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- Free show registration
- Trade Show on Friday
- Expanded show hours
- Variety of business and technical classes
- Latest updates on trends, laws & regulations

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- Video Alarm Verification
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- Expanded Show Hours

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TBFAA 2014 Convention

September 2014 Issue

- Convention News
  - Senator Larry Taylor Will Keynote at Member Lunch
  - Roger Byrd Selected as 2014 Person of the Year
  - Wow! - TBFAA Convention Class Training Sessions
  - Nominees for Election on October 2
  - 2014 Convention & Trade Show Schedule

- General News
  - Houston Gulf Coast Association Hosts Fire Forum
  - Know Your Options BEFORE Installing a Video Monitoring System

AD Index

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acadian Monitoring Services</td>
<td>11</td>
</tr>
<tr>
<td>ADI</td>
<td>09</td>
</tr>
<tr>
<td>Alarm Capital Alliance</td>
<td>23</td>
</tr>
<tr>
<td>All American Monitoring</td>
<td>15</td>
</tr>
<tr>
<td>Dispatch Center</td>
<td>05</td>
</tr>
<tr>
<td>DSC</td>
<td>23</td>
</tr>
<tr>
<td>El Dorado Insurance</td>
<td>06</td>
</tr>
<tr>
<td>JC Gury</td>
<td>23</td>
</tr>
<tr>
<td>Monitronics</td>
<td>03</td>
</tr>
<tr>
<td>NMC– National Monitoring Center</td>
<td>13</td>
</tr>
<tr>
<td>Nova Internet Services</td>
<td>11</td>
</tr>
<tr>
<td>Professional Guard and Patrol, Inc</td>
<td>23</td>
</tr>
<tr>
<td>Rapid Response Monitoring</td>
<td>23</td>
</tr>
<tr>
<td>Security Networks</td>
<td>23</td>
</tr>
<tr>
<td>SentryNet</td>
<td>19</td>
</tr>
<tr>
<td>Southwest Dispatch Center</td>
<td>02</td>
</tr>
<tr>
<td>Texas Alarm Monitoring Services</td>
<td>23</td>
</tr>
<tr>
<td>Tri-Ed/Northern Video</td>
<td>21</td>
</tr>
<tr>
<td>TOS Security &amp; Investigations</td>
<td>03</td>
</tr>
<tr>
<td>UCC</td>
<td>07</td>
</tr>
</tbody>
</table>

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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.

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It’s hard to believe that another TBFAA Convention is just around the corner. Not only is October just a few weeks away, but we moved the convention up a few weeks from its traditional late October time slot.

Obviously this issue of the Transmitter will be primarily convention related. With the past ten months of experience being your president under my belt I understand more clearly the importance of the annual convention. We’ve heard it over and over again about the many benefits of attending the convention from obtaining CEUs to talking with equipment manufacturers face to face and numerous other benefits.

The one thing that I find so very important that is usually not highlighted is the opportunity to meet and get to know other security and fire alarm company owners and executives from all parts of Texas. It was brought to my attention at the Board of Directors meeting in Houston that there are more than 800 municipalities in Texas, I knew that we had 254 counties, but for some reason the 800 municipality number really struck me. The ability to get familiar with colleagues from other parts of this large state offer an opportunity to learn things about other areas that are not common knowledge. This information and potential relationships can be crucial in helping a client that is expanding or moving to other parts of the state.

The imminent onset of the biennial legislative session elevates the importance of convention attendance. We, the TBFAA board, need your input on what state laws and regulations are creating problems for your business or is everything going well and we need to block unnecessary changes. We also need to be able to count on our members from all over Texas to contact their state Representatives and Senators during the legislative session if needed. This has proven crucial in sessions past and is one of the great strengths of the TBFAA.

The Person of the Year (POTY) dinner is one of my most anticipated activities at this year’s convention. The TBFAA has had quite a few entertaining “roasts” of the persons being honored, but this one will be challenging. The past POTY recipients have, for the most part, been persons with colorful histories and questionable personalities. This year the committee selected Roger W. Byrd with Security One in San Antonio. I am very curious to find out what skeletons can be uncovered regarding Mr. Byrd. He is not only a past president, but a repository of TBFAA bylaw knowledge and one of the genuinely nicest and most charitable individuals I’ve ever met. One thing that I’m sure of is that this year’s dinner will be “G” rated; at least that’s my guess.

I look forward to talking with all of you at the convention, Galveston here we come!
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**Wow! - TBFAAA Convention Class Training Sessions**

By Roy Horn, TBFAA VP Fire Alarm

Wow, look at the Class Training Sessions for this year’s October TBFAA Convention in Galveston. Thumb through this issue of the TBFAA Transmitter and you will find the complete schedule. One might think you do not have the time or money to attend, but the benefits far outweigh the couple of days of participation. Each morning, Thursday & Friday, October 2 & 3, breakfast starts off with a quality guest speaker, then there are special security and fire alarm classes throughout the day, and a first class Trade Show from 1-7PM on Friday afternoon. Talk about consolidating your efforts, and being able to acquire CEU’s for both security and fire, well, it’s just your loss if you do not take advantage of these benefits and at the same time support your TBFAA Association.

A controversial issue with most contractors in the industry has been working with Architects and Engineers on alarm system design and who is actually held responsible. The Texas Board of Professional Engineers (TBPE) will start its classes at 10:00 AM on Thursday morning, October 2, and specifically talk about their Ethics, Code of Conduct, TBPE authority over all licensed professional engineers in the State of Texas, and their working relationship with other organizations. An absolute must attend class.

Our new Person of the Year, Roger Byrd will be the Moderator over past Persons of the Year regarding TBFAA’s importance, its beginning, and Testimonials. It is good to know what TBFAA stands for and how it accomplishes its goals. Excellent information to hear and understand.

Friday, October 3 is absolutely loaded with events. Kerri McDonald, President of FARA-False Alarm Reduction Association, will be presenting a program that is near and dear to everyone’s heart, Dealing with Alarm Ordinances & Alarm Administrators. Kerri works as the Alarm Enforcement Coordinator for the Riverside Police Department in California. Who better to learn from than an experienced individual?

Whitney Crahan is not only the TBFAA Training Supervisor, but she is extremely active in her private business, Fire Alarm Consulting & Training (FACT) service. She will be teaching two classes, on specifically targeting the Residential market, the other on NFPA 72, 2013 Edition changes. A must for anyone in the fire alarm business.

Rex & Diane Adams, along with two other couples will head up a real unique class relating to Family Owned Businesses and what you can expect based upon their personal experiences. A real learning curve.

Chris Russell will be sharing his thoughts and ideas with members in his class, IT Staffing & Solutions for the Licensed Manager. I do not know about you, but everything seems to be moving toward some sort of IT work, so here is your opportunity to learn more.

Mitch Reitman has a special class on Alarm Financial Management & Solutions. It is one thing to just sell and install alarm systems, but it is completely another to keep up with cash flow and stay out of financial trouble. Mitch has an answer.

Yours truly and Mark Gilmore will have a two hour class on Audio and Voice Evacuation. Rumor is that everything is moving toward voice in some form, or measuring dB levels, so here is an opportunity to hear, see, and participate in a very special class. Demonstrations and some testing techniques will be provided.

There will be four Exhibitor classes that target specific areas. Dudley Goodwin (Alarm.Com) with Interactive Service Fundamentals, Malcolm Reed (SW Dispatch) with VoIP & Communication Considerations, Mark Gilmore (System Sensor) with New Security & Fire Markets, and last but not least, Kris Hauptman (Advanced Tracking Technologies) with Vehicle GPS Benefits for Better Management & Profits.

Take all the above, mix it with rubbing shoulders with other professionals in the industry, and how can you not attend the TBFAA Convention in Galveston, TX this year! SEE YOU THERE.
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# 2014 Convention & Trade Show Schedule

## Tuesday 9/30/14
- **9am-3pm** - Convention Setup - Hotel - Executive Boardroom
- **3-5pm** - Meeting with Hotel and Convention Center Staff - Hotel - Executive Boardroom

## Wednesday 10/1/14
- **Noon-2pm** - NESA Meeting & Lunch - Hotel - Leeward Room
- **2-5pm** - TBFAA Board Meeting - Hotel - Windjammer
- **6:30pm** - TBFAA Board Dinner - Landrys

## Thursday 10/2/14
- **8:30-9:45am** - Opening Breakfast - Hotel-Mainsail - Opening Speaker - Ron Davis - "The Big Idea"
- **10-11am** - TBFAA & Legislative Updates - Chris Russell, TBFAA Legislative Chair & Dean McWilliams, TBFAA Lobbyist - Hotel Elissa
- **10-11am** - Texas Board of Professional Engineers - Ethics - Code of Conduct - Working Relationships - Rick Valdes, Texas Board of Professional Engineers - Hotel - Windjammer
- **11:15am-1:45pm** - Keynote Lunch - TBFAA Membership Meeting - Hotel-Mainsail - Keynote by State Senator Larry Taylor. TBFAA will hold elections, vote on bylaws changes, members can ask questions and awards will be presented to TBFAA Leaders. All are welcome
- **2-3pm** - National Electrical Code - Randy Rayna, Honeywell - Hotel Elissa
- **3-4:15pm** - Code Update - Chris Russell, TBFAA Legislative Chair - Hotel Elissa
- **3:15-4:15pm** - Private Security Updates - Ren Earl Bowe, DPS - Hotel - Windjammer
- **4:30-5:30pm** - Ethics - Joe Carr, UCC - Hotel Elissa
- **4:30-5:30pm** - Fire Updates - Mark Lockerman - Director, State Fire Marshal's office
- **6-7pm** - Presidents Reception - Hotel 2nd Floor Lobby
- **7-11pm** - TBFAA Roast & Toast Dinner - Hotel-Mainsail

## Friday 10/3/14
- **8:30-9:30am** - Breakfast - Industry Incorrect - Hotel-Mainsail - Moderated by Mary Edmonson, UCC, Panelists - Patrick Egan, Security Partners and others.
- **10-11am** - Business Lounge - Convention Center - Helm - Return phone calls - check email or just take a break in the business lounge.
- **10-1pm** - Exhibitor Setup - Convention Center - Grand Ballroom A&B
- **10-10:50am** - Staying on Top of Residential Fire Alarm Requirements - Whitney Craven, TBFAA Training Director / FACTS - Convention Center - Galleon 1
- **10-10:50am** - Audio & Voice Evacuation - Part 1 - Roy Horn, C&I Electronics / TBFAA Fire VP & Mark Gilmore, System Sensor/President TFAA - Convention Center - Galleon 1
- **10-11am** - Alarm.com: Interactive Services Fundamentals - Convention Center - Dudley Goodwin - Galleon 3
- **11am-11:50am** - Dealing with Alarm Ordinances & Alarm Administrators - Kerri McDonald, Alarm Administrator Riverside, CA FARA President & Kathleen Schraufnagel, Monitronics/ FARA Associate Director - Convention Center - Galleon 1
- **11am-11:50am** - Audio & Voice Evacuation - Part 2 - Roy Horn, C&I Electronics/ TBFAA Fire VP & Mark Gilmore, System Sensor/President TFAA - Convention Center - Galleon 2
- **11am-11:50am** - Southwest Dispatch Center: VoIP Communications Considerations - Malcom Reed - Convention Center - Galleon 3
- **Noon-1:15pm** - Lunch & Learn - Legal Issues Facing Our Industry - Ken Kirschenbaum - Convention Center - Grand Ballroom C
- **1-7pm** - TBFAA Trade Show - Convention Center - Grand Ballroom A&B
- **1:15-2:15pm** - Pitfalls and Profits of Working with Family, Friends - Rex & Diane Adams, ADS - Convention Center - Galleon 1
- **1:15-2:15pm** - NFPA 72, 2014 Edition Challenges - Whitney Craven, TBFAA Training Director / FACTS - Convention Center - Galleon 2
- **1:15-2:15pm** - System Sensor: New Security & Fire Markets (Carbon Monoxide, etc) - Convention Center - Galleon 3
- **2:30-3:30pm** - IT Staffing & Solutions for Owners & Managers - Chris Russell, Nova Internet - Convention Center - Galleon 1
- **2:30-3:30pm** - Financial Management & Solutions - Mitch Reitman, SICC - Convention Center - Galleon 3
- **2:30-3:30pm** - Advanced Tracking Technologies - Vehicle GPS Benefits for Better Management & Profits - Kris Hauptman - Convention Center - Galleon 3
- **6-8pm** - Dinner - Convention Center - Grand Ballroom C
- **7-8pm** - Drawing - Convention Center - Grand Ballroom C

## Saturday 10/4/14
- **8-10am** - Breakfast
NMC’s Investment Sets the Bar for Future Monitoring Centers

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Know Your Options BEFORE Installing a Video Monitoring System

By Brant Pierce
Southwest Dispatch

Each central station is different, and the terminology or service labeling may vary.

Know your options before installing a video system with the purpose of offering video monitoring services. Confirm the video product you are installing can send video clips or can be viewed live at your central station. Beware, when shopping by price you might be sacrificing video monitoring options. Just because a video product can be viewed remotely does not mean it will be compatible with central station software.

Types of Services the Customers Want or Need.

Video Alarm Verification is the most common requested service, where a dispatch operator reviews the predefined video “clip” or live video to verify the presence of a person in the act of committing a crime. A video clip will generally include a pre-alarm and post-alarm video of anywhere between 10 – 20 seconds. Depending upon the equipment being used, some devices that send clips will also give the operator the ability to view live video.

Alarm detection equipment without video will send alarm activations to the central station where the operator will attempt to call the premises or backup number to verify the validity of the signal received. If verification cannot be made, the signal is relayed to the local police department as a burglary alarm signal. Generally a burglary alarm signal is considered a low priority response. However, when a central station operator receives an alarm activation that can be verified using video, the signal now takes on a new meaning. The operator will identify the call to the 911 center as a crime in progress and most police departments consider a crime in progress a much higher priority response.

Although police may respond more quickly to a crime in progress, the police are still being reactive to an alarm call that has already happened and often will not give the police enough time to catch the perpetrator. FBI crimes statistics show that a burglar can get what they want within 5 minutes from a home or business break-in, and then be gone. To be proactive and give the police time to arrive on the scene, you need to alert police before the actual break-in occurs. This can be the difficult part but is also the key to a successful apprehension.

One option is to use cameras on the outside of the structure designed to detect the approach of vehicles or persons. Upon detection, the cameras would send video clips of activity and prompt the operator to view live video. Another method would use a traditional security system equipped with outside devices (Beams, Motions, etc.) used to detect a breach in the perimeter of the property. Upon receipt of the perimeter breach, the operator would view cameras located on the outside of the structure.

If the video system is equipped with one-way or two-way audio capabilities, the operator can make audible announcements directed to the individuals in the area. This can be a very effective method of slowing or even preventing illegal entry into the structure, and often will scare the individual off the premises. A one-way method only allows the operator to speak to the suspect; the two-way allows the operator to speak and hear.

More to Video than Verifying Alarm Activity.

Video has many different uses and if done properly can save the end user a lot of money. What if you could replace a guard for half the price? Video Tours were designed to do the work of a guard who tours a facility and documents activity.

Video is not going to tackle a suspect and hold him down until the police arrive. In large facilities, Video Tours could be useful in working with the local guard to monitor a greater area in less time. Let’s face it, the guard can only be in one place at a time. Having a Video Tour service could provide a guard help in patrolling an area more safely and effectively.

How many times do you hear someone say they can’t be in two places at once? Well there’s an app for that or at the very least a service. Video Audits have become popular by providing a tool to verify a process or procedure is being performed as or when it should be. This provides help to the owner or manager when they need it most. The fast food industry uses Video Audits to ensure food handlers are wearing gloves and hairnets when required.

Do you have a loved one that works late? Video Escorts involve the process of viewing live video of a remote site by a dispatch operator at the on-demand request of the person to be monitored for a short period of time. It is most commonly used to watch a person walking to their car in an unattended parking lot.

Best Practice Guides.

Contact your central station and ask what video products they recommend using to avoid false video activations. I recommend you use video products with quality analytics to filter out nuisance activity.

A word of caution when not using analytics: All central stations must take into consideration how much time an operator spends to handle events (aka alarms) to help determine a price for any particular service.

Continued on Page 20
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Houston Gulf Coast Association Hosts Fire Forum

Mary Edmonson
Vice-President for Houston Gulf Coast Alarm Association

On August 14, 2014, Houston Gulf Coast Alarm Association (HGCAA) hosted their first annual Fire Forum. This was the perfect opportunity for member companies to meet and speak with local Fire Marshals.

The jurisdictions that were represented were: the State, Harris County, Montgomery County, Fort Bend County, Brazoria County, Galveston County, Deer Park, Webster, Alvin and Pearland. The association and members devised questions to help the companies know what to expect with regards to regulations, submission of plans, how to handle yellow and red tags and similar items. Each jurisdiction answered the questions presented, went over any recurring issues they deal with and then opened the floor for any additional questions. The overwhelming message from each jurisdiction represented was communication is vitally important between the FM office and the service and/or installing companies.

HGCAA encourages strong relationships with both police and fire departments in your servicing areas.

The HGCAA meetings are the second Thursday of each month during the lunch hour and each one offers a CEU to the membership. In addition to monthly guest speakers, police and fire departments from the greater Houston area are often in attendance allowing one-on-one interaction. You can find out meeting details on our website www.hgcaa.org.

(Note: If you are not located in the southeast Texas area, find the meeting closest to you by visiting www.tbfaa.org.)
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Page 17
2014 Training Schedule
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<table>
<thead>
<tr>
<th>Month</th>
<th>Fire Prep</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>August</td>
<td>08-09</td>
<td>McAllen</td>
</tr>
<tr>
<td>August</td>
<td>15-16</td>
<td>Houston</td>
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<tr>
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<td>07-08</td>
<td>Dallas</td>
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<td>November</td>
<td>21-22</td>
<td>San Antonio - SGI-TriEd</td>
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<td>December</td>
<td>05-06</td>
<td>Houston - ADI</td>
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8 Hour -1 day Residential Fire Alarm Technician

<table>
<thead>
<tr>
<th>Month</th>
<th>Fire Prep</th>
<th>Location</th>
</tr>
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<tbody>
<tr>
<td>August</td>
<td>10</td>
<td>McAllen</td>
</tr>
<tr>
<td>August</td>
<td>17</td>
<td>Houston</td>
</tr>
<tr>
<td>September</td>
<td>14</td>
<td>Dallas</td>
</tr>
<tr>
<td>September</td>
<td>28</td>
<td>San Antonio</td>
</tr>
<tr>
<td>November</td>
<td>09</td>
<td>Dallas</td>
</tr>
<tr>
<td>November</td>
<td>23</td>
<td>San Antonio - SGI-TriEd</td>
</tr>
<tr>
<td>December</td>
<td>07</td>
<td>Houston - ADI</td>
</tr>
</tbody>
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Level 1 Class
This 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.

<table>
<thead>
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<th>Month</th>
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<th>Location</th>
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<tr>
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<td>August</td>
<td>22-23</td>
<td>San Antonio</td>
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<tr>
<td>September</td>
<td>5-6</td>
<td>Houston</td>
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<td>September</td>
<td>19-20</td>
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<td>November</td>
<td>7-8</td>
<td>Houston</td>
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<td>November</td>
<td>14-15</td>
<td>Austin</td>
</tr>
<tr>
<td>December</td>
<td>12-13</td>
<td>San Antonio</td>
</tr>
</tbody>
</table>

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!

Our Cruise promotion runs for 16 months, starting October 1, 2013 through January 31, 2015. See sentrynet.com for rules and registration. Don’t delay! Get your company growing and your staff excited about this unique opportunity that can be completely free, compliments of SentryNet! Make plans now!

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

Call 1.800.932.3304

Call Kurt Erdman at 1-800-932-3304 or get more info about the cruise & how to earn points at http://www.sentrynet.us/conference/cruise
Roger Byrd Selected as 2014 Person of the Year

By Brad Shipp, TBFAA

Each year the current President, Executive Director and past winners have the privilege to select someone to be the TBFAA Person of the Year.

On behalf of the past winners of the TBFAA Person of the Year Award, it is my pleasure to announce that Roger Byrd is this year’s TBFAA Person of the Year.

Following tradition, Roger will be honored (roasted) at the TBFAA Roast & Toast Dinner in Galveston on Thursday October 2nd.

Roger was selected for his long term service to TBFAA as President, Past President, Director Emeritus and chair of the Bylaws Committee and a member of the legislative committee.

In addition Roger has served on the South Texas Alarm Association Board and coordinated their efforts in support of the Blue Santa program.

Join us to honor and roast Roger - it is sure to be a unique and unforgettable evening.

The TBFAA Persons of the Year
2007 - Malcolm Reed
2008 - Rex Adams
2009 - Rodney Hooker
2010 - Chip Bird
2011 - Mike Samulin
2012 - Chris Russell
2013 - Roy Horn

Board Nominees for Election on October 2

By Brad Shipp, TBFAA

The Nominations Committee, consisting of Rodney Hooker, Chris Russell, Chip Bird, and Rex Adams, has nominated the following people to fill the seats that are up for election this year.

- VP Fire: Roy Horn
- VP Security: Kelly Ryan
- Treasurer: Malcolm Reed
- Secretary: Debi Ulmer
- Membership Director: Mary Edmondson
- Training Director: Whitney Crahen

The associate and regional directors will be nominated by the members attending the annual meeting.

President Bright and Past President Hooker will continue to serve the remaining year of a two year term.

Know Your Options BEFORE Installing a Video Monitoring System

(Continued From Page 14)

To avoid a high bill from your central station, it is recommended you use video analytics to curb false video alarms. Not just any analytics will do. If not done properly, the cost of paying for false video activation fees could be more than paying for a good piece of equipment with quality analytics.

When sending video to your central station, be specific about what they should be looking for to determine the appropriate response. Sometimes it’s obvious when someone is breaking the law but other times not so much. Ask yourself the following when determining what would require an operator to take action. Is the mere sitting of a person a violation? Is a car turning around in the parking lot a crime even if after hours?

Remember, video is becoming a necessary tool in fighting crime. Every day video is being used as a preemptive tool in fighting crime and lowering false alarms. Please consult your central station for the products and services they recommend.
Your distributor should be more than just a warehouse.

The right partner can make the difference.

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Make the SMART choice...
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- Manufacturer Registration
- Aggressive Pricing
- Rewards Program
- Technical Training

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  Tel 512 451 7157

- **Dallas**
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  Carrollton, TX 75010
  Tel 214 350 2284

- **Fort Worth**
  7731 Sand St., Building 10
  Fort Worth, TX 76118
  Tel 817 463 5000

- **Houston West**
  7201 Pineport Dr.
  Houston, TX 77040
  Tel 713 854 9255

- **Houston North**
  1646 Rainbird Rd., Suite 800
  Houston, TX 77073
  Tel 281 931 6460

- **McAllen**
  229 N. McColl
  McAllen, TX 78501
  Tel 956 727 2197

- **San Antonio**
  500 Sandia, Suite 400
  San Antonio, TX 78216
  Tel 210 377 3147
Senator Larry Taylor Will Keynote at Member Luncheon

By Brad Shipp, TBFAA

Senator Larry Taylor will give the Keynote speech at the TBFAA Membership Lunch on Thursday October 2.

Senator Taylor represents Texas Senate District 11, comprised of portions of Brazoria, Galveston, and Harris Counties.

A native Texan, Larry attended Baylor University where he received his BBA in 1982. He and his wife Kerri are the proud parents of three adult children.

Larry owns Truman Taylor Insurance Agency in Friendswood, an independent agency started by his father more than 50 years ago.

Senator Taylor serves as Vice Chairman of the Senate Business and Commerce Committee and as a member of the Senate Education, Government Organization, Health and Human Services, and Inter-governmental Relations Committees. Lieutenant Governor Dewhurst also chose him to represent Texas on The Energy Council; an honor he previously held as a state representative.

Since his election to the Texas Senate, Senator Taylor has been named to several key leadership positions by Lieutenant Governor David Dewhurst. Most recently, he was called upon to co-chair the Joint Interim Committee on Coastal Barrier Systems and to serve on the Texas Windstorm Insurance Legislative Oversight Board, of which he was also a member during his time in the Texas House of Represent-atives. He is also a recent appointee to both the Joint Interim Committee to Study Education Policy for a Skilled Workforce and the Legislative Committee to Review the Lottery and the Texas Lottery Commission.

Before his election to the Texas Senate in 2012, Senator Taylor served five terms in the Texas House of Representatives. During his tenure there, Larry served as the Chairman of the House Elections Committee, Co-Chairman of the Windstorm Insurance Legislative Oversight Board, as a member of the House Insurance Committee, the House Select Committee on Voter Identification and Voter Fraud, the Energy Council, and two terms as Chairman of the House Republican Caucus.

Senator Taylor is honored to have been named a "Taxpayer Advocate" by Texans for Fiscal Responsibility, a "Champion of Free Enterprise" by the Texas Association of Business, and a "Courageous Conservative" by the Texas Conservative Coalition. Locally, he was recognized as Galveston Daily News' "2011 Citizen of the Year" and named "Texas Legislative Champion" by the Sealy and Smith Foundation for his efforts to repair the University of Texas Medical Branch after Hurricane Ike.

One of the roles of which he is most proud is his longtime seat on the board of the Foundation for Hope Village. This organization supports the operation of Hope Village, a nonprofit residential and day program for individuals with intellectual and developmental disabilities.

He is former President of the Friendswood Chamber of Commerce, former Member of the Friendswood High School Site-Based Decision-Making Committee, and former President of the Friendswood Rotary Club.

Taylor has previously served as Mayor Pro Tempore and City Council member in the city of Friendswood.
Invest in Your Future!

At The
TBFAA 2014 Convention
October 1-4, 2014

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More Classes
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Proven Products

Check inside for details

For More Information
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