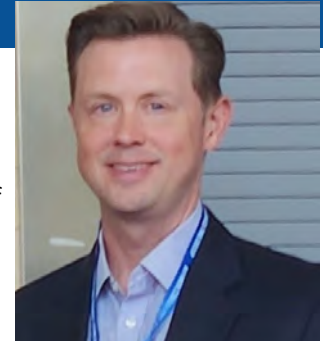


FROM THE PRESIDENT

Trevor McEnaney, NYELSA President



Dear NYELSA Members and Friends

Happy Holidays!!! It has been a bit of a world wind of meetings and industry events during this condensed holiday season with thanksgiving so late in the month of November this year, Christmas is closer than around the corner!

ISC East show is November 20 and 21st. I look forward to seeing many of you there. NYELSA will be part of the Association Pavilion again this year with NJELSA, CASIA, and PAFED. Our board meeting will be held there in a meeting room prior to us being on the sales floor on November 20th. Be sure to visit us and the many associate members who will be participating in the show.

The end of year is soon to be upon us, please be sure to stay out in front of the Corporate Transparency Act.

On January 1, 2024 a new reporting requirement went into effect that requires millions of small businesses to file a Beneficial Ownership Information (BOI) Report with the U.S. Department of Treasury's Financial Crimes Enforcement Network (FinCEN).

Every small business owner needs to know about this new reporting requirement as non-compliance can result in severe civil, and criminal, penalties.

This article addresses some of the main questions small business owners have been asking about BOI reporting.

Looking ahead to 2025, we are looking to grow membership significantly over the upcoming year, we are working hard on a new program for associate members to participate with NYELSA to provide training and educational opportunities to bolster membership value and engagement.

Additionally, we are investigating economic development organizations in an effort for our members to further develop relationships and sales opportunities within your local municipalities.

Part of the plan includes a regional scholarship program for children of active-duty Police & Fireman. Please keep your eye out for information packet on how to participate in and or develop a scholarship program in your regional area.

We encourage you to get involved in your local community and participate with your local "partners in protection" to show we appreciate and value their effort to keep the local communities safe.



The New York Electronic & Life Safety Association

New York Electronic & Life Safety Association

(formerly the New York State Electronic Security Association, Inc.)
(formerly the New York Burglar & Fire Alarm Association, Inc.)

1971 Western Avenue
PMB # 1105
Albany, NY 12203

800-556-9232 (NY)

Email: Info@NYELSA.ORG

Website: WWW.NYELSA.ORG

NYELSA Board of Directors

Officers

President	Trevor McEnaney	914-232-0003
Vice President	Jason Aurelio	607-723-2934
Treasurer	Pamela Noll	716-665-6700
Secretary	Jack Doyle	585-461-6510

Directors

Brian Azzarella	716-673-3062
Greg DeBenedictus	845-562-4024
Jason Kenney	518-459-3993
Steve Leonardo	631-271-4000
Gary Puckhaber	585-232-1410

Committee Chairs

Conference	Jason Aurelio	607-723-2934
Dept of State Liaison	John Sperrazza	716-693-4597
Licensing & Compliance	Trevor McEnaney	914-232-0003
Membership	Jason Aurelio	607-723-2934
Presidents Council	Tom Powers	716-822-7000
Scholarship	Trevor McEnaney	914-232-0003
Webmaster	Jason Etter	800-556-9232

Staff

Executive Director	Jason Etter	800-556-9232
Counsel	Ken Kirschenbaum	516-747-6700
Accountant	Mitch Reitman	817-698-9999
Lobbyist	Jim McCulley	518-676-0175

JOSEPH HAYES, CPP, PSP, SET
ALL COUNTY SECURITY INC.
FIRE ALARM ENGINEERING DESIGN

FIRE ALARM DESIGN
SYSTEM ENGINEERING

FIRE CODE CONSULTING
DOCUMENTATION

WWW.FIREALARMDESIGN.NET



Professional Engineer On Staff
NYS License 1200255144
NY State Security & Fire Instructor I-13
NICET® Certified Level IV
Certification # 110338 Expires 07/22



2630 Kittbuck Way, West Palm Beach, Florida 33411-5747
Voice: 914-645-1289 E-Mail: joseph@firealarmdesign.net

INTEGRATE.

Communicate with your
Security, Access and Fire Power



eFlow™ Power Supply/Chargers with our optional LINQ™ technology lets you monitor and control power while reporting system diagnostics from anywhere via Email/SNMP notifications. eFlow charges batteries 30-50% faster and offers an extensive complement of features including fire alarm interface. Integrate with eFlow to assure greater system functionality.



More than just power.™

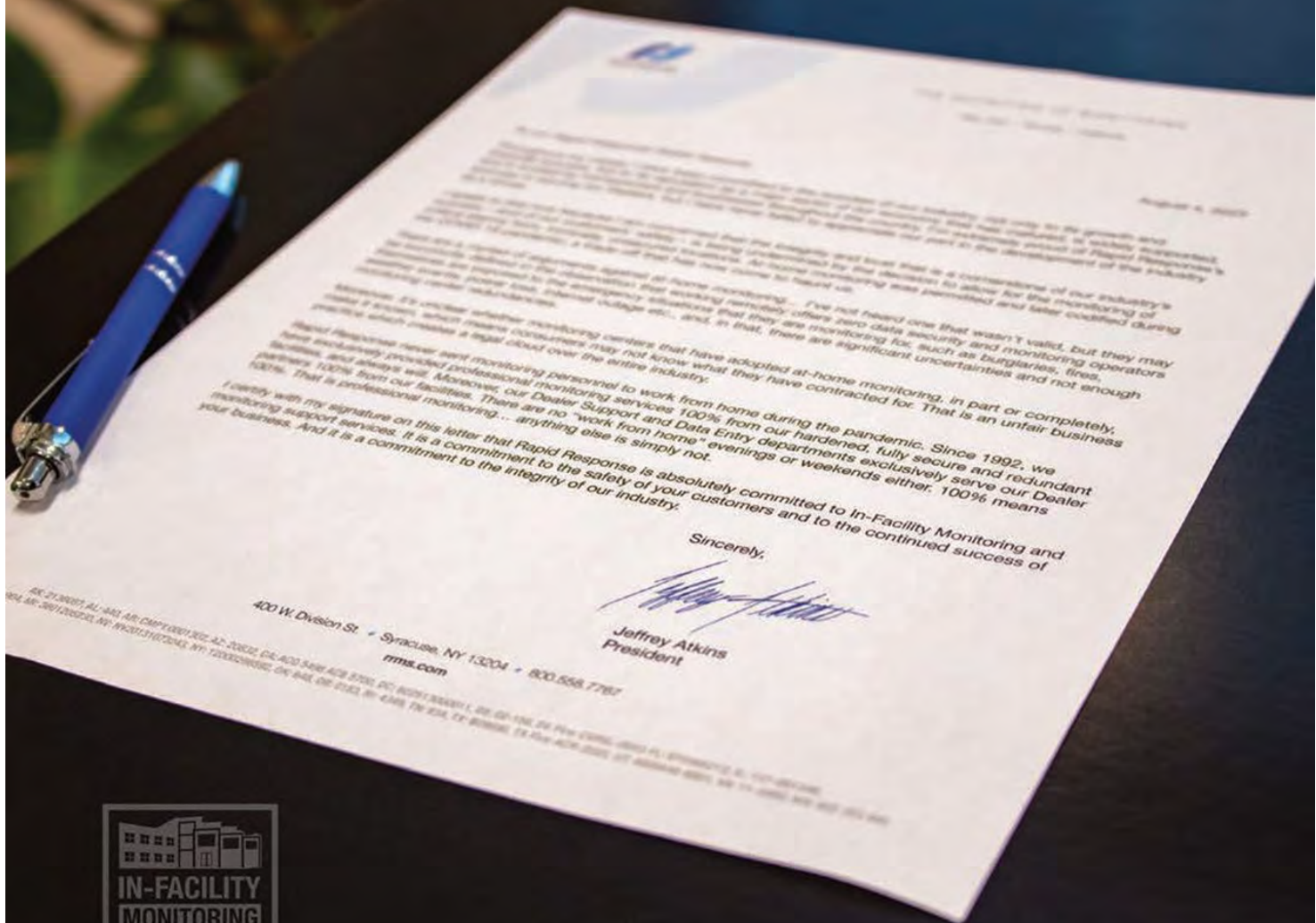
altronix.com • 718.567.8181
MADE IN THE USA • LIFETIME WARRANTY

© 2024 All rights reserved.

No part of this newsletter may be reproduced in any form or by any means without permission in writing from the Editor.

100% MEANS 100%

We provide professional monitoring services 100% from our hardened, fully secure and redundant facilities.



Commitment
Letter

That is professional monitoring.
Anything else is simply not.

New York | Nevada | California



RAPID RESPONSE
MONITORING

800.558.7767
rrms.com



New York Electronic & Life Safety Association

1971 Western Avenue - PMB 1105
Albany, NY 12203

P: (800) 556-9232

F: (814) 838-5127

E: Info@NYSESA.org

How Joining The NYELSA Can Help Your Business...

The NYELSA is committed to supporting you in building a successful business by providing a return on your membership investment through value-added services.

Ever feel like an ant crawling through a landscape of giant competitors?

If so, consider this: The average anthill packs plenty of collective power, and when its residents gather in large numbers, they can send even the largest beast running.

For security dealers and integrators the value provided by collaborating with your industry peers - offers your business access to resources that you wouldn't be able to obtain on your own.

Membership in the NYELSA offers a range of opportunities that can lead to enhanced business relationships and, ultimately, greater success.

Supporting your success through membership services & benefits...

Industry Legal Services

"Member" access to industry specific legal services and contracts.

Peer-to-peer Networking

Regularly scheduled In-person and virtual membership meetings, AND an annual membership conference.

Industry Watchdog

Monitoring nationally, statewide and locally for legislation and ordinances of concern to dealers and integrators.

Industry Insurance Program

Discounted access to an industry owned insurance program offering coverage for G.L., E&O, and Cyber coverage.

Networking, shared experience, common challenges, peer

Public Safety Initiatives

Interact with law enforcement and the fire service through our support of SIAC.

interaction all providing collective influence from being part of the industry leading TEAM...

Industry Training Courses

Instructor led classroom, virtual and online courses designed by the industry, for your technical, sales and business staff.

The summary list provided here, and detailed on the reverse side of this page is designed to help you identify your potential member value opportunities.

Member Savings Program

Discounts on the products and services you are already using for your business.

It is our hope that you will find the substantial benefit of membership – and decide to join the NYELSA.

Benefits of NYELSA Membership

Member Savings Program

Discounts on the products and services you are already using for your business.

NYELSA member have access to the buying power of the collective group which numerous businesses and their employees with tremendous spending clout.

We provide valuable savings programs in the many business categories including:

- Health Insurance,
- Business Insurance,
- Retirement Planning, 401K / MEP,
- Gasoline,
- Credit Card Processing,
- Payroll Processing,
- Facilities/ Maintenance & Operations,
- Office Supplies,
- Shipping,
- Technology,
- Telecommunications,
- Uniform Services,
- Wireless Services,
- and more.



Plus, consumer discounts are also available as an extended benefit you can provide for your family AND staff members...

Industry Insurance Program

Discounted access to an industry owned insurance program offering coverage for G.L., E&O, and Cyber coverage.



Peer-to-peer Networking

Regularly scheduled In-person and virtual membership meetings, AND an annual membership conference.

- Regional In-person Membership Meetings
- Virtual (Zoom Video) Membership Meetings
- Annual Membership Conference, with vendor exhibits, seminars sessions, social activities and membership meeting and elections...

Industry Legal Services

"Member" access to industry specific legal services and contracts.

Public Safety Initiatives

Interact with law enforcement and the fire service through our support of SIAC.

Supporter



Security Industry Alarm Coalition

Industry Watchdog

Monitoring nationally, statewide and locally for legislation and ordinances of concern to dealers and integrators.

Industry Training Courses

Instructor led classroom, virtual and online courses designed by the industry, for your technical, sales and business staff.

COURSES | Technical

- Certified Alarm Technician Level 1
- Electronic Access Control
- Advanced Intrusion Systems
- Troubleshooting, Service and Maintenance
- Video System Technologies
- Residential Fire Alarm
- Fire Alarm Installation Methods
- Professional Fire Alarm Design
- Life Safety Code
- International Building Code

COURSES | Non-Technical

- Security Sales Essentials
- Understanding Electronic Security Systems

CERTIFICATIONS

- Alarm Technician Level 1 and 2
- Video Technician and Systems Specialist
- Systems Integrator (CSI or CSSI)
- Service Technician
- Intrusion Technician Level 2
- Residential Fire Alarm Inspector
- Fire Alarm Technician Level 2 & 3
- Security Salesperson



President's Report Continued...

Continued from the front cover

I would like to thank all of the volunteers and leaders involved in NYELSA for their time, effort and heart felt passion to develop and grow the association into a premium resource for our members.

I look forward to working with you all in 2025, and last but not least I hope you all have a Merry Christmas, Happy Hanukkah and a Happy New Year!!

THANK YOU

Trevor McEnaney, NYELSA President

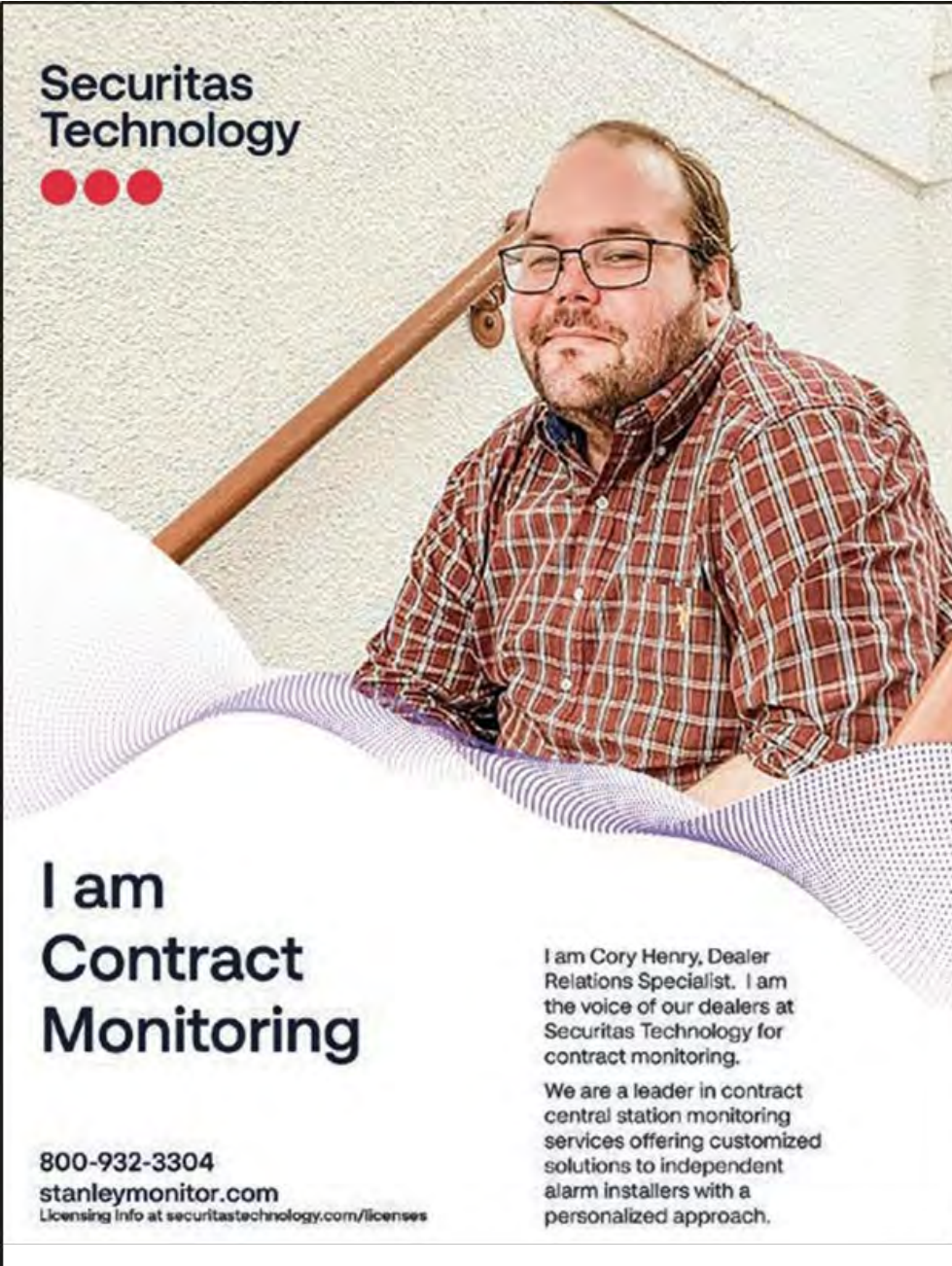


fieldhub
BUILD YOUR BUSINESS

All-in-one Cloud Platform for Security Installers' Business Operations.

CRM | Proposals | Project Management
Field Services | Inventory | Tech Mobile App
RMR and Revenue Recognition | Full Accounting

www.fieldhub.com | 202.417.8196



**Securitas
Technology**

● ● ●

**I am
Contract
Monitoring**

800-932-3304
stanleymonitor.com
Licensing info at securitastechnology.com/licenses

I am Cory Henry, Dealer Relations Specialist. I am the voice of our dealers at Securitas Technology for contract monitoring.

We are a leader in contract central station monitoring services offering customized solutions to independent alarm installers with a personalized approach.

Industry Calendar

ISC East

November 20-21, 2024

Javits Center, New York, NY

ISC East, the Northeast's leading security and public safety event, will take place November 19-21

SIA Education @ ISC: November 19-21

Exhibit Hall: November 20-21 at the Javits Center in NYC.

Learn and evaluate the latest technologies and solutions from 240+ exhibiting companies, network with peers at our special industry events, and enhance your knowledge with our expanded SIA Education @ ISC Program.



NYELSA Training Calendar

November 13-15, 2024

Troubleshooting, Service, and Maintenance

February 12-14, 2025

Level One Certified Alarm Technician

February 19-21, 2025

Advanced Intrusion Systems

March 5-7, 2025

Fire Alarm Installation Methods

March 19-21, 2025

Troubleshooting, Service, and Maintenance

Visit the NYELSA.ORG website for more details and to register. The full calendar and registration form or also available in this newsletter on pages 10 and 11.

What's Inside the Security Signal

Board of Directors - p. 2

Benefits of Membership – p. 4-5

Industry News - p. 6-7

Training & Schedule - p. 9-10

Many thanks to our valued advertisers

The Golden Opportunity You May Be Missing

Every business has attrition. It's unavoidable. But it doesn't have to be an entirely negative experience. Taking the time to learn why your customers cancel, and how they feel about you on the way out the door can actually boost your business.

Getting feedback from cancelling customers is one of the biggest opportunities to improve your service, reduce attrition, and thereby increase the value of your business. And most businesses don't do it.

Establishing a standard operating procedure around terminations has several benefits:

- **Standardize your feedback:** Creating a mechanism to collect feedback that has a standard list of termination options allows you to more easily spot trends.
- **Identify new offerings:** If the feedback suggests customers are leaving to another provider that offers services you don't, you can consider expanding your own business line.
- **Surface weak links:** Similarly, if feedback suggests customer service issues in particular departments, you can take actions in areas of training or human resources.
- **Give them an audience:** There are always going to be disgruntled customers who want to voice their opinions. Giving them a mechanism to do so may make the difference between them venting at you and venting in a public online review.
- **Show you care:** Asking for feedback conveys that you are a customer service-

Thanks To Our Advertisers

Alarm System Distributors	800-325-6045
All County Security	914-645-1289
Altronix	888-258-7669
ESA National Training School	
FieldHub Inc	202-417-8196
Kirschenbaum & Kirschenbaum PC.	516-747-6700
Rapid Response Monitoring	800-558-7767
Security America Insurance	866-315-3838
Security Industry Alarm Coalition	972-377-9401
Stanley Security (SentryNet)	800-932-3304

**Please Support Those Who Support
The New York Electronic &
Life Safety Association**



**WE NEED
YOUR SUPPORT**

**TO FIGHT ADVERSE
ALARM ORDINANCES**

We bring together law enforcement and alarm associations to fight against alarm ordinances that if passed, could seriously jeopardize your business!

If you neglect the problem until it reaches your door, it might be too late...

SIAC
Security Industry Alarm Coalition

Make a difference in your future.
Donate to SIAC today at siacinc.org.

NYELSA / NTS TRAINING

NYELSA 2025 "Virtual" Training Course Schedule(s)

Course Part	81 Hour Security / Fire Alarm Installer License Course	Course Dates
Part 1	Level One Certified Alarm Technician	February 12 - 14 April 23 - 25 June 18 - 20 October 8 - 10
Part 2	Advanced Intrusion Systems	February 19 - 21 May 7 - 9 July 9 - 11 October 22 - 24
Part 3	Fire Alarm Installation Methods	March 5 - 7 May 21 - 23 July 23 - 25 November 5 - 7
Part 4	Troubleshooting, Service & Maintenance	March 19 - 21 June 4 - 6 August 6 - 8 November 19 - 21

Month	Continuing Education Courses (non-license related)	Course Dates
September	Residential Fire Alarm	September 4
CALL	Video System Technology	CALL
CALL	Electronic Access Control	CALL
October	Professional Fire Alarm Design	October 16 - 17

Additional course topics available. Private classes available for 10+

Understanding the NYS Security / Fire Alarm Installer License Requirements:

Need for license: An individual, firm, company partnership or corporation must be licensed if it installs, maintains or services alarm systems, including, but not limited to, such items as detectors, control devices and alarm communication systems, conduits and associated wires of alarm systems; or if it holds itself out to the public as being able to do so. **This shall include, but not be limited to,** selling alarm systems to consumers when the installation, maintenance or servicing of the alarm system will be subcontracted to or otherwise performed by another;

A **security and fire alarm installers license is required for the installation, maintenance or servicing** of a closed circuit television system (CCTV), or video surveillance system, if such system is used, either full-time or part-time, for the detection or monitoring of intrusion, break-in, theft, movement, sound or fire; and electrical entry systems which detect and/or provide notification of intrusion, break-in, theft, movement, sound or fire regardless of the number of entry points.

Who Should Attend? *Technicians, service personnel, installation personnel, sales staff, and business owners.*



(800) 556-9232

Email: info@nyelsa.org

Website: NYELSA.ORG

Registration Form on other side



12/1/24



New York Electronic & Life Safety Association

APPLICATION FOR NYELSA MEMBERSHIP

(Please print or type)

Regular Member

Regular Applicant Member

Associate Member

COMPANY INFORMATION

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: (_____) _____

Website: _____

NY Alarm License #: _____

Year Company Started: _____ Total Number of Other Locations: _____ *(Attach list on separate sheet)*

COMPANY CONTACT

Designated Voting Rep: _____ Title: _____

Email: _____

- **Regular Member:** shall have as its major activity in the electronic security industry, the installation, servicing or monitoring of burglar alarms, fire alarms, supervisory systems, and other electronic security systems; and holds a current New York State Alarm License as per Article 6D of the General Business Law of New York State.
- **Regular Applicant Member:** shall have as its major activity in the electronic security industry, the installation, servicing or monitoring of burglar alarms, fire alarms, supervisory systems, and other electronic security systems; and is currently completing the process or applying for a New York State Alarm License as per Article 6D of the General Business Law of New York State.
- **Associate Member:** shall have as its major activity in the electronic security industry, the business of manufacturing, distributing, supplying products or services generally used by the members of the Association.

MEMBERSHIP DUES = \$295.00 per year * ASSOCIATE MEMBERSHIP DUES = \$395.00 per year

* Regular Membership Dues are based on applicant location. Companies with multiple NY locations are encouraged to apply for membership for each NY branch location.

Applicant agrees to abide by all by-laws & code of ethics as adopted by the membership of the NYELSA.

Payment Type:	Master Card	VISA	American Express	Check Payable to NYELSA	_____
Card #:	_____			Expiration Date:	_____
Card Holder Name:	_____	Card Security Code:	_____	Card Zip Code:	_____
Card Holders signature:	_____				

Please submit this application and first full year dues payment to the NYELSA at the address listed below.

Membership is not transferable. Dues are not refundable. Membership is based on a calendar year (January 1 thru December 31). New members joining throughout the year will receive a pro-rated credit of their dues applied towards the subsequent year's dues renewal.

1971 Western Avenue - PMB # 1105, Albany, NY 12203
(800) 556-9232 • info@nyelsa.org

NYELSA 2025 Training Course Registration Form

Enter ## of Students Registering	Course Name	Course Dates <i>(circle selected date)</i>	NYELSA Member Price	Non - Member Price	TOTAL COURSE FEES
	Level One Certified Alarm Technician	February 12 - 14	\$395.00	\$495.00	
		April 23 - 25	\$395.00	\$495.00	
		June 18 - 20	\$395.00	\$495.00	
		October 8 - 10	\$395.00	\$495.00	
	Advanced Intrusion Systems	February 19 - 21	\$395.00	\$495.00	
		May 7 - 9	\$395.00	\$495.00	
		July 9 - 11	\$395.00	\$495.00	
		October 22 - 24	\$395.00	\$495.00	
	Fire Alarm Installation Methods	March 5 - 7	\$395.00	\$495.00	
		May 21 - 23	\$395.00	\$495.00	
		July 23 - 25	\$395.00	\$495.00	
		November 5 - 7	\$395.00	\$495.00	
	Troubleshooting, Service & Maintenance	March 19 - 21	\$395.00	\$495.00	
		June 4 - 6	\$395.00	\$495.00	
		August 6 - 8	\$395.00	\$495.00	
		November 19 - 21	\$395.00	\$495.00	
	81 Hour Security / Fire Alarm Installer License Course "Bundle"	February - March	\$1,495.00	\$1,895.00	
		April - June	\$1,495.00	\$1,895.00	
		June - August	\$1,495.00	\$1,895.00	
		October - November	\$1,495.00	\$1,895.00	
	Residential Fire Alarm	September 4	\$275.00	\$375.00	
	Video System Technology	CALL	\$375.00	\$475.00	
	Electronic Access Control	CALL	\$375.00	\$475.00	
	Professional Fire Alarm Design	October 16 - 17	\$375.00	\$475.00	

= Total # of Students

Total Course Fees =

Contact: _____	Student Name: _____
Email: _____	Student Email: _____
Phone: _____	Student Phone: _____
Company: _____	
Address: _____	
City: _____	State: _____ Zipcode: _____
Payment Type: Check () <i>Payable to NYELSA</i> Master Card () Visa () Amex ()	
Credit Card #: _____	
Expiration: _____	Sec. Code: _____ Zip Code: _____
Signature: _____	
<p>One form per student or provide a sheet with student info. You may register online or scan and email this form.</p> <p>NYELSA - 1971 Western Avenue PMB#1105, Albany, NY 12203 (800) 556-9232 info@nyelsa.org www.NYELSA.org</p>	



NOV 19-21 2024

SIA EDUCATION@ISC: NOVEMBER 19-21
EXHIBIT HALL: NOVEMBER 20-21
JAVITS CENTER, NEW YORK

PREMIER SPONSOR:



IN PARTNERSHIP WITH:



COMPREHENSIVE SECURITY

FOR A SAFER, CONNECTED WORLD

ISC East, the leading security and public safety event in the Northeast, takes place in NYC with the support of premier sponsor SIA and in partnership with ASIS NYC. Discover the newest technologies from leading brands, network with top industry innovators, and access specialized education and training opportunities. Register today and join thousands of security professionals at the most comprehensive East Coast event.

REGISTER FOR FREE

ISCEAST24.COM/NYELSA