

# NORTHEAST MIDWEST SENTINEL

Published for the Northeast and Midwest Electronic Security Industry

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## 31ST ANNIVERSARY CASIA GOLF CLASSIC

**THURSDAY, JULY 22, 2021**

Lyman Orchards Golf Club, Middlefield CT

Who: CASIA Members & Guests: customers, staff, police & code officials...

What: 18 Holes of GOLF.

Fun for all players – Scramble Format

Time: SHOTGUN START –  
REGISTRATION @ 8:30 A.M.

Cost: \$180 per player for: carts, lunch, refreshments, dinner and PRIZES!

For information call Pat Remes at 203-762-2444 or email premes@casiact.org or visit www.casiact.org.

## CASIA's FAMOUS yearly... BUT in a different month... LOBSTERBAKE & BARBECUE

@ the BEACH/ CATERER SEA HOUSE CLAMBAKES

**THURSDAY, AUGUST 19, 2021**

Penfield Beach / Jacky Durrell Pavilion, Fairfield, CT

6:00 p.m. – 10:00 p.m.

\$75.00 per person – Includes:

Steamers / shrimp +

Choose 1 Entrée:

Lobster \* Steak \* Swordfish \* Chicken

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## 2021 Northeast Security Systems Contractors Expo

FREE Attendee Registration is OPEN for the NEACC Expo to be held May 18-20, 2021 at the virtual NEACC Island. For FREE registration visit [www.neacc.org](http://www.neacc.org).



### Event Agenda

**Tuesday, May 18**

4:30 p.m.- 6 p.m.

Island Tours & Networking Reception with Entertainment on the Beach

**Wednesday, May 19**

9 a.m.- 1 p.m.

Expo & Education Series

**Thursday, May 20**

1 p.m.- 5 p.m.

### Expo, Education Series & Awards

Register at [www.neacc.org](http://www.neacc.org) and join us on the platform. We encourage you to do this right away and begin exploring NEACC Island! Raffles will be drawn leading up to the event for early attendees so download, log on and build your avatar to win!

NEACC's comprehensive exhibitor guide to the Northeast Security Systems Contractors Expo is now available at [www.neacc.org](http://www.neacc.org). Make sure to check out special opportunities for additional promotion by donating raffle prizes to attendees who register early and visit your booth during the Expo May 18- 20, 2021.

NEACC Island is now open and ALL events run on the island through March 2022 will use the island map to direct attendees. Sponsor a building for the year and receive additional exposure not only at the Northeast Security Systems Contractors Expo but with all the industry events run on the island in 2021-2022.

For information contact Pat Hoey Productions (508) 414-2073 or [marlena@pathoeyproductions.com](mailto:marlena@pathoeyproductions.com).

## CASIA MEMBERSHIP EXPO & AUCTION- *New Date & New Location*

**Thursday, September 30, 2021**

Under the Tent @ Lyman Orchards Golf Club, Middletown, CT

### VENDOR TRADE SHOW

4:30 p.m. (networking & exhibits) – Exhibits / Dinner / AUCTION

This year's EXPO! Vendor Trade Show and live AUCTION will take place September 30, under the tent at our favorite golf club – Lyman Orchards. The EXPO! and Vendor Trade Show offers the excellent opportunity for dealers and vendors to enjoy one-on-one discussions about business, products and new technology; the AUCTION provides the fun factor. We are hoping for donations of items such as sport tickets, wine baskets, dinner events, golf outings, food packages and getaways.

Bring a non-member company (their dinner is complimentary) and if your guest(s) signs up as a member on 9/30/21 you will both receive a \$50 VISA gift card as our thank you! Association strength is represented in numbers! Help us grow our membership and strengthen the voice of CT's low voltage industry.

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**UNITED ALARM** announced the purchase of RK Electronic Services, formerly of Monroe, CT. Robert Klein, owner, has been named General Manager at United Alarm. Congratulations to Bob and United.

*By: Jim Wooster, Jr., Alarm Financial Services, Inc.*

Just over a year ago, businesses in this country and around the world had to shift into a very different mode of operating as shelter in place and work from home became the new reality. Once we addressed keeping our employees and co-workers safe, the big questions on the minds of everyone in the security industry were, how would business be impacted? Who would want a technician or salesperson to come into their home or business? Would the demand for remote video and managed access control increase? What kind of attrition would we see?

For companies that were in the middle of making acquisitions, the uncertainty of the COVID reality led many of those would-be buyers to put on the brakes. How much to pay for a recurring revenue-based alarm company becomes very different consideration when fear of attrition going from 8% to 18% enters the equation. As a result, many buyers decided to take a wait and see approach, understandably. Some pushed ahead but changed the pricing or terms such as holdback percentage. Basically, merger and acquisition activity looked very different for a few months.

Then something happened that seems to happen regularly in the alarm industry: everyone was reminded how resilient it is. The mergers and acquisitions resumed. And from what we see at Alarm Financial Services, buyers and sellers are making up for lost time. Our perspective is focused almost exclusively on small to medium-sized companies, so the large players in the industry may be experiencing something different. But from where we sit, the action is heating up. Long-time owners still want to cash out and retire; young as well as mature companies still see the benefit in complimenting their organic growth with buying their local friendly competitor.

*Learn more about AFS and its loan services at [www.alarmfinancial.com](http://www.alarmfinancial.com), or contact Jim Wooster directly at 866-845-2678 x1200 or [jfwooster@alarmfinancial.com](mailto:jfwooster@alarmfinancial.com).*

**On a sad note...**

**United Alarm's** Bob Rossman lost his father, Robert Rossman, Sr. on April 8. The senior Mr. (Chief) Rossman, was a resident of Florida where he served in the law enforcement community throughout his professional career. Bobby was exceptionally grateful that he was able to be with his dad and extended family at the end.

**American Alarm** has experienced a tragic loss. George Villalobos (52), an eighteen-year employee and their head technician, passed away from a heart attack on April 5, 2021. We send our sympathy to his family and his work colleagues and friends.

**WAYS TO HELP**

*On a hopeful note*, where you can help! Joe Gurga, Sterling Security, is a long-time active member of CASIA and a friend to many. Currently, his family is experiencing serious medical issues. His daughter, Gianna, must undergo a kidney transplant.

Stressful and costly procedures lie ahead. If you would be interested in helping the Gurga family during this difficult time, please go on GoFundMe: <https://gofund.me/0b0c413c>. Any donation amount will be appreciated, and anything you can do to help spread the word will be helpful.

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### NEACC Representative

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### Education

Joel Kent  
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### Legislative

Bob McVeigh  
 203- 663-6850

### Legal Advice

Buchanan Ingersoll  
 203-762-2444

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 Andy Wilson (2014-2015)  
 Dana Klesh (2012-2013)  
 Jason E. Sokol (2010-2011)  
 James Orvis (1996-1997)  
 Bob McVeigh (2008-2009)  
 Mark Resko (1994-1995)  
 Walter "Harvey" Clark (2006-2007)  
 Robert Rossman (1992-1993)  
 Susan R. LaFond (January 2006)  
 Carl Spiegel (1990-1991)  
 Richard G. Weiss, CPP (2004-2005)  
 Russ Fraser (1988-1989)  
 David W. Wilson (2002-2003)  
 Horton Spitzer (1986-1987)  
 Howard Friedman (2000-2001)  
 Irv Shiffrin (1984-1985)  
 Daniel Budinoff (1998-1999)  
 P.W. Orvis, Jr. (1980-1984)

### Executive Director

Pat Shea Remes 203-762-2444  
 premes@casiact.org

## CASIA Government Relations Report

By Andy Markowski

Statehouse Associates, LLC

As always, if you have questions on legislation or regulations or if you would like more information on an issue, please feel free to contact CASIA Lobbyist Andy Markowski at: 860-707-3620 or aem@statehouseassociates.com.

## CASIA Meetings 2021

### NEW MEETING DATES ESTABLISHED!

**JULY 22**.....CASIA Golf Classic..... Lyman Orchards, CT

**AUGUST 19** .....CASIA Lobsterbake & BBQ ... Fairfield Beach, CT

**SEPTEMBER 30**..CASIA Membership EXPO!... Lyman Orchards, CT EXPO! *VENDOR TRADE SHOW & LIVE AUCTION is being moved under the tent @ LYMAN ORCHARDS GOLF CLUB on Thursday, September 30. A bonus for golfers who will be able to hit the greens before the event.*

**OCTOBER 28** .....CASIA Octoberfest..... Derby, CT

**DECEMBER 15**...CASIA Holiday Party..... TBD

To RSVP to these meetings, call Pat Remes at 203-762-2444 or email premes@casiact.org.

## CASIA Apprenticeship Training

*Are you doing work in Connecticut? If so, we've got you covered. ESA National Training School's L-6 Limited Electrical Connecticut Apprenticeship training program was designed specifically to satisfy the state requirements for the limited electrical journeyman license in CT.*

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Students will complete 295.5 hours of related instructions as well as 4,000 hours of on-the-job training while they are enrolled. For more information visit [www.esaweb.org](http://www.esaweb.org).

## PerkPlans Deliver Results to CASIA Members

CASIA has enrolled in PerkPlans to give all members a chance to SAVE Big Time! It cost you nothing as a member but gives you access to savings with hundreds of business and services. Verizon? Dell Computer? Disney World? Home Depot? Sam's Club? These are just a sampling of what PerkPlans offers. Go on to CASIA's website, [www.casiact.org/MemberPerks](http://www.casiact.org/MemberPerks) to review the entire world of discounts available. The password is "protected", just email ([preme@casiact.org](mailto:preme@casiact.org)) or call (203-762-2444) for the key word to savings.





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## NORTHEAST STATE ASSOCIATIONS

### CONNECTICUT

Connecticut Alarm & Systems Integrators Association, Inc.  
PO Box 7230 Wilton, CT 06897  
Phone 203-762-2444 | Fax 203-762-9211  
[www.casiact.org](http://www.casiact.org)

### DELAWARE

For information, contact Electronic Security Association at  
888-447-1689 or visit [www.esaweb.org](http://www.esaweb.org).

### MAINE

Maine Burglar & Fire Alarm Association  
Rich Brobst, Jr., President, Guardian Systems of Maine  
O 207-536-4800 C 207-699-6800  
[rich@guardiansystemsmaine.com](mailto:rich@guardiansystemsmaine.com)

### MARYLAND

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### MASSACHUSETTS

Massachusetts Systems Contractors Association, Inc.  
1 Merchant Street Suite 112, Sharon, MA 02067  
781-784-2102 [office@msca-systems.org](mailto:office@msca-systems.org) | [www.msca-systems.org](http://www.msca-systems.org)

### NEW HAMPSHIRE

New Hampshire Alarm Association  
P.O. Box 187, Pelham, NH 03076  
866-809-2043 | [www.nhalarm.org](http://www.nhalarm.org)

### NEW JERSEY

New Jersey Electronic Life Safety Association NJELSA  
96A Vanderburg Road, Marlboro, NJ 07746

### NEW YORK

#### New York State Electronic Security Association

1971 Western Avenue - PMB #1105, Albany, NY 12203  
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[info@nybfa.org](mailto:info@nybfa.org) | [www.nybfa.org](http://www.nybfa.org)

#### Mid Hudson Alarm Association (MHAA)

President, David Akins

#### Long Island Alarm Association (LIAA)

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President, Trevor McEnaney

#### Western NY Electronic Security Association

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### PENNSYLVANIA

Pennsylvania Burglar & Fire Alarm Association  
4544 West Ridge Road, Suite #2, Erie, PA 16506  
800-458-8512 or 814-838-3093 (Outside PA)  
[info@pbfaa.com](mailto:info@pbfaa.com) | [www.pbfaa.com](http://www.pbfaa.com)

### RHODE ISLAND

Rhode Island Alarm and Systems Contractors Association  
PO Box 19347, Johnston, RI 02919  
[www.riasca.org](http://www.riasca.org) | [jsidok@hcsecurity.com](mailto:jsidok@hcsecurity.com) - Treasurer

### ESA of VERMONT

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Training Class Registration forms available online at [www.casiact.org](http://www.casiact.org). Please contact Pat Shea Remes at [premes@casiact.org](mailto:premes@casiact.org) for information. See page 14.



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 Email: jordon@aralarm.org  
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The IESA Charter Chapter of the Electronic Security Association was formed in 1980 to promote the private alarm industry in the state by providing direction through communication, education and socialization. With 600+ licensed alarm contractors and 200+ licensed alarm agencies throughout Illinois, the private alarm industry is comprised of thousands of highly skilled security professionals.

## ESA of INDIANA

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[www.ibfaa.org](http://www.ibfaa.org)

## IOWA

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## KANSAS

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 P.O. Box 126, Hoisington, KS 67544  
 620-653-2775

## MICHIGAN

For information, contact Electronic Security Association at 888-447-1689 or visit [www.esaweb.org](http://www.esaweb.org).

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## ESA of MISSOURI

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## NEBRASKA

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## NORTH DAKOTA

For information, contact Electronic Security Association at 888-447-1689 or visit [www.esaweb.org](http://www.esaweb.org).

## OHIO Electronic Security Association of Ohio (ESA-OH)

8984 Darrow Road, Suite 2-281, Twinsburg, OH 44087  
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 E: [Info@SecureOhio.org](mailto:Info@SecureOhio.org)  
 Dale R. Eller, Executive Director

## OKLAHOMA

Oklahoma Burglar and Fire Alarm Association (OKBFAA)  
 PO Box 1585, Norman, OK 73070  
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## SOUTH DAKOTA

For information, contact Electronic Security Association at 888-447-1689 or visit [www.esaweb.org](http://www.esaweb.org).

## WISCONSIN (WISA)- Wisconsin Security Association

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# Positive Reviews = Higher RMR for Alarm Companies



By Brian Plant, Ignite Marketing Group

There is another new study that points to a direct correlation between customer reviews and revenues for the businesses who receive them. Conducted by a leading social analytics firm and the Paley Center for Media, this study measured exactly how much more people were willing to pay for products based on the reviews they had read.

Nearly 6,000 people were studied, and many variables were introduced, including whether the reviews came from online strangers or social media friends (who the user would be likely to know in real life). According to the study's findings, highly positive online reviews can generate an increase in purchase intent by up to 10 percent. On the flip side, negative reviews can reduce purchase intent by 11 percent.

## When Customers Will Pay More

The research concluded that people are often willing to pay more for a product based on a positive online review (in a review forum like Angie's List, Yelp, or the Amazon reviews section below product listings). They may also be willing to pay more if they see the product recommended via a share on social media (such as a Facebook share, a positive tweet or a Reddit post). When it comes to an iPad, for example, the consumer would pay \$22.26 more based on a positive review by a stranger, and even more (\$27.42) if the recommendation came from a friend or family member.

Pro Tip: The more positive reviews people see, the more they will be willing to buy from you – and, perhaps even spend a little more than they had budgeted (i.e. home automation).

Still, for products like electronics, reviews conducted by professionals carry even more weight. If a professional in the industry

gave a positive review or share to a product, consumers were willing to pay up to \$31.13 more. That's evidence that reviews have real, meaningful influence. Likewise, bad reviews drove down the price that consumers were willing to pay for the same iPad – up to \$32.30 less, in fact.

## How this Applies to Alarm Companies

How is this relevant to reviews for electronic security companies? Your alarm company's products and your customer service can all be reviewed by average consumers on review forums, and they can also be subject to feedback on the social media platforms listed here.

The more positive reviews people see, the more they will be willing to buy from you – and, perhaps even spend a little more than they had budgeted. Likewise, negative reviews will have the opposite effect. That's why it's so crucial to get as many positive reviews of your business as you can, on every possible online platform.

When you seek out reviews from happy customers, they create a domino effect that encourages others to chime in as well. When this happens, your star-based review score can increase by a full one to two points. Ideally, you could watch your star jump from a three to a five in a matter of days.

If you simply wait for customers to give you a glowing review, you will be waiting a long time – and while you're waiting, the small but vocal minority of your dissatisfied customers will be posting their negative reviews. Don't let them impact your business this way; instead, seek out positive reviews from your scores of highly satisfied customers.

Brian Plant is the Managing Director at Ignite Marketing Group: The Official Webmaster of the CAA and the WBFSA. He is a member of the Inland Empire Alarm Association, ESA, and SIA. He can be reached at 877-655-3779, ext. 1. or [bplant@igniteleads.com](mailto:bplant@igniteleads.com)

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By Mitch Reitman

# Payroll Tax Pitfalls

Payroll taxes and withholding present a tempting source of working capital for a small business. Payroll tax payments are easy to divert because there isn't really an invoice (at first). Payroll taxes and withholding are 'voluntarily' reported on IRS Form 941 (Employer's Quarterly Federal Tax Return) and paid via direct deposit to the IRS. The IRS does not typically pursue unpaid payroll tax liability for a year or two so, at the outset, employers may find it easy to keep the funds. Many business owners believe that they can file 941 Forms that underreport tax liability and pay in lower amounts than actual withholding. These schemes do not end well as this business owner found out.

Thomas O'Connell owned and operated three plumbing businesses and from at least 2005 through 2016 did not pay federal employment taxes for several quarters. Instead, he directed payments to other creditors and to his personal expenses. The federal tax loss from O'Connell's conduct totaled more than \$550,000. This may sound like a lot of money but it was only around \$950 per week. Mr. O'Connell apparently did not spend the money on lavish assets, he probably just used it to keep cash in the bank. Sentencing is June 24, when he faces a maximum of five years in prison, a period of supervised release, restitution and monetary penalties.

The IRS is very concerned about employment tax diversion. They view this differently than they view failure to pay income tax because employment taxes are paid into Social Security and withheld from employee paychecks. Employment "tax" payments have two components, the Employer's portion of Social Security and Medicare, which is a payment made by the Employer on behalf of the worker, and taxes withheld, which are the Employees' portion of Social Security and Medicare and the amounts withheld from Employee paychecks as a prepayment of the Employees' Federal Income Tax.

The last two items are referred to as Trust Funds as the money is actually paid by the Employees through payroll deductions and remitted to the IRS by the Employer. The IRS takes the position, and rightly so, that this was never the Employer's money, but rather money

paid by the Employees, and held in Trust by the Employer. The IRS has become very aggressive in collecting these funds. O'Connell's case is an example of a new approach by the IRS in which they claim that the funds actually belong to the IRS, and that the Employer has stolen them. They justify their position (and the Courts have agreed) by claiming that if the Employer does not remit the funds, the IRS is forced to make good on the deficiency by accepting the amount withheld from paychecks as taxes paid by the Employee. The IRS considers this theft and is very aggressive in pursuing this in Federal Court.

The moral of the story is, if you need additional money in the bank, borrow it from the bank. If you look to the IRS as a short term of cash, you may end up with a long-term problem.

*Mitch Reitman is Managing Principal of Reitman Consulting Group, Inc. He is a Member of the Electronic Security Hall of Fame and the 2009 recipient of the Mark Schubert Associate of the Year Award from the California Alarm Association. He can be reached at MReitman@Reitman.US.*

## Georgia Bans Fines for Alarm Companies

The Georgia General Assembly has approved a bill that would ban counties or municipal corporations from fining alarm companies for false alarms generated by a customer and through no fault of the alarm system's contractor. "This bill has wider implications than for just our industry," said John Loud, Vice President of Electronic Security

Association (ESA) and President of LOUD Security Systems. "The concept of fining a company for a problem caused by its customers is the equivalent of sending someone's speeding ticket to Ford and sets a precedent that could be a threat to many industries."

"These policies do little to change user behavior, deny the user the right to confront their accuser and access to due process, and fines an innocent party for the actions of another," said Stan Martin, Executive Director of the Security Industry Alarm Coalition (SIAC).

The introduction of the legislation follows a bitter three-year fight after the City of Sandy Springs passed a punitive ordinance that fined alarm companies. The city's success in defending the legislation in court caused the legislature to act. Only one other Georgia city, Brookhaven, followed Sandy Springs' lead. A number of other states have passed bills similar to the Georgia bill in recent years including California, Florida, New Jersey, Texas, Tennessee and Iowa.

"There has never been any evidence that fining alarm companies was any more effective than the model alarm ordinance that is widely utilized nationally and endorsed by the Georgia Association of Chiefs of Police," said Martin. "The model ordinance, which fines alarm users, obtains an average 60% reduction in false dispatches and impacts those causing most of the problems. In fact, 85% of alarm systems generate no calls to the police in any given year."

Under the law companies are responsible for false alarms they cause due to faulty equipment or installation or failure to use a mandated system requiring two calls to an alarm site before notifying police.

"Common sense prevailed," said Loud. "Our industry stands ready to work with any community that wishes to reduce unnecessary dispatches with a proven model and experts ready to assist."



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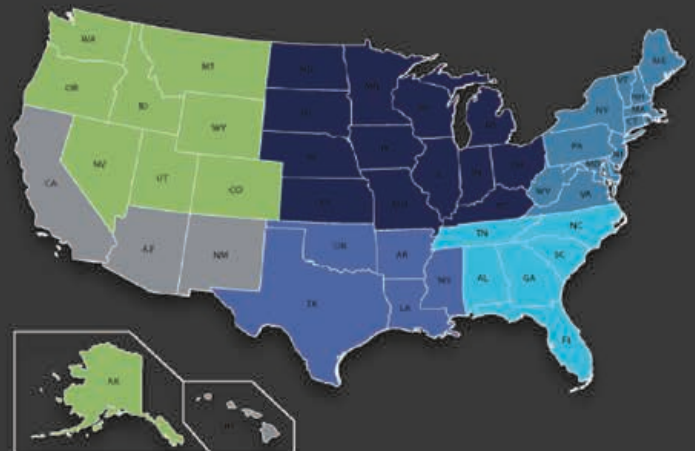
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By Tony Smith

Over the last few months, we have written about the growth prospects and necessity of rooftop solar especially here in California and the West. Many pundits predict that the number of new solar homes will be approximately 30 million, with most of them in California. The truth may be that the number might be larger and that it will be a national expansion of solar homes, not just regional. One of the surprising developments emerging from the last

administration is that automotive companies, from around the world, are making the commitment to convert to EV over the next 5-6 years. Volvo, Volkswagen, BMW, Mercedes, and Toyota

are joining domestic producers, Ford, GM, and Chrysler-Renault to make this dramatic change. America is a commuter society, which means we drive to our places of employment. The assumption is that a solar home can charge the electric vehicle each night and have it ready for the next day's commute.

Beginning now and over the next few years, the American public will finally begin to lose its collective fear of the limited range of EV batteries. Today, it takes several hours (or more) to recharge a depleted battery when compared

to putting more gas in the tank, a legitimate hurdle for some. However, the continuing improvements in battery technology and the fact that overnight will then "refill the tank", in most commute situations is beginning to change this perception. This transition will not be easy, since our gas station habits have to change and gas stations have too as well. Gas stations, clearly, will be necessary for the transition and beyond. They will likely become hybrid gas and charging stations. However, there is little question that we will have, at least, some need for gas stations for many years to come.

The key to the transition to EV will be the addition of charging stations in the garage and the conversion to rooftop solar with battery back-up. Here in California, we have encountered a strong adversary to rooftop solar, that being the major utilities. They have launched a new initiative to dramatically reduce the reimbursement amount they are required to pay solar rooftop owners for electricity they contribute to the grid. Yes, you heard that correctly. The major utilities are seeking regulatory relief from the required purchase of excess electricity generated by rooftop solar. There is a strong case for rooftop solar to remain part of a mini grid in their region, but the long-term need to be part of the major utility grid is rapidly evaporating. Right now, not all rooftop installations have battery back-up, thus requiring a grid connection to provide power at night and during storms or other restrictions on available sunlight. The politics in this regulatory arena can be brutal and the major utilities have the lobbying power to stifle solar rooftop growth and preserve their dominant role in power distribution.

The key to rooftop solar growth, with batteries, is the popular acceptance of the need to replace power plants, both fossil fuels based and nuclear, with green renewables. There is room in the growth of the Smart Home for solar technology, in fact, it may be almost a necessity. It may take a leap of faith to imagine your local alarm dealer actually installing a solar system, but many of us are up to the challenge of partnering with a local roofing contractor and electrician. The alarm dealer customer base is already pre-disposed to a solar rooftop installation after they have installed a Smart Home system. Solar requires monitoring and no one is, presumably, more aware of the importance of managing Smart Home monitoring than the alarm dealer. There may also be an opportunity for Smart Home alarm dealers to do a better job of communicating with their customer about their Smart Home usage if they are also monitoring their solar activity.

This growth opportunity is not for everyone, but the concept of partnerships and teaming -up in some fashion will give us the confidence and relationships to retain our Smart Home management role. Said another way, If you do not develop some solar expertise and relationships, you may be jeopardizing your existing alarm base.

*Tony Smith is a Past President of the CAA and a former member of the Board of ESA. He is the Founder, President and CEO of Security Funding Associates, a leading industry financial services firm. He may be reached at tsmith@securityfundingsolutions.com or (855) 723-2229.*

**It may take a leap of faith to imagine your local alarm dealer actually installing a solar system, but many of us are up to the challenge of partnering with a local roofing contractor and electrician.**



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# Taxes to Follow COVID



By Mitch Reitman

After a year of coping with COVID lockdowns and reduced revenues the potential increase in business and individual tax rates may be our next challenge. President Biden has suggested raising federal rates on businesses and the wealthy to pay for his forthcoming infrastructure bill and programs to combat inequality and climate change. Under his proposed plan, the current 21% rate for corporations would rise to 28%.

The Section 199a deduction, a lucrative 20% tax benefit for passthrough businesses like sole proprietorships, S corporations, partnerships and limited liability companies, would be scaled back. And the current top individual rate would go back to 39.6% from 37%, and affect people making at least \$400,000 a year. Even the \$400,000 floor is subject to change.

The President has also proposed making the current top capital gains rate of 23.8% (20% plus the "Obamacare" tax) the same as the top individual rate for those making at least \$1 million a year. Separately, some Senate Democrats are considering a proposal to tax unrealized capital gains of \$1 million or more, at death.

One strategy for alarm company owners is to defer deductions to future years. Many owners have purchased big ticket items (computers, work trucks, tools, etc.) at year end and expensed them using what is known as the "179 deduction." We have been encouraging most of our clients to depreciate these items instead, thereby deferring most of the deduction to future years. There are two reasons for this, first, a deduction in a future year in which tax rates are higher, may be worth more. Secondly, owners of most "pass through" entities such as S Corporations and some Limited Partnerships, receive a deduction of 20% against the taxable income of the entity. If this deduction disappears or becomes limited in future years, deductions will also become more valuable.

Many tax advisors are suggesting that their S Corporation clients revoke their status and revert to C Corporations. While this may be a good strategy in many industries, it can create disastrous tax bills in the sale of an alarm company.

Changes and challenges are coming. Make sure that you are communicating with your tax advisor throughout the year. Also, make sure that they understand your business and industry. If you feel uncomfortable, give us a call.

*Mitch Reitman is Managing Principal of Reitman Consulting Group, Inc., which specializes in the alarm and systems integration industry. He can be reached at MReitman@Reitman.US.*

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## 2021 AFAA Annual Meeting and Codes Conference Information

The AFAA Annual Meeting will be held virtually May 4-5, 2021 via Zoom with continued conference dates on May 12, 29 and 26. Elections will be held during our business meeting to vote on board candidates and proposed by-law changes.

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## 2021 TMA Excellence Awards Winners Announced

The Monitoring Association (TMA) presented its 2021 Excellence Awards which recognize monitoring centers and outstanding personnel who perform in the highest professional manner, thereby making a significant contribution to the betterment of the alarm industry and the alarm profession while demonstrating exceptional service to their customers and community.

### The 2021 Excellence Award Winners are:

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TMA's Monitoring Center Excellence Awards are co-sponsored by SDM Magazine, which will publish a feature story on the winners in its August issue. Entries are judged by a blue-ribbon volunteer judging panel appointed by TMA. For past winners and more information, visit [www.tma.us](http://www.tma.us).

The Monitoring Association (TMA) and Security Sales & Integration (SSI) Magazine Editor-in-Chief and Associate Publisher Scott Goldfine presented the 2021 TMA/SSI Monitoring Technology "Marvel" Award to Florida-based ADT, LLC for its SoSecure app. Leah Page, Vice President, Mobile Security & Strategic Projects, ADT, accepted the award on behalf of winning company. SoSecure by ADT is an iOS and Android safety app and gives customers access to ADT's 24/7 professional monitoring and emergency response with a simple swipe, tap, or voice command on their mobile phone. GPS location, personally identifiable details, and any available contextual data is shared with emergency responders unless the user indicates (with authentication) that the request was an accident.

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Mitch Reitman has much more than a pencil now, he still has the desire and ability to serve the industry.

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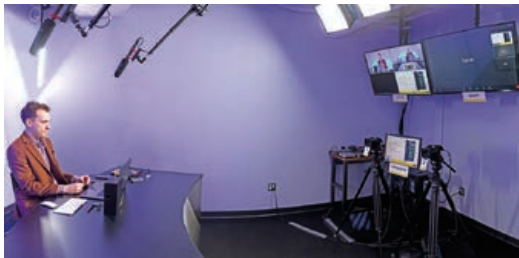


Scott Gobbi has joined the **TELGUARD** Sales Team as the North Central Region Sales Manager. Scott is a five-year veteran of Telguard, and has represented the company well in the Customer Service and Marketing departments. He looks forward to working with security dealers, integrators and distributors in ten states – Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, North Dakota, Ohio, South Dakota, and Wisconsin. He can be reached at 678-909-

4606, email [scott.gobbi@ametec.com](mailto:scott.gobbi@ametec.com). For more information about Telguard visit [telguard.com](http://telguard.com).

**SDI** is pleased to announce that the TAURI 7 Temperature Check Tablet is a 2021 Secure Campus Awards recipient and is being recognized for its outstanding achievement in the Screening Equipment category. SDI has partnered with Glory Star to bring customers access to TAURI Temperature Check Tablets in response to the need for safe, accurate and reliable temperature checks. TAURI is designed to protect employees, visitors, and customers with a non-invasive temperature check by using advanced and proven technology for detecting heat signatures emitted by the human body. The TAURI 7 combines the TAURI temperature checking technology with additional features such as a dual camera for better facial recognition of staff profiles that can be saved to the device. It also has a built in TCPIP relay for door access control, ensuring only those without a fever can enter the building. Additionally, the TAURI 7 features a waterproof anti-glare screen, making it more versatile and ideal for outdoor use. For more information visit [www.sdifire.com](http://www.sdifire.com) or call 732-751.9266.

Social distancing and travel restrictions have forced security companies to create new ways to stay in contact with their staff



and customers, and as a result, virtual meetings have become the new normal. **DMP** is maximizing those capabilities with a new virtual event suite. Three

studios have been added with the latest technology and production equipment, allowing DMP to deliver simultaneous web conferencing on request. DMP's new virtual training suite makes it very easy to offer professional product demonstrations, first hand directly from the manufacturer. Many DMP's customers are already taking advantage of that opportunity to get a closer look at DMP's newly released X1 Series. "When you're meeting with

a prospective customer who wants to hear more about the X1, this makes it very easy to bring us into the conversation," says Jon Adams, DMP's Executive Director of Business Development. "Showing a tight partnership with the system manufacturer adds value, and we're always happy to support our dealers in selling DMP products." For more information, contact Mark Hillenburg at [MHillenburg@DMP.com](mailto:MHillenburg@DMP.com) or visit [DMP.com](http://DMP.com).

**RESIDEO TECHNOLOGIES** announced it has acquired privately held Norfolk Wire & Electronics based in Richmond, Va. Norfolk was founded in 1985 and is a leading regional distributor of security, telecom, network and audio-video (AV) related products, supplies and tools. With 11 full-service retail locations and a 43,000 sq. ft. distribution center, Norfolk serves customers across the mid-Atlantic region, and will be part of Resideo's ADI Global Distribution business, a leading wholesale distributor of security, AV and low-voltage products. "ADI is core to Resideo's long-term growth, and this acquisition aligns with our strategy to identify and execute on tuck-in acquisitions that accelerate ADI's expansion in adjacent categories," said Jay Geldmacher, President and CEO of Resideo. "The products and services of Norfolk Wire & Electronics complement ADI's existing offerings and expand our reach into an attractive growth market." The Norfolk acquisition builds upon ADI's presence in the Data Communications market with an assortment of copper and fiber cabling, connectors, racking products and more. For more information about Resideo, please visit [www.resideo.com](http://www.resideo.com).




**DMP** welcomed James "Jim" Dirkes as Dealer Development Manager for the Upper Midwest territory which encompasses Minnesota, Wisconsin, Iowa, North and South Dakota and Michigan's Upper Peninsula. Jim's technical aptitude became apparent early on in his career with his first assignment in the U.S. Navy: Aviation Electronics. Since then, he has worked with manufacturers, installers and dealers in electronic security as a Senior Installation Technician, Programmer, Trainer,

Sales Manager and Security Consultant. He arrives at DMP with a collective 30 years of security industry experience under his belt and recognition from colleagues for his skills in CCTV, access control and new business development. Derek Ottman, DMP's Director of Sales over the Central States territories, remarks, "Jim's industry experience, professionalism and commitment to his dealers have made him a trusted and valued partner for years in the Upper Midwest territory. We are confident in Jim's ability to represent DMP as the industry's leading access control and intrusion platform manufactured in the USA." He can be contacted at 800-641-4282 Ext. 1052 or [JDirkes@DMP.com](mailto:JDirkes@DMP.com).

**DMP** welcomed Scott Mellecker to the East Sales team as Dealer Development Manager for New England. Dealers in Maine, New Hampshire, Vermont, Massachusetts, Rhode Island and Connecticut can look to Scott for ongoing service and support. In this role, Scott found success focusing vertical markets. Contact Mellecker at 800-641-4282, Ext. 1054 or [SMellecker@DMP.com](mailto:SMellecker@DMP.com).





**DAN WALKER**  
Regional Sales Manager

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Associates News, continued on page 28





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CKB-312



## OPTEx Bridge: 12 Channel Model

The new CKB-312 OPTEx Bridge is a 12 channel device that allows you to connect up to 12 cameras & sensors to create a visual verification option for your customers. It simplifies installations; no need to add multiple Bridges on medium size applications. For larger systems, multiple CKB-312 or CKB-304 can be used. The CKB-312 Bridge can elevate any standalone, self monitored security applications by utilizing a simple app on your smart phone.

## OPTEx Bridge: 4 Channel Model

Choose the CKB-304 OPTEx 4 Channel Bridge for easy and cost-effective visual verification. The 4 Channel OPTEx Bridge is a perfect choice for small to medium sized visual verification projects. You can use the 4 Channel Bridge for professional applications or as a standalone monitored security solution.

CKB-304



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**POTTER ELECTRIC SIGNAL COMPANY** announced the acquisition of SureCall's emergency responder communication enhancement systems (ERCES) business which provides in-building public safety radio communications for first responders. The combination of SureCall's Guardian product range with TowerIQ's technology provides the broadest ERCES offering in the market. Potter's CEO, Gerry Connolly, commented, "We see the opportunity to improve in-building emergency communications and now have the most complete platform for meeting the requirements of ERCES across North America. SureCall's products are very complementary to Potter's own range of IP-based systems and platforms, enabling edge-to-cloud connectivity for emergency responders, building owners and facility managers." ERCES technology is growing in importance throughout North America and internationally, as local jurisdictions and municipalities adopt codes that specify the need for reliable radio signal coverage used by emergency personnel and first responders.

**SNAPAV** announced it is now carrying core Ring products, including the pro-focused "X Line", on SnapAV.com and in SnapAV Local Pro Stores for U.S.-based SnapAV partners. "The vision of SnapAV is to provide our pros choices whenever and wherever they need it," said SnapAV Vice President of Product Management, Jason Winchester. "If they need a product like Ring for a same-day installation, our Local Pro Stores are ready to serve with in-stock availability. If they need to outfit an entire smart home, everything they need can be ordered at SnapAV.com or procured at the local stores." The full list of Ring products includes Ring Video Doorbells and in-home Chimes, Surveillance Cams, Ring Smart Lighting, X Line, and Ring Alarm, as well as compatible sensors like a Panic Button, Smoke/CO Listener, and Flood & Freeze Sensor. Additional information about SnapAV and its products can be found at [www.snapav.com](http://www.snapav.com).

**SNAPAV** has acquired HCA Distributing in Denver and Salt Lake City, according to Trevor Hansen, Manager of the SnapAV Volutone business unit. "We are proud to add HCA to our growing network and be able to serve our partners in these two very important markets," Hansen said today. "We're also pleased that the entire HCA team, led by Ron Perron, will be joining Volutone and bringing with them their impressive reputation for customer service in these markets." Upon acquisition, Volutone immediately expanded the Salt Lake City location by moving operations to a 10,000 square-foot store that is over the twice of the size of the original. "SnapAV is in the middle of an industry-changing plan to better serve both the integration community and end user customers, and we're thrilled to be a part of it," Ron Perron said. Additional information about SnapAV and its products can be found at [www.snapav.com/engage](http://www.snapav.com/engage).



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**INDUSTRY EVENTS 2021**

• CAA Palm Springs Convention  
June 23-26, 2021  
Hilton Palm Springs

• SIA/ISC Love Security  
July 18, 2021  
THE ROCKHOUSE, Las Vegas, NV

• ISC West 2021  
July 19 - 21, 2021  
Sands Expo Center, Las Vegas, NV

• ISC East  
November 17-18, 2021  
Javits Center  
New York

• CAA Winter Convention  
December 1 – December 4, 2021  
The Fairmont San Francisco

• Imperial Capital Security Investor Conference  
December 12-14, 2021  
New York, NY



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**JULY**

22 ..... CASIA Golf Classic ..... Lyman Orchards, CT

**AUGUST**

19 ..... CASIA Lobsterbake ..... Fairfield Beach, CT

**SEPTEMBER**

30 ..... CASIA Membership Expo ..... Lyman Orchards, CT

**OCTOBER**

28 ..... CASIA Octoberfest ..... Derby, CT

**DECEMBER**

15 ..... CASIA Holiday Party..... TBD

**CAA Palm Springs Convention  
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June 23-26, 2021**



The California Alarm Association will host their CAA Palm Springs Convention June 23-26, 2021 at the Hilton Palm Springs.

The first two people from each alarm installing company are guests of the sponsors for golf at Escena Golf Club, three hosted receptions, meals, ladies' lunch and more than 15 workshops and presentations.

The Hilton Palm Springs rate is \$149 per night. Registration, sponsorship and program information is available at [www.caaonline.org](http://www.caaonline.org) or by calling 800-437-7658.



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