

JULY 2017

HGCAA

Houston Gulf Coast Alarm Association



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President's Message

John C. Helweg

We had a wonderful June meeting. I'd like to thank CJ Provinsano for taking great care of us at Electronic Custom Distributors. Remember to support our associate members.

We had a jam packed meeting. We presented this years HGCAA First Responders Scholarship to Riley Hood, this years recipient. Our guest speaker, Ron Bowden from UCC did a phenomenal job talking to us about how to upsell and stay sticky with our customers.

This months guest speaker is yours truly... I'll be speaking on What to do when your Hard Drive Crashes. (Like mine did recently) I will discuss proactive things that can be done and reactive things that can be done, in case you weren't proactive. lol

I look forward to seeing you guys at the meeting.

Treasurer's Report

Penny Mayorga

Accounts	Balance
Chase Checking	\$7,845.63
Chase Savings	\$14,746.37
PayPal	\$606.96
Cash	\$225.00
Undeposited Funds	\$0.00
COMBINED ACCTS	\$23,153.96
Accts Receivable	\$1,945.00
YTD PAC Donations	\$426.00
Paid Memberships	66



Houston Gulf Coast Alarm Association
Minutes of HGCAA Meeting & Luncheon 6/8/2017
Held at Electronic Custom Distributors, Houston, TX

Meeting called to order at 11:48

2016-2017 HGCAA Officers / Directors:

President – John Helweg
Vice President – Van Mayorga
Secretary – Amanda Jackson
Treasurer – Penny Mayorga
Sergeant at Arms – James Pratt

Membership Director – Mary Edmonson
Associate Director – Jerry Davis
General / Regional Director – Dennis White
Parliamentarian – Calvin Stewart

Standard Business:

Benediction/Pledge – Calvin Stewart
Roll call of Officers, established quorum, Secretary absent
Recognized associate members in attendance
Recognized guests & 1st Responders
Meeting Minutes – reviewed and approved
Treasurer's Report – reviewed and approved

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

New Business:

- Mitch Reitman 1st Responder Scholarship presentation to Riley Hood
- PSB meeting July 11 in Austin
- Legislative session is over. Not much was done.
- TBFAA Convention, golf tournament TBFAA board meeting October 25-27

Old Business:

- IRS status
- TBFAA sales agreements
- Bowling tournament moved to September

Guest Speaker: Ron Bowman

- Control attrition
- How to care for customers
- If you can't measure it, you can't manage it

Raffles: Larger prize first except the PAC Fund:

- \$25 Roadhouse (PGP) – Calvin Stewart
- \$25 Academy (HGCAA) – Penny Mayorga
- \$25 Academy (HGCAA) – Bob Lattea
- \$25 Amazon (HGCAA) – Brian McKinney
- \$25 Pappas (HGCAA) – John Helweg
- Bluetooth Speaker (Automated Outlet) – Mary Edmonson
- PAC \$100 – Dennis White – accepted \$25

Meeting Adjourned 1:05

Next meeting is July 13, 2017 at Automated Outlet



**Automated Outlet Houston has moved to:
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Our new store is conveniently located right off Westpark Drive at 14th street. That's just half a mile from our previous location!

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Texas Online Private Security (TOPS) Update

TOPS Update June 2017

New Features

On June 14th and June 28th, the Texas Online Private Security (TOPS) team released new features and functionality to the Private Security licensing system. Below is a brief overview of the new features.

- Expanded employer rejection reasons to include “Duplicate Registration”
- Peace Officer Question response updated from “Never” to “Not Currently or Never”
- Military Question response updated from “Not Applicable” to “Not Applicable or Not Applying for Fee Exemption”
- Class Y and Class X stakeholders can view certificates and employee reports
- Updated text for errors on the “Re-Enter” email screen
- Require business license number and hire date for PPO

More new features and updates are on the way in the coming months. We will continue to provide updates and post changes to the News page on the DPS Private Security website

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

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.

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

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Joe Carr needs our help!



I am a 68 year old Viet Nam Vet that was exposed to Agent Orange and have been diagnosed with Multiple Myeloma that resulted in End Stage Kidney Failure requiring dialyses. Dialyses treatments are three days per week four hours per day and I am often fatigued on other days so I can't find a job to fit my hours.

I have been fighting cancer and end stage renal failure for nearly two years and the expenses are piling up. Last year my out of pocket expenses exceeded \$30,000. The regular co-pays and expenses to several medical specialists (\$100/month), chemo drugs (\$450/month) and treatment (\$200/month), blood transfusions (\$300/year) along with dialysis co-pay (\$800/month) and normal expenses add up quickly, My out of pocket medical expenses will total at least \$14,000 this year if I can stay out of the hospital. Since I can't work my only income is a small Social Security payment.

My chemo treatments interfere with my dialysis and we may have to try a new cancer treatment that puts me in isolation in the hospital for two weeks at a time. My copay will apply. The VA won't help me and the grants I received all expired on July 1. I can reapply to the Lymphoma Society and a couple of drug companies for new grants for 2018.

Thank you for your consideration.

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Improve Your Customer Service with One Simple Phrase

To elevate your customer service offering and start raking in the recurring revenue, focus less on how your daily interactions can benefit you and more how you can help others.

I recently came across an article from New York Times bestselling author Josh Linker titled "[The Most Powerful Phrase to Boost Your Company and Career.](#)"

The premise is simple: to propel yourself or your company forward, focus less on how your daily interactions can benefit you, and more on how you can help others. In short, Linker urges the reader to look for every opportunity to employ four simple words...

“How can I help?”

Linker's isn't a novel idea. Much has been written about the so-called 'servant mentality' and its value when interacting with employees, colleagues and clients alike. The idea of putting the needs of others first as a way of boosting your own position has plenty of merit. And reading the article, I couldn't help but think of the ways that this simple and profound philosophy could be applied to drive value in the business of the connected home.

As I've [written about before](#), differentiating your integration business in today's market is tougher than ever. With evaporating technological barriers and increasing competition, the single best way to do so is through a dedication to providing your clients with exceptional service.

This requires [rethinking your approach to service](#), not in some vague sense, but to a level of X's and O's. From applying new standard operating procedures to new software systems, the level of change required can be overwhelming.

So, where do you start? Start with four simple words. “How can I help?”

Put all other thoughts aside, and simply walk through a service event in the shoes of your client. It’s 5:00 p.m. on a Saturday and you’re making final preparations for an evening with friends when you suddenly realize the house audio system isn’t functioning. Or perhaps it’s 7:00 p.m. on a Tuesday and you’re scrambling to figure out a plan for dinner when your daughter tells you the Wi-Fi is down, and she can’t work on her big project, which happens to be due the next day.

How will you get the support you need? Do you know exactly what number to call? Is it a dedicated line you’ve been instructed to use without hesitation when you need assistance? Or do you have to grapple with a nagging sense of guilt about interrupting your integrator’s personal life by calling their cell phone?

Are you 100 percent confident you’ll get an instant response? Or do you feel like you’re rolling the dice? And what happens if they don’t pick up? And if you do get someone on the phone, do they readily jump in and help, or simply go through the motions and tell you need to wait until the next business day when the first simple attempt doesn’t solve the problem?

Now step back and ask yourself: How can you help? What sort of systems and communication strategies can you put in place to make these situations as easy as possible for your clients?

A Few Ideas

A dedicated service line with extended and well-defined hours such as 9:00 a.m. – 10:00 p.m. can remove guesswork or feelings of unease surrounding an after-hours support request.

A guaranteed response seven days a week can reassure your clients that you’ll be there when they need you. Leveraging remote troubleshooting tools like rebootable outlets can help resolve more of these issues in the moment.

And learning to embrace creative workarounds can de-escalate the urgency when all else fails.

Of course, these are only a few simple examples. From [drafting a new Terms of Service agreement](#) to deploying software solutions like ticketing systems to figuring out strategies for gaining broad RSM platform penetration across your client base, every decision should be viewed through the same filter first. How does this help your client?

Focusing on the client service experience has never been more important in our industry. And making meaningful improvement in this arena requires a sharp focus on the client first and foremost. Whether you're simply looking for ways to differentiate through service as a means of winning more projects, or looking to go one step further, leveraging premium service offerings to drive significant RMR, it all starts with embracing the servant mentality. Just ask yourself four simple words; "How can I help?"

For more information about service and using it to create RMR, visit www.onevisionresources.com/blog.

SOURCE: CEPro - http://www.cepro.com/article/improve_customer_service_phrase?utm_source=CEPWeekly&utm_medium=email&utm_campaign=content&eid=343811060&bid=1803352

By Jason Griffing, July 5, 2017

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5 Best Practices of Successful Entrepreneurs

What does it take to be a successful entrepreneur today? Members of the [Home Technology Specialists of America \(HTSA\)](#) buying group recently found out when they got a crash course during an intensive, two-day Masterclass program using the highly touted [Entrepreneurial Operation System \(EOS\)](#).

HTSA members and their top managers came together last week at the Sheraton O'Hare Hotel in Rosemont, Ill., for the EOS training, which is an execution effectiveness program developed by entrepreneur and author Gino Wickman.

The program was led by EOS implementer Todd Smart, who showed HTSA members how entrepreneurial organizations are unique and how they can benefit from systems that address that uniqueness to help them be more effective. Unlike some other business coaching systems which can be heavy on theory and light on actionable next steps, EOS was created by an entrepreneur specifically for entrepreneurs.

The six keys to leading a successful organization are:

- Vision
- People (having the right people in the right positions)
- Data (that must be measurable)
- Processes (that must be documented)
- Traction (holding regular meetings to reinforce the message)
- Issues (creating a list of concerns and addressing them)

In each of these six key areas, EOS has developed tools to help entrepreneurs keep momentum on execution of specific tasks and goals.

5 Best Practices

Here are 5 key best practices gleaned from the session:

Hold Level 10 Meetings - One of the biggest takeaways for HTSA members was something called the Level 10 Meetings. This is a key element in which a 90-minute meeting is held weekly with a prescribed agenda that focuses on what EOS calls “Rocks” or stepping stones (with accountability) towards achieving a bigger goal.

Develop Accountability Charts - Much of EOS includes developing the entrepreneur’s vision, creating goals with accountability that are literally assigned to someone with an organization and kept track of with an Accountability Chart, making sure you have the right people in the right seats (employee and management assessments), create a 10-year target, and a 3-year picture, and a 1-year plan.

Separating “Visionary” vs. “Integrator” - EOS is a business execution system that is crafted around entrepreneurial organizations. So the system’s charts and tools all take that reality into account. For example, when you do your Accountability Chart, often the entrepreneur is a “visionary.” Visionaries can be critical to organizations (the idea person, more on emotion) but typically, they are not great at day-to-day operations. So EOS talks about the need for an “integrator” (more a logical, get-things-done individual) who is accountable for that part of the business.

Cultivate 5 Leadership Abilities - Much of EOS is common sense, but EOS has developed a set of tools that take concepts and makes them easier to develop, execute, and track. Some other concepts that were discussed during the HTSA Masterclass include “The Five Leadership Abilities”: simplify, delegate, predict, systemize, and structure.

Create Your Vision - One of the most important sessions during the day-and-a-half agenda was when HTSA members worked on *their* vision, *their* goals, *their* accountability, *their* next steps. The system helped dealers take these “philosophies” and convert them into tangible, actionable steps. And where the reality of the entrepreneur – often a complicating element – is factored into the actual management and leadership steps required for business success.

HTSA Members React

“This has been a real eye-opener,” says Mark Bolduc, president of Wicked Smart Homes of Sarasota, Fla. “It has definitely pointed out some deficiencies in our business, and now we have the system to address that. I’m going to meet with my partner and discuss to what level, but we’re definitely incorporating EOS into our business.”

“I loved it,” says David Young, founder of Chesterfield, Mo.-based The Sound Room said enthusiastically. “I’m a big believer in constant education – you know, ‘sharpening the saw.’ We’ve been doing a lot of this [EOS] already [since the Spring Members Conference] – making sure we have the right people in the right slots, implemented the scorecard, conducting weekly Level 10 leader meetings, and more.”

“Time tremendously well spent,” exclaims Roy Feldstein of Audio Den of Lake Grove, N.Y. “Within two days, we’re going to implement Level 10 meetings at Audio Den.”

“Todd Smart was amazing...best class I have attended ever! I would highly recommend this [EOS Masterclass]...it is a no-brainer and every minute we spent in the class was priceless,” says Shane Bala, president of Stellar Home Theater and Beyond, with multiple Texas locations. “As entrepreneurs, we all have a vision but putting structure behind that vision to make it a success is what this class

has taught me. Now, on I go to execute EOS and launch the Level 10s which seems like a great step towards achieving our vision.”

HTSA Masterclass Program

Launched about 18 months ago, HTSA’s Masterclass Program is a new concept in member education that utilizes outside subject matter experts on topics the group management deems critically important. These outside experts then work in conjunction with the group to custom-tailor content in their area of expertise, such that it better meets the pragmatic needs of HTSA members.

The very first Masterclass created for members was the Sell More Audio Masterclass held over two days in Kennesaw, Georgia. Since then, the group has produced Masterclass programs on several other topics, on technologies, vendors, and business education.

SOURCE: CEPro - http://www.cepro.com/article/5_best_practices_of_successful_entrepreneurs?utm_source=CEPWeekly&utm_medium=email&utm_campaign=content&eid=343811060&bid=1802568

By Jason Knott, July 3, 2017



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