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ISC WEST



"Nine & Dine" September 16, 2021

One thing that 2020-2021 has taught us is the need to be flexible! CASIA's EXPO! & AUCTION is our most important meeting of the year from an attendance, networking and fundraising perspective. Normally held in March, we delayed it to September because of the pandemic. However, in doing so, we forfeited most of the summer-oriented auction items that generate excitement and funds for the event. Good reasons to mix things up – again.

Rather than not meet, we will hold a "Nine & Dine" event at Lyman Orchards on Thursday, September 16, 2021.

No golf sponsorships or flags, just 9 holes of fun play on the Apple Nine course, beginning around 3:00 p.m. for those members who play, followed by a 6:00 p.m. business dinner meeting with guest speaker (TBD). We encourage all members to attend. It's been too long! Pat Shea Remes- Executive Director

Tel 203-762-2444 / Cell 203-858-8169 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.

IRS FORMS OFFICE OF PROMOTER INVESTIGATIONS

The IRS has formed the Office of Promoter Investigations his is a newly created service-wide office headed by a 20-year veteran of the service. This group is tasked with agency-wide compliance issues, including coordination of promoter activities with other business divisions, including Large Business & International, Tax Exempt/ Government Entities, Office of Fraud Enforcement, and Criminal Investigations. "The office will use data analytics and operate like a think-tank to identify promoter behavior prior to auditing returns. They will focus on practitioners, with the intention of identifying tax schemes as early as possible. "

With many of the COVID relief programs being assigned to the IRS, numerous promoters and other organizations have sprung up. They offer to obtain COVID relief for a percentage. While some are legitimate, many are taking advantage of overwhelmed IRS staff to obtain relief for companies that do not qualify for or obtaining amounts greater than the taxpayer may be entitled to. Some may claim correct amounts, but fail to provide the necessary documentation to substantiate the credit or refund in an audit, leaving a company with a repayment obligation, fines, and interest. By this time the promoter may be long gone.

If you are contacted by a firm offering to assist you to obtain a COVID relieve or loans, think twice, especially if they charge a contingent fee. Call your tax professional or us and get reliable, advice and not a sales presentation.

Mitch Reitman is the Managing Principal of Reitman Consulting Group. He can be reached at MReitman@Reitman.US.

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 Howard Friedman (2000-2001)
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 Daniel Budinoff (1998-1999)
 P.W. Orvis, Jr. (1980-1984)

Executive Director

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

CASIA Meetings 2021

NEW MEETING DATES ESTABLISHED!

SEPTEMBER 16 "Nine and Dine" new event.... Lyman Orchards, CT

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.

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 to review the entire world of discounts available. The password is "protected", just email (preme@casiact.org) or call (203-762-2444) for the key word to savings.

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Training Class Registration forms available online at www.casiact.org. Please contact Pat Shea Remes at premes@casiact.org for information.

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www.casiact.org

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

MARYLAND

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NEW HAMPSHIRE

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NEW JERSEY

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

NEW YORK

New York Electronic & Life Safety Association (NYELSA)
1971 Western Avenue - PMB #1105, Albany, NY 12203
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PENNSYLVANIA

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CAA Offers New Training Program

The California Alarm Association (CAA) announced a new training program available to technicians nationwide. This includes online course work leading to a Field Service Technician 1 designation and more than 100 hours of continuing education. The 24-hour course is delivered in 11 modules with instruction ranging from business communications to intrusion detection. For information and demos, visit www.nationaltrainingprogram.com. Also see page 10 in this issue of THE SENTINEL for more details.

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ILLINOIS

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 1200 N. Arlington Heights Rd., Suite 240, Itasca, IL 60143
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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.

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IOWA

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 Dale R. Eller, Executive Director

OKLAHOMA

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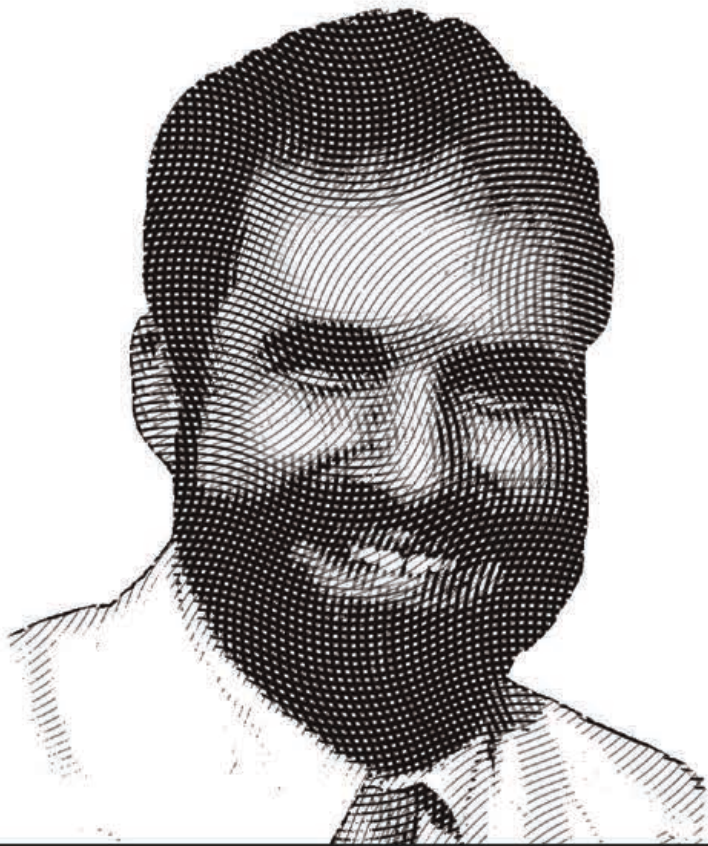
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Cultivating A Disruptor Mindset in the Security Industry

By Brian Plant, Managing Director
Ignite Marketing Group

You hear it all the time — how this or that business, person or technology is a disruptor. It sounds great, but what does it really mean? Disruptors change the way something is done in a given area of industry, but on a smaller scale, a disruptor can be someone or a business that shake up how things are done in their own area or local. Change is integral to business development, however, if done right you can disrupt the established order in your area. And that is the key to a successful security business.

THAT MEANS YOU - Most people think that being a disruptor is only for the big business, or something surrounding technology. You and your business, in any city, can leverage the disruptor mindset and disrupt the industry in a way that equals success. But you need to get passionate about it. Motivations change and fade. But being someone that changes things around you means having a “mission-critical” mindset.

SOLVE A PROBLEM - One of the essential elements of becoming a disruptor is spotting a problem for the consumer and solving it in a big way. It can be points of confusion, annoyance, or roadblocks such as accessibility, applicability, and affordability. Look at barriers from a customer’s perspective and then find the best solutions possible.

DON'T RELY ON PERFECT TIMING. Instead, perfect your timing. Watch the industry and see what is coming ahead. Find out how those changes will impact your customers and work to meet those needs now.

LOOK FOR MARKETS BEING ILL-SERVED - You have probably found yourself wondering why a particularly big business or industry doesn't better utilize access control or other security technologies more effectively. Instead of wondering, find out why. Chances are they are under-informed and being ill-served. Step in and fill the gap.

BECOME VISIBLE - A disrupter is anything but quiet and meek. Get your marketing and promotion on and show everyone what you are about. Share your passion with an enthusiasm that can't help but be contagious. When others see your passion, they know you are passionate about hitting targets and are willing to go the distance for them.

LOOK AT YOUR BUSINESS CRITICALLY - Having ambition is not enough for becoming a disrupter. You have to look at your business with a painfully honest microscope. Where are you holding back that you shouldn't? What aspects are you trying to do but would be better done by someone else? What processes can you change to forge a new way of doing business that will turn everything on its head?

Brian is the Managing Director of Ignite Marketing Group. He has been featured in SDM Magazine, Security Sales & Integration Magazine and other industry publications. Ignite is an inbound marketing agency that specializes in marketing and salesforce automation for the security industry.

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The Power of Reviews

By Hank Groff

As a company looking to build a reputation, you must always consider the power of social media reviews. Most companies take very little stock of their importance in their business, but they hold a tremendous weight. Go ahead and look for a pizza parlor somewhere in your town. How do you do it? It's usually one or two places. You open up Google and you say pizza parlor places in your city. Then you watch as a list opens up. But do you know where they really come from? They're actually being generated from Google Maps. Now do the same exercise but open up Google Maps and there you will find the ability to make the same statement, and you will see Google Maps open up with not only a list, but the exact locations and the reviews. When you run your business, that's how most people find you. They might say your name or they might look up your type of product. There in Maps, they should find your listing.

The problem is that most of them have zero reviews or at the most one or two reviews, which makes the impact look even more negative. How do I know this? I'm one of the top-ranked Google reviewers. As a level 7 reviewer, I generate Google reviews many times per month as I travel throughout the United States. The first thing I look for when I choose a product or service is their ranking on Google reviews. If I see a place that has less than 4.5 stars and very little reviews, it is immediately eliminated. After that, I look for the 4.5+ reviews with a high volume. If you have less than 10 reviews in your company, reach out to friends, family, your social media accounts, and emails to gather more reviews. Some companies will offer a \$200 Amazon gift card drawing from those participants who have filled out a review. Or you might offer something to everyone who gives you a review. Personally, I believe that if you have earned the right to get a good review, and you simply ask, you will receive.

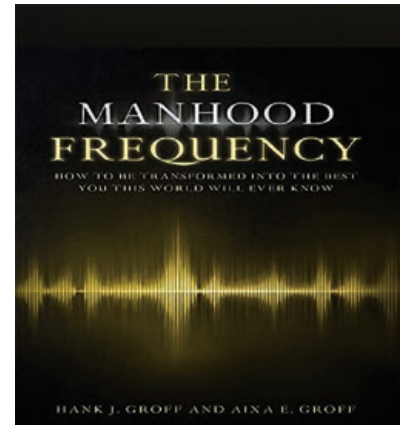
If you have received any ratings with less than a 4.0 rating, I would encourage you to contact the customer and work to resolve the issue. If you earn back their trust, they will typically give you a higher score. You can always send them an email requesting them to change it. Google reviews are ranked as the highest rated reviews in the world. Why is that? Because they're not tied to any monetary payment system. Some of these other review systems like Angie's list, Travelocity or some page that manage travel, are usually tied to payments either by the customer or the seller. Google has none of that. They don't pay anyone to give reviews. It's simply by being honest and relevant do you earn the right to continue giving reviews and moving up the ranks. I encourage you to build your reputation using Google reviews.

Now, if you're working on building your reputation business-to-business, there is nothing better than using LinkedIn to build those reviews. Let's say you are a security company working in the commercial business market, and you focus primarily on the auto dealership industry using video surveillance. Your first step is to begin to connect with as many of the audio dealership prospects in your area. Build a network of these companies and begin to follow them on LinkedIn. As you do, you can systematically message them with the opportunity to talk about the value of your services. If they become a satisfied customer, you can invite them to leave a testimonial about your company and your services. And once you've received it, I recommend you add it to your business LinkedIn page and your company website.

It will certainly add to your company's presence a feeling of authenticity that may have been absent before the reviews. Software companies like GatherUp and Podium offer a service that allows you to embed your Google and LinkedIn reviews right onto your website page. It also allows customers to drop a review allowing you to build your reputation and your value. I suggest you give it a try.

Here's the bottom line: If you want to establish yourself within your niche market, the only way to do that is to continually strive to build your brand and your reputation with reviews. If you want to earn your way into your customer or prospect's CIRCLE OF TRUST, you have to make the effort to gain their trust. Do you remember the movie Meet the Parents? Remember when Gaylord Focker wanted so badly to get into his father-in-law's circle of trust? It's certainly not easy, and once you get in you don't want to lose your right to be inside that circle, so take seriously the power of reviews.

Hank Groff, Haxakain Consulting, is a 30-year veteran in the sales training and leadership development industry. He has consulted such notable companies as ADT, Brinks, Defender, Dynamark, Guardian Protection, Vector Security, and many others. He is both a public speaker and author of the international selling book: *The Manhood Frequency*.





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CKB-304



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TELGUARD announced its first line of dual path communicators with an internet pathway that make them the first company to offer a dual path communicator that combines 5G LTE-M with internet connectivity for commercial fire use. The communicators connect to the internet via a wired LAN connection, and if the LAN goes down, 5G LTE-M immediately steps in to deliver signals. "This advancement in Telguard's technology allows anyone to bring internet access to virtually any existing fire or security panel," said Telguard President George Brody. "This means new business opportunities for our dealers on takeovers, upgrades and landline replacement to now use the latest cellular technology and readily available internet access to deliver alarm signals." The two products available are the TG-7FE for commercial fire and the TG-7E for commercial intrusion.

ALARM LOCK, a Division of **NAPCO Security Technologies**, introduced **AirAccess**, a unique access control system (ACaaS) designed to help locksmiths, security dealers and integrators build business and RMR-generating accounts faster than ever, right-sized for small & medium-sized businesses (SMBs). AirAccess is the first revolutionarily, easy, cellular-based access control system, that makes the system connections for its installer, quickly and easily via cellular communications networks, outside the customers' network, firewall and/or overburdened IT Dept. While an all-new ACaaS solution, its foundation is on the industry's proven top-selling StarLink cellular communications & Alarm Lock Trilogy wireless networked locks or panel, with standard wiegand readers. Fully scalable for a few doors and users to hundreds of each – AirAccess offers accounts an easy mobile App w/ built-in credential and control plus SMS notifications, on-demand reports and real-time emergency monitoring. Free Customizable Marketing Materials are also available just for asking 1.800.ALA.LOCK. Check out a Free Sales Intro Class online too at www.alarmlock.com/seminars.

POTTER ELECTRIC SIGNAL COMPANY announced the release of the **SignalLink™ Bridge Wireless Supervisory System**, which will now allow users the ability to use fully supervised wireless communication between dry contact devices. The **SignalLink Bridge** removes the need to hard wire dry contact devices to each other and operates on a 2.4 GHz frequency. Each **SignalLink** device has a maximum communication range of 800' with a weather and UV resistant polycarbonate enclosure that is NEMA 4 rated for outdoor applications. The system is also compatible with any previously installed fire panel or fire alarm system. Visit www.pottersignal.com for more information,



ADI GLOBAL DISTRIBUTION announced that it has ranked on the Selling Power 50 Best Companies to Sell For list. This is the 21st consecutive year the ranking has been published by Selling Power. Selling Power magazine founder and publisher Gerhard Gschwandtner says, "The companies who earned a spot on this year's list have truly world-class sales organizations." "ADI is honored to be named one of the 50 Best Companies to Sell For in 2021 by Selling Power magazine," said Bob Appleby, vice president and general manager, ADI North America. "ADI supplies the products that help keep our communities secure and connected and our sales team is integral to our success. We are committed to providing our team with the training, tools and resources they need to be successful and serve as a valuable resource to our customers. We celebrate this recognition together with our teams across ADI." For more information visit adiglobal.com/us.

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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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Infrastructure Bill Would End the Employee Retention Credit

By Mitch Reitman

The infrastructure bill passed by the U.S. Senate on August 10, 2021 would end the employee retention credit (ERC) early, making wages paid after Sept. 30, 2021, ineligible for the credit (except for wages paid by an eligible recovery startup business).

Many businesses have taken advantage of the ERC, which was created by the Coronavirus Aid, Relief, and Economic Security (CARES) Act, P.L. 116-136. The American Rescue Plan Act, P.L. 117-2, enacted March 11, made the ERC available to eligible employers for wages paid during the third and fourth quarters of 2021; however, the proposed House Infrastructure Bill (H.R. 3684) The ERC allows eligible employers to take credits against payroll taxes in an amount equal to 50% of the first \$10,000 of quarterly wages paid to certain employees. The amount was increased to 70% of the first \$10,000 of quarterly wages for 2021. If the Credit exceeds the employer's tax liability it is refundable, meaning that the company could either apply it to future periods or opt to receive a check for the amount. H.R. 3684 would repeal that extension. The IRS issued guidance last week on claiming the credit in the third and fourth quarters of 2021 (Notice 2021-49), but noted in that guidance that it is watching this legislative development.

We have assisted numerous clients in obtaining over \$10 million in ERC's and will monitor the affect of the Bill closely.

Mitch Reitman is the Managing Principal of Reitman Consulting Goup. He can be reached at MReitman@Reitman.US.



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Celebrating the launch of Vivint dealer program at ISC West were John Fox (Fox4 Security), Bruce Mungiguerra (Nortek), Tom Few (Vivint), Lance Dean (retired) and Todd Santiago (Vivint).

ERIN HARRINGTON COMMUNICATIONS, a leading Marketing, Public Relations & Content Creation agency dedicated to serving the security industry, is celebrating its 16th Anniversary. Erin Harrington Communications has successfully served the editorial, marketing and public relations needs of many industry clients in both the manufacturing and distribution sides since its inception. She served as Communications Manager for a national distributor for seven years and then moved back to her editorial roots as Managing Editor for a leading trade magazine before launching her own company. "It was the right time for me to take the leap of faith," Harrington states. "Delivering meaningful, quality content to my clients that's on target and on deadline is what drives me every business day. I'm very proud to be part of this industry and value so much all of the client relationships I've built over the years." For more information, please visit: <http://erinharringtoncommunications.com/>.

BAY ALARM is celebrating 75 years of operation in California. In 1946, Everett and Marj Westphal founded Bay Alarm on a simple principle: do your absolute best every time, and you'll be successful. Seventy-five years later, Bay Alarm is now in its third generation of family leadership. From a kitchen table and a rented typewriter in Oakland, CA, Bay Alarm has become the largest independently owned security company in the United States. Employing 1,100+ security professionals and operating 17 branch locations, Bay Alarm now protects more than 150,000 homes and businesses in California, Arizona, and Washington.

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16 CASIA "Nine and Dine" Lyman Orchards, CT

OCTOBER

28 CASIA Octoberfest Derby, CT

DECEMBER

15 CASIA Holiday Party..... TBD

INDUSTRY EVENTS

TMA Annual Meeting

October 9-13, 2021, Maui, HI

TMA Ops-Tech

November 7-11, 2021, Charlotte, NC

ISC East

November 17-18, 2021, Javits Center, NYC, NY

CAA Winter Convention

December 1 – 4, 2021, The Fairmont, San Francisco, CA

Imperial Capital Security Investor Conference

December 12-14, 2021, New York, NY

SIA/ISC Loves Security

March 22, 2022, THE ROCKHOUSE, Las Vegas, NV

ISC West

March 23-25, 2022, Sands Expo Center, Las Vegas, NV

ESX

June 14-17, 2022, Ft. Worth, TX

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