSOCIATE MEMBERS
FOR PROVIDING FOOD AND
HOSTING OUR MEETINGS
BY PURCHASING THEIR PRODUCTS**

HGCAA's 2nd Annual First Responders Scholarship

Riley Hood is this years First Responders Scholarship recipient. His Father is a Houston Police Department Officer stationed at the Eastside Station.

Riley's grades were above average and his essay was well written. He was very involved in extracurricular and community activities. We've included his essay, a list of his activities and his teacher's recommendation letter.

We had a couple excellent candidates to choose from but it was Riley's community involvement and well written essay that won the Board over.

Please take a few extra minutes to read his essay.

HGCAA Youth Scholarship Essay

By Riley Hunter Hood

First responders are Police Departments, Fire Departments, and Emergency Medical Services. Members of these departments are brave men and women who risk their lives every day to serve us, to protect us, and to provide medical care and transportation when we are ill or injured. Of these three departments, my Father is a proud member of the Houston Police Department. I believe these brave members were born to be servants of the community. They are kind and caring, and are the first to step forward in times of need. They are always ready and willing to help.

My Dad has had a huge impact on me. When I was younger, my Dad worked nights. My time with him was limited because of the long hours he had to work. He was unable to attend many of my activities, but he was always front and center when his work situation allowed him to be. When I got home from school he could play with me and encourage me. I learned to appreciate what he could still do for me; even when his job demanded more.

As time passed, he finally obtained a day shift patrol officer. He enrolled my brother and myself in many sports programs and other community programs. We participated in community soccer, football, basketball, baseball, boy scouts and karate. My Dad wanted us to be exposed to all community activities; so that, when we were older, we would be able to make informed decisions in our high school years. He taught us the values of teamwork and good sportsmanship. He advised us on the importance of choosing our friends carefully. My Dad did not coach our teams, but he was with us at every game and every practice. He felt that his job was to teach us dependability, loyalty, commitment and other life lessons.

The value of all these lessons has stayed with me throughout the years. When the time came to choose just one sport in high school, I chose basketball. My Dad advised against this choice. He explained that I would probably not be tall enough, and he felt that I was better at something else. I wasn't the best, but I wasn't the worst. My dad was still behind me all the way. My dad allowed me to make my own decision, and I accept the consequences of that decision; just as, he has to make difficult decisions as a Police Officer every day. He has taught me well.

My Dad has been volunteering at the church by playing drums in the Praise Band. He looks forward to practice each week and praising the Lord on Sunday morning. Both of my parents have actively volunteered at church and our schools. They have instilled in me, a love for helping others. Our family motto is God, Family, and Education. As a family, each of us has learned the value of serving others, which is what a police officer does every day.

All my friends know my dad is a Police Officer. By showing me the way in all my activities, he is also showing them also. Teaching me the difference between good friends and bad friends,

Riley Hunter Hood

and good decision and bad decisions, has served me well on many occasions. The peer pressure in high school is very high. I have been to several parties where alcohol and drugs were a part of the "fun". Because of the influence my dad has gave me, I have the courage to just walk away for those things. I have chosen my friends carefully and cautiously. If these unlawful activities are present; I am not.

My dad believes that, as a police officer, if you value the people in your community they will in turn value you. Everyone should learn that being courteous and respectful is a very valuable skill. My dad works in a very poor section of the city, and many people who come into contact with him call him "Officer Friendly". He has made a huge impact on my life by teaching me this value. I always try to use what he has taught me when I come into contact with others.

My love for God is strong, I love and respect my family, and I make good grades in school. I am involved in helping others. I think I will do well in life with the values and skills my Dad has taught me.

HGCAA Youth Scholarship
Student Extracurricular & Community Activities
From Riley Hunter Hood

High School and Community Activities-

- Academic Prizes/Awards –
Academic Excellence Awards – 4 years
Perfect Attendance – 2 years

- Sports-
Basketball Team – 3 years
Weight Training and Lifting – 1 year

- Extracurricular Activities –
PAL's Member – Peers Assistance & Leadership – 1 year

- Outside Activities-
City Basketball League Assistant Coach
Youth Basketball & Skills Training
Boy Scouts of America – 1st Class Rank

- Community Service-
Volunteered at Special Needs Sporting Events (Deer Park, TX) – 1 year
Boys & Girls Harbor volunteer (La Porte, TX) – 1 year
Youth Engaged Event (Pasadena, TX) – painting and renovating local church

- Hobbies-
Participating in AAU and summer league basketball teams
Enjoy spending time in the gym playing basketball and exercising
Enjoying playing various recreational sports with my brothers

Jerry Hurtado
Deer Park High School
710 W. San Augustine
Deer Park Texas 77536
2/21/2017

To whom it may concern:

It is my pleasure to recommend Riley Hood, who I taught in my AP Macroeconomics class in 12th grade. Riley demonstrated tremendous effort and growth throughout the year and brought a great energy to class. He has that combination of a positive attitude and the belief that he can always improve that is rare in a high school student, but so essential to the learning process. I am confident that he will continue to display the same commitment and diligence in everything he does in life. I highly recommend Riley for admission to your school.

Riley would not describe himself as an economics mind but he is definitely committed to becoming an entrepreneur. Riley did, in fact, struggle to comprehend the material at the beginning of the year, but his response to this is what really struck me. Where so many others have given up, Riley took on this class as a welcome challenge. Due to all his hard work, Riley not only raised his grades, but he has also brought an added energy to the class. Riley truly demonstrated a growth mindset, and he inspired his class to adopt that valuable perspective, too. Riley helped contribute to our classroom environment as one where all students can feel supported and able to ask questions.

Riley's strong belief in his ability to acquire new skills and improve through practice, was likely shaped by his years as a basketball player. He has played all through high school while working along the way. Working for the city of Deer Park being involved with boy scouts are indications that this young man is a true community difference maker. While he initially described himself as not an economic person, Riley seems to understand the importance of the human resource in our community. As a teacher, it is incredibly fulfilling to witness a student make this kind of academic and personal progress.

Riley is a trustworthy, reliable, good-humored student and friend who supports others in and out of the classroom. He was a pleasure to have in class, and his positive attitude and belief in himself, even in the face of difficulty, is an immensely admirable asset. I'm confident that he will

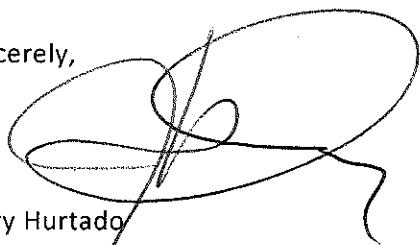
Recipient Name

2/21/2017

Page 2

continue to demonstrate the same diligence, perseverance, and optimism that he showed myself and his peers. I highly recommend Riley for admission to your program. Please feel free to contact me with any further questions. I can be reached at jhurtadop@dpisd.org.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jerry Hurtado', with a large, stylized flourish extending to the right.

Jerry Hurtado
Teacher/Coach

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Mitch Reitman has much more than a pencil now, he still has the desire and ability to serve the industry.

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TBFAA Report Kelly Ryan, President

The 85th session of the Texas Legislature ended on May 31st with fewer bills being passed this session than in the past two decades, and largely due to arguments over social issues, many routine bills (including one needed to keep some state agencies open) failed to pass.

Lawmakers spent a lot of time arguing over bathrooms and sanctuary cities, but they did manage to pass reforms to the way the Department of Family and Protective Services oversee Child Protective Services and the foster care system. Arguing continued over property tax reform and a school choice option, but neither bill made it through the regular session.

As far as HB 3115 that was introduced by TBFAA, it was heavily modified in committee and sent back to Calendars. Due to the modifications, the TBFAA viewed the bill as no longer beneficial, so no effort was made to bring the bill out of Calendars for a vote. The positive side to the loss of HB 3115 is that the DPS has a better understanding of the vision behind the proposed bill, and they are open to continued discussion to assist our industry with the topics of unlicensed activity and CEU requirements.

Other bills that we were watching include HB 4248 & SB 1626 (regarding CEUs being required by other agencies), HB 1654 & SB 1117 (regarding failure to comply with an order from a fire marshal), and HB 421 (relating to exemption from the PSB for volunteer services) all failed during the regular session.

It appears Governor Abbot will call the 85th Legislature back to complete some unfinished business during a special session, but much of that is expected to relate to essential state services.

Please be sure to follow TBFAA on Twitter, Facebook, and LinkedIn for updates, and be sure to register for the [2017 TBFAA Annual Golf, Convention & Trade Show](#) coming up October 25th -27th at [La Torretta Resort](#) on Lake Conroe!

Be sure to stay involved! If you would like to serve on the TBFAA Board of Directors, every position can be voted on this year!

Professional Guard and Patrol, Inc.



ROBERT LATTEA

Vice President of Operations

www.pgpinc.net

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ACR-2247

5 Reasons Most Small Business Owners Suck at Selling (Don't Let It Be You!)

I'm just going to up and say it: Most small business owners suck at selling. I say that with certainty for two reasons. One, I have worked with hundreds of small business owners to help them develop their strategy, and most were a disaster at first. Two, I myself was once one of those small business owners who couldn't sell his way out of a paper bag.

The problem is not the small business owners themselves. In fact, I've watched many small business owners go from sales chump to sales star in only a few months' time. Instead, the root problem is that small business owners are following bad advice. There's an overwhelming quantity of sales advice out there, and most of it is bad. Unfortunately, most small business owners are applying that bad information to their sales efforts. As I discuss in my latest book, [Game Plan Selling](#), the application of bad — and often dated — sales advice is costing small business owners millions of dollars in lost sales.

Most business owners who suck at selling are making the same five sales blunders. Here are the five most common sales mistakes that small business owners make — and advice on how you can avoid making them:

1. **Chasing the flavor of the month:** Both small businesses and larger organizations are guilty of implementing a totally new sales strategy as frequently as every other month. This tactic is not only ineffective, but it is also crippling to an organization's infrastructure. The most effective organizations commit to one well-thought-out strategy and keep at it for the long haul. Selling strategies are like seeds that need to be planted

with care, and given plenty of time to become productive fruit trees. So stay focused on one strategy!

2. **Trying to be part of the “in-crowd”:** Most people in sales are like kids on the first day of middle school: Everyone wants to be popular, but nobody is willing to stand out from the crowd. What ultimately happens is that most business owners just do what everyone else is doing. They pitch their products in an enthusiastic, persuasive manner. The problem with this strategy is that prospects are weary of the traditional enthusiastic and persuasive sales pitch. It’s time to make yourself totally distinct from the competition by using sales meetings as opportunities to fully understand prospects’ challenges — not just as opportunities to make your pitch.
3. **Winging it:** Many business owners went to school to learn accounting, finance or their craft, but none of them has ever received a degree in sales. This leaves what is arguably the most critical skill for a small business owner — selling — to be learned through trial and error. Rather than figure it out the hard way, small business owners should learn a system for selling, just like a new hire at a large company would. This means that before any selling situation, the business owner will already know what questions she is going to ask a prospect, when she is going to present and how she’s going to close the sale. Identify a selling system that works for you, and follow it religiously.
4. **No selling discipline:** There is no resource scarcer for the small business owner than time. I can’t tell you how many times a small business owner has told me that he “just doesn’t have the time to sell all day long.” First of all, with the right strategy, selling all day isn’t necessary. Second, success in sales is about consistent action in the right direction that fills a sales pipeline of prospects.

This means that the effective small business owners recognize that selling is one of the most critical activities in a day. Make sure to carve out that critical time each day to focus on selling.

5. **Don't know how to find prospects:** Cold calling is rarely the most effective use of a small business owner's time, yet I see it being done all the time. Most small business owners are unsure of how to find new prospects, so they resort to cold calls. The better solution is to develop a total of three sales-related activities to be performed regularly to find prospects. This could equate to asking for one referral each day, going to one networking event a week, and giving one local speech every month to drive business. How much time does that total in the course of a week? Not a lot. But if done consistently, that adds up to 250 requests for referrals, 50 networking events attended, and 12 speeches given over the course of a year. That's huge! Develop your three activities and stick to them in order to find prospects.

As you can see, becoming successful in sales isn't rocket science. It simply comes down to taking the right sales advice, acting on that information, and then sticking with your new strategy.

SOURCE: Huffington Post - http://www.huffingtonpost.com/marc-wayshak/5-reasons-most-small-busi_b_3829335.html

By Marc Wayshak

Alarm Installation & Monitoring Companies:

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Alarm.com Dealer Site - Changes

We are getting ready to launch some exciting updates to the Alarm.com Dealer Website and I wanted to give you a heads up of the changes coming! These new features are expected to launch June 5th.

New Remote Toolkit:

- Remote Toolkit page will replace current System Check page.
- Brings together System Check, Trouble Conditions, and other useful information all in one place to simplify the troubleshooting process.
 - System Check results will expire after 24 hours, making sure that a new check is being run to provide current results.
- Command Catalog lets you quickly find and send commands to get troubleshooting done faster by bringing together commands from across the Dealer Site and MobileTech.
 - The Command Catalog will continue to grow with time. Commands not in the Catalog will be found on the page for the device they relate to.
- Trouble Conditions link to Knowledge Base articles explaining the problem and how to resolve
- Login as Customer to Mobile App through MobileTech Remote Toolkit
- Installers can take advantage of the Login as Customer capability to install Skybell cameras

Barcode Scanning in MobileTech:

- Capture barcodes through MobileTech to speed up installs and reduce errors with equipment that has long serial or MAC identifiers

New Academy Training Catalog:

- One Stop Shop for all available trainings to help you find what you and your team need
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Alarm.com Announces Google Home Integration

Users can now ask Google to "secure my home" with Alarm.com's latest voice-control integration.

TYSONS, Va. (AP) — Alarm.com-powered homes now have the ability to use voice commands with their Google Home to control their smart security systems.

Users will be able to arm and disarm their security systems by speaking to the Google Home device. Users have the option of requiring a four-digit PIN to disarm the security system.

Other abilities include unlocking doors, checking the status of devices, changing the temperature and controlling whole groups of devices such as lights.

Since the beginning of the year, the Google Home has been severely lacking in the integration department compared to the Amazon Echo. However, Google has announced a slew of new integrations over the past few months and most recently at its 2017 I/O developer festival.

Perhaps these recent integrations will help sway more consumers into purchasing voice assistants.

Examples of Alarm.com Voice Commands for Google Home:

"Okay Google, ask Alarm.com to arm the security system."

"Okay Google, ask Alarm.com to open the garage with (PIN)."

"Okay Google, ask Alarm.com: is the security system armed?"

"Okay Google, ask Alarm.com to switch on the office lights."

For more commands and information, check out this [Alarm.com blog post](#).

SOURCE: Security Sales & Integration - [http://www.securitysales.com/article/](http://www.securitysales.com/article/alarm_com_google_home_integration)
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By Steve Karantzoulidis, May 22, 2017

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Houston Alarm Detail

Check with the [City of Houston to make sure your company is listed on their alarm permit web site](#). They have a specific form you need to fill out and submit to them for inclusion.

You also need to be [sending municipalities notice of alarm system activation](#).

Please make sure your customers are using the most [current alarm permit form](#).

Harris County Alarm Detail

Please make sure your customers are using the most [current alarm permit form](#).

Montgomery County Alarm Detail

Check with the Montgomery County Sheriff's Office to make sure your company is listed on their alarm permit web site.

Please make sure your customers are using the most [current alarm permit form](#).

[Alarm ordinance](#) - Montgomery County are actively ticketing homeowners that don't have alarm permits.

A Word from the Editor Vacant

I'm sorry the last two newsletters have been released so close to the meetings. It's always my intent to get them out at least a week prior, but as of late I've been swamped with work and personal events.

Please be patient with me.

Regards,

John C. Helweg, Ad-Interim Editor

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