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Texas Burglar and Fire Alarm Association, Inc., (TBFAA) is a non-profit 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 Private Security Bureau and the Texas Fire Marshal’s Office among many other programs.

The TRANSMITTER is published by the Texas Burglar and Fire Alarm Association, a Texas not for profit association.

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So why do we do what we do? If you’re like me than you realize that with all of the added frustrations and challenges in our industry, we do it because it helps people. We’re like the Boy Scouts of the business world. No other industry can address crime, fear and safety like we can.

So why does it seem like we’re under a constant stream of stricter requirements and increasing regulatory burdens? I believe that it is precisely because of the intimate nature of the systems we install and the fears we address. But there comes a point where increased scrutiny and regulatory requirements are superfluous, un-needed and serve no real world useful purpose. New interpretations of rule and statute, in many cases, hinder business growth, increase cost and don’t provide any additional benefit.

That is one reason that we have a TBFAA. While we are in an off year for the state legislature, your Legislative Committee and PSB Liaison are not idle. They are continually working in the background like a computer anti-virus to help our industry and members. I can’t address any specifics at this time, but rest assured your TBFAA is working for you.

Now I have a question for you, the TBFAA member. What do you feel the TBFAA needs to do that we are not currently doing? While our Board of Directors is a vast pool of knowledge it may not know about your concerns. Please feel free to send me an e-mail at jeff.bright57@att.net with any concerns or suggestions and I will do my best to address those concerns.

While I’ve got your attention, I have a favor to ask. Please attend the next local association or chapter meeting in your area. The local associations and chapters are a great place to air concerns and network with other alarm professionals and suppliers.

Have a great spring!

Jeff Bright
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**UCC - Implements Software**

United Central Control, Inc. announces implementation of new Central Station Software stages™ by Secure Global Systems (SGS).

For over thirty years, the team at United Central Control, Inc. (UCC) in San Antonio, Texas has been providing premier alarm monitoring services. Over that time, UCC has built a reputation in the industry for excellence. In October of 2013, UCC committed to future excellence by converting to the Secure Global Solutions’ (SGS) stages™ central station automation system. UCC’s CEO, Don Munford, stated, “The UCC Team invested two years of research to identify the right automation system and another year to implement. We take a lot of pride in the services we provide. We were committed to bring our dealers a strong automation system with the tools to enhance their businesses and streamline operations.”

Teresa Gonzalez, President stated, “The decision to switch to stages™ was rooted in the mission to provide UCC and its dealers with a state-of-the-art technology platform. The open architecture and integration capabilities of stages™ are very attractive for enhancements as we look to the future and continue to keep pace with the rapid convergence of technology.”

Built on a browser foundation, stages™ fosters an environment that allows UCC the freedom to be forward thinking along with the ability to implement new ideas and processes in rapid fashion. The SGS creative team enjoys the challenges and excitement that a customer like UCC brings to the table. UCC’s input to the SGS development team has been instrumental in the design and implementation of new tools and services. The goal is always consistent – to enhance the customer experience.

Stages™ has advanced technology services and systems such as multiple methods for central stations to offer dealers access to test systems and SMS two way texting back to operators that delivers results directly to mobile phones. Stages™ delivers the simplicity of use in mobile apps for IPhone, Android and tablets, plus dealer web access. The system also utilizes a telephone system integration that allows dealers to listen to central station recorded customer calls in the customer account history. “The internal features available for UCC to create operator efficiencies through action plans, sophisticated storm techniques and SMS 2-way texting with customer response directly back to operators are all very powerful tools.” states Tracey Ritchie, VP and General Manager and lead project manager for the stages™ implementation.

Tracey further added, “The conversion to stages™ offers UCC and its dealers new control over dispatch rules with sophisticated scripting to assure quality service. We also see such flexibility for controlling efficiencies within the central station processes that will help UCC reach even higher levels of dealer customer satisfaction.”

Mark Matlock, Sr. VP of Sales and Marketing stated, “UCC is always looking for ways to differentiate ourselves in the market place. The addition of stages™ was a great step in that direction and is consistent with our mantra that we will use quality as the benchmark for all of our products and services.”

With the start of a fresh new year in 2014 and the conversion behind them, it’s full steam ahead for UCC!

---

**New DSC Rep**

DSC wants to introduce the new Territory Sales Trainer for the States of Texas and Oklahoma.

Ragan Davis comes to DSC after 20 years in the Telecommunications and Networking Industry. After a slow Holiday season, Ragan has ramped up the trainings in the territory offering CEU trainings and multiple trainings on interactive products. He is also talking about the new products and relationships that are coming to you soon from your trusted partner, DSC. Ragan can be reached at ragan.davis@tycoint.com or you can call him on his cell phone at 325-669-4392.
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How would you like a special interest individual or company dictating what you had to do in your business or no one represent your security or fire alarm interest in Austin?

TBFAA is a non-profit State organization that makes every attempt possible to educate and represent the security and fire alarm industry, and that is no small task.

What saddens me is when individuals or company’s state that they will never join or support TBFAA because they just do not like John Doe and do not want to be associated with them, or comments such as, “Why should I spend any time or money with TBFAA when I can get the same benefits without supporting them”, or “I cannot afford to be a member”. Fact is, without writing a book on the subject, TBFAA spends all of its money to benefit the alarm industry, and if you are one of the individuals that does not support TBFAA by being a member or attending their training sessions, and you are in the alarm industry, then you should feel guilty.

If you attend a training session offered by anyone other than TBFAA, not a penny you spend goes to benefit the alarm industry. Also, Whitney Crahen (TBFAA Training Director) is always needing quality instructors, so contact her at (210) 402-1253, or www.whitney@txfirelady.us and dedicate a day or two of your time for the benefit of the alarm industry. So much for my soap box speech, but I think you get my meaning.

Read the Code

When was the last time you read the Texas Insurance Code, Chapter 6002 and the Texas Fire Alarm Rules? You can go to www.tdi.state.tx.us/fire/fmialarm.html from time to time to obtain a copy or stay abreast of requirements. I am totally amazed at how many people that are licensed in the fire alarm industry and have either forgot or ignored the Code and Rules.

In a recent residential fire alarm class that I instructed for TBFAA, no one seemed to know that the fire alarm Code and Rules applied equally to residential fire alarm companies and individuals. Fact is, the only real difference between the requirement for commercial or residential fire alarm businesses or individuals is the installation label. All the stickers and other requirements are the same. All I hear is ooh, “I do not know of anyone that does that”, but the fact is, the fire alarm Code and Rules applies equally between both residential and commercial businesses and technicians. Make sure you completely understand the definition and requirements of your specific license.

Also, if you are in the residential fire alarm business, and you added smoke detectors to an existing control panel, did you made battery calculations to assure you had enough battery power for 24 hours of stand-by power and 4 minutes in alarm? And if you added batteries, is the control panel listed to handle the Amp Hour rating on the battery to completely recharge it within 48 hours?

The most recent comment from the State Fire Marshal’s office is: Several callers have contacted the Texas State Fire Marshal’s office believing they can meet the requirements for an ACR company license by having only one employee with a RAL license, and you cannot. Fact is you cannot because the Texas Insurance Code, Section 6002.154, Fire Alarm Technician, Residential Fire Alarm Superintendent, and Fire Alarm Planning Superintendent specifically states: “Each registered firm, including a firm engaged in the business of planning, certifying, leasing, selling, servicing, installing, monitoring, or maintaining exclusively single station devices, must employ at least one employee who is a fire alarm technician, residential fire alarm superintendent, or fire alarm planning superintendent.” Please note the specific wording, “Fire Alarm Technician” was used and there was no mention of “Residential Fire Alarm Technician License.” I would recommend that everyone pull out the current edition of the Texas Insurance Code, Section 6002.154 and read all of a) through e).

See you at the next publication.

To Join the TBFAA Visit www.tbfaa.org
NMC’s Investment Sets the Bar for Future Monitoring Centers

From its humble beginnings, NMC has experienced tremendous growth over the last 13 years due to a loyal dealer base that recognizes and values NMC’s superb service and commitment to the latest in monitoring facilities and technology.

Recently, NMC has reinvested nearly $6 million to purchase a brand new facility in Lake Forest, California, as well as all new leading-edge monitoring center technologies including hardware, infrastructure, telecommunications and redundancies.

This investment represents the future in central monitoring stations, providing NMC’s dealers the competitive edge to succeed in the market place, while securing NMC’s position as the premier national monitoring company for years to come.

We welcome you to tour the new NMC Lake Forest, California or Irving, Texas monitoring centers. Please contact us to arrange your visit at 800.353.3031 or email us at sales@NMCCentral.com.

www.NMCCentral.com
877-353-3031
RGV Chapter of TBFAA News

Sonny Sampson, TBFAA

The December RGV-TBFAA Meeting/Mixer/Mini Expo held in McAllen Texas was a great success thanks to everyone who attended. Special thanks go out to UCC, Tri-ED, In Alert Security, Napco, and Tough DOG CCTV, for being there to display and demo the association the latest products and services in the security industry. All of the dealers who attended not only had the opportunity to learn some of the latest news and happenings in the security industry but also shared some laughs and spirits with fellow professionals. Once again thanks for everyone’s participation and we look forward to next year’s December meeting. If you are interested in being a sponsor or participating next year please contact

For information about the RGV-TBFAA meeting please call Sonny Sampson (210) 284-5497
Joel Hilliard (Corpus Christi) (361) 877-4812

Giving store owners active role in fighting crime

3.5.14 - Houston (KTRK) - In an effort to keep customers, employees and communities safe, Houston police are taking a renewed approach to stopping crooks before their crimes. Houston police officers are hitting the streets to help local businesses better protect themselves and the people they serve.

Calling it a "March on Crime," officers are cracking down on crime and stepping up safety efforts. Houston police officers are meeting with the city’s convenience store owners face to face helping them protect themselves from crime.

In 2007, when Houston reached a peak of 1,100 robberies, the police department implemented a specific program to educate store owners on crime-proofing their businesses.

HPD Sgt. Michael Hill explained, "We’ve been working with them for several years now, and we want to keep up the good work that’s been going on."

Now the stores are required to pass an eight-point inspection that covers signage, alarm systems, cash handling and surveillance cameras.

"At least two color digital cameras, and we ask them to keep their footage on file for 30 days in case we need to do any follow up investigations," Sgt. Hill said.

Failing an item on the inspection results in first a warning and then a citation if the problem isn’t corrected.

The goal is to make sure store owners are proactive in protecting their business, and not just relying on police patrols.

"Robberies are down 71 percent," Sgt. Hill said. "These are significant numbers. We’ve made a significant impact on crime happening in convenience stores."

The officers will be visiting all of the nearly 1,500 convenience stores during the month of March. Occasionally in the past citations have been issued, but police say generally the store owners are happy to work with police to ensure safety.
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By Brant Pierce  
VP TBFAA Electronic Security

It seems everywhere you go a video camera is watching. Shouldn't crime be lower because of it? It should, but it's not always the case.

Most video systems are unmanned, which is to say no one is really watching the video. Rather than “capture” criminal activity immediately and notify local law enforcement, these systems are instead merely used to review questionable activity or research after a crime has been committed. Although unmanned video systems are less expensive, they are also less effective in ultimately catching the perpetrator or stopping a crime in progress.

This is similar to having an alarm system in your home without the monitoring service. In this situation, a quick response from law enforcement isn’t in the cards, so the value of the system to the customer is reduced.

For years now, alarm company owners (aka dealers) have inquired about video monitoring. How does it work, and then, how much does it cost? There are many different video products and services available based on the needs of the customer or end user.

Video can be a great tool in determining the validity of alarm activity. Over the last year, there has been a push in the industry for video alarms to be treated by law enforcement as a higher priority when it comes to response. When an alarm is verified by an operator, it is then dispatched to 911 centers as a crime in progress. A crime in progress is not the same as requesting police response to a traditional burglary signal, which is considered a low priority response. Arlington and Carrollton are among some of the Police Departments with policies increasing the priority for video calls dispatched as a crime in progress.

Some worry this will have an adverse effect on alarm systems that don’t use video. On the other hand, can the response to a normal burglary alarm go any lower? Although most video monitored systems are still primarily used for commercial applications, I believe the market will change and residential customers will eventually jump on the bandwagon. Residential clients already accept video in the home for their own viewing pleasure and some don’t mind if the video cameras on the outside of the home are monitored. Two-way voice is commonly thought of as a primary substitute for video in a residence because of privacy concerns or cost associated with video.

But what if the cost to monitor video in a residence could cost the same as traditional alarm monitoring? Then the only issue is privacy, and there’s an answer for that. The fact is, video is a more effective way to determine the validity of alarm activity.

Last year when touring ISC West, I was given the opportunity to see a glimpse of what is to come when video is incorporated as part of a normal security alarm system. After speaking with many manufacturers, it was clear the road map for many was to continue to expand capabilities of video monitoring into everyday alarm installations. Like with any new technology, there will be some out of the starting gate before others, but all manufacturers learn from their competitors.

Continued on page 18
Video—Continued

For any alarm installing company, it becomes very important to install a product understood by both the company and customer. There are thousands of video products on the market and merely shopping based on price is a losing game. Therefore it makes sense for alarm system manufacturers to develop video as a part of its security panel market with installation to be no harder than adding a motion detector to an existing alarm system.

However, not all video can be accepted by your central station and some video products are only geared for the end user to do all the viewing. Depending on the video service you choose the price for monitoring, it could be the same as a traditional alarm system.

A central station configures pricing based on operator time, software, other third party fees (i.e. portal fees) and additional licenses. Many things can affect the price monitoring associated with many video products. You will see additional cost when video uses cellular communications or the signals are transported to the cloud for storage and retransmitted to the central station.

In the next TBFAA Transmitter I’ll expand on the types of video services available, video transport options, best practice procedures, and live viewing versus video clips.

---

2014 Training Schedule

Gain Confidence & Improve Your Skills

This is a great opportunity to increase your own productivity and share solutions with others also on the front lines of the fire and burglar alarm industry.

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For class offerings, information and additional dates, visit www.TBFAA.org or call 877-908-2322.
SentryNet dealers will set sail for Cozumel, Mexico from New Orleans in Spring 2015. Don’t miss the boat! This opportunity is all about building your business, growing your recurring revenue and then celebrating! It’s about working hard, then playing hard!

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This is the perfect time to Grow Your Business and sail to success, so make plans to attend!

Call 1.800.932.3304
Dispatch Center names Kelly Ryan as VP of Sales and Marketing

March 3, 2014. San Antonio, TX – Dispatch Center Ltd, of San Antonio, today announced that Texas alarm industry veteran, Kelly Ryan has been named its new Vice President of Sales and Marketing.

Mr. Ryan comes to Dispatch Center from Honeywell International, where he amassed an impressive record as an Account Manager in South and Central Texas for over 15 years, where he was responsible for business development, and technical support. For seven years during that time, Mr. Ryan also served as the Associate Director of the Texas Burglar and Fire Alarm Association, making him well known to many Texas alarm industry professionals. Ryan’s alarm industry career includes technical and sales work, in management and in the field.

“Our focus is on helping our customers grow their businesses with our products and services. Kelly’s popularity, expertise and knowledge of markets in our region make him uniquely suited to strengthen each of those partnerships, develop new ones, and make sure each of them thrives,” according to Rodney Hooker, President of Dispatch Center.

Security Partners Names Debi Ulmer to Corporate Team for San Antonio

San Antonio, Texas (PRWEB) March 26, 2014

Debi Ulmer is widely known throughout Texas for her decades of work in the security industry, as well as her direct organization each October of the TBFAA conference in Galveston.

She is the ideal fit for Security Partners, which announced she is joining the company as Manager of Industry Affairs and Dealer Relations. In her role, Ulmer will work closely with the Security Partners’ monitoring center in San Antonio to service Texas-based dealers and help expand the company’s services throughout the state.

“My job – pure and simple – is to help our dealers succeed,” Ulmer said. “If they need suggestions on how they can build their book of business or to share an idea, my job is to listen and use my experience to help in any way I can. I am proud to be a sounding board and to be the type of resource they can rely on.”

Ulmer said she learned about Security Partners last year, when the company acquired Response Center USA in San Antonio. She reached out to the company to learn if Security Partners was interested in exhibiting in the October TBFAA State conference. She received an immediate reply from Mike Bodnar, president of Security Partners, who was eager to participate.

“Mike is one of the main reasons why I decided to join Security Partners,” Ulmer said. “We share many of the same values, making sure that all of our dealers recognize they are important to the overall success of the company. And we want them to recognize all the ways in which Security Partners will help them grow their businesses and succeed.”

Bodnar, based in Lancaster, Pa., routinely visits San Antonio to interact with Security Partners dealers. Ulmer is impressed how the company president meets with as many dealers as he can, no matter if they have 50 accounts or 500 accounts with the company.

“Everyone affiliated with Security Partners is treated with the same level of respect,” Ulmer said. “To me, that is huge. This is an industry built on small businesses. Security Partners has the right formula for success.”

Bodnar said Security Partners is pleased that Ulmer accepted the offer to serve as a key dealer liaison in Texas, noting she has extensive relationships throughout the state that will be a tremendous benefit to the company and, most importantly, the dealers. “It seems Debi can’t go any-
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Schedule—Subject to change

Wednesday 10/1/14
- Noon - 2pm - NESA Meeting & Lunch
- 2 - 5pm - TBFAA Board Meeting
- 6:30pm - TBFAA Board Dinner

Thursday 10/2/14
- 8:30 - 9:45am - Opening Breakfast
- 10 - 11am - TBFAA & Legislative Updates
- 10 - 11am - Business or Sales Class
- 11:15am - 1:45pm - Keynote Lunch - TBFAA Membership Meeting
- 2 - 3pm - National Electrical Code
- 2 - 3pm - Business or Sales Class
- 3:15 - 4:15pm - Code Update
- 3:15 - 4:15pm - Private Security Updates
- 4:30 - 5:30pm - Ethics
- 4:30 - 5:30pm - Fire Updates
- 6 - 7pm - Presidents Reception
- 7 - 11pm - TBFAA Roast & Toast Dinner

Friday 10/3/14
- 8:30 - 9:30am - Breakfast - Speaker

- 10 - 8pm - Business Lounge
- 10 - 1pm - Exhibitor Setup
- 10 - 11am - Business or Sales Class
- 10 - 11am - Fire Class
- 10 - 11am - Exhibitor Class
- 11:15am - 12:15pm - Business or Sales Class
- 11:15am - 12:15pm - Fire Class
- 11:15am - 12:15pm - Exhibitor Class
- Noon - 1:15pm - Lunch & Learn
- 1 - 7pm - TBFAA Trade Show
- 1:15 - 2:15pm - Business or Sales Class
- 1:15 - 2:15pm - Fire Class
- 1:15 - 2:15pm - Exhibitor Class
- 1:15 - 2:15pm - Ethics
- 1:15 - 2:15pm - Fire Updates
- 1:15 - 2:15pm - Exhibitor Class
- 2:30 - 3:30pm - Business or Sales Class
- 2:30 - 3:30pm - Fire Class
- 2:30 - 3:30pm - Exhibitor Class
- 6 - 8pm - Dinner
- 7 - 8pm - Drawing

Saturday 10/4/14
- 8 - 10am - Breakfast