June 2012

TDLR Turns Up the Heat on Security Dealers
- See Page 16
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2012 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.

- **Level 1 Class** – This newly updated training program, provided by TBFAA is a certified, nationally recognized training program approved by the Texas Private Security Bureau, License #0104. This 16-hour course meets requirements for installers and salespersons. The program provides an overview on the theory, installation and maintenance of alarm systems. Topics include: Burglar Alarm Systems Overview, Sensors, Controls & Communications, Notification Devices, Hold up Alarms, Professionalism & Ethics, Building Construction, Safety, Law, Standards & Codes, General Electricity & Electronics, Microprocessors & Computers, Tools & Fasteners, Testing & Troubleshooting.

- **Fire Exam Prep** – Newly Revised 16 Hour -2 day Fire Prep Course. 1st Day – Covers Texas Law & Rules, NFPA 72 Household Requirements, NFPA 70- National Electrical Code, International Residential Code, applicable sections of NFPA 101 and UL monitoring requirements. 2nd Day - covers the remaining sections for NFPA 72, applicable sections of NFPA 101 and Standards for Suppression & Control. The Texas Private Security Bureau also approves this 16-hour course for 16 CEU credits.

- **CCTV** - 8 hour course covering the basics of Closed Circuit Television Systems.

- **Access Control** - 8 hour course covering the basics of Access Control Systems.

- **Networking** - 8 hour course covering networking for electronic systems.

For class offerings, information and additional dates, visit www.TBFAA.org or call 877-908-2322.

Submitted articles contained in this newsletter are the expressed opinions of the authors and do not necessarily reflect the opinions of the Officers, Directors, and Members of the TBFAA. The publisher of this magazine is not responsible for any errors or omissions in advertising or other advertising matters.

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 non-profit association.

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Advertising Information
Brad Shipp 877-908-2322
stated that the TBFAA and our members do not want to be licensed HVAC contractors, but desire the ability to advertise/offer the availability of thermostat controls as part of their security systems. Director Kuntz stated that this was already on the “radar” at TDLR along with other issues regarding “smart home” contracting. He and Deputy Dir. Francis told Jeff and I that they thought that our problem was one that could be addressed soon by a policy change. They did commit to having a staff meeting along with other members of their HVAC advisory committee on June 5th, to agree on specific language that we could use as a disclaimer in our advertising. They also stated that we may have to go to the legislature to add language that would clarify TDLR’s position on the issue. It seems that there are much bigger problems with the Smart Home contractors, and it was stated that our request was “very reasonable” and should be addressable by internal policy/enforcement changes. All in all, Jeff, Mr. Bingham, and I all felt very positive about the meeting. They also ask that Jeff Bright sit in on one of the upcoming HVAC advisory meetings to clarify our position to that committee. I will update everyone as soon as I get some determination on our request.

TBFAA has built a foundation with our legislative committee, lobbyist, board of directors and members that allows us to respond quickly to issues that bring challenges to our members.

Like a security system, some don’t really appreciate it until it works to prevent a loss or respond to an emergency. As a member, your dues help us to build and maintain a response capability. If you are not a member you are getting a free ride and we could be even stronger with your help and support – so I urge you to join today.

Individual commitment to a group effort - that is what makes a team work, a company work, a society work, a civilization work.

Vince Lombardi

Rodney Hooker

Email—president@tbfaa.org

In May, the Texas Department of Licensing & Regulation (TDLR) cited an alarm dealer because he advertised on his website that his company does HVAC controls interactive with the security system (see pg 16).

On June 1st, Jeff Bright, Alfred Bingham (from our lobbyist McWilliams & McWilliams) and I met with William Kuntz Jr. (TDLR Exec Director), Brian Francis (TDLR Deputy Exec Director), and 4 other members of their staff to discuss the issue of thermostat installation advertising by Alarm Companies. It was

Alexander Woollcott

“I’m tired of hearing it said that democracy doesn’t work. Of course it doesn’t work. We are supposed to work it.”

Message from the President

Robin Hooker

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Check website for locations and times
POC: Nathan Barney  p: 512-243-8007  e: nbarney@technikent.com www.tbfaa.org

**Northeast Texas Chapter**  Phone: 877.908.2322
Meets quarterly in Longview Area. Plus local meetings will be held in various cities. Check website for times and locations.
POC: Brant Pierce  p: 800.683.3615  e: Brant@SouthwestDispatch.com www.tbfaa.org

**Rio Grande Valley Chapter**  Phone: 877.908.2322
Corpus - 1st Tuesday of March, June, September & December.
McAllen - 1st Thursday of even months.
POC: Toby Bowen  p: 956.683.3615  e: tbowen@asgsecurity.com www.tbfaa.org

**Houston Gulf Coast Association**  Phone: 281.859.4569
Meets 2nd Thursday of the month 11:30 am - 1:00 pm at Cadillac Bar and Grill, Shepard @ I-10
POC: Debi Ulmer  p: 281.859.4569  e: debi@dispatchcenter.net www.HGCAA.org

**North Texas Alarm Association**  Phone: 214.352.9352
3rd Thursday of each month at 11:30 am - La Hacienda Ranch - 17390 Preston Rd., Suite 100 Dallas, TX 75252
POC: Al DeMarzo  p: 972-355-8395  e: al@dfwalarm.com www.NTAA.org

**South Texas Alarm Association**  Phone: 210.402.6262
Meets 2nd Tuesday of the month at 11:30. Check website for locations
POC: Mike Schobel  p: 210.564.2601  e: mschobel@asgsecurity.com www.SouthTexasAlarm.com

**National Electronic Security Alliance**  Phone: 301.519.9237
NESA is a federation of state associations, including TBFAA, established to serve and promote the electronic systems industry at the direction of, and through its affiliated state associations.
POC: Jordon Brown  p: 800-542-7866  e: jordon@guardtronic.com www.NESASUS.org

**False Alarm Reduction Association**  Phone: 301.519.9237
FARA is an association of persons working in public safety False Alarm Reduction Units that exchanges information, influences legislation and establishes relationships and partnerships with other groups interested in false alarm reduction. TBFAA and NESA are associate members of FARA.
POC: Brad Ship p: 301.519.9237  e: info@faraonline.org www.faraonline.org
## Calendar of Events

### June

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
<th>Location</th>
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<tbody>
<tr>
<td>05</td>
<td>RGV - Corpus Christi Meeting</td>
<td>Corpus Christi</td>
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<tr>
<td>07</td>
<td>RGV - McAllen Meeting</td>
<td>McAllen</td>
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<tr>
<td>11-14</td>
<td>NFPA Meeting &amp; Expo</td>
<td>Las Vegas</td>
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<td>12</td>
<td>STAA Membership Meeting</td>
<td>San Antonio</td>
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<tr>
<td>14</td>
<td>HGCAA Membership Meeting</td>
<td>Houston</td>
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<tr>
<td>19</td>
<td>Central Texas Chapter Meeting</td>
<td>Austin</td>
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<tr>
<td>20</td>
<td>NTAA CEU Training</td>
<td>Dallas</td>
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<tr>
<td>21</td>
<td>TXBFAA Board Meeting</td>
<td>Dallas</td>
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<td>21</td>
<td>NTAA Membership Meeting</td>
<td>Dallas</td>
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<tr>
<td>25-29</td>
<td>ESX-CSAA-ESA Expo</td>
<td>Nashville</td>
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<table>
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<td>July 4th Holiday</td>
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<tr>
<td>10</td>
<td>STAA Membership Meeting</td>
<td>San Antonio</td>
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<tr>
<td>12</td>
<td>HGCAA Membership Meeting</td>
<td>Houston</td>
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<td>17</td>
<td>Central Texas Chapter Meeting</td>
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<tr>
<td>19</td>
<td>NTAA Membership Meeting</td>
<td>Dallas</td>
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Door-To-Door Alarm Selling: Regulation Needed for Explosive Growth

By: Charles Crenshaw
Commissioner, Private Security Board, Texas

Door-to-door salespeople have been knocking on neighborhood doors in The United States for decades. Companies have been selling everything from vacuum cleaners to solar panels to encyclopedias. Charities and political organizations depend on volunteers to canvass neighborhoods. Sales of alarm systems by door-to-door companies are not new either. This writer can remember 30 years ago when companies offered expensive security systems and even mechanical wind-up fire alarm smoke detectors. A company would typically utilize both door-to-door and telemarketing tactics to gain access to the homeowner. Over the last 10 years however, we have seen an explosion of companies and sales representatives practicing door-to-door selling of alarm systems.

There are several reasons for this trend. The 1980’s saw the advent of low cost security products utilizing solid-state electronics. Companies began introducing the “basic package” which only covered a few openings and a motion detector. During the same time period, a very large corporation in the armored car industry introduced the $195.00 installation package and coupled it with a multi-year monitoring contract. The marketing was a huge hit. Soon, others were copying this approach. By 1990, the average price of a security system plummeted from several thousand dollars (to in some cases $0 install) and a monthly fee around $25.00 bound by a multi-year monitoring agreement.

Market research in the mid-nineties revealed that the average neighborhood had only 1 of every 5 households with alarm systems. Large corporations with automated central monitoring stations recognized this and began buying these alarm contracts from small sales entities for a fixed multiple to buy a revenue stream. The local alarm dealer was now partnering with a giant alarm corporation and using their capital to grow. Thus the “dealer” program was off and running. When the federal government regulated the telemarketing industry a few years back, many alarm companies shifted to door-to-door sales. By hiring people on a straight commission basis, they could send them out armed with this technology and fix their overhead costs.

The door-to-door alarm industry has grown by leaps and bounds. One Fortune 50 corporation now has over 500 authorized dealers operating in all 50 states. Large companies from Utah have also entered the market in the last 5 years with huge sales forces. In the last 5 years, advancements in wireless technology, cellular telemetry and now z-wave technology have allowed the industry to offer wireless security, fire, emergency, iPhone apps, thermostat control, lighting, and cctv to the average homeowner at an affordable price. The new technology is expected to raise the average monthly revenue from $30.00 per month to around $50-$60 per month. The bottom line is that more and more companies are getting into the game. So what is the bad news?

Homeowners have begun to register very specific complaints regarding door-to-door companies. In the last 2 years, complaints have flooded in from all parts of the country, including Texas. The subjects of these complaints range from marketing by non-licensed companies with salespeople operating illegally to out and out assault of a homeowner. And these complaints are getting regional and national attention from the press. Recently the Florida Attorney General fined a door-to-door company several million dollars for over 300 complaints filed on both the company and individuals. Texas has seen unlicensed, out of state companies enter the market and canvass neighborhoods all over our state. Some have been caught and fined.

This prompted the Private Security Board to act. In October of last year, board members voted to create rule 35.47 “Residential Solicitation” In a specially called meeting of the Private Security Board on March 19th 2012, amendments were introduced and approved which set the fines for violations of these rules. Even though Texas already has a statute on the books for companies operating without a license, this rule was added to send a message to companies registered and non-registered to comply with Texas laws and to operate with fair and reasonable trade practices.

The Public Safety Commission (Texas Department of Public Safety) passed the proposed rule 35.47 relating to door to door selling of alarm systems.

Continued Page 11
Thanks to all of our customers and industry partners who, over our 30-year history, have come along for the ride! Join us as we boldly move into the future.

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Dispatch Center, Ltd  
DMP  
DSC  
DVR Connection, Inc  
Edist  
El Dorado Insurance Agency, Inc.  
Elite CEU  
Eyeforce, Inc  
Fire Lite  
Hair-Home Automation, Inc  
Honeywell  
Interlogix/UTC  
IP Security Sales  
JC Gury  
Monitronics  
Napco  
National Monitoring Center  
NEC America  
Next Generation  
Omniview Systems  
Performance Reps, LLP / OpenEye  
Performance Reps, LLP / Speeco  
Response Center USA  
Silent Knight  
Southern Agency  
Southern Electronics  
Southwest Dispatch Center  
System Sensor  
Take  
Tri-ed Distribution, Inc  
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Guardian Protection Services - San Antonio

**Gold**

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**Bronze**

Ray Cannon Security & Investigations
Door-To-Door Alarm Selling: Regulation  Continued

door solicitation on May 17, 2012. This rule had twice come before the Private Security Board and was approved without objection at the April Board meeting. The rule was published in the Texas Register and no comments were received by the Department of Public Safety. The rule becomes effective on June 11, 2012.

Here is the rule language approved by the PSC.

Rule 35.47
A license holder or employee of a license holder who offers or attempts to sell regulated goods or services to a homeowner or resident of a home or apartment through direct physical contact, including door to door solicitation, shall:

(1) carry a department-issued pocket card, or a receipt of registration issued by the department, and present said pocket card or proof of registration for inspection to the homeowner or resident;

(2) inform the homeowner or resident of the person’s name and employer’s name;

(3) provide to the homeowner or resident, at no charge, a document or business card listing the person’s name, employer’s name, address, phone number, license number, and the department’s phone number with instructions on how to contact or file a complaint with the department;

(4) not approach or solicit a home or residence during any times where a placard is displayed indicating that the homeowner or residential occupant does not wish to be solicited;

(5) comply with any applicable door-to-door solicitation ordinance consistent with state and federal law; and

(6) provide to the local law enforcement agency with primary jurisdiction a written list of all registrants that will be engaging in the door-to-door solicitation of its residents before any solicitation occurs. The licensed company shall update the information provided to the department if there are any changes to the list. This notification can be made via fax, email, regular mail, or by hand delivery to the agency. This notification shall include the company name and department-issued license number.

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TBFAA Legislative Affairs Report

Jeff Bright
Chairman, TBFAA Legislative Committee

On March 20th the TBFAA President - Rodney Hooker and TBFAA Legislative Committee Chair - Jeff Bright met with Dean McWilliams and Dan Mays of McWilliams & Associates at their office in Austin, TX.

The primary objectives were to familiarize the new Legislative Committee Chair with Mr. McWilliams and Mr. Mays and discuss the preliminary legislative goals of the TBFAA in the next Texas legislative session. We also addressed the changes in the House and Senate makeup based on members that have announced that they are not seeking another term as well as the speculative effects of redistricting on the makeup of the new legislature.

The legislative goals for the next session address re-instituting an “Advisory Council” for the Texas Department of Insurance to advise on fire alarm related issues, modifying language to the Residential Alarm Technician provisions to allow RAS license holders to act as instructors for the qualifying RAT course. We will also resubmit language relating to CCTV installation that did not make through in the last session. There was also some discussion regarding changes to Local Gov. code 214 relating to permitting requirements and any legislation that the cities may introduce in reference to false alarms.

We also discussed the submitting language that would create in statute what the PSB is attempting to expeditiously create by rule mandating that alarm companies are to notify municipalities when and who will be performing residential solicitation functions.

Andrea McWilliams, also a principal with the firm, joined the discussion briefly during which her strategic expertise and opinions were greatly appreciated.

The relevant House and Senate committees and their members, chairs, potential members and potential chairs were a topic of speculative discussion. Those committees being the Law Enforcement Committee and Homeland Security and Public Safety Committee in the House and the Homeland Security Committee and State Affairs Committee in the Senate.

In closing, I must mention Mike Samulin’s efforts as the PSB liaison in promoting and assisting the facilitation of Private Security Board adoption and submission of the residential solicitation rule to the Public Safety Commission.

HGCAA Gives Back

Amanda Jackson
HGCAA Treasurer

We all know that we have great people in our industry, but when tragedy strikes; they prove it! The HGCAA members really came together this quarter to help a couple of really great charities and colleagues in need.

Danny Cranford of Tri-Ed donated his time and body to ride in the MS150 bike ride. With the help of the HGCAA $500 donation and individual member donations, he was one of the top contributors in the ride. Thanks Danny… we are all behind you, not literally of course!

Another great cause the HGCAA participates in each year is the "Fallen Officers BBQ" that ASSIST organizes. HGCAA matched the ASSIST donation of $500 and purchased an HDTV to give away in their raffle. All in all, they were able to raise approximately $13K for the families of those that give the ultimate sacrifice to protect others.

Unfortunately, our association experienced two unexpected deaths recently where the families did not have insurance to cover the cost of the final expenses. Our members really stepped up to the plate along with a local politician to ensure the families had what they needed.

Stuart Prince, a technician for Sembera Security Systems, passed earlier this month. Sembera, the HGCAA and members were able to raise nearly $2000 to assist the family with funeral costs. Glenn Addison, owner of Magnolia Funeral Homes and local politician running for US Senate, agreed to work with the family and accept the donations as payment for services that ordinarily would have been significantly more expensive.

A long-time friend of the HGCAA, Peggy Keck lost her husband of many years. Even though Peggy moved away, she has remained close to many of our members, who voted to donate $500 to help her out in this time of tragedy. Her response is what makes us realize the little things mean so much! "I want to thank all of you for your generous donation, love and prayers during this time. Losing my husband was absolutely tragic and I felt lost and alone. But, thanks to people like you, I found out I wasn’t alone… My deepest gratitude forever… Love, Peggy”

If you would like to donate to any of these great causes, please contact Debi Ulmer at debi@dispatchcenter.net or Amanda Jackson at amanda@ahomesecurity.com for more information.
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Fire Alarm Training for AHJs

What do you get when you combine representa-
tives from 7 AHJs, 4 fire alarm equipment manu-
facturers and 7 fire alarm companies? You get an
informative and successful meeting centered on
fire alarm approvals, inspections, and communica-
tions!

During the December 1st, 2011 TBFAA Rio Grande
Valley Chapter meeting, Felipe Pedraza, Assistant
Fire Marshal for the City of Pharr Fire Department
attended the meeting and inquired as to the latest
communication methods for fire alarm systems.

After a quick discussion at the Chapter meeting, a
plan was made for an official training for the
City of Pharr Fire Department, and Felipe agreed
to invite AHJs from the surrounding area. Several
fire alarm product manufacturers were contact-
ted, and once a date for the class was selected, we
had representation from Fire Lite, Siemens, System Sensor, and Sil-
ent Knight.

The TBFAA conducted the class on Wednesday,
March 14th at the City of Pharr training facility and
over 30 members of the fire alarm community
from the Rio Grande Valley attended. Fire De-
partments represented include: Pharr, McAllen,
Harlingen, Mission, Edin-
burg, Roma, and Rio
Grande City. In addition
to the cities, the following
fire alarm companies had
representation at the
meeting: Absolute Ser-
vices, Ace Fire & Sound,
Valley Wide Security,
ASG, Protech Security,
Optimum Fire Service,
and Security Interna-
tional.

The meeting started off
with a review of the latest
changes to NFPA by Rick
Swift of System Sensor.
Rick condensed his regu-
lar NFPA course to 3
hours to help conserve
time and allow all the
manufacturers to speak.

Once Rick finished, Glenn Cowan of Siemens
gave a presentation on
voice intelligibility for
evacuation systems.

Brian Griffin from Silent
Knight began the after-
noon by presenting the
basics of addressable fire
alarm systems. Brian
gave a two hour presen-
tation that covered the
purpose, design, and in-
stallation of addressable
systems as well as a
comparison between ad-
dressable wiring and con-
ventional wiring.

After Brian finished, Jim
Armand from Fire Lite
took center stage with his
presentation on the latest
fire alarm communication
methods.

The attendees came well
equipped with plenty of
questions for the manu-
facturers. Once the dis-
cussion started on fire
alarm communications via Internet and GSM, the
questions from the audi-
ence picked up and a
topic discourse began
regarding the elimination
of POTS lines and how
Internet and GSM com-
municators work. It was
obvious that the fire de-
partments were very in-
terested in learning about
the latest communication
methods and how the fire
alarm industry is incorpo-
rating those methods.

We received a lot of posi-
tive feedback from the
attendees the day of the
training. Every AHJ that
attended left the training
with more knowledge of
fire alarm systems and
specifically the latest
communication methods
for fire alarms.

Felipe Pedraza from City
of Pharr has since in-
quired about setting up a
full day of training to cov-
er the latest changes to
NFPA, and the City of
Brownsville (not present
at the training) heard
about the training and
has asked for the TBFAA
to conduct a similar train-
ing in the lower Rio
Grande Valley area.
Both requests are active
and will be completed by
the TBFAA.

Special Thanks to:
Host:
Felipe Pedraza
Assistant Fire Marshal
City of Pharr

Presenters:
• Jim Armand- Fire Lite
• Glenn Cowan- Sie-
menS
• Brian Griffin -Silent
Knight
• Rick Swift- System
Sensor

Thank you to everyone
involved. I believe we
are off to a good start
with our relationships in-
volving the AHJs in the
Rio Grande Valley.
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TDLR Update

Change in TDLR Policy on HVAC Controls

Rodney Hooker
TBFAA President

On Tuesday I received a call for help from a security contractor regarding a citation he received from the Texas Department of Licensing & Regulation (TDLR). **THIS IS BECAUSE HE ADVERTISED ON HIS WEBSITE THAT HIS COMPANY DOES HVAC CONTROLS INTERACTIVE WITH THE SECURITY SYSTEM.**

The TDLR had previously allowed Security Contractors to advertise this service if it was performed by contractors licensed to do HVAC work. In the citation the TDLR states that it is a violation to offer HVAC services unless the person holds a license to perform the service.

If anyone has reference to A/C controls on their website, they should be removed immediately. I must add that on his website, he specifically states that **all work will be performed by a company licensed to perform the regulated service.** Obviously, this makes no difference to TDLR.

In my opinion this will quickly become a major issue for our industry as we all know how popular the interactive home automation systems are becoming. Please let everyone know about this issue as soon as you can.

TBFAA will explore options with the TDLR and the legislature to allow Security Contractors to offer control of thermostats.

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**ALLEGED VIOLATIONS**

The details of our investigation and the violations are as follows:

1. The individual is not licensed by the Department in an air conditioning and refrigeration contractor.

2. The company is listed on the Secretary of State’s website as the Registered Agent, President and Director.

3. Tex. Occ. Code §1102.002(a), defines “air conditioning and refrigeration contracting” as “performing or offering to perform the design, installation, construction, repair, maintenance, service, or modification of equipment or a product in an environmental air conditioning system, a commercial refrigeration system, or a process cooling or heating system.”

4. Tex. Occ. Code §1102.002(a), defines “air conditioning and refrigeration contracting company” as “a person who or business entity that engages in air conditioning and refrigeration contracting for the public.”

5. Tex. Occ. Code §1302.002(a), defines “air conditioning and refrigeration contracting” as “a person who engages in air conditioning and refrigeration contracting.”

6. Tex. Admin. Code §135.100(19) defines “offering, or performing, in or involving any activity, advertising in any form through any medium that a person or business entity is an air conditioning and refrigeration contractor, or that implies in any way that a person or business entity is available to contract for or perform any conditioning or refrigeration work.”

7. Tex. Occ. Code §1102.251(a) states: “A person may not engage in air conditioning and refrigeration contracting unless the person holds a license under this subchapter or chapter 10.”

8. Title 16 Tex. Admin. Code §75.741 states “an air conditioning and refrigeration contracting company shall not use a license that is not assigned to that company.”

9. On or about January 13, 2012, Respondent advertised as being that he performs “HVAC & Energy Efficient and Other Work” without obtaining a license to perform air conditioning and heating contracting in violation of Tex. Occ. Code §1102.251(a). This is a Class B violation according to the Department’s Enforcement Plan.

10. The alleged violations are the Respondent’s first violations of the Air Conditioning and Refrigeration Law and/or Rules.

11. Tex. Occ. Code §51.302(a) authorizes the Executive Director or the Texas Commission of Licensing and Regulation to assess an administrative penalty of up to $5,000 per violation per day. However, for a first violation, the Texas Department of Licensing and Regulation Enforcement Plan provides for a reprimand up to $1,000 for a Class A violation; $500 for a Class B violation; a penalty of $1,000 to $10,000 for a Class C violation; and revocation for a Class D violation.

12. The amount of the penalty is based on the following factors: (1) the seriousness of the violations; (2) history of past violations; (3) amount necessary to deter future violations; (4) efforts made to correct the violations; and (5) any other matter that justice may require.

If you have any questions about this notice or would like to speak with someone, please contact Lisa M. Grant, Legal Assistant, Enforcement Division at (512) 359-5999 or email LisaG@licensure.state.tx.us.

Sincerely,

[Signature]
Properly 
Notary Public 
State Bar No. 621051741
TBFAA Thanks

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For providing guards at the TBFAA Exhibits in 2011

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bburt1957@aol.com
Texas Dept of Public Safety
Private Security Bureau
License # C03926
TBFAA Update

A Fire (Alarm) Side Chat

Roy A. Horn Vice President – Fire, TBFAA

About two years ago, I indicated to the TBFAA Board that the “Fire” portion of the Texas Burglar and Fire Alarm Association was lacking recognition. The Board not only agreed, but with membership approval, decided to split the Vice Presidents into two separate categories, one for security and one for fire. I was voted in as the VP for Fire; careful what you wish for, huh!

Hopefully, with some 30+ years in the business and input from the membership, I can share some knowledge and experiences with everyone that will benefit their businesses.

With all that being said, with support of a great Board of Directors, “Fire” is being re-emphasized as an important part of our association.

When was the last time you printed out a copy of the Texas Insurance Code, Chapter 6002 (formerly Article 5.43-2), Fire Detection and Alarm Device Installation & 28 TAC §§ 34.600 the Fire Alarm Rules and really looked at it? You can go online at http://www.tdi.texas.gov/fire/fmialarm.html, click on “Statutes and Rules”, and print out the most recent version dated, “Summer 2011.”

You might also want to take a few minutes and read some of the particulars of Chapter 6002 relating to who cannot be hired.

As a licensed Texas fire alarm instructor, I am amazed at the questions that pop up from time to time in the class rooms, and from people that I rub elbows with at various meetings and seminars. Hopefully, some of the information I discuss will cause a light to come on in your mind and either keep you out of trouble, or help you with your business.

One interesting response I became aware of was a licensed security dealer that was simply installing one smoke detector on their system and did not believe they required any type of fire alarm license.

The key word here is SYSTEM. How untrue this individuals thinking is, and how liable this type of thinking can be.

Fact is, with the exception of the type of Fire Alarm Certificate of Registration and license you have, with a few exceptions, most of the Texas Insurance Code and Rules apply equally for both residential and commercial fire alarm systems.

I would challenge you to review the Rules very closely to verify what you may think you are exempt from when installing a fire alarm device with a combination security / fire alarm panel.

Under these circumstances just described, the company must maintain a Fire Alarm Certificate of Registration and must specify one full-time employee holding a valid license.

Also, any fire alarm licensed individual must be an employee of a registered company for their license to be valid. This last sentence is very important and worth repeating.

Any type of fire alarm license, either residential or commercial, is not valid unless that individual is employed by a registered company.

How many of you alarm dealers out there install combination fire and security systems in homes? Out of that number, did you know that you have to place a residential installation sticker on the security panel if any smoke or heat detectors are connected to your panel?

And, how many of you out there actually place white “Service Record” labels on a combination panel when it is installed, or attach BLUE “Inspection/Test”, or YELLOW non-compliance, or heaven forbid, RED inoperable or impaired labels on combination panels?

When you install a RED label on a panel, you must take immediate action as described in the Rules. Are you in compliance?

From my experience, I see very few security dealers that install fire alarm devices as part of their residential systems actually meet all the Rule requirements.

Bottom line, the Rules almost apply equally on all residential and commercial fire alarm systems.

You need to take time and really read the Texas Insurance Code and Rules to make sure you comply with Texas fire alarm licensing and Rule requirements.

My plans are to provide some sort of interesting informative article(s) in the future.

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**TBFAA CTC Annual Bowling Tournament**

By: Angela DeLeon  
Central Texas Chapter

April 17, 2012 marked the 2nd Annual Bowling Tournament of the TBFAA Central Texas Chapter. This year we had fifteen teams participating. Enthusiasm was high that afternoon and Team Honeywell Security lead by Steve Means with Jeff Anderson from JM Electronics, Paul Rusch and Jeff Lilly from BlueLine Security took it over the top with their embroidered “Gutter Gang” team shirts. Good, friendly trash talk could be heard among the competing teams of Technik Enterprises, Granite Security, DSC, SGI, Tri-Ed and Digital Watchdog at one end of the bowling alley. While at the other end, fierce competition was erupting between ADI, Honeywell Video, IP Security Sales, and ADT. Major contributors for the event also included Elite CEU, The Dispatch Center and United Central Control.

A Raffle drawing took place after the tournament with prizes that included gift cards from Academy, Bed Bath and Beyond, The Alamo Draft House and Kohl’s. There was a Margareta machine set up won by Mel Langenberg with Cothron’s Security and a Kindle Fire with Amazon gift card won by Jeff Bright of Bright Security Group among the prizes given away.

Trophies were donated by Tim Shiner, owner of Professional Alarm Representation and Go Logo, for the second year in a row.

First place team IP Security Sales team included leader Sal Maldonado, Robbie Verrett of Chirp Security, Randy Sanders with Bart’s Electric and Gene Vickers with Care Specialties. Randy Sanders also walked away with “High Score” trophy with an outstanding 245 and our “Gutterball Guru” trophy went to Kirsten Kessam on Elite CEU with a 53.

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**FARA Albuquerque Symposium**

By: Joe Carr  
FARA Convention Co-Chair

The False Alarm Reduction Association held its 16th annual International Training Symposium in Albuquerque New Mexico May 1st thru May 3rd. Representatives from Alarm Units and Public Safety from both the US and Canada as well as alarm industry participated in the training and exchange of ideas. There were a total of 65 attendees with the majority of them from Public Safety.

The first day of training opened with attendee introductions and a presentation from the Albuquerque Visitors Bureau. Then the education began in earnest with classes on becoming a FARA Certified Alarm Manager. The CAM exam was given on the last day with three participating. Updates from the various FARA committees were given throughout the conference.

It wasn’t all work and no play. The attendees were separated in to groups and played the FARA Jeopardy game where contestants were quizzed on alarm subjects. Then it was back to work with training classes.

The days were filled with classes providing eight hours of training each day. The class day ended with a social hour in the hotel lobby. For a full list of classes go to http://faraonline.org/files/2012/05/5-12-InfoLink.pdf

A special class titled What Are Those Computer Talk- ing About explaining the electronic dispatch or ASAP to The PSAP was well received. Panel members included Joe Carr of United Central Control as moderator, Bill Hobgood Project Coordinator APCO International giving the history and explanation of the system, Captain William Stanley Houston Police Department told how the ASAP program was saving the City of Houston millions of dollars a year in labor and Mary Jensen of Monitronics provided the insight as to how it is implemented at the central station level.

FARA elected a new president. Gerry Miller of Peel Regional Police Ontario, Canada served her two year term and will be replaced with Kerri McDonald of Riverside California Police Department. Ms Miller will remain an active member and as Past President and Board of Directors member.

A special thank you to the sponsors of the event was presented by President Miller to NESA, TBFAA, MDBFAA, United Central Control, Bold Technology, Monitronics and Vector Security. The FARA Institute provides the funds for Public Safety members to attend the training and assists in airfare, hotel, and symposium fees.

Next year’s Symposium will be held in Orlando Florida in conjunction with the Alarm Association of Florida’s annual convention.

For more information how to join or support FARA go to http://faraonline.org/
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An Opinion

Summer Sales – The Ethical Way

By Michael Samulin

So, here we are again...spring has sprung and summer approaches, which means that the “summer sales” season approaches as well. Here we go with another round of complaints about abusive sales tactics, unlicensed sales people and installers, and unethical behavior.

Let’s analyze the reality of the door-to-door approach. It is well known that most summer sales companies make a concerted effort to pursue homes with existing alarm systems. They see these as “easy” take-overs – swap the panel and keypad and hit the road. The reality in Texas is that if you knock on the door of a home or business that has a monitored security system, THEY ARE UNDER CONTRACT. The state law requires all alarm companies to carry insurance, and most, if not all, insurance companies require approved contracts with the end user.

Therefore, let me repeat again, if you knock on the door of a home or business in Texas that has a monitored security system – THEY ARE UNDER CONTRACT. Now, an ethical alarm company would, if they still knocked on the door, not even have to ask if the customer was under contract (if they confirm that the system is currently being monitored). The correct statement to make to that homeowner is “I know that you are under contract for the monitoring of your system, do you know when your contract is up for renewal”. If the customer or the sales person says anything like “I/you signed that a long time ago and I am sure that it has expired” they are lying. Everyone knows that virtually all monitoring contracts in Texas have automatic renewal clauses. While that renewal period may be one month, twelve months, or a renewal of the original term, there is a contract with some form of renewal in effect. Until the customer and / or the sales person can confirm the actual date of expiration (and provide PROPER WRITTEN NOTICE to the current alarm company) as per the terms of the contract, the sales person should be ethical and walk away from the customer. It is unethical to put a customer in double jeopardy with two monitoring contracts. It may also be considered TORSIONAL INTERFEERENCE. Here is the definition of Torsional Interference:

“Torsional interference, also known as intention- al interference with contractual relations, in the common law of tort, occurs when a person intentionally damages the plaintiff’s contractual or other business relationships. This tort is broadly divided into two categories, one specific to contractual relationships (irrespective of whether they involve business), and the other specific to business relationships or activities (irrespective of whether they involve a contract).” Now, I am NOT a lawyer, but I am amazed that there have not been more tortious interference lawsuits against summer sales companies so far. In fact, if it were possible to have a class action tortious interference lawsuit, I would think that it would have happened by now.

More importantly, it is a shame that the security industry – an industry that I call a “truth and honesty industry” has to invest time, money and a great deal of effort to rein in some of its own industry members who practice these predatory marketing tactics. We have gone from an industry that was well respected for the services that we provided, to an industry that has a huge black eye based on the actions of a few companies (but on a very large scale). If you want to see what I mean – just Google “door-to-door alarm sales complaints”, or pick the name of one of the more notorious door-to-door companies and Google “complaints against XYZ Company”. You will be amazed and disappointed at the results.

Unfortunately state licensing agencies have limited abilities to control unethical sales practices. These agencies are only in the business of licensing and registration of the alarm companies and their employees. As more and more of these companies do comply with licensing, they stay out of the grasp of the state agencies. Make no mistake about it – it is important that all companies are properly licensed and registered, it is just a shame that by complying with these licensing and registration laws, some can still exercise unethical sales tactics and do harm to the consumer. Again, we went from being an industry that protects consumers to one that has industry members who often do harm to consumers in the name of their own pursuit of the almighty dollar.

So, what do we as an industry do in the meantime? Hopefully natural market forces will bring these offending companies into line. We (as an industry) owe it to our fellow industry members and most importantly to our customers to help protect the consumer in any way possible. We need to always “take the high road” (as one of my mentors always said to me) and make sure our companies do not practice these predatory tactics. In addition, we can help by educating the public and working with state licensing agencies and other local officials to educate the public about these deceptive practices. Educate your customers and treat them with respect, and they should stay with you for a very long time.

Take the high road – It will pay off in the long run.
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Draft Schedule—Subject to change

**Tuesday 10/16**
9-5pm NESA Leadership Training
6:30pm - TBFAA Board Dinner

**Wednesday 10/17**
9-10am - Ethics
9-10am - Designing Fire Alarms
9-11am - NESA Board Meeting
10-11am - Code Update
10-11am - Elevator Controls
11am- Noon - National Electrical Code
11am- Noon - Dealing with AHJs
Noon- 1pm Lunch for Class Attendees
1-3pm - Financial Class
1-3pm - Fire Class
3-5pm - Sales Workshop
3-5pm - Fire Class
6-7pm - Presidents Reception
7-11pm - TBFAA Roast & Toast Dinner

**Thursday 10/18**
8-9am - Break  
9-11am – General Technical Class
9:30-10:30am - TBFAA & Legislative Updates
11:00am- 1:30pm - Keynote Lunch – TBFAA Membership Meeting
1:45-2:45pm - Fire Updates
2-3pm – General Technical Class
3-4pm - Private Security Updates
4-7pm - TBFAA Trade Show
7-11pm - Casino Night

**Friday 10/19**
8-9am Breakfast
8 am - Golf
9pm – 1pm - TBFAA Board Meeting