



# Transmitter

A PUBLICATION OF THE TEXAS BURGLAR & FIRE ALARM ASSOCIATION



Capital Area  
Burglar and Fire  
Alarm Association

## SUCCESSFUL SECURITY SYSTEM SALESMAN

What is your strategy for successful selling? There are a variety of ways to market your products and services. Read more from a security veteran.  
*continued*

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## NBFAA NEWS

The NBFAA has elected new officers and launched a new media campaign to benefit members. Through innovative services and continued legislative awareness, NBFAA is working for you. Read more!  
*continued*

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## HOME BUILDERS/SECURITY DEALERS SHARE ISSUES

A recent panel discussion with metro area homebuilders was enlightening to a meeting of alarm dealers. It became clear that there were many areas for cooperative efforts from sales opportunities to legislation.  
*continued*

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## DISTRIBUTOR FORUM

Distributors from around the state were on hand for a candid discussion with Dallas area dealers. Read more about what you want from distributors and what distributors want from you!  
*continued*

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## ALARM INDUSTRY FACES CHALLENGES

This report recaps legislative challenges from around the country. Everyone needs to take note and become active on the local level. We never know where new laws and regulations will pop up next.  
*continued*

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## FALSE ALARM PREVENTION TOPIC

Knowing your police dispatch rate can certainly help improve your service and your bottom line. Be aware of how you can do even more to get your rate down and how it will affect your company for the better.  
*continued*

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# President's Message

*Thanks, Leroy!*

Leroy Burluson served in the position of TBFAA secretary-treasurer from its inception until 1993, when he took a short break to build a new home. In 1999, he was again elected to the office of secretary-treasurer. In the spring of 2000, the office of secretary-treasurer was split and Leroy was elected to the position of treasurer. He has continued as treasurer since that election.

Leroy sold his company last year and was no longer active in the alarm industry, but still remained very active in his duties as treasurer. On May 29, 2002, Leroy resigned so that he can pursue other interests. We all owe a debt of thanks to Leroy for the service that he gave to the security industry and the Texas Burglar and Fire Alarm Association. The industry was better because Leroy was a part of it.

## No battles?

There are no battles to fight. That is one of the reasons that people give when asked why membership in trade associations is down. Guess what? The city of Arlington is considering a position of no response to unverified alarm signals. What if that happened in the municipalities where you do business? Is that a battle worth fighting?

Now do I have your attention? It is time for you to get involved. The North Texas Alarm Association

based in Dallas has begun the fight. We need to join in. If it happens there, guess where it could happen next? It is time to get active in your association. You can start by joining your local alarm association. They are:

North Texas Alarm Association -- Dallas  
Houston Gulf Coast Alarm Association -- Houston  
South Texas Alarm Association -- San Antonio  
Capital Area Alarm Association -- Austin  
West Texas Alarm Association -- El Paso

Follow that up with your membership in the TBFAA and the NBFAA. Please do not think that you do not have the time or that you can't afford to get active. If no response becomes the standard, we will all have more time and probably less money.

*Roger Byrd*



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The Texas Burglar and Fire Alarm Association, Inc. (TBFAA) is a nonprofit organization of security professionals who have joined together to enrich the industry by providing membership training and representing the membership as a whole in the Texas Legislature, the Texas Commission on Private Security, and the Commission on Fire Protection, among many other programs. The TBFAA is a Charter Chapter of the National Burglar and Fire Alarm Association, Inc.

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# I'm Going to Be a Successful Security System Salesperson

Henry L. Homrighaus, Jr.  
*Vice President Sales and Marketing*  
*Texas Systems Supply, Inc.*

## Strategy

What is strategy? Simply put, it is a plan. A method to secure an end. Tactics are normally associated with war. You are certainly in a war of competition since other security companies are employing their own plans, schemes, or procedures for selling their products or services in competition with your firm. No self-respecting army would do battle without a strategy and neither should you.

A good strategy or plan should encompass many different methods of attack. It should use simple means, be cost effective, penetrate identified areas where we want to market our products. The following ideas should be part of your particular mode of operation.

Prospecting should always be the cornerstone of your attack and referrals the most potent weapon in your arsenal. As we previously discussed, prospecting is the sure-fire method to success and remains unduplicated by any advertising campaign yet developed.

## Direct mail

Direct mail can be successful if it is a rifle shot directed at specific targets with a specific service or product. An example of this would be a residential security piece sent to new homebuyers of homes over \$150,000. The rule of thumb is that for direct mail to really be effective, it needs to be followed up by a telephone call, inquiring if the piece was received, and the setting of an appointment. When you develop leads in this manner you can control their quality.

## Telemarketing

Telemarketers are paid to set appointments. This sometime results in no shows, non-qualified prospects, and a terrible waste of your time.

## Trade shows or community events

Setting up a booth or tabletop in home shows, gun shows, or garden shows to demonstrate your security systems can be effective if it is worked correctly. Have a fishbowl or other container to hold entry slips for prospective customers to fill out. Offer an incentive to register in a drawing for a free system, a 15%

discount or a free motion sensor with any system sold, if registered at the show. Use a demonstrator but mute the sound so as not to disturb other exhibitors. Be enthusiastic, friendly, and don't over dress for the crowd. This gets you exposure and leads to call later for systems.

**Referrals**

Offering a professional finder's or referral fee should be used very judiciously. The worst thing that you can do when employing this method is to not pay referrals in a timely manner. Professional referral fees are normally offered to realtors, locksmiths, and glass replacement firms. Amounts over \$50 change the motivation of the referrer and lower the quality of the referrals.

Look for more excerpts from "I'm Going to be a Successful Security Systems Salesperson" in future issues.



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### New vice president

Scott Colby was voted unanimously by the Executive Committee to assume the position of NBFAA vice president. Colby is filling the vacancy left by Merlin Guilbeau who took the position of NBFAA Interim Executive Director in April. Colby's term expires June 30, 2003. NBFAA will filled three other vice president positions during an election on June 26. The new list of officers is shown below.

### Media campaign launched

Beginning in early June, NBFAA members will be able to obtain media kits filled to the brim with promotional materials that let consumers know the good our industry is doing to protect our nation's homes and businesses. The unprecedented media campaign is entitled, Reassuring America.

Materials developed for the campaign allow NBFAA members to customize print advertisements, a radio commercial, a TV commercial, a brochure, a hangtag and a poster with the company's logo and contact information. In the media kit, NBFAA members will also be given information on media placement.

### NBFAA Joins The Fiscal Responsibility Coalition

NBFAA formally accepted an invitation to join the newly formed Fiscal Responsibility Coalition (FRC). The FRC is a DC-based coalition composed of organizations joined together in support of the size and

scope of the budget outlined by the President to win the war on terrorism, assure homeland security, and strengthen the American economy.

The FRC will play a prominent role in working with White House and Administration officials, as well as Congressional leadership, in opposition to increases in total federal spending larger than the reasonable increases put forward by the administration.

### NBFAA Executive Committee Vice President/President Elect

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*\*Newly elected members who took office on July 1, 2002*

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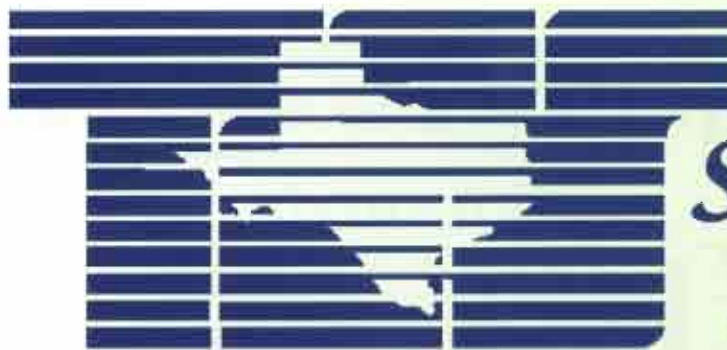
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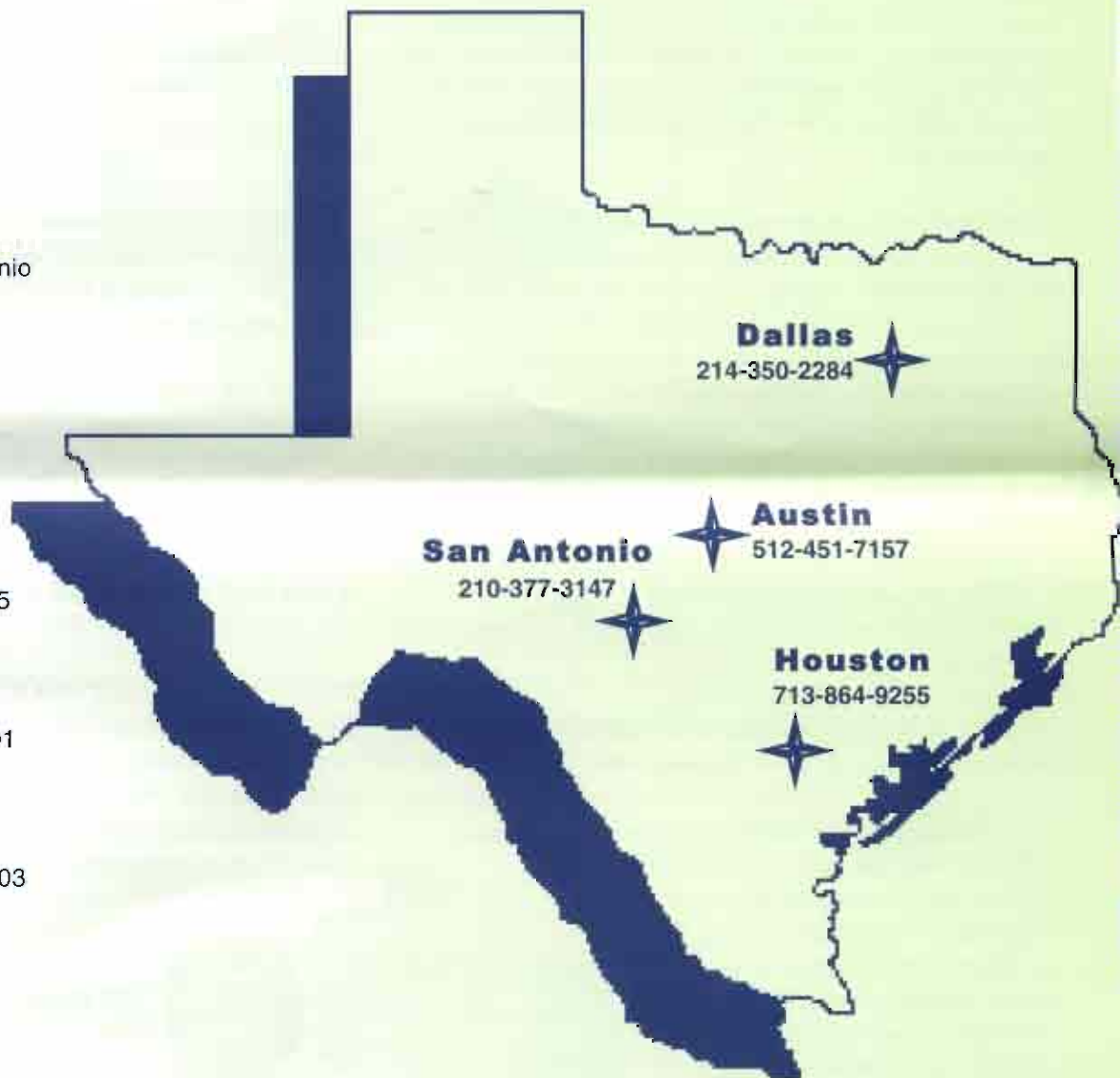
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# TBFAA UPDATE

## New fire alarm course is great success

The new Fire Alarm Installation Methods course has been extremely well received, says Gary Dawkins, State Training Director. Students who have attended the course have lauded the course as a very practical course, which teaches them a great deal of useful information.

Students have commented that they wish that they had taken the course before taking the exam for the fire tech license, saying it would have made the test much easier. Others said they found that they had been doing things incorrectly for years, until they learned what the codes actually said, and how things are actually supposed to be done. Even people with many years experience said they learned:

- New concepts
- How some devices work
- Why the devices are required
- How they are connected, instead of just installing them by rote.

When asked if they would recommend the course to others, virtually all gave a resounding yes.

The course registration form is available on the TBFAA Web site ([www.tbfaa.org](http://www.tbfaa.org)). Future courses can be arranged by request in a local area. When 20 or more students in an area show interest, then TBFAA can arrange a class in that area. Additional classes will be scheduled for this summer and fall. If you have an interest, please contact the TBFAA at [exdir@tbfaa.org](mailto:exdir@tbfaa.org).

## OSHA update

In response to a recent 'scare ad' some questions were raised regarding the new form for injury report required by OSHA. OSHA issued a new record keeping rule last year and it became effective at the beginning of this year. It includes using a new form, rather than the old OSHA 200 to report injuries. You should all be familiar with OSHA 200 logs. You now must use the OSHA 300. Employers need to use the new form and comply with the new requirements. The form is readily available on OSHA's Web site [www.osha.gov](http://www.osha.gov) and the Web site also has extensive materials to help an employer understand the differences between the old and the new standard.

## 2002 conference dates set

Ramon Hill announced that the annual TBFAA conference will be in Arlington at the Wyndham Hotel October 18 - 20, 2002.

## Visit the TBFAA Web site!

The TBFAA Web site has all the forms and member services information you need. You will find the following forms on [www.tbfaa.org](http://www.tbfaa.org):

- TBFAA Membership Application
- Level 1 Class Registration Form
- Fire Prep Class Registration Form
- Legislative Support Form
- The Lone Star Transmitter Advertising Form

If you need a form faxed or mailed to you, please call the TBFAA office toll -free at 1-877-908-2322.

## Urgent Request for TBFAA Members

Please send us your e-mail address and any updates to your contact information. You may fax your updates to 877/908-2522 or e-mail them to [exdir@tbfaa.org](mailto:exdir@tbfaa.org). The TBFAA and NBF AA want to disseminate information electronically whenever possible as an additional communication tool.

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# Homebuilders and Alarm Dealers Share Common Issues

Representatives from the Home Builders Association of Greater Dallas recently presented a program for North Texas dealers. Some of the information was very interesting. Attending the meeting from the association were Ron Slovacek, Paul Cadero - Director of Government Relations, and Jerry Carter - Board of Directors for Texas and National Home Builders Associations.

Key points presented in an overview were:

- Home building nationally accounts for 14 percent of the gross domestic product and employs eight million people
- Dallas has the third largest local association in the world
- The association has two types of members (builders and associates) and four councils — multi-family, sales and marketing, custom/remodeling, and associates.

## Building the American Dream

As Director of Government Relations, Paul Cadero is responsible for legislation at the local, state and national levels affecting home building. One legislative success for the builders may also benefit the alarm industry. An international residential code passed so that all builders are using the same code in Texas. The association was also successful in its support of the:

- Impact Fee Bill - clarifies rules for when cities can enact fees and who pays them
- Moratorium Bill - this bill established specific rules and procedures; previously, cities could stop issuing building permits for any reason at all.

In the upcoming session, the builders will support legislation regarding fees for city services. It is the association's position that permit fees paid to building inspectors should be in line with the cost of that service, not a profit center. Any excess should go for equipment for inspections or in a trust fund to avoid layoffs when permits are down. There will also be legislation focused on the creation of building standards.

On the local front, some issue of concern to builders may also have impact on alarm dealers, such as:

- Monitoring City Councils for unexpected issues without industry input
- Involvement in municipal elections
- COG organized on building standards
- Giving legislative funds to candidates running on good platforms; this is not buying votes -- it's just leasing their time.

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## New Committee Name

The NBFAA False Alarm Committee is now the Alarm Management Committee. It is developing initiatives to circumvent legislation on the state and national levels that is negative to the alarm industry and its dealers.



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# Distributor Forum

## What you wanted to know about distribution and asked!

At a recent North Texas Alarm Association meeting, several Texas companies participated in a forum about distribution. Participants in the panel were:

Henry Homrighaus, SGI  
Charlis Smith, Tri-Ed (TR)  
Scott Youzva, ADI  
Rudy Smith, Alarm Express (AE)

The forum began as representatives on the panel summarized their companies' approach to the industry. Then the questions began.

**Question:** How do I check pricing or place an order?

**AE:** Call us. By late summer, you will be able to do this online, including looking up your account.

**TR:** You can place your order online, but only about two percent of customers utilize this. Most people phone or fax their orders.

**ADI:** All of the above, plus utilizing a CD from the system design group. We urge customers to utilize this online feature.

**SGI:** Customers call in and 35 percent utilize the online feature. We prefer e-mail or fax for quotes.

**Question:** When product pricing is established for a dealer, what's in place to prevent different levels of pricing if a tech goes to the counter?

**ADI:** We have multi-level pricing and your pricing is entered in your account. Your pricing is reviewed every six months. This pricing is for long-term business rather than project pricing. Volume pricing is by total business, not by the item.

**SGI:** We review invoices at the end of each month to catch any mistakes.

**TR:** Pricing is listed on your account. We try to keep your pricing unless a manufacturer has a price increase.

**AE:** We have a straight street competitive price across the board. We have manual management of special pricing.

**Question:** Would you consider being open longer hours?

**TR:** We tried this before, but after normal business hours we also have to extend the Credit Department.

**ADI:** We are open 7:30 a.m. until 5:30 p.m., but we have pick-up service anytime.

**SGI:** Saturday didn't prove to be a benefit. Call if you need to come after hours and we will try to accommodate you. We will deliver in emergencies.

**AE:** We are open 7:30 a.m. until 6 p.m., but you will usually find us before and after those hours. We will ship up to 5:59 p.m.

**Question:** Are you selling directly to end-users -- for example, school districts?

**AE:** We sell only to licensed dealers, with the exception of facilities that maintain their own installation groups.

**TR:** We do not sell to end-users. We turn those jobs over to one of our dealers.

**ADI:** We don't want end-user business. Sometimes dealers send end-users to distributors. We will sell some items that are not covered by state licensing requirements.

**SGI:** We go to the purchasing person and will bid something direct. However, we back out if a dealer who is a customer is bidding it.

**Question:** What is your largest complaint against dealers?

**SGI:** Dealers don't attend training provided by the distributor and then come in for help later, tying up technical support.

**ADI:** "Give me one of those things," or customers who don't know what they want. Get your part numbers down and know your account number. This will solve the on-hold-too-long problem and reduce the amount of time to get the product.

**TR:** Call in your order ahead of time. A big problem occurs is when a customer orders a lot of product and then doesn't pick it up. Also, dealers not knowing what they want can be a problem.

**AE:** Trying to return material not needed (that is beat up).

**Question:** Where do you see distributors in the future because of mergers and acquisitions?

**ADI:** Small and medium dealers will always need distributors. Distributors have to balance between pricing and service. Vendors today are selling direct and eliminating some of the distributors.

**SGL:** Distributors feel that not all dealers will go to manufacturers because they can't service them.

**Question:** What about the problem with the connection of ownership of distributors by competitors of dealer customers; for example ADI being owned by Honeywell, DSC/Tri-Ed by Tyco?

**AE:** There should be an advantage because there is more product at better pricing, but these savings are not usually passed on to the dealer.

## Overview of Federal Bill - H.R. 2970

There has been a great deal of deserved attention to the Economic Stimulus package (H.R. 3090) that President Bush signed into law. SIA, in coordination with H.R. 2970 sponsor Rep. Jerry Weller (R-IL), lobbied for the inclusion of a "bonus depreciation" clause in 3090 that would not be industry-specific but rather would apply to all qualifying property used in a trade or business.


While the new 3090-stimulus package does provide for accelerated depreciation on the purchase of security equipment, H.R. 2970 would provide for an important security-specific addition to the existing tax code that would not expire as H.R. 3090 does. H.R. 2970 would permit businesses to expense the full allowable amount of security equipment purchased under Section 179 of the Internal Revenue Code of 1986. The current ceiling for Section 179 expensing is \$24,000, although it is scheduled to increase incrementally in the future.

SIA continues to gather Congressional support for H.R. 2970. In SIA's meeting with Representatives on Capitol Hill, widespread, bi-partisan support has been found.

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## Associates Corner

*Dallas* — Home security monitoring company Monitronics Int'l Inc. plans to expand with investment capital received from 13 banks and five investment companies. This increases the company's capital base to \$500 million. The company says the new capital will support expansion throughout the next several years. Monitronics will use the new capital to grow through buying long-term alarm monitoring agreements from independent alarm dealers. The dealers will remain local and independent but will be able to receive marketing and technical assistance and monitoring services for their customers, and capital by Monitronics. Monitronics has more than 350,000 customers. "Obtaining this funding is key to our being able to provide alarm monitoring to a growing number of consumers who want their homes to be secure," says Jim Hull, president and CEO of Monitronics.

*Arlington Heights, IL* — Security Associates Int'l (SAI) and Consumer Information Services Inc., have struck a strategic marketing alliance. In the alliance, John Walsh, host of "America's Most Wanted," will promote and endorse a range of security products and services that will be marketed through SAI's Preferred Dealer Network. As part of the agreement, Walsh appeared at SAI's 20th annual convention in Las Vegas. Through different marketing mediums, Walsh will offer products and services aimed at giving an extra level of security for people of all ages. SAI will be the program's "exclusive" provider of security alarm products and services through its national network of alarm dealers.

*Quincy, MA* — The Board of Directors for the National Fire Protection Association (NFPA) has elected James Shannon as president and CEO of the association effective June 1. Shannon will succeed George Miller, who will retire after holding the title for 10 years. Shannon has served as NFPA senior vice president and general counsel since 1991. He oversees all of the association's legal affairs and has administrative and real estate responsibility for NFPA's properties.

ADEMCO is joining the NBFAA in its new consumer awareness campaign, Reassuring America. This program was created to promote consumer awareness and education on the importance of security systems. You can read more about the program in the NBFAA update of this issue, or by logging on to [www.ademco.com](http://www.ademco.com). See what the benefits can be for your company and the industry.

*Redmond, WA* -- While Microsoft continues to unveil wildly creative notions of potential electronic and networked conveniences for the home, it may be developing technology beyond the interest of the general population. A recent survey found that more than half of some 5,000 consumers polled said they did not want a wired home network. Even so, Microsoft is demonstrating the prototype -- Microsoft Home -- at its Redmond, Washington campus. The demonstration features technologies that are five to eight years away from being available to the public. The prototype home includes space-age amenities such as a front door that unlocks and locks using biometrics instead of keys and a kitchen that reads recipes aloud.



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# Alarm industry faces challenges

## State of Delaware

On June 10, HB 543 was introduced in the House and Senate. The Bill was based on the elements of the NBFAA / FARA Model Burglar Alarm Ordinance. Within two days the bill had gained much popularity and support! On June 12 Rep. Gilligan pulled his bill, HB411, which the industry and other interested parties opposed. Shortly afterwards the industry agreed to do the same with HB543. A Commission will be formed as soon as the current session ends in June and work will be done to craft a suitable bill to be presented in January 2003.

Representative Tim Bolden has requested a couple of changes to HB543 to satisfy state law regarding fines and fees that can be set by the State Police. He fully intends for HB543 to be the bill submitted in the spring session of 2003. However, there is no guarantee that Representative Gilligan and his supporters will work with the industry. There is a strong possibility that he will have his own bill submitted again in January 2003 as well. The Delaware Alarm Association will spend the next six months garnering support for the industry bill as well as supporting those candidates running for office in November that support the industry position. The current legislative session ends on June 30.

## Seattle, Washington

Seattle is considering revisions to their ordinances that would include non-response to alarms. Seattle is nearing completion of the proposed revisions to their ordinance, which now appears to favor full cost recovery instead of non-response. Other issues have caused the ordinance revisions to be pushed back. The police chief and alarm coordinator will be out of town most of June and will have other issues to address first upon their return. The Seattle Police Chief is continuing to stay in contact with John Wurner of the CARE program.

## Tacoma, Washington

The current ordinance was repealed by the Tacoma City Council on May 21st at the request of the Police Department. The Police Department planned

to present a new ordinance to the City Council on June 4th that included non-response. However, at this time it appears that the Police Chief has reviewed the full cost recovery program and is seriously considering it as an alternative. The Tacoma Police Chief publicly announced that non-response is not currently being considered. The Assistant Police Chief in charge of the ordinance revisions will be in contact with John Wurner of the CARE program who will include industry leaders, including Skip Keeley, in all negotiations.

## Omaha, Nebraska

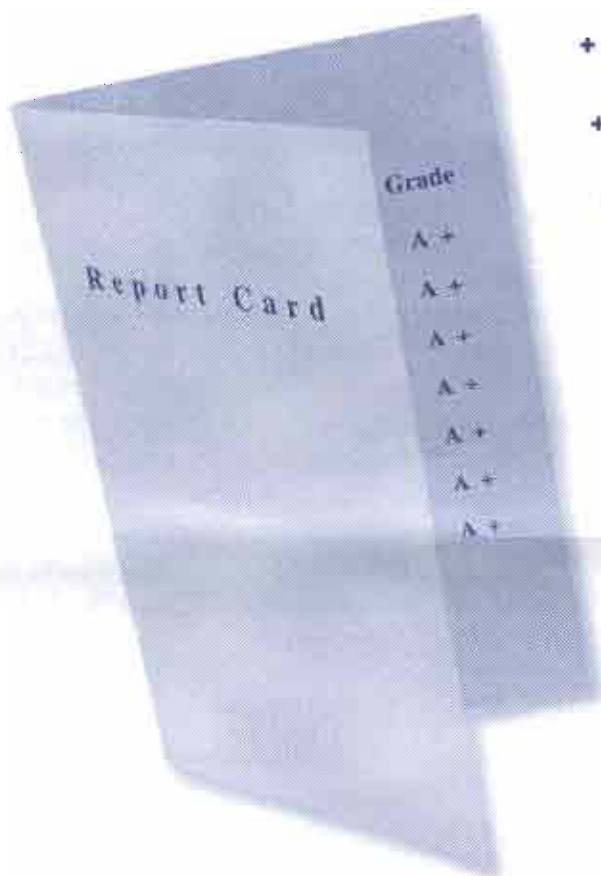
The industry and the Police Chief are working out the final details of the revised ordinance, which will mandate that alarm companies have full responsibility for the initial permit process and renewals, including collection of all fees. However, at this time the city has tentatively agreed to assist in renewal notification but the details have not been worked out. 6-10 the industry and police department are discussing how customers will be permitted and permit renewals. Once these details are agreed upon the revised ordinance will be ready to present to the City Council. They hope to be done by the end of June.

## Riverside, California

On June 13<sup>th</sup> industry leaders for the Inland Empire Alarm Association as well as CARE program members met with the Riverside Alarm Unit Director and Coordinator concerning possible revisions to the current ordinance. In the course of the discussion, several suggestions were made by the industry and although the Director indicated that non-response is something she would favor, it is also not something that will be accepted in Riverside at this time. The local industry leaders will continue to work with the police department in revisions and industry involvement. The Director indicated that it might be several months yet before anything is presented to the City Council. The industry will work to assist in permitting and ensuring that any excessive alarm issues will be handled if the alarm unit needs assistance.

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### *Police Dispatch Rate*

**Definition:** The Police Dispatch Rate represents the number of dispatches per system per year. This rate includes response to burglar signals, panic signals and duress signals. Law enforcement officers are dispatched by request of the monitoring station when an alarm is activated. The police dispatch rate is a ratio between the number of times law enforcement officers respond to alarms at the request of an alarm monitoring station, as compared to the number of systems in service. The Police Dispatch Rate can be applied to each company, locally and/or nationwide.

#### **Why each company MUST know its police dispatch rate!**

Your company's police dispatch rate is an effective tool to run your business. Tracking your rate will improve your bottom line and improve the effectiveness of the monitoring station. It also gives you the opportunity to form a stronger bond with your customer base, therefore, providing better service.

To find any false alarm rate, you must use the police dispatch rate formula (# of dispatches per system per year). The police dispatch is the best measure for assessing your company's false alarm position. Any other method, including calculating the percentage of false alarms, would not be beneficial to your company or municipality. The police dispatch rate is the only tool for comparing your dispatch numbers to other companies, as well as to city, state and national rates.

#### **What you will need to calculate your police dispatch rate?**

- You must know the number of systems in service
- You must have the ability to know the total number of dispatches made to your customers. You can get this information from your monitoring station.

#### **Who should use the police dispatch rate?**

- Individual Alarm Companies
- Public Safety Departments
- Municipalities
- Law Enforcement Departments

#### **Police dispatch rate reduction success story**

A company with 600 monitored accounts was contacted by local law enforcement about excessive dispatches. After the company owner asked for help from his state association, he gathered the information to calculate the police dispatch rate. His result was 10 dispatches/system/year. So, he established a "top 10 hit list" to go after his most habitual abusers.

By using alarm verification and customer call back he dropped his rate, over a 13-month period, to one dispatch/system/year. It is interesting to note that no system repairs were required during this entire process.

#### **How you can get a market advantage from the police dispatch rate**

An alarm company that tracks its police dispatch rate has a natural market advantage over the company who does not track this rate, and over companies that have high police dispatch rates. A low dispatch rate (one dispatch/system/year or lower) indicates the company employs proper system design, proper installation and proper customer training.

#### **Conclusion**

All alarm companies need to know their police dispatch rates to become part of the solution. If the false alarm problem gets worse, all alarm companies will be affected either through no response or outrageous fines.

# From Coast to Coast

## Tyco AND iTRACS to develop structured cable solution

Tyco Electronics and iTRACS Corp. announce the two companies have formed a strategic alliance to develop, market and sell an intelligent structured cabling solution. This cabling combines Tyco's AMP NETCONNECT premises cabling systems with iTRACS' real-time infrastructure management system. The joint effort should enable enterprise customers to minimize network downtime, cut IT staff workload, and streamline moves, adds and changes (MACs) by automating the management of the physical layer. It provides security to the physical layer, as well as up-to-date documentation for troubleshooting and disaster recovery preparedness.

However, in other news regarding TYCO, the resignation of the CEO at TYCO International cannot be good news for the company. Dennis Kozlowski acquired ADT and Sensormatic Electronics. Now he is being reported to have "built a cottage industry of avoiding taxes," according to Knight Ridder media.

## HID's EntryProx™

The EntryProx meets all the standards required by UL294 providing single-door, stand-alone proximity access control. The EntryProx is compatible with all HID proximity cards and keytags. The unit is ideal for use in small installations or at remote sites and can be used when two-factor authentication is needed.

## Fixed cellular alarm transmission products

Telular Corp. is the world's leading manufacturer of fixed cellular alarm transmission products. Security and fire systems use a telephone line to transmit critical life safety information to a central monitoring facility. These products constantly monitor the telephone line to a security or fire system and can detect a line interruption. The Telguard will immediately switch all communications to the local cellular network. Certain Telguard models have the added ability to transmit voice, fax and data via the cellular network if a PBX system encounters telephone line interruption.

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## Imaging ID systems compared

With homeland security capturing the minds of more CEOs and facility managers, equally there's more interest in digital imaging ID systems. These systems consist of badging and database software, digital still and video cameras, ID card printers and card stock. Some corporate security directors have told SDM eWeekly that they are adding a networked or stand-alone ID system to the reception area to increase security of visitors and contractors who enter a facility or site.

## Technical Tips

If your company has great technical tips that could benefit the industry and improve installation and service quality, please share it with the readers of the *Transmitter*. Submit your contributions via e-mail at [exdir@tbfaa.org](mailto:exdir@tbfaa.org), or fax them to 877/908-2522.\*

Kevin Bursleson-Webb, vice president of sales and marketing, PI vision. In designing and installing CCTV installations, camera coverage is often the main concern, and the ability to see and recognize exactly what is going on is sometimes forgotten. Here are some guidelines that relate to the apparent size of a person in the camera's FOV for detecting or recognizing individuals:

1. To detect persons using video motion detection, the target size should be no less than 10 percent of picture height.
  2. To recognize known individuals, the target size should be no less than 50 percent of picture height.
  3. To recognize unknown individuals, the target size should be no less than 120 percent of picture height.
- Percentages refer to the height of an average person in the FOV when viewed on the camera monitor (e.g. 100 percent target size would show the head at the top of the monitor and feet at the bottom).

*Courtesy of SECURITY E-News, from the publishers of SECURITY PRODUCTS magazine, for the week of July 1, 2002. \*The publisher is not responsible for the contents of the articles herein, and any person following the advice or procedures in these articles does so at his or her own risk.*



# TEXAS BURGLAR AND FIRE ALARM ASSOCIATION

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## TBFAA

### LEGISLATIVE SUPPORT TEAM

The primary objective of the Texas Burglar and Fire Alarm Association is to represent the alarm industry before the Texas Legislature and other governmental agencies. The Association works closely with The Commission on Private Security and The Department of Insurance; State Fire Marshal's Office.

The objectives of the association can only be accomplished by the combined efforts of the Board of Directors and our lobbyist Ron Kessler of the law firm of Locke, Liddell & Sapp; LLP. The Board of Directors, headed up by President Rex Adams, coordinates the activities of the association. Ron Kessler heads up our lobbying effort. It would be fair to say "he opens a lot of doors".

The Texas Burglar and Fire Alarm Association incurs a cost of more than \$85,000.00 annually for our legislative effort. The membership dues are not enough to cover this expense. Special help is needed.

We, the Board of Directors, are asking the professional alarm dealers of the State of Texas to participate either monthly or yearly in this ongoing legislative effort. With this team concept we can get the job done. Please sign up to become a Team Member.

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# North Texas Alarm Association

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## New meeting location

Beginning in June, all North Texas Alarm Association meetings will be at Juan's Cantina. The address is 42 Richardson Heights Shopping Center (Southwest Corner of Beltline & 75), Richardson; 972 / 234-8881. The meeting time will still be from 11 a.m. until 1 p.m.

## Legislative issues

If the NFPA passes the third party certification requirement in May, it is being rumored that Texas will not adopt this. It would require a state law change to mandate this. Texas currently operates under NFPA 96. If this passes NFPA, it will be part of NFPA 2002.

The NFPA third party certification requirement did not pass in May. We will keep members posted on new developments.

As of June, the City of Dallas will no longer accept third party stamps on fire plans. They have three people in house to approve your plans. Contact Cynthia Michaels, Section Chief, with problems/questions.

## NTAA position

The NTAA position paper on Mobile Security Devices and non-response to those types of alarms by law enforcement was discussed at the May meeting. It was recommended that a copy of the position paper distributed to the municipalities in the NTAA region as soon as possible since some are already dealing with these types of signals regularly.

## Alarm schools

The next alarm school for Richardson PD will be held in August. Watch the NTAA Web site for date, time and location.

## Scholarship awarded

Al DeMarzo announced the winners of the NTAA local scholarship program, with the first place winner representing NTAA in the NBFPA contest which has scholarships totaling \$6,000. In the State of Texas the NTAA is currently the only association participating in this national program.

Emily Strupe was the first place winner. She is the daughter of the Fire Chief of University Park. She was awarded \$1,000. Winning second place for \$500 was Amanda Renee Burns. She is the daughter of a police lieutenant in the Denton police department. Don't miss the next edition of the Transmitter, which will contain pictures

and more information about each of these talented students!

It should be noted that the NTAA recently contributed \$1,500 to the North Texas Food Bank. It should also be noted that the NTAA contributed \$1,500 to the North Texas Food Bank.

#### New Members

Hillcrest Hi Fi  
MAC Alarms  
EV Electric  
Texas Fire & Security  
Entrust Conexions  
Samsung



## South Texas Alarm Association

South Texas Alarm Association  
P.O. Box 23280  
San Antonio, Texas 78223

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Bill Parsley  
Dispatch Center, Inc.

#### Vice President

JD Benfer  
Dispatch Center, Inc.

#### Secretary/Treasurer

Sandra Barton  
Security One, Inc.

STAA Web Site  
<http://stbdaa.iwarp.com>

General membership meetings are normally held on the second Tuesday of each month from 11 a.m. to 12:30 p.m., at Martha's Mexican Restaurant, Thousand Oaks and 281 North; 210/945-0393.

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# Capital Area Burglar and Fire Alarm Assoc.

Capital Area Burglar and Fire Alarm Association  
P.O. Box 14791  
Austin, Texas 78761

CABFAA General Membership meetings are held on the Third Thursday of the middle month of each quarter (i.e.: February, May, August, November). They will be at the ADI Branch office in Austin, Texas, from 11:30 a.m. to 1 p.m.. The CABFAA Board will meet monthly at the same location.

<b>President</b> Jeff Novak Saber Security Systems	<b>Secretary</b> Diane Anderson Granite Security	<b>Director of Associate Members</b> Robby Russell Texas Systems Supply	<b>Director of Dealers</b> Lyle Duncan Master Burglar Alarm
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## West Texas Alarm Association

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--	--	--	--

The West Texas Alarm Association was pleased to host the Texas Burglar and Fire Alarm Association Board Meeting at its last meeting in **El Paso**. Alarm industry members from El Paso and the surrounding area were invited to attend both meetings.

The members of the association were great hosts for the TBFAA Board and everyone considered the joint meetings a success. Many issues were discussed and the Board received excellent feedback from those in attendance.



## Houston Gulf Coast Alarm Association

Houston Gulf Coast Alarm Association  
6415 Calle Lozano, Houston, TX 77041  
713-466-5151 FAX 713-466-5225

New officers for the Houston Gulf Coast Alarm Association are:

<b>President</b> - Brian McKinney, <i>Infinity Security</i>	<b>Past President</b> - Gordon Harrison, <i>BG Systems</i>
<b>Vice President</b> - Mark Matlock, <i>Alarm Processing</i>	<b>Director</b> - Doug Via, <i>D &amp; N Security</i>
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**August**

- 13 STAA Monthly Membership Meeting
- 13 HGCAA Monthly Membership Meeting
- 13 TBFAA Board Meeting  
Houston, TX (with WTAA)
- 15 CABFAA Board Meeting
- 15 NTAA Third Thursday CEU Training Class
- 21 NTAA Monthly Board and Membership Meeting
- 21 CABFAA Membership Meeting
- 24 Fire Prep -- Dallas

**September**

- 10 STAA Monthly Membership Meeting
- 10 HGCAA Monthly Membership Meeting
- 18 NTAA Monthly Board and Membership Meeting
- 19 CABFAA Board Meeting
- 19-20 Level 1 -- San Antonio
- 28 Fire Prep -- Houston

**October**

- 17 NTAA Third Thursday CEU Training Class
- 18-20 TBFAA Annual Conference
- 24-25 Level 1 -- Houston
- 26 Fire Prep -- San Antonio

**Upcoming Events**

**November**

- 7-8 Level 1 -- El Paso
- 16 Fire Prep -- Dallas
- 21-22 Level 1 -- Dallas

**December**

- 14 Fire Prep -- Houston
- 19 NTAA Third Thursday CEU Training Class

**INDUSTRY ASSOCIATION EVENTS - 2002**

August 13	TBFAA Board Meeting	Houston, TX
August 14 – 16	ISC East	Orlando, FL
August 14 – 16	ISC South	Orlando, FL
August 24 – 28	NBFAA Fall Conference	New Jersey
September 24	TCPS Quarterly Commissioner Meeting	Austin, TX
September 18 – 20	Arizona Public Safety Days	Phoenix, AZ
September 18 – 20	LESA Mid-year Board Meeting	Phoenix, AZ
October 18 – 20	TBFAA Annual Conference	Dallas, TX
TBA	FARA Mid-year Board Meeting	Minneapolis, MN
December 3	TCPS Quarterly Commissioner Meeting	Austin, TX
December 5 – 7	CAA Winter Conference	San Francisco, CA
December 5 – 7	WSSA Quarterly Meeting	San Francisco, CA

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