

AUGUST 2017

HGCAA

Houston Gulf Coast Alarm Association



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President's Message

John C. Helweg

We had a good July meeting. I'd like to thank Jerry Davis for taking great care of us at Automated Outlet's new location. If you haven't been by there yet, you should check out their new digs. Remember our associate members support us, so please support them.

I did something a little different at our last meeting. I have a number of friends in the Houston Fire Dept and I've been aware of their fight with City Hall. I want to support our fireman any way that I can, and I believe our members share that desire, so I invited Shane Horsted from the HFD to speak with us about the issues they are facing with City Hall.

I'm pleased to share that they got the necessary signatures to get the issue on the November ballot, so the Houston voters can decide their fate, not a bunch of bureaucrats.

After hearing from Shane, I spoke on What to do when your Hard Drive Crashes. (Like mine did recently) I covered what you should consider doing before it crashes and what can be done after it crashes.

Don't forget our August meeting is on the 17th at Tri-Ed (Pinemont).

Our guest speaker will be Joan Mullinax. She will be speaking on how companies can utilize personality assessments for career direction, maximizing the talents of their existing employees and team-building.

Treasurer's Report

Penny Mayorga

Accounts	Balance
Chase Checking	\$21,682.50
Chase Savings	closed
PayPal	\$1,801.94
Cash	\$225.00
Undeposited Funds	\$0
COMBINED ACCTS	\$23,709.44
Accts Receivable	\$1,175.00
YTD PAC Donations	\$476.00
Paid Memberships 2016-2017	66
Paid Memberships 2017-2018	23

(Revised at the meeting)

- We combine the Checking and Savings accts to save on bank fees.
- We finally have our IRS 501c6 status reinstated and all the old tax returns have been filed.
- We are also in good standing with the State of Texas.



Houston Gulf Coast Alarm Association
Minutes of HGCAA Meeting & Luncheon 7/13/2017
Held at Automated Outlet

Meeting called to order at 11:50

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
Parliamentarian – Calvin Stewart
Immediate Past President – Brian McKinney
Associate Director – Jerry Davis
General / Regional Director – Dennis White

Standard Business:

Benediction / Pledge

Roll call of Officers: VP, Treasurer and SAA absent. Established quorum with members present

Recognized associate members in attendance

Recognized guests & 1st Responders: HPD, HFD and HCSO represented.

Thanked Automated Outlet for hosting and food, Jerry Davis welcomed HGCAA and offered one day specials for guests.

Meeting Minutes – reviewed and approved – motion to approve Jerry Davis, 2ndd by Mary Edmonson

Treasurer's Report – reviewed and approved – motion to approve Jerry Davis, 2ndd by Darlene Deboer

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

- John introduced Shane Horsted, local fire fighter's union rep w/ HFD, spoke a few minutes about history of HFD pension/salary and the reasons for the petition for voters to decide on pay parody on the next ballot. They have not received same raises in the past due to an agreement to leave their pension program in place – get their money later rather than now, but the pension was recently changed and they lost a lot of what they had put into it. They are asking to be brought up to where they would have been if the pension had not been touched.
- Janet / Rick celebrating their 47th anniversary this month and Janet's birthday
- Calvin: PSB meeting
 - Tabled admin rules again
 - Guard vehicles must have green, amber and/or white lights – no red or blue by 9/21/18
 - Stayed for hearing and realized there is a lot more illegal things going on than he realized and they are acting on the issues. Travis Co. brought good case, but DA would not file. Maybe if we approached a different way with victim impact statements, etc. it could make a difference in charges.
 - Brian stated he believes the main reason for rules being tabled is that there needs to be a clearer definition for security vs. alarm before they can move forward on the education requirements.
- Joe Carr has been a member for years and put a lot into ours and other associations across Texas, but is fighting illness and can no longer work. His expenses are much more than his current income. Motion made to donate \$500 to his GoFundMe account by Amanda Jackson, 2ndd by Darlene Deboer, discussed and approved by attending members. Brian Turner from Tutor offered to match donation to bring to \$1000.00.
- TBFAA
 - Convention: October 25-27th at La Torretta Resort on Lake Conroe, classes pretty much nailed down, but if you have requests/input, please let Mary know.
 - \$280 in PAC donations made at last meeting, gave stats and scholarship info
 - Contracts are on TBFAA website, working on getting for HGCAA members
- HCSO, Sgt. Johnson on Permitting: get new ones out there or send to website. In a couple of months, users must do online or go to the permitting office on Jensen... will not be able to mail in anymore. Working with HOAs to get info out there and any other public meetings to spread awareness.
- HPD reiterated importance of permits – John, links are on website and in newsletter.

- Bowling back on for end of September at Dave & Busters. Will have full info at next meeting.
- Guest Speakers, upcoming and suggestions: AlarmBiller.com and Sedona, How to speak to Millennials, Personality Testing, NEC Code Update, Ethics, Physical Wellness. If you have other suggestions, please let John know.

Guest Speaker: John Helweg on Hard Drive Failure - how to be proactive and if not, what to do

- Backup, Backup, Backup – several options available from local hard drives set to automatically backup, disc clones kept in fire safes, and cloud based options (security is much better now)... look for ones that sync.
- During Loss – stop, read the error, do not reformat, try a drive case on a different computer – keep the old hard drive – Options such as Spin Right and File Scavenger can try and restore for you. Also reach out to manufacturer web tools for recovery.

Raffles: Larger prize first except the PAC Fund:

- | | |
|--|---|
| • \$25 Landry's (SW Dispatch) – Calvin Stewart | • \$25 Academy (HGCAA) – Darlene Deboer |
| • \$25 Pappas (HGCAA) – Luis Cruz | • Wireless Speaker (Automate Outlet) – Sgt. Johnson |
| • \$25 Home Depot (HGCAA) – Jerry Davis | • PAC \$100 – 50/50 \$50 to Laura Pemberton, accepted |
| • \$25 Academy (HGCAA) – John Helweg | |

Meeting Adjourned 1:21

Next meeting is August 17th at Tri-Ed on Pinemont

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Texas Online Private Security (TOPS) Update

TOPS Update August 9, 2017

New Features

- Individuals can now update their physical and mailing addresses, primary and alternate phone numbers online at any time – Login, locate the drop-down menu on My Profile and select Change Contact Information.
- Training School specific search added to Licensee Search page – After clicking on Licensee Search, you will have the option to click the slider to turn on a search for only training schools. You can choose the school type, and also add in a city or zip to narrow the results.
- Class Y and Class X stakeholders can view certificates and employee reports from the My Businesses tab.
- Require business license number and hire date for PPO.
- Updated verbiage on the Create Account instructions and error messaging on the re-enter email screen to ensure accuracy. This verbiage is more specific and clearer to understand.
- Branch office renewal option is now available after the parent company renews.

- Expanded employer rejection reasons to include "Duplicate Registration".
- Changed the Peace Officer Question and Military Service responses to allow individuals that may qualify for the fee exemption to opt-out and pay the full fee.

TOPS Update July 2017

New Features

In addition to the enhancements outlined in previous emails, the Texas Online Private Security (TOPS) team continues to release new features and functionality to the Private Security licensing system. Please find below a brief overview of the new features that were released July 13th and August 2nd.

The July 13th and August 2nd Releases included the following:

- New Training School specific search added to Licensee Search page
- Individuals can now update their physical and mailing addresses, primary and alternate phone numbers online at any time
- Branch office renewal option is now available after the parent company renews
- Ensure submitted renewal and update applications are visible on My Business Application tab when license is expired/renewable
- Updated verbiage in email for Create Account instructions

More new features and updates are on the way in the coming months.

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

Parliamentarian's Report

Calvin Stewart

On Tuesday, July 11, 2017, I attended the Private Security Board meeting in Austin, TX. It was amazing to see the in-depth discussion regarding new bills waiting to be passed. They discussed certain house bills that would be passed starting September 1st.

Administrative bills: 35.26, 35.101, 35.141 and 35.161 were all tabled at the meeting.

A bill was passed in the Legislature that starting September 21, 2018 all security company vehicles must have green amber and white lights.

After the meeting I stayed for the hearings. It was interesting how the individuals and companies operating without a license and other issues went through the appeal process.

There are:

Active Company Licenses: 5,892

Active School Licenses: 386

Active Individual Registrations: 137,374

Nominations / Election

September elections are coming... please consider serving on the 2017-2018 Board. Everyone has done a great job this year, but we still have several opportunities for service. We desperately need an Editor.

I've been serving as President and Editor all year and it's gotten to be pretty difficult for me to balance my HGCAA duties and my work and personal obligations. Please consider helping us out. I am more than happy to give you my templates and show you how I do the Newsletter.

No position on the Board is that time consuming or difficult. Every member should consider serving at least once. You get out of the Association what you put in it. Please contact the Board as soon as you can if you are interested in serving.

Here's our current candidates that have agreed to run for office:

President	John C. Helweg
Vice President	Van Mayorga
Secretary	Amanda Jackson
Treasurer	Penny Mayorga
Sgt-at-Arms	
Parliamentarian	Calvin Stewart
Membership Dir	Mary Edmonson
Education Dir	
Editor	

TBFAA Report

Kelly Ryan, President

Most have probably heard the quote “No man is an Island, entire of itself”. It’s actually a powerful expression from a poem by John Donne. Why is it important? In the simplicity of the statement, we all need to realize that our involvement within the security and fire alarm industries plays a major part in our success.

Take time to be involved. Of course I’d like to see everyone involved in their local associations as well as the TBFAA, but I also ask that we all take time to be involved in vendor meetings and trade shows. Often it seems that the only way to attract participants to an event is to offer Continuing Education units, and while receiving CE units for participation is nice, it shouldn’t be the main goal.

By taking time to be involved in associations and vendor shows, it helps grow our knowledge in our industries. Equipment will change with technology, and sometimes it will change because of regulations (such as the change to CP-01 panels). When we stop learning of new products and services, we not only slow down, but we put our companies in jeopardy of losing business.

Take time to register yourself to receive updates from vendors, distributors, and associations. Follow their updates and posts on social media, and stay involved. By attending and participating in training events, meetings, and trade shows, you’re helping to future-proof yourself and your company.

The TBFAA is moving forward with a great convention for 2017. If you haven’t registered to attend, do so now. There are many great seminars and training opportunities as well as networking events that are designed to help you succeed. If you are a vendor, make sure you don’t miss the opportunity to be in front of some really great companies! Registration for trade show booths and the golf tournament is open and going strong. Please visit the TBFAA website for registration information at tbfaa.org, and I hope to see you at the #TBFAA2017 convention!

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.

August 2017

8/9 - Electric Strike Installation @ Tri-Ed

8/10 - ADI Expo @ Hilton Houston North

8/10 - Basic Low Voltage Electricity for Installers @ Tri-Ed

8/10 - Advanced Electronic System Wiring & Basic Troubleshooting @ Tri-Ed

8/11 - TBFAA Household Fire Training @ Automated Outlet

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

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

September 2017

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

9/20 - AlarMax Steak Day

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'm pleased to share that many people (including members of HGCAA) have stepped up to help a friend in need. Based on the funding page, Joe is 77% funded. There's still time to help. Please go to the link below and do what your heart leads you to do.

From Joe:

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.

<https://gogetfunding.com/viet-nam-vet-exosed-to-agent-orange/>

Montgomery County Alarm Detail

Deputy Steve Degner is retiring as of August 31, 2017. He served 35 years on the force. They have not assigned a replacement yet so he says we get a short reprieve from him writing citations. Lol He shared with me that he appreciated coming to our meetings and working with us over the years.

Deputy Suzanne Shirer was promoted and is no long with the Montgomery County Alarm Detail.

We appreciate their service and their attendance at our meetings. They will be missed. Best Wishes.

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.

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After Son's Diabetes Diagnosis, IoT Exec Sees Big Role for Home Automation in Disease Management

Mike Maniscalco of Ihiji, which makes remote monitoring systems for smart homes, uses home automation to help manage son's Type 1 diabetes. He sees big implications for IoT in disease management and health monitoring.

Michael Maniscalco is co-founder of Ihiji, a leading provider of network monitoring and remote management services for the smart home. He kindly agreed to share his family's experience with a toddler diagnosed with Type 1 diabetes (T1D), also known as juvenile diabetes. Some 30,000 people are diagnosed with the potentially fatal disease each year. Yet, as Maniscalco has learned, there is no simple way to integrate glucose meters (for blood sugar monitoring) with home automation -- for the simplest of IoT tasks like flashing the lights when glucose reaches dangerous levels. Join us as Maniscalco explores the state of technology for monitoring and protecting individuals with T1D.

WITH ALL OF THE WRITING I'VE DONE LATELY, this piece is harder for me because it touches on a very personal topic. I find myself at an interesting intersection of family, technology, and healthcare needs, which I am quickly finding has some unique challenges and opportunities. My personal and family life collided with my technology world when one of our children was diagnosed with Type 1 Diabetes (T1D) in August of 2016, when he was only 18-months old.

For those of you who aren't familiar with T1D, it is an autoimmune disease for which there is no known cause or cure and affects about 1.2 million Americans. If untreated, it

can lead to death, and even with daily management there are some very scary long-term complications that can arise because of the disease.

The bad news is that we, as parents, now act as our son's pancreas and that results in stress, sleeplessness, and anxiety! The good news is that there is significant research happening around T1D and the technology is constantly improving. Some of that technology happens to be in an area that I have a good deal of experience and knowledge of -- remote monitoring.

In our one-week hospital crash course upon diagnosis, we learned how to keep our son healthy on a combination of carbohydrate counting, insulin treatment, and constant blood sugar monitoring. It was all intimidating, tedious and archaic.

Counting carbs, calculating insulin doses, manual insulin injections, then a finger-prick blood-sugar reading on a regular interval throughout the day. Logs were manual; devices were dated. It was honestly depressing.

During the last day or two of this immersion, we began to learn about some more modern technology to address the disease. This included insulin pumps for more precise and convenient delivery, as well as something called Constant Glucose Monitoring or CGM.

Being a techie and concerned father, I immediately dove into these two technologies and expedited delivery to get them into our hands as quickly as possible. When everything showed up at our doorstep, the reality quickly set in that this technology, as modern as it seemed compared to the archaic techniques we were taught in the hospital, still had a lot of shortcomings.

I'll spare you more details, but after a lot of fumbling and experimenting we were up and running on an insulin pump, combined with a CGM, and our lives were immediately improved. I spent the next few weeks trying to understand why the technology wasn't better than it was, found some interesting projects, and hacked together a few DIY improvements to help us manage his disease.

So why am I writing this article in CE Pro? Well, some of the DIY projects are smart-home related. For instance, I was able to have my lights turn on at night if the CGM detected low blood sugar. Low blood sugar can lead to seizures, loss of consciousness, and death so coordinating the lights to the CGM ensures I don't miss an audible alert on my phone indicating my son needs to get his blood sugar back into range.

There are also applications for voice user interfaces. This raised an obvious question - Is there an opportunity for CE Pros around the treatment of disease with technology? I have been participating on the CEDIA Technology Council and IT Task Force for many years, and security is a growing topic of conversation. There are many people who believe that healthcare IoT best practices around security are likely to drive residential IoT security policies.

I took this even more seriously when I read a report that a [Johnson & Johnson Animas diabetes pump had been hacked](#) through the use of an unsecured communications protocol over Bluetooth.

The interest in security is high for home technology professionals, consumer electronics manufacturers and consumers, so the more we can learn from other industries, the better.

So I set out on a diabetes immersion weekend at the Annual American Diabetes Association Scientific Sessions

in San Diego (home of CEDIA 2017). My goal was to learn and investigate whether there were opportunities for CE Pros to apply smart home technology to disease management and also determine what security topics were being discussed that could impact IoT and smart home.

The short answer: I came back with more than I expected. Stay tuned for the follow-up piece!

Next up from Maniscalco: How difficult it is today to integrate medical monitors with home automation: "It takes open source software, unsupported APIs and a little bit of creativity."

SOURCE: CEPro - http://www.cepro.com/article/type_1_diabetes_iot_home_automation_disease_management_ihiji

By Michael Maniscalco, August 3, 2017

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Why Alarm Companies Should Leave Monitoring to Central Stations

Alarm companies can reduce liability and exposure by deferring alarm responsibility to the monitoring pros.

Many alarm company entrepreneurs believe their success lies in their unique marketing approach and hands-on services they make available to their subscribers.

I am sure most business-minded people believe they have something special to offer, something that makes them more successful than they would be without these business models or ideas, and something that sets them apart.

Sometimes these ideas work out and great success is achieved. Other times, it's just a lot of hard work, failed ventures and busted dreams.

Sometimes an alarm company owner wants to be involved in all aspects of the alarm services, often insisting that the central station contact the alarm company rather than the subscriber or contact both concurrently.

The rationale is that the added involvement cements the dealer-subscriber relationship; it shows commitment to the subscriber's welfare. It also creates a plethora of additional exposure and potential liability, all of which you can do without.

How so? What's wrong with ... central station instructed to contact only dealer upon receipt of signal; central station instructed to contact subscriber's contact list and dealer upon receipt of signal; automated communication, signal or video or audio data transmission programmed to communicate to dealer and subscriber concurrently?

The customary and traditional model is dealer does installation, provides inspection and repair services. The [central station](#) does the monitoring and communicates directly with the subscriber as appropriate.

The dealer gets a daily, monthly or some other periodic activity report of all signals received by the central station and how the signals were handled, but the dealer is not getting called by the central station during the alarm signal event.

There are a few reasons a dealer decides to unplug the bedside receiver and subcontract out the central station monitoring. Why run a 24/7 operation when you can farm out the monitoring?

The monitoring company is, believe it or not, better equipped, better trained and more efficient in monitoring than you could ever be. That means it will handle the signals better and much cheaper than you can.

That's not your experience? Well, then, you're with the wrong central station. Unless you are paying your central station well over \$100,000 a month you are not in a position to run your own central station.

But I'm off topic a bit. You've selected the central station so you don't have to have a 24/7 operation. What's the point of inserting yourself and your operation back into the loop so that now you still have to be available 24/7?

Maybe you have an answer to that question that satisfies you. In that case, let's consider what additional exposure and liability you have. Presumably your involvement is for the benefit of the subscriber and the subscriber will be able to rely on your involvement.

If you're getting a real-time signal from the central station presumably you are expected to take whatever reasonable action would be normally required.

Are you going to decide whether there should be a dispatch if the central station has called you for verification of a signal and emergency condition?

Are you sending a runner or providing guard response, which you want to dispatch rather than have the central station dispatch? Are you sending a repair person to the premises to effectuate repairs immediately?

Or are you or your designated employee on call for the evening going to roll over, go back to sleep, and deal with the signal in the morning?

Your relationship with the subscriber should be defined and confined to the terms of your written agreement. Anything else you do for the subscriber will be outside the protection of that written agreement, will be gratis and your good deed.

Trouble is no good deed goes unpunished. What were you thinking when you told the subscriber you'll take the calls and make the dispatch decision?

Sure, you sold an expensive surveillance system with audio, two or more modes of communication and charged way more for monitoring than you are paying the central station to provide the monitoring services, but is all that enough to justify the exposure and liability, which I can assure you knows no bounds?

Think your written contract with the subscriber will protect you when you "go the extra mile"? Probably not if that extra mile takes you out of the parameters of the relationship described in the contract.

I don't think you should take on the additional exposure. Don't agree to do things you won't do, won't do well, have engaged others to do, are not customarily and traditionally done by those in your industry, or haven't documented and covered in your written agreement with the subscriber.

SOURCE: Security Sales & Integration - <http://www.securitysales.com/business/alarm-companies-monitoring-central-stations/>

By Ken Kirschenbaum, August 3, 2017



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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!

Thank you for being a loyal customer!

10 Digital Marketing Mistakes Every Integrator Makes

Successful digital marketing means embracing social media, optimizing the mobile experience, sharing thought leadership, and implementing multimedia.

Over the past few years as my focus on digital transformation has increased, I have noticed a pattern separating the companies transforming successfully and those that are falling behind. This difference being the ability to move from a sales company to a sales and marketing company. Allow me to explain:

While there are many factors leading to successful digital transformation, one of the standouts is customer-centricity; essentially delivering more powerful, memorable and friction-less customer experiences. In the age of Facebook, Google and Amazon, one of the biggest differentiators is that companies must be able to reach their customers and prospects in the digital realm more effectively.

For integrators, who have traditionally depended on hand-to-hand sales and long-term relationships, this has represented a major shift. Bottom line, digitally evolved companies know how to use marketing to build their business; many integrators do not — but they could if they correct the following 10 common digital marketing mistakes.

Not Understanding the New Buyer's Journey

More than 50 percent and upwards of 80 percent of the customer's buying journey is now done online with no vendor interaction. If your digital presence doesn't make you part of that process then you are missing a huge opportunity.

Missing Out on Social Media

Yes, you may not personally use Twitter or Facebook or LinkedIn, but your customers probably do. Using yourself as a litmus test for marketing investments is never a good idea. It's a little bit like being your own attorney in court.

Forgetting Email Still Works

Some seem to believe that outbound email is old hat. Yes, we all get a lot of email, but building a list and doing email newsletters and blasts are still an effective way to be seen. Even if open rates are 5 to 10 percent, this can be hundreds or thousands of additional daily touch points.

Eschewing Thought Leadership

Some companies merely share the content and ideas of their vendors. It is important that a company has a point of view and shows their intimate knowledge of their business and customer needs. If you are using social and digital but not to share your own ideas then you are missing out on a big opportunity.

Yes, Multimedia Matters!

This should be understood, but it often isn't. First of all, imagery to go with written content is important. With this in mind, please stop putting stock photos on the homepage of your website. Also, video, audio, infographics and other non-written content goes great with blogs and web copy. We are in the business of multimedia, but some of our websites still look like HTML 1.0. Boo.

Overlooking Importance of Mobile

In short, your mobile experience sucks. People shop more on mobile than desktop, so this should be fixed yesterday.

I'm Confused — What Should I Do?

This is a problem for most industries and CIs are included. If you can't quickly and briefly explain what you do for people, then they won't do business with you. At least not via a marketing first touch point.

Quit Talking Features, It's 2017

You have heard for eons now not to do feature benefits selling, but your digital presence is littered with products and their features. Just stop already. I saw a whitepaper last week about noise cancellation on video conferencing systems. I wanted to vomit just reading the title. I can't think of a worse way to spend marketing dollars.

Don't Gratuitously Promote

In some cases, I see companies that have taken to the channels and have bought into digital marketing, but they are also horrible perpetrators of gratuitous self-promotion. Remember, it's a balance. About 20 to 30 percent of what you share should be somewhat self-promotional. The rest should be educational or inspirational to your customers. That can include brand content, but if it is too promotional all the time it will turn people away.

Avoiding Digital Marketing Entirely

At least a few companies in the integration space still swear by almost zero marketing at all. This means the most basic website, minimal to no social media presence and no customer marketing to speak of. What got you here, won't get you there.

Ready to transform your business to be ready for the future? Avoid these digital marketing mistakes and oversights and realize that you must sell and market or you are undoubtedly going to miss opportunities to grow your customer base, revenue and profitability.

SOURCE: Commercial Integrator - http://www.commercialintegrator.com/blogs/10-digital-marketing-mistakes-every-integrator-makes/?utm_source=CIWeekly&utm_medium=email&utm_campaign=content&eid=343819492&bid=1829701

By Daniel Newman, August 2, 2017

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](#).

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