

# THE MIRROR

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## IRS Suspends Processing of Employee Retention Credits

By: Mitch Reitman



Like many business owners, you have been getting cards, letters, emails, phone calls, etc... about the Employee Retention Credit (ERC). I personally have received notices portending to be from the IRS, the Small Business Administration, even from my bank, letting me know that I “may qualify for a “grant of up to \$26,000 per employee.” They

all advise me that “funds are limited” and that I need to “move quickly.”

### History

The ERC came about in March of 2020 as part of the CARES Act, and then was expanded greatly in December 2020 by the Consolidated Appropriations Act of 2021. For the most part, the ERC is a 50% credit against Qualified Wages (up to \$10,000 per employee per quarter) in 2020. For 2021: the Credit was increased to 70% of Qualified Wages per Quarter. It is limited to a single quarter of 2020 and the first three quarters of 2021. In summary, a Qualified Employee, with maximum Qualified Wages, would count as \$5,000 in 2020, and \$21,000 (\$7,000 per quarter for three quarters) in 2021, thus the “up to \$26,000” language in the calls and letters..

The Credit was intended to compensate employers who kept employees on their payrolls through the Pandemic. Congress didn’t really think it through, and the modifications didn’t really help. As a result it has been called the single greatest tax fraud target in U.S. history.

The IRS has been choked with claims, some legitimate, most not and appears to be disrupting a pop-up industry that encourages small businesses and nonprofits to claim the once-obscure credit and

receive up to \$26,000 per employee. The Wall Street Journal has reported that aggressive marketing by such firms is driving a flow of ERC refund claims that has overwhelmed the tax agency.

Faced with overwhelming fraud and abuse, the IRS is fighting back. They have announced that new claims for the employee retention credit, or ERC, won’t be processed until at least 2024. There will also be tougher scrutiny to an existing queue of more than 600,000 requests. The IRS will allow employers with pending claims to withdraw them and will let many repay their refunds if they no longer think they qualify. NOTE: if you fell for a marketing pitch from a “Credit Mill” - this is an excellent opportunity to consult with a firm that really understands your qualifications and consider withdrawing your claim while there is still time.

I recently attended a Webinar with IRS Commissioner Danny Werfel who said, “We are taking these dramatic steps because the IRS is increasingly alarmed about honest small-business owners being scammed by unscrupulous actors, we could no longer tolerate growing evidence of questionable claims pouring in following the onslaught of misleading marketing from promoters.”

We have reviewed claims prepared by the “Credit Mills” that have been full of errors and filed by employers that aren’t eligible. To receive the tax credit, you must show a significant decline in revenue or that a government order fully or partially suspended their operations. If your business didn’t have the required revenue drop, you must show that a government order, directly suspended your operations. Since most companies in the Electronic Security industry were considered critical infrastructure, they weren’t directly closed by shutdowns. We have been working on getting clarification on eligibility for our clients whose operations were significantly impacted by

*IRS, continued on page 26*

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**CAA PRESIDENT'S MESSAGE**

Dear Members of the California Alarm Association,  
I hope this message finds you all well and thriving in your respective endeavors.

It is with great pleasure and excitement that I introduce to you our new Executive Director, Paige Pohlers Meek.

Paige brings a wealth of experience and passion to our organization, and we are confident that she will lead us to new heights and achievements. Her commitment to excellence and her proven track record of effective leadership makes her the ideal person to guide our association as we continue to grow and thrive.

I would also like to take a moment to extend our sincere gratitude to Jerry and Syncomm for their support during this transition period. Their dedication to the success of our association has been instrumental in ensuring a smooth and seamless changeover.

Let us all welcome Paige with open arms and offer her our full support as she takes on this important role. Together, under Paige's leadership, we will continue to work towards our shared goals and uphold the values and standards that make the California Alarm Association the esteemed organization it is today.

**Winter Convention – Mark your Calendars**

I am excited to extend a warm invitation to each and every one of you to join us for our Winter Convention, taking place from December 6th- 9th at the magnificent Fairmont Hotel in San Francisco.

This convention is an incredible opportunity to connect with fellow industry professionals, learn from expert speakers, and discover the latest innovations in our field. Together, we can collaborate, share insights, and shape the future of the alarm industry in California.

We are also thrilled to announce that we are currently in search of sponsors for this flagship event. This is a golden opportunity for businesses and manufacturers to showcase their products and services, increase brand visibility, and forge meaningful connections within our community. We have a range of sponsorship packages available, each offering unique benefits and exposure opportunities.

If you are interested in sponsoring our Winter Convention, please do not hesitate to get in touch with Paige for more details. Your support is crucial in making this event a resounding success, and we are truly grateful for your consideration.

So mark your calendars and make plans to be in San Francisco this December. We promise an engaging and enriching experience that will leave you inspired and motivated.

You can register and sponsor directly on the CAA website - [caaonline.org](http://caaonline.org)

Looking forward to seeing you all at the Fairmont!

Best Regards,  
Sean Cooke  
California Alarm Association President



By Sean Cooke  
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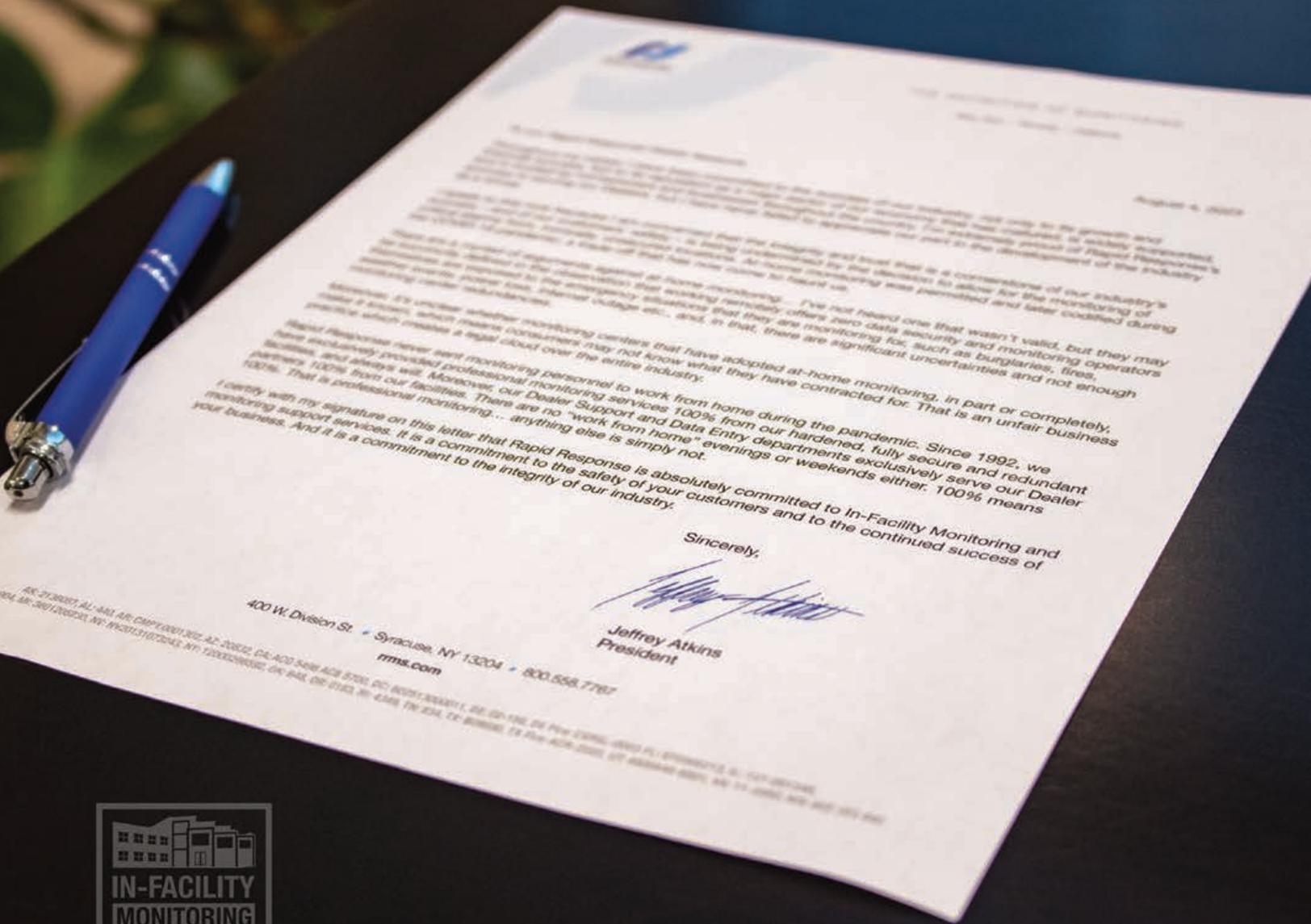
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**NAPCO SECURITY TECHNOLOGIES, INC.** announced the immediate availability of its Prima Security/Video/Automation All-in-One Super Panel and accessories line at all leading Distributors in North America. Napco's Prima 7" Super Panel, is a slim profile all-in-one 7"



panel, intuitively controlling security, fire, HD Video, and Z-Wave smart automation. Prima includes all today's wow-factor consumer features, such as voice assistant, 4MP camera, onscreen 2-way live video from cameras or doorbell, and a host of pro upsell accessories for all your residential system needs. And, because Video Doorbells are so important (a billion-dollar market): Prima Video Doorbells are extremely easy, with one-button activation, smart AI-human detection, night-vision & unbeatable self-healing WiFi so they stay connected, while you stay put—avoiding truck rolls over silly changed Netflix passwords, etc. For you, Prima's super smart security/fire/video automation platform also provides its own cost-saving, dealer backend and full dashboard control w/ enduser- and z-wave management, from any smart device or PC anywhere, live in real-time – including notifications via push/text or email. For more info contact your Napco Regional Sales Manager, any distributor or call Napco 1.800.645.9445 or see our Class Schedule in person or online intros & trainings added daily at [www.napcosecurity.com/seminars](http://www.napcosecurity.com/seminars).

**SNAP ONE** announced that it has opened six new Partner Store locations in Secaucus, New Jersey; Lenexa, Kansas; Boise, Idaho; Fort Myers, Florida; and Cincinnati and Cleveland, Ohio; with an additional grand opening to come in Raleigh, North Carolina. In addition to offering product support to regions plagued by delivery complications and product procurement issues, Snap One is using their local footprint to bring unparalleled in-person training to regions across North America. This year alone, Snap One will host over 400 events across 40+ locations – one hundred more training sessions than last year. “Snap One offers multi-level training programs that tackle everything from custom integration basics to product-specific design and installation,” said Bill Zidek, Snap One Vice President, Snap One Partner Stores. “Our events feature a special emphasis on both manufactured and 3P Snap One products including Access Networks®, Araknis™, Luma Surveillance®, Control4®, Lutron, AVPro Edge, Digital Watchdog and beyond. Our goal is to meet Partners where they are – bringing top-line education to them –and we're able to do so with our expanding local footprint.” In addition to the seven openings slated this year, Snap One has also moved and expanded existing locations in Eden Prairie, Minnesota; Portland, Oregon; and San Jose, California to better serve partners. In 2023 and beyond, Snap One will continue to identify new markets ideal for Partner Store locations. “Our continued investment in our local footprint emphasizes our commitment to supporting Partner business, whether that's through training and installation and advice, or streamlined product availability,” Zidek concluded. “And we're not done. We look forward to expanding to more regions in 2024, and adding more brands to our robust product portfolio.”

**RAPIDSOS** and **EMERGENCY24** announced a partnership that aims to deliver alarm signals for commercial fires faster and with more accurate data into the hands of first responders. With the launch of digital alerts, Emergency Communication Centers (ECCs) nationwide will receive dispatch information from monitoring centers in real-time,

eliminating the need for a phone call. According to the U.S. Fire Administration, non-residential fires increased 20% with fatalities up 70% in the study period (2011 – 2021). With RapidSOS, alarm signal data can be shared from the fire panel communicator, assessed by a central station, and received by ECCs and field responders all digitally, eliminating manual handoffs, transcription errors, and reducing transmission time. “Information is power. With this solution our telecommunicators immediately receive location and critical incident data directly on their screens, delivered digitally while they engage with the central dispatch station and go through the verification process,” said Jessie Wiederhold, Clermont County Communication Center Director. “The result is a faster and smarter response that will help save property and lives.”

**SECURITY FUNDING ASSOCIATES**, Audrey Pierson, and Aabo Home Security announced they have created a new version of the dealer program focused on the small, medium-sized “Smart Home” market. “We will be investing in each partner company, who will have approximately 5-50 employees, and are selling into the residential and small commercial space”, said SFA's Tony Smith, adding “ we will create significant volume by focusing on training sales associates via Audrey Pierson, one of the leading sales trainers in our industry. Through **AABO HOME**, we will provide full management of created accounts, including nationwide monitoring, through the life of the monitoring contract.” Unlike other Dealer Programs, the program will not acquire 100% ownership of the contract, but share ownership and financial equity with our partner dealer on an approximate 50-50 basis. Financing of installations will be through several banks who have committed to this program and its low attrition operating plan. This process will create cash flow for the Partner Dealers that is substantially more than they might receive through traditional Dealer Programs. There will be no dealer holdbacks, and there is a guarantee only for the first year of the contract. Dealers in this space have difficulty creating the working capital they need to grow and accumulate equity. Too often, they must resort to selling their accounts on a monthly basis to fund that growth. Now they have a new option that allows them to fund that equity growth, have the customer pay back the bank loan, minimize attrition and eventually retire with their financial future assured. This program has been in business for over two years, without attrition, and is now ready to roll it out nationally. For further information please call Tony Smith at (626) 795-9199 or Audrey Pierson at (831) 277-7447.

**ALTRONIX** announced its new NetWay3024P compact PoE adapter, providing simultaneous 24VDC and PoE/PoE+ over a single structured cable to a wide range of devices including PoE cameras, external microphones, sensors, control boards, switching equipment, and more. “Security professionals and systems integrators are frequently asked to do more with less space, less time, and less resources,” said Ronnie Pennington, Director of Sales for the Americas, Altronix. “The NetWay3024P offers a compact, highly cost-efficient solution, delivering PoE+ and DC power to a wide range of security devices.” Key features and benefits of the NetWay3024P include flexible power capability and seamless data and power transmission. The NetWay3024P is TAA and NDAA compliant and backed by a lifetime warranty.

**ALULA** announced the merger with M2M Services, a provider of universal alarm panel communicators, connectivity, and interactive services. The merger marks a significant achievement in the industry, creating a company with unrivaled products and services that cater to the ever-evolving demands of the smart security market and the professionals who serve it. The combined companies will be led by Peter Tzvetkov, CEO of M2M Services. Dave Mayne, President of Alula, will lead North America operations and oversee global sales and marketing. Gregg Waldon, CFO of Alula, will manage financial operations for the combined business. The company will have US headquarters in St. Paul, Minnesota and global

*Associates News, continued on page 10*

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headquarters in Sofia, Bulgaria. “This merger represents a strategic move to position ourselves as the premier market leader in the smart security industry,” said Peter Tzvetkov. “We are excited about the future and the offerings we’ll provide to both our current and prospective customers, making available unmatched security solutions that provide peace of mind and seamless control over the connected environments they create and monitor. Dave Mayne stated, “As a combined business over 1.25 million rooftops will be actively using our service platform to protect their properties and add convenience to the lives of those residing and working there. We are committed to continued innovation around the connected security market.”

ASSA ABLOY has acquired **SECURITECH GROUP INC.**, a manufacturer of high-security mechanical and electronic door hardware products in the U.S. “I am very pleased to welcome Securitech into the ASSA ABLOY Group. This acquisition delivers on our strategy to strengthen our position in mature markets through adding complementary products and solutions to our core business,” said Nico Delvaux, President and CEO of ASSA ABLOY. Lucas Boselli, Executive Vice President of ASSA ABLOY and Head of the Americas Division also added “Securitech’s focus on innovative, high-security locking solutions fills several gaps in our existing door hardware portfolio and I’m excited for them to be part of ASSA ABLOY”. “This acquisition provides a great opportunity for us to further enhance our core offering to education, critical infrastructure, government, behavioral health, and other high-security markets.” Securitech was established in 1983 and has some 50 employees. The main office and factory are located in Maspeth, Queens, New York.

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Member companies can register new apprentices anytime. If you will be hiring new apprentices or technicians, member companies are encouraged to send job postings to [info@wbfaa.net](mailto:info@wbfaa.net) and we will send to our list of qualified prospects. The WBFAA UATC is open to member companies of the CAA or CAFAA who require having registered apprentices with the State of California. Call the WBFAA UATC at 800-809-0280 if you are interested in joining.

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## Certification – Fire/Life Safety Technician - Renewal

For Fire/Life Safety Technicians with 4,000 hours of work experience, the state law requires them to be certified by passing the state exam. The renewal application is posted at [www.dir.ca.gov/das](http://www.dir.ca.gov/das) and the state does not send out reminders. For information on the Electrician Certification Program visit [www.dir.ca.gov/das](http://www.dir.ca.gov/das) and follow the links.

The WBFAA UATC has certification prep material available to member companies of the WBFAA UATC. If you are a member and would like the material, please contact the WBFAA UATC at 800-809-0280 or email [info@wbfaa.net](mailto:info@wbfaa.net).

## CSLB Enforces Zero Tolerance

The Contractors State License Board (CSLB) is legally required to open an investigation and initiate disciplinary action against the contractor (which may include license suspension or revocation) within 60 days of receipt of a referral or complaint from the Department of Industrial Relations' Division of Apprenticeship Standards (DAS). Labor Code Section 3099.2 stipulates that anyone who performs work as an electrician for C-10 Electrical contractors shall hold an electrical certification card issued by DAS; DAS is required by Labor Code Section 3099.2 to report violations to CSLB. Learn more about electrician certification by visiting the Division of Apprenticeship Standards website. [www.dir.ca.gov/DAS/ElectricalTrade](http://www.dir.ca.gov/DAS/ElectricalTrade)

## WBFAA UATC Offers Online Continuing Education

The WBFAA UATC is offering an online continuing education program for electronic security systems technicians with more than 50 hours of course offerings. Registered technicians with member companies will have access to 18 hours of online courses annually at no fee. In addition, registered technicians will have access to courses offered in physical classrooms and can submit third-party training for certification for renewal of the state Fire/Life Safety Certification card. For more information, visit [www.wbfaa.net](http://www.wbfaa.net) or [www.wbfaatraining.net](http://www.wbfaatraining.net).

## WBFAA UATC Invites Membership

Assented member companies register all fire alarm technicians in the program and pay a monthly fee of \$25 per technician. The apprentice program and course, prep material for certification and continuing education courses are provided at no additional fee. In addition, member companies who contribute to public works training trust funds to the WBFAA receive a \$.15 per hour credit for registered technicians. For complete information, visit [www.wbfaa.net](http://www.wbfaa.net) or call the WBFAA UATC at 800-809-0280.

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# MARKETING INSIGHTS



By: *Brian Plant*

NextDoor has exploded as the hot new social media app for communities around the country. Home services providers like landscapers, plumbers and electricians – as well as your national competitors like ADT, Brinks, Vivint and more – are constantly running ads in the NextDoor newsfeed. NextDoor is like the new Facebook, featuring updates from your neighbor across the street (as opposed to people scattered all over the globe). If you live in a community with an active presence on NextDoor, then you've seen what an amazing

advertising opportunity the platform may present for your alarm company.

If you're new to the NextDoor ad game, you may not know how to get started – or, you may not have the time to manage an ad campaign effectively. Fortunately, the digital ads team at AlarmBrand can help. Here are few reasons to consider advertising on NextDoor, and some next steps to help you get started today.

## People Want to Connect with Neighbors AND Services.

There's a reason why online platforms for neighbors have grown exponentially in recent years: Now more than ever, people seek connection to their neighbors. While connecting to the global community remains important for some, making local connections has become a larger priority since the pandemic. People want to know "real life" people who live and work in their own communities. Many consumers want to support and do business with local companies rather than large corporations.

## NextDoor is High-Intent Browsing.

Unlike Facebook, where people are not really looking to connect with brands or services, over 90% of users open the NextDoor app to get recommendations from neighbors for home services. Local Facebook groups and other forums can vary by reputation and what they have to offer. What sets NextDoor apart from them? It's powered by trusted local information, with new updates being posted by neighbors every day. Whether someone is searching for a vendor to cater their party, or a licensed alarm dealer to

protect their home or business, neighbors in communities from coast to coast are turning to NextDoor for the services they need in the immediate future.

Unlike Facebook, where people are not really looking to connect with brands or services, over 90% of users open the NextDoor app to get recommendations from neighbors for home services.

## NextDoor Ads Provide Relevant Options.

NextDoor offers a variety of ways for businesses to reach neighbors, each of them delivered in a relevant context that makes sense to the user. Your alarm company can take advantage of everything from native ads, to display ads, to scrolling video ads, to NextDoor's proprietary Digest email. There's also a NextDoor marketplace, where you can advertise in a "for sale" platform where local users are looking for a specific service. It's even possible to showcase multiple services in a carousel format, or place a click-to-call ad directly in NextDoor's in-app newsfeed. Another highly popular option for NextDoor ads is their Local Deals option. There's no one-size-fits-all model for advertising on NextDoor, which makes it appealing to alarm dealers and integrators looking to reach new audiences in their local communities.

## What Do Ads on NextDoor Cost for Alarm Companies?

NextDoor advertising is scalable, and there are a variety of ways to structure an ad campaign. A modest budget similar to what you might expect for Facebook Ads is sufficient to generate traffic, brand awareness, and conversions. The platform offers tailored analytics that measure the effectiveness of your campaign, and working with the digital ad experts at AlarmBrand means you have a dedicated team who can adjust your campaign as needed. If you decide to try something new, NextDoor makes it easy – and with AlarmBrand as your digital advertising partner, it can be even easier.

*Brian Plant is Managing Director at AlarmBrand, offering website creation and marketing for the electronic security industry that communicate your story, resonate with your audience, and generate revenue. Since 2009, brands that you know and trust have leveraged AlarmBrand to grow their businesses, including SDM 100, SDI Fast 50, monitoring centers, technology providers, professional corporations, and small / medium businesses across the USA.*

## News from ISC East



ISC East announced that Greg Ehrie, Chief Security Officer for the Port Authority of New York and New Jersey, will kick off the Keynote Series on Wednesday, November 15 in New York City. Ehrie's presentation, "The Evolving Threat Landscape: Protecting New York and New Jersey's Critical Transportation Assets," is open to all badge holders at ISC East, which

takes place November 14-16 at the Jacob K. Javits Convention Center. "With his expertise in implementing security strategies into transportation systems, we are excited to welcome Greg Ehrie as our first keynote speaker at ISC East this year," said Mary Beth Shaughnessy, ISC Event Vice President. "Through his insights, security novices and professionals alike will learn how an expansive and multifaceted organization like the Port Authority prioritizes security to protect all its stakeholders. The audience will walk away from his presentation with a better understanding of the local infrastructure they use every day and the steps taken to ensure their security at all levels." The Port Authority of New York and New Jersey oversees regional transportation infrastructure across the two states. Every day, the Port Authority must leverage the latest innovations in security technologies to operate its systems with the utmost safety and efficiency. Ehrie's presentation will shed light

on the evolving threat landscape and how the Port Authority implements a risk-based, multi-layer security approach to protect its employees, customers, and critical transportation assets – including airports, bridges, tunnels, bus terminals, ports, and the iconic 16-acre World Trade Center complex.

The ASIS NYC Chapter Person of the Year Lunch will also be held at ISC East again. This prestigious gala luncheon will lead off with featured speaker, Thomas H. Kean, the former Governor of New Jersey and former Chairman of the 9/11 Commission, on Nov. 15 at 12pm. The ASIS NYC Chapter will present the Person of the Year Award to Mary Fetchet for her impactful work in the New York City community through her continuous support of the victims and families affected by 9/11. Fetchet co-founded the nonprofit organization Voices of September 11th (VOICES) in 2002 to address the ongoing needs of 9/11 victims and their families. For over 20 years, she has helped foster resilience and healing through VOICES by offering community support services, mental health resources, educational programs, and more. "I am honored to be part of ISC East 2023 and the ASIS NYC Person of the Year Luncheon. As the Chairman of the New York City ASIS Chapter, I am privileged to be involved in an event that brings together security professionals from various industries to share knowledge and expertise. This event serves as a platform for networking, learning, and recognizing outstanding individuals in our field. I look forward to the opportunity to engage with industry leaders and contribute to the advancement of security practices in New York City," said Brian H. Reich, CPP, New York City ASIS Chapter Chairman.

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# PRESS RELEASE

## SENTRY SOLIDIFIES IT'S ABILITY TO SERVE THE GREAT NORTHWEST WITH IT'S SECOND ACQUISITION IN OREGON



**MONTEREY, CA., October 6, 2023** - This past December, Sentry Alarm expanded its presence into the Great Northwest by acquiring Quadrant Systems, a prominent security company based in Portland, Oregon. Building upon the recent success of that merger Sentry is thrilled to announce its second Oregon based acquisition to its fold: Wilsonville Lock & Security. This new addition continues to strengthen the long term commitment of Sentry's team of professionals to meet all of our valued clients' fire life safety and private property protection needs throughout California, Oregon, and Washington State.

We are truly excited to welcome Wilsonville Lock & Security to the Sentry Alarm family and with their team of proficient technicians, efficient administrative staff and expert consultants we will continue to provide innovative and reliable security alarm, fire alarm, video surveillance and access control system products and services to all of our valued customers.

About Sentry Alarm: Sentry is a third generation family owned and operated leading provider of security and fire life safety solutions in California, Oregon and Washington State. With a commitment to excellence and a focus on innovation, Sentry Alarm has been meeting its valued client's security and fire alarm system needs for the past 52 industry years and looks forward to doing so for many generations to come. These recent acquisitions further strengthens Sentry Alarm's resolve to position itself as the "Go To" trusted security and fire life safety provider.

For more information, visit [www.sentryalarm.com](http://www.sentryalarm.com).

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# IN THE NEWS



Security Industry Alarm Coalition

SIAC, in conjunction with the Alarm Association of Florida, honored with recognition the following individuals on the Florida Police Chiefs Association Wall of Honor. SIAC is a longtime co-sponsor and supporter of this program.



L to R – Grady Medcalf, President of the Alarm Association of Florida. Joseph Estey, SIAC Retired Chief Philip Thorne, Wall of Honor Recipient Chief Keith Touchberry, 2022/2023 FPCA President Jennifer “Cookie” Pritt, FPCA Executive Director

L to R – Grady Medcalf, Joseph Estey, Amy Mercer, Former FPCA Executive Director, Wall of Honor Recipient, Chief Keith Touchberry, Jennifer “Cookie” Pritt



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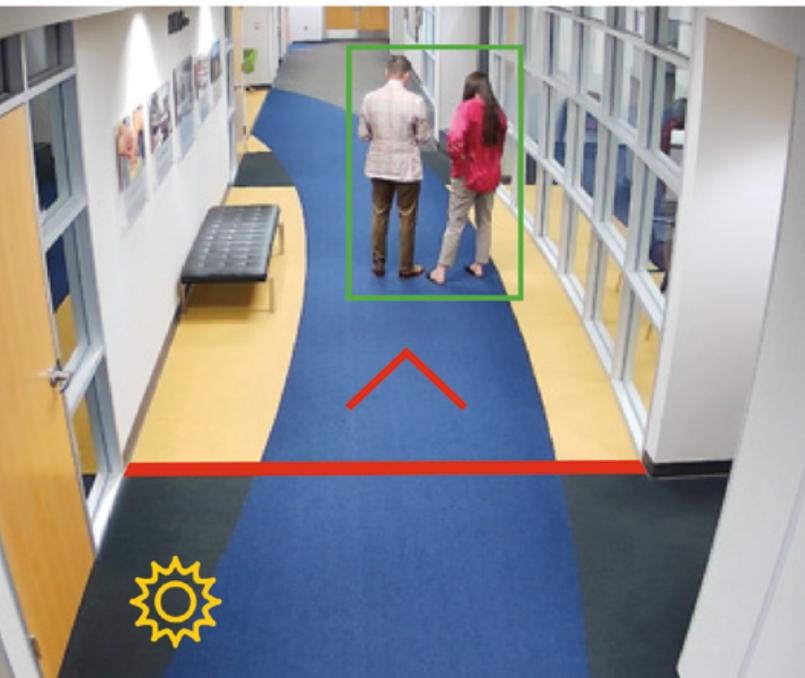
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## IRS, continued from page 1

closures of their customers (i.e. a fire alarm company whose service and inspection revenues fell because their restaurant customers were closed). Until we get definitive word, we are not moving forward with claims for our clients. We are not worried, there is still plenty of time to file.

Even though the IRS has added the ERC to its “Dirty Dozen” list of common tax scams, claims keep pouring in. Over the life of the Credit, the IRS has received 3.6 million claims for it, about 15% of them in the past 90 days.

As of March 2023, the IRS had paid more than \$150 billion in ERC claims. Treasury data suggest that the figure is now \$230 billion, or roughly triple the original congressional estimates. The ERC will cost the government more this fiscal year than the mortgage interest deduction and charitable deduction combined. Thousands of cases have been referred for audits. Officials warn that employers face potential penalties, interest, and even criminal charges, if they claimed the credit but weren’t eligible. The tougher scrutiny it plans to give currently pending will materially increase standard wait times for refunds. Many employers should expect to receive requests for documentation, which could prompt some to withdraw their claims. The IRS has strongly indicated that they will work with Taxpayers who have received payments and want to return them. In my experience it

is best to have your tax pro work with them instead of waiting for the IRS to reach out to you.

“ERC assistance companies”, including payroll companies and many firms that didn’t exist before the pandemic, typically charge their clients a portion of the refund. The IRS says taxpayers should avoid firms using that business model. The promoters typically do calculations of the credit but often don’t prepare or sign the tax returns. This should be a warning sign. If they are so sure about your eligibility, why won’t they sign the return? And they often rely on business owners to determine whether a government order fully or partially suspended their operations—usually the key factor for ERC eligibility. Officials said they want to give business owners a chance to re-evaluate their decisions to file ERC claims. The IRS published a new eligibility checklist to help employers determine whether they qualify.

My advice is to sit tight for a while and let things unwind a bit. Not only do you have plenty of time to file a legitimate claim, the IRS will also pay you interest on the refund if you are truly eligible.

*Mitch Reitman is the Managing Principal of Reitman Consulting Group, Inc. and is a member of the Security Sales & Integration Hall of Fame. He has served on the board of the Texas Burglar & Fire Alarm Association and is active in several other local and national Associations in the Security and Fire Alarm industries. He can be reached at MReitman@Reitman.us*



### ORANGE COUNTY ALARM ASSOCIATION

2970 E. La Palma Avenue, Ste F, Anaheim, CA 92806  
800-437-7658 www.OCAAonline.org

#### OCAA Officers

**President - Elizabeth Courtney, Beacon Security**  
**Vice President - Lisa Beale, American Alarm Systems**  
**Secretary/Treasurer - Tatiana Abramek, NMC**

Visit [www.OCAAonline.org](http://www.OCAAonline.org) for more information.

By Elizabeth Courtney, OCAA President

This year the Orange County Alarm Association is continuing to focus its’ efforts on recognizing our law enforcement partnerships. We are endeavoring to build stronger, real-life relationships with our law enforcement partners. We have much to learn about law enforcement issues and we have much to teach in return.

We are encouraging our Chapter members to initiate and cement relationships by meeting with their local law enforcement agencies. Consider simply dropping by the station unannounced with donuts, coffee, pizza or sandwiches. Shift changes present a unique opportunity.

For more information about OCAA activities, contact the OCAA office at 800-437-7658 or email [OCAAlarmAssoc@aol.com](mailto:OCAAlarmAssoc@aol.com). Visit our new website at [www.ocaaonline.org](http://www.ocaaonline.org) for meeting information and registration forms, training opportunities, members list and a whole lot more.

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### MID CAL ALARM ASSOCIATION

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

John Heath, President



### GREATER VALLEY ALARM ASSOCIATION

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

Joe Castro, President

#### MEETINGS

Our meetings are held at Custom Electronic Supply, 1324 Dupont Court, Manteca 95336 and they start at 11:30 a.m. GVAA meetings are held on the second Thursday of every third month (once a quarter) at the above location. Please contact Joe Castro at 209-384-3305 or by email at [josephc@alarmwatch.com](mailto:josephc@alarmwatch.com) for more information.

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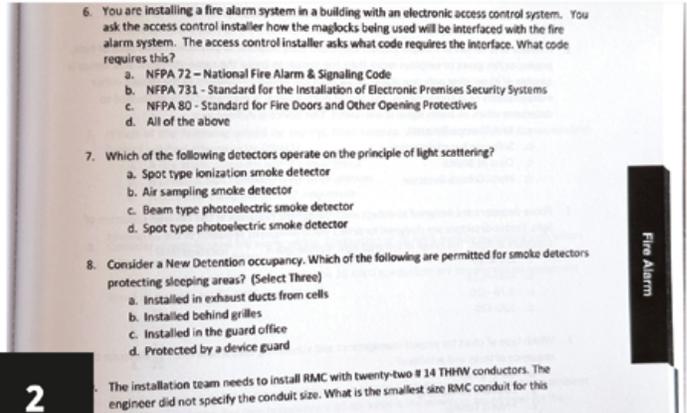
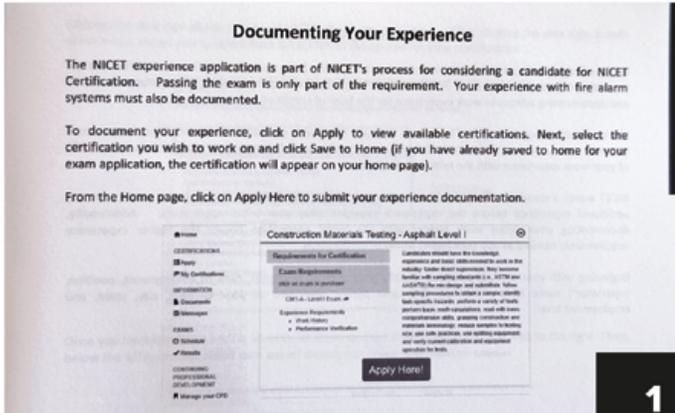


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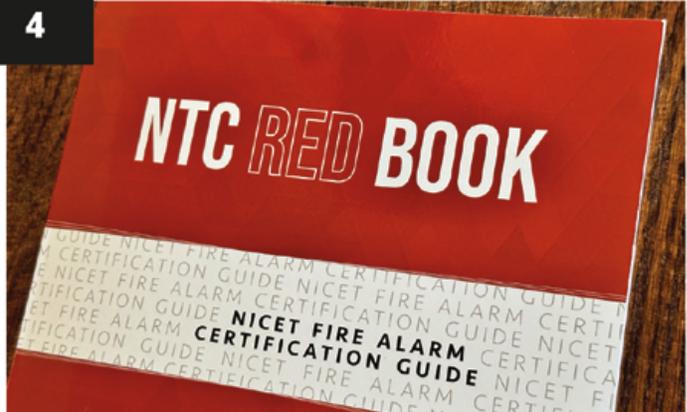
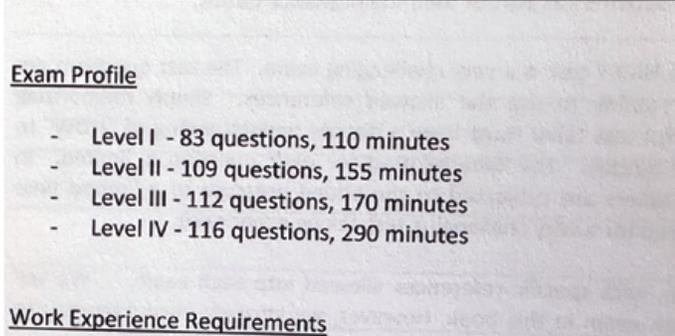


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## 1 The NTC Red Book covers the NICET Certification process

The Red Book covers getting NICET certified in Fire Alarm Systems (FAS) and Inspection & Testing of Fire Alarm Systems (I&TFAS). In addition, the Red Book explains the certification process, permitted codes and references, documentation requirements, and exam strategies.

## 3 The NTC Red Book covers all levels of certification in Fire Alarm Systems

The NTC Red Book covers Fire Alarm Systems Levels I to IV and Inspection & Testing of Fire Alarm Systems Levels I and II. A single book covers all the certifications available in fire alarm systems, providing a guide for your certification path.

## 2 The NTC Red Book includes a LOT of sample questions

The Red Book has 12 quizzes for each level of certification, with 10 questions for each quiz. The quizzes are also excellent for individual or group study and exam practice. Get your codes ready, set 15 minutes on a timer, and then go. The answer key identifies the correct answer and the code used to answer the question.

## 4 The NTC Red Book compliments NTC's Online Training

The NTC Red Book allows the student to study "offline." While waiting at a job site for the AHJ to show up and taking a break from screen time, the Red Book provides easy access to questions. And, just like the online training, the NTC instructor team is just an email away if you want to discuss a question or answer.

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## SACRAMENTO AREA ALARM ASSOCIATION

### Rich Whitlock

[richard.whitlock@farpointedata.com](mailto:richard.whitlock@farpointedata.com)

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- Tauni Wallace, Notifier ~ Treasurer
- Raven Brockway, Eclipse Insurance and Marketing ~ Secretary
- Kent Brust, Pacific State Security and Fire ~ Sgt of Arms
- Dawn Smith, Total Monitoring Services ~ Officer at Large

Our Annual Fire Forum was on October 12th. For the second year it was at the Sacramento Fire Museum located at 3650 Industrial Blvd West, Sacramento, CA 95691.

Sam Aviles (Honeywell Fire) Video Presentation on Brighton Area Fire Authority

**William Sudah** (Honeywell Fire) "How to Prevent Thermal Run-away in Lithium-Ion Batteries"

How to prevent Lithium-Ion batteries from exploding

Lithium-Ion Applications

Battery Recycling Best Practice

Understanding the 4 stages of Li-Ion battery failure

How Lithium-Ion batteries work

Battery Management Systems

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Thermography Basics

Thermography Applications

Honeywell VIS-IR Thermal Camera Detector

**Nick Immekus** (The Compliance Engine) "The good, the bad and the ugly truth around your connection to Compliance"

Today's problems with systems testing and maintenance.

50% of Fire Protection Systems past due for inspection

89% of AHJS don't have complete databases

Benefits of The Compliance engine to both Contractors and AHJs

International Fire Code Overview of Record Keeping and how the Engine can assist with that

Compliance Engine Helps AHJs to enforce maintenance and inspections to Business Owners / Property Managers

Were able to bring Austin to only 12% (from 89%) past due for inspections in 3 years

Integrations to come: InspectPoint, Service Trade, etc.

If you have not been to the museum, please check it out. Fire Engines, old Turn Out Gear, antique Memorabilia and even an original Fire Alarm with the ticker tape.

Our sincere gratitude to the Sponsors:

**AES Corp.**

**Sacramento Area Alarm Association**

**Silent Knight**

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**SDi, Inc.**

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**The Compliance Engine**

Our next event will be our Annual Holiday Party on December 14th. Election of Officers and a chance to reflect and celebrate the year.



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www.raaonline.org  
Chuck Petrusha, President

Meeting Topic Considerations:  
Building relationships with public safety  
Legislation affecting the alarm industry  
Local ordinances affecting the region  
Latest technology and solutions

**RAA MEETINGS**

For questions about the association, please contact Chuck Petrusha at chuck@advancedsecurity.us or call 707-443-0366.

**GLASAA**

Greater Los Angeles Security Alarm Association

www.glasaaonline.org  
Dave Michel, President

**GLASAA Meetings and Events**

Please visit our website at www.glasaaonline.org.



**EAST BAY  
ALARM ASSOCIATION**

www.ebaaonline.org  
Tim Westphal, EBAA President

As we continue to distance ourselves from the trials related to the COVID pandemic, we hope to re-engage all EBAA Members for future meetings or gatherings in 2023 and beyond. We have incredible resources within the Association as well as through our affiliate organizations, such as SIAC.



**GOLDEN GATE  
ALARM ASSOCIATION**

Paul Wasseem  
OpenEye, Business Development Manager, 408-307-7725

**GGAA MEETINGS**

www.ggaaonline.org

Meeting Topic Considerations:  
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Legislation affecting the alarm industry  
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**Save the Date:** Thursday December 14<sup>th</sup> 2023, The SDSA holiday party returns. This year's party will be at Karl Strauss Brewing Sorrento Mesa. More information about the party will be available soon.

**City of San Diego Permit Process**

The San Diego Security Association and SIAC have been working cooperatively with the City of San Diego to assist with their fire alarm program, and now their burglar alarm program. The police are requesting alarm companies to submit their active burglar, panic and holdup alarm customer lists to the San Diego Police Department. The preferred method is to send your excel customer list electronically by email to Hilda Gonzalez-Reed at hgonzalezreed@pd.sandiego.gov. If you have any questions, please contact Hilda Gonzalez Reed at hgonzalezreed@pd.sandiego.gov or 619-531-2247. Visit our website www.sandiegosecurityassociation.org.

The San Diego Police Department Permits Division reminds all alarm companies that they are required to have a valid alarm permit for the premise being installed, prior to the installation of an intrusion or fire system. The alarm company is responsible for obtaining or verifying the existence of an existing alarm permit for the premise. For information, please contact SDPD Permits Division – Frank Dragula 619-531-2364 Fdragula@pd.sandiego.gov



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## INLAND EMPIRE ALARM ASSOCIATION

www.ieaaonline.org

**Richard Jimenez, President**

IEAA is a professional association of alarm companies and leading industry specialists, focusing on bringing together the best resources

possible for the mutual benefit of all members and associates. It is our goal to bring knowledgeable people together as a resource to better protect your business and your customers' safety. Please make time to come out and be a part of what I believe is the future of the alarm industry in California. Professional, Beneficial, Informational.

### IEAA Membership

If you would like to become a member or have any suggestions on ways to increase our membership, please us a call at 800-559-9060.



Join Inland Empire Alarm Association and the Riverside Police Department

## 10<sup>th</sup> Annual Tree of Life Charity

November 2, 2023 1:30-3:30 PM

Dealer Sponsor Tickets \$100.00

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\*Price includes lunch for one and a sponsored student's lunch. Additional guest \$50.00 per person

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**REGULAR** \$300  
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\$50 cash towards Kids

Please bring your new unwrapped gifts suitable for teens (gift cards suggested) to our next meeting Thursday, November 2, 2023 as we present them to the Riverside Police Department and students of JW North High School at the meeting

**TEENS MAKING A DIFFERENCE WITH THEIR PEERS AND WITHIN THE COMMUNITY**





# Don't Wait Until It's Too Late

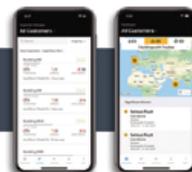
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- **New 5G MAX Models Available: Proven to work, even where others won't.** StarLink Cellular models all feature Signal Boost™ & 2 Antennas Are Better Than 1: Eliminating Signal Clash/Drop-Outs
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Contact: SILSANW1@outlook.com for more information on events and membership.

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## OREGON BURGLAR & FIRE ALARM ASSOCIATION



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### OBFAA Membership

Please contact us if you would like to be a member of the OBFAA. Being part of the OBFAA has many benefits such as the latest news dealing with the alarm industry in the Pacific Northwest, OBFAA represents You and Your opinion to consumers, lawmakers and the public at large. The bigger the organization, the louder its voice.

## NSA NEVADA SECURITY ASSOCIATION



1000 N. Green Valley Parkway  
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# COLORADO BURGLAR & FIRE ALARM ASSOCIATION, INC.



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## CBFAA had a great Industry Get Together in October at Top Golf! Thanks to everyone who attended!

### Special Thanks to our Sponsors

**AvantGuard Monitoring**

**Digital Watchdog**

**DSC/Qolsys/JCI**

**Open Eye**

**SES**

**Agency for Credit Control**

**DMP**

Everyone had excellent opportunities to talk with our sponsors and our board of directors, have a chance at some super raffle prizes, dinner and of course, fun golfing. To contact our sponsors, go to [www.CBFAA.org/associate-members](http://www.CBFAA.org/associate-members) for their contact information.

We urge you to become more involved with CBFAA. Do you have concerns that need addressing or just want to keep up-to-date on happenings in Colorado? Join a committee or the board of directors. Get involved and help us create solutions for your company and the industry.

Join or renew your membership with CBFAA! Low flat-rate annual dues are a great ROI. Want to know more? Contact us!

Membership applications are online at [www.cbfaa.org](http://www.cbfaa.org) or contact us at [cbfaa@cbfaa.org](mailto:cbfaa@cbfaa.org) Join today!



*Attendees enjoying the great weather and company at CBFAA 2023 Top Golf*



*Dealers & Sponsors Chris Hornsby of DSC and Jay Rehder of Open Eye talk shop and golf.*



*Premium Sponsor Cameron Richter of Avant-Guard having some great conversations.*



*Premium Raffle sponsor Josh Waldram of DMP in discussion with dealers.*



*Adam Sisbarro for Digital Watchdog pulling a winning raffle ticket.*



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The Utah Alarm Association invites all concerned professionals and other parties (Police, Fire, government, etc.) to join us for our monthly false alarm meeting, now in its 34th year.

We meet the third Tuesday of each month at Jim's Family Restaurant, 1728 Park Ave, Riverton, Utah 84065 at 8:30AM. We encourage all to come out for free breakfast and discuss false alarm reduction, industry standards, best practices, etc.

The Association is proud of our 2021 false alarm dispatch numbers. Our false alarm rate for residential dispatches is .08, that is one dispatch per system every 12.5 years. Our commercial false dispatch rate is .33, that is one dispatch every 3 years. Combined is .14 or one false dispatch every 7 years.

We look forward to your help as we work towards reducing our false alarm rate.

If you would like to sponsor one of these meeting or have questions about the association, please feel free to contact a member of the board.

## TEXAS BURGLAR & FIRE ALARM ASSOCIATION



P.O. Box 59982 Dallas, TX 75229-1982  
TEL 877-908-2322  
ExecutiveDirector@tbfaa.org  
www.tbfaa.org  
Brad Shipp, Executive Director  
385-229-2120

## NEW MEXICO SECURITY & LIFE SAFETY ASSOCIATION



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# CALENDARS

Send your events to *THE MIRROR*: [info@caaonline.org](mailto:info@caaonline.org)

## DECEMBER 2023

14..... SAAA Holiday Party  
6-9..... Winter Convention ..... Fairmont San Francisco

## 2024

### May

15-18..... Palm Springs Convention ..... Hilton Palm Springs

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## INDUSTRY EVENTS

### ISC East

November 15-16, 2023, New York, NY

### TMA

OPSTech, October 9-12, Lafayette, LA  
Annual Meeting, November 4-8, 2023, Kapalua, Maui, Hawaii

# ATTENTION - ALARM COMPANY QUALIFIED MANAGERS



The State of California Bureau of Security & Investigative Services is recruiting Alarm Company Operator (ACO) Qualified

Managers (QMs) to participate as Subject Matter Experts (SMEs) in Exam Development Workshops for the purposes of writing, reviewing and revising items for a new version of the Alarm Company Qualified Manager Exam. Workshops are two days long and may be held remotely or in-person, and SMEs will receive \$200 per day for their participation. For in-person workshops, the Bureau will book lodging as well as airfare to and from the workshops. Meals and mileage will be reimbursed in accordance with State travel guidelines. ACO QMs who are interested must enter into a three-year contract with the State of California and must be holders of an ACO QM Certificate in current and clear status and be active in a current ACO licensee's business. If you are interested in participating, fill out the Qualified Manager Subject Matter Expert Registration Form found here: <https://www.bsis.ca.gov/webapps/workshops.php>. Thank you for your interest!

## BSIS Address and Telephone Numbers

Bureau of Security and Investigative Services  
2420 Del Paso Road, Suite 270, Sacramento, California 95834.  
The following are a list of important Bureau numbers to update your records:

Main Number: ..... 916/322-4000  
Toll Free Number: ..... 800/952-5210  
Licensing Fax Number: ..... 916/575-7290  
Enforcement Fax Number: ..... 916/575-7289  
Email: ..... [bsis@dca.ca.gov](mailto:bsis@dca.ca.gov)  
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#JustSayNoToPOTS

# New RMR Through **Emergency24** + **Honeywell** Enhanced Monitoring

Emergency24 is the founding partner of Honeywell's Enhanced Monitoring program, offering best-in-class monitoring services aimed at revolutionizing fire dispatch response in your community.

## Enhanced Monitoring services include:

- **Commercial Fire Digital Alerting:** With a remarkable digital dispatch coverage of over 95% of U.S. Emergency Call Centers, we ensure thorough monitoring support.
- **Facility Manager / Remote Monitoring:** Access our phone app, allowing both you and your customers to efficiently manage fire systems with unlimited user access.
- **1st Responder Alerting:** During alarms, we promptly send panel information directly to first responders' apps, facilitating swift response.
- **Faster, More Accurate Fire Response:** In collaboration with Honeywell, RapidSOS, Emergency Communication Centers, and fire stations where available, we ensure faster and more precise responses.

This groundbreaking Enhanced Monitoring solution, in partnership with Honeywell, establishes a new industry benchmark by decreasing dispatch information transmission from 2 1/2 minutes to an impressive 13 seconds. Together, we bring a host of benefits that will transform the way monitoring centers interact with Emergency Call Centers and First Responders.

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3. Pathways connect to CLSS only through Emergency24



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In addition, Honeywell is providing Platinum Honeywell dealers with a \$6 credit for each account they activate on CLSS through Emergency24's Enhanced Monitoring. The activation Enhanced Monitoring activation fee for each account is \$1 per month.

Partner with Emergency24 today and experience the unmatched benefits of our collaboration with Honeywell CS Premium. Together, we'll transform the safety landscape for your customers and first responders all while increasing your RMR!

## About Emergency24

As an Underwriters Laboratories-listed and FM Approved central station with redundancy, Emergency24 remains a leader among central stations since 1967. We are family owned with a rich history of innovation and an impressive list of industry firsts, and we continue to keep our dealers and their subscribers first.

\*Note: Prices are subject to change. 3-year commitment with Emergency24 commercial fire monitoring required.

**Emergency24**

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Des Plaines, Illinois 60018  
1.800.800.3624 | emergency24.us

