




# SECURITY LINE

A PUBLICATION OF THE METROPOLITAN BURGLAR & FIRE ALARM ASSOCIATION OF NEW YORK

First Quarter 2020



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# Executive Director's Message

## Welcome Back!



Welcome Back!

After a short hiatus we are back!

**BIGGER and BETTER with MORE INFORMATION and MORE CIRCULATION!**

For years and years (starting back in 1976 or thereabouts) MBFAA has published and mailed a newsletter and/or magazine to reach out to its members. In 2018 we started to become more “modern” and began publishing online in PDF format on our website [www.mbfaa.com](http://www.mbfaa.com) to make the magazine more accessible to most of the members reading it “electronically” on their computers, tablets, and smart phones.

The initial efforts were successful and increased our circulation from just membership to nationwide readership.

We had a few setbacks in 2019 and lost one of the industry greats, a close friend, our Editor-in-Chief, and Publisher of Security Line Magazine, Arnold Blumenthal. Please see a full article in this issue of Security Line Magazine Online about Arnold.

We start off 2020 with some changes.

First of all, Security Line Magazine Online is going from monthly to quarterly.

Second, we have much more readable and informative

content. You'll find articles from industry greats like Ron Davis, Kenneth Kirschenbaum, Kenneth Gould, and others. Maybe you? Yes we are always looking for articles from our members and advertisers.

Thirdly, our advertisers have HOTLINKS to their websites. Just click and go...

Fourth, I am proud to announce our new publishing firm Richard Hahn & Associates. Richard Hahn has been involved in public relations, marketing and business development strategies for over 30 years, beginning in a New York City ad agency that specialized in the financial community. In 1989 he was hired as editor to launch a new security publication. The experience in the industry provided the impetus to establish Richard Hahn & Associates in 1994.

Security Line Magazine is your magazine. Make it great. We look forward hearing from you and perhaps even publish your article.

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## Letter from the Editor

### An Honor and Privelege

I am honored to be the new publisher and editor of the Metropolitan Burglar & Fire Alarm Association's newsletter Security Line. Becoming the new editor is role I will take on with the utmost responsibility and I am grateful to Alan Glasser for the opportunity and trust.

Many of you already know me. I also am a New York City boy and entered into the security industry as an editor back in 1989. In 1994, I started my own company, Richard Hahn & Associates, providing marketing, design, public relations and business development for both some of the larger and smaller companies in the industry. Although I do have some clients outside of the security industry, my main focus is security. In addition, I speak fluent Spanish and have helped companies who wish to enter Latin America.

During the early years of my company, I was invited to some of Metro's conventions in Queens where I gave some seminars on marketing and public relations. I have very good memories of those times.

I also wish to express my condolences and appreciation for our former editor, Arnold Blumenthal. In spite of being in competition for a while, Arnold was always a gentlemen and a friend. I hope to carry on his legacy and contribution to Security Line. We have an article in this issue by Paul Rothman, which is reprinted from Security Business, originally Security Dealer. Plus, there are some memories from several industry leaders.

This is my first issue but my vision for the future of Security Line includes building upon and broadening the successes of the past. With thought toward realizing this vision, I wish to encourage more ads, articles and participation. This is your newsletter, so please take advantage of it.

In addition to some great articles and information, I have also refreshed our design a bit to give you a better experience, and I will be continuing to work on some tweaks with an even more updated look. Although we have now gone to quarterly, my goal is to return to providing you with Security Line on a bi-monthly basis.

As you can see from the cover article, your association is working on local matters that affect your business. There are also many other benefits. So, in addition to supporting Metro BF&A's Security Line with ads and articles, I urge everyone in the New York City area to either renew their membership or become members of the association. We have an article in this issue that layout many of the benefits.

I look forward to everyone's thoughts, ideas and comments, as well as to the future. My contact information is on the masthead. Please feel free to reach out anytime.

Till next time...

Rich

# Farewell to an Industry Pioneer

*Remembering Security Dealer magazine founder Arnold Blumenthal, who passed away on June 29*  
by Paul Rothman, Editor-in-Chief of Security Business magazine.

When we announced that this magazine was changing its name from Security Dealer to Security Business, one of the first emails I received was from Arnold Blumenthal, the man who launched Security Dealer as a monthly magazine back in 1978. “Much success on your new approach and new name,” it read. “I truly hope that your approach is as successful as we were in the early days of the industry.”

The security industry lost a legend and a pioneer when Arnold Blumenthal passed away at the age of 91. He was laid to rest in New York – the area where his influence over the security and alarm industry flourished for decades.

After proudly serving his country aboard the USS Yorktown in World War II, Blumenthal owned a New York-based alarm company for years before eventually finding his way into the publishing industry. Just last year at GSX, Alan Forman – now President of New York-based Altronix – told me (and a room full of other people) about how he, Arnold, Alan Glasser and others ran flourishing New York security businesses – and in the process formed the foundation of the area’s alarm industry.

“Alarm technology 30 years ago was just beginning to move from using foil on windows to passive infrared detectors and other electronic motion sensors,” explains Susan Brady, former Editor of Security Dealer, who first met Arnold in 1989. “If this seems archaic by today’s standards, back then there was another relic who had already spent 20 years in the security industry...and he had some wild stories to tell.”

Over the course of more than 30 years, Arnold oversaw the publishing of Security Dealer and was a major figure in our company’s security publishing group for decades. He was also, along with Glasser, a key figure for the Metropolitan Burglar and Fire Alarm Association of New York, the state’s oldest incorporated alarm association with some of the oldest companies and oldest members in the industry. He also helped establish the New York Low Voltage Contractors Association (NYLVCA) in 2007.

“Arnold and I knew each other about 40 years – not only as an alarm business associate but truly a friend and a mentor,” Glasser says.



“I first met Arnold at an ISC East show in New York back in 1986, and Arnold just owned the floor – he was the ‘King of New York’ and regularly held court at the Security Dealer booth,” says Steve Lasky, our Editorial Director. “At the time, the security industry was very much New York and east coast-centric, and Arnold was a major figure. I always viewed him as the gregarious, albeit disheveled magazine publisher who loved his industry and loved publishing even more. Little did I know that in about 10 years I would be working alongside him...Arnold was extremely gracious in helping me adjust. He was in his mid to late 60s when I joined the team, and I swear he never slept.”

“Arnold, always the quintessential New Yorker, took me under his wing and we established a great relationship as I grew in my role from sales rep to publisher of his pride and joy, Security Dealer magazine,” says former Security Dealer Publisher Peter Harlick. “I always kept Arnold close to get his expert opinion. He seemed to always know what our readers wanted. Arnold’s friendships were many, his experiences were vast, and his stories were endless. Today, I work for Dell Technologies in data protection, but often find myself thinking of Arnold and what he may be thinking up next to better serve his readers. It was truly an honor to learn from him.”

Blumenthal served on the Board of Directors for New York-based NAPCO Security Technologies for more than 15 years. “Arnold Blumenthal was a great friend of this industry, NAPCO and mine,” says NAPCO VP of Marketing Judy Jones. “A humble, proud husband and family man, he was a lifelong fighter for all the things that mattered: He fought for his country, he fought cancer, he fought to protect the elderly in the county law center, and he fought to help pioneer and shape the security industry for decades. He will be truly missed.”

“Arnold’s contribution to the security industry and Security Dealer is unparalleled,” says our current group Publisher Nancy Brokamp. “While he will be missed, I don’t know anyone who doesn’t have a warm, smile-filled memory that will forever keep him present in our hearts.”

# The Industry Remembers Arnold Blumenthal

## From NAPCO President and CEO Dick Soloway:

I met Arnold Blumenthal back in 1979, when he was running 'Security Dealer' magazine. It quickly became clear that he knew everything and everyone in the industry, usually first – and that never really changed to this date. He was always kind, genuine, extraordinarily insightful, and a valued resource for me and for NAPCO as the company grew. Many many years, products, trade shows, dinners and meetings later, it was only natural that when an opening occurred in 2001 on the NAPCO Security Technologies Board of Directors, I called Arnold. He served the Board, this industry and as my friend, with good humor, keen knowledge, integrity and professionalism. I will miss him, as will we all.

## From Ron Davis, Davis Mergers and Acquisitions Group, Inc.:

Thank you, Paul... for remembering my good friend, Arnold Blumenthal. I was so saddened by his passing, and then I read your column/testimonial and thought about my experiences with Arnold, and there were many. Back in the early 70s, I was consumed with what I considered to be a singular task, that is of providing quality sales and marketing training to the alarm industry. Just reading that last sentence reminded me of my overblown opinion of what I was doing, but fortunately, no one told me that I couldn't do it. And for years I struggled building a business of providing seminar education to anybody who would listen, and was a regular speaker at virtually all the industry trade shows. Arnold was at many of them, and it seemed as though every time I came in to speak, he would be sitting in the back row of the room, puffing away on his obligatory pipe, just waiting for me to start coughing and pleading with him to stop smoking while I was speaking. This time, it came about towards the end of the seminar, and he came up after me with a big smile on his face and said "don't worry Ron, someday they're not going allow people to smoke in hotels and restaurants!". Never thought I would live to see the day, and I certainly never thought Arnold would live to see the day because I knew he was older than me. I really didn't know he was a decade older than me! And then he smiled, asked where I was from, and I told him that while I was raised in Chicago, I was originally from Brooklyn. I think it was at that moment I became lifelong friends with Arnold and somehow adopted Alan Glasser and Alan Forman



along with assorted other characters that were in Arnold's circle. And from that time on, I never saw Arnold when he didn't yell out "landsman" (you would have to be from New York to understand what a compliment that was).

Later, towards the end of 2002, he asked me if I would be willing to join a group of industry professionals who are going to be SECURITY DEALER Magazine icons of

2003, celebrating the 25th year the magazine had been in existence. The plaque, with the group (minus me... illness in the family) photo and Arnold's picture still hangs on my office wall. And later, I went on to host two homecomings of alarm dealers for Alan Glasser and the MBFAA .

Arnold was one-of-a-kind, truly an icon. I will miss him. I will think of him often. And when I do, those pleasant memories will remind me not just of the beginning, but all the things that have transpired in the last 50 years that I've been in the industry. Rest in peace, Arnold. You left your mark on an industry that will miss you.

## Alan Glasser, Metropolitan Burglar and Fire Alarm Association of New York:

Twenty years my senior, Arnold and I would discuss his Navy service aboard the aircraft carrier Yorktown. Yorktown was commissioned in April 1943, and participated in several campaigns in the Pacific Theater of Operations, earning 11 battle stars and the Presidential Unit Citation. Arnold was proud of that. Arnold was my go-to for life experiences. We discussed everything from love, marriage, living, dying, and health. I still have his note on my desk about Hemp Oil he recommended. Arnold my friend, it's your time now to rest in peace.

## Alan Forman, President of Altronix:

Arnold's dedication, together with his keen insight, knowledge and wit helped foster the explosive growth and professionalism of our industry. In addition to his talent and contributions, he was engaging and funny, although he had a no-nonsense attitude when it came to the truth. The simplest way to put it is that Arnold was the real deal - an extremely humble human being-the consummate Mensch. Arnold was both a mentor and friend for almost 40 years and I always addressed and referred to him as "Uncle Arnold". He will be sorely missed.

# Alan Glasser: 2019 SSI HALL OF FAME CLASS

*“Anytime you see a turtle on top of a fence post, you know he had some help.” Alex Haley.*

I am both honored and humbled to be inducted into Security Sales & Integration’s SSI HALL OF FAME CLASS OF 2019 which was founded in 2004 and now with approximately 100 honorees.

When I received the official notification, I was taken by surprise. As I said before, I was honored and humbled. I reflected on my almost 53 years in the security industry to figure out “how did I get here?” And then I remembered a quotation that I learned many years ago at a seminar I attended: “Anytime you see a turtle on top of a fence post, you know he had some help.” Alex Haley.

It took me 53 years to get on top of the fence post. But I couldn’t have done it all by myself!

Fifty-three years ago there was no internet! Not even a computer as we know them today. So learning was done in person at the manufacturers’ locations. If you didn’t get trained “on the job” working for some alarm company, you went to (at least on the East Coast) Alarm Device Manufacturing Company (ADEMCO) training classes at their factory. Installation classes were done with a mock-up of walls so we learned how to snake and fish wires and install panels. Their “Residential Sales Training Course” wouldn’t be complete without buying the residential sales kit with movable door and other devices to demonstrate a “home alarm” system. This sales kit was often called the “Widow Maker” because of the weight of it.

And no alarm industry training would be complete without attending Ron Davis’ sales training courses. Back then the “Gray Beard” wasn’t gray at all. If you



didn’t attend his sales training and motivational seminars you weren’t in the alarm industry! I directly attribute his training to me making millions of dollars in the alarm industry. His seminar “Sam I Am & Charlie Could Be” was a pivotal point in my life. He will always be my mentor and friend.

My history and learning wouldn’t be complete without the training and legal seminars of Kenneth Kirschenbaum, Esq., perhaps the industry’s leading attorney/authority on the alarm industry. Contracts and alarm license law all learned from Ken and his staff.



In the 53 years I worked for, was mentored by, and was taught by many companies that contributed much to my learning the correct and honorable way to do business and conduct myself. There are too many to mention here. But if you are one of those people or companies and you are reading this, you know who you are, and Thank You!

The International Security Conference (ISC) started in the middle 1970’s by Ray and Skip Farber, Security World Publishing, when it first started in New York City at the Hilton Hotel ballrooms, later the Marriott Marquis Hotel. That’s where I learned about new equipment, central stations, distributors, and of course, more seminars. Over the years I conducted, perhaps, five ISC seminars myself. Now in 2019, I attend the 2019 ISC WEST as an honoree.

Please read the SSI March 2019 article as a PDF file:

<http://www.mbfaa.com/resources/Documents/SS%20HOF%202019%20Glasser%20REDUCED%20TO%20FOUR%20PAGES-A01.pdf>

# Local Law to Amend NYC Administrative Code in Relation to Panic Buttons for Bodegas

AN IMPORTANT MBFAA MEMBER UPDATE ON A PROPOSED LOCAL LAW TO AMEND THE ADMINISTRATIVE CODE OF THE CITY OF NEW YORK, IN RELATION TO PANIC BUTTONS FOR SMALL BUSINESS OPERATORS.

This bill would require the Department of Small Business Services to establish a pilot program reimbursing small businesses for the cost of purchasing and installing panic buttons that would notify the Police Department in case of emergency.

## Committee on Small Business

**Chair:** Mark Gjonaj

**Members:** Stephen T. Levin, Bill Perkins, Ydanis A. Rodriguez and Helen K. Rosenthal

Monday, November 4, 2019 10:00 AM 250 Broadway - Committee Rm, 14th Floor.

Click [HERE](#) for the link to the city council web site with all the information.

The information below is in part from the New York Council Website. <https://legistar.council.nyc.gov/Calendar.aspx>

On November 4th, 2019, the Committee on Small Business, chaired by Council Member Mark Gjonaj, held a hearing on safety issues facing small businesses and the following bill: Int. No. 1623, in relation to panic buttons for small business operators. Those invited to testify include representatives from the Department of Small Business Services (“SBS”) and the New York City Police Department (“NYPD”), Business Improvement Districts (“BIDs”), chambers of commerce, associations representing small businesses, and other community-based non-profit organizations.

Alan commented, “MBFAA represents small business (as well as very large businesses) We are a community-based (local, not national) non-profit organization providing membership in the New York Metropolitan Area).”

### Establishment of a storefront panic button pilot program.

1. The department shall establish a one-year “storefront panic button pilot program,” during which qualifying businesses will be reimbursed for the cost of purchasing and installing panic buttons made available for use to any employee or patron in case of emergency. Upon request



Pictured from left to right: Alan Glasser, Mark Gjonaj and Edward Keshecki

of a qualifying business, the department shall reimburse the business for the allowable costs of purchasing and installing panic buttons, as established by the department, provided that the business provides proof of purchase.”

“Definitions. For the purposes of this section, the following terms shall have the following meanings:

**Department.** “department” means New York City department of small business services.

**Panic Button.** “Panic button” means a help or distress signaling system that connects an individual in distress or someone assisting that individual with the police department. Such panic button shall also be equipped to alert pedestrians in the vicinity where the panic button is activated, by visual sign or sound.”

**CONCLUSION: Where We Are Now...**The Committee seeks to gain a better understanding of the dangers bodegas and other small business owners face while operating. The Chair looks forward to hearing from local small business owners and community associations about their concerns. The Council also looks forward to hearing about the steps SBS and NYPD has taken to address the issues facing bodegas

**The MBFAA Is On Your Side  
at the City Council!**

# Ed Keshecki: NYC Council Testimony



Good Morning. My name is Edward Keshecki. I am retired from the NYC Police Department and I have been in the alarm industry since 1981. I am a past president of the NY Fire Alarm Association and I am currently on the Executive Board of the Association.

As a former responding police officer, I have extensive experience in the response to alarms, and I also extensive experience in the installation, service and monitoring of security systems as well as new technology.

I am currently one of the owners of Statewide Monitoring and Statewide Fire Corp., an alarm monitoring facility based in NYC. We currently monitor thousands of burglar alarms, panic alarms, hold up alarms in commercial premises such as banks and stores and fire alarms throughout the metropolitan area, both residential and commercial.

We are the back up monitoring facility for the NYC Dept. Of Education's burglar alarms and we also monitor the fire alarms in every NYC School. We also monitor all types of systems for many of the city's major facilities; ie. hospitals, colleges, city and federal buildings.

I would like to offer several considerations which may or may not have been discussed prior to this meeting, but are not addressed in the amendment as written.

Regarding the budget, would this allotment be "per store"? Would the budget include only the installation of a system or would the first year of professional licensed monitoring be included as well? If not, would the budget only include installation of a system and would the business owner be responsible for payment of the monitoring service? Licensed security company professionals are usually best for advising which type of panic device(s) to install and where to install them in line with business practices of the store owner.

Standard methods of alarm transmission are telephone line, internet and/or radio communication. Each premise would be required to provide a phone line or internet line, or a radio communicator could be used as a method of transmission.

Several UL monitoring centers such as ours have the capability to "view/and or listen" upon receipt of an alarm. The additional cost is not exorbitant and would permit the monitoring center to actually view the premise and/or listen in upon receipt of an alarm.

This would aid in the police response. One panic device on site sends a panic signal, but the NYPD would not know

if they are responding to an armed holdup in progress, a verbal dispute with the store owner, or an incident where a shoplifter ran out of the store with an item minutes ago.

Proper training of business owners and employees as to when to use the panic device is key to a successful program such as this. Every individual incident which may lead to use of the panic device by the owner or employee is situational and unique both to the store owner and first responders.

I would caution the Council regarding two items in the amendment.

The first would be the use of a panic button by a patron. Patrons should probably not be aware of panic devices.

The second would be the use of audio/visual devices. I was involved in enrolling storeowners for this same type of program several years ago and it was decided to use only a visual device outside the store in the event a panic button was pressed. This served two purposes. It would alert a passing radio car and it would enhance the response. It was decided not to use an audio device since during a hold up it may induce a criminal to take immediate injurious action to the store owner or employee which he otherwise may not have taken.

In closing, I would like to thank the Council members for their time and effort to put forth this program. Additionally, feel free to contact me personally anytime with any questions or to meet for any further discussion. Further, I would like to take this opportunity to invite any Council members and any members of the NYPD who may be interested to visit our monitoring facility where we can perform a demonstration of the various panic devices, and to show how these signals are received, processed and handled.



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## The Legal Side

# Contracting Outside Your License

by Kenneth Kirschenbaum, Esq.

**Q:** Are we right in assuming that we cannot subcontract with a fire sprinkler contractor to provide testing and inspection services for the fire suppression system to an owner who does not want to have two vendors for Life Safety services. They want to use us but our license is only for Fire Alarm. There would be no installation; it would only be the servicing of the system.

**A:** I am really conflicted advising on this topic. I know the answer you want to hear and I'm trying to figure out how to get there. But what right do you have to contract to provide services that requires a license when you don't have that license? Could you contract to provide HVAC service; boiler and hot water service; roofing; appliance repair; architectural services; how about legal services? This is the logical extension of the argument in favor of

permitting you to contract for services for which you are not licensed.

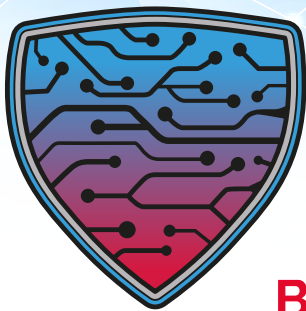
It's confusing because the services seem closely related; fire alarm and sprinkler service. But it's not the same license.

I opined that contracting for services you are not licensed for is done all the time by General Contractors, who are themselves licensed in most jurisdictions to act in that capacity. When a GC contracts to provide work the parties, owner and GC, understand that the GC will be bringing in licensed contractors for the licensed trades.

So you're the fire alarm licensed contractor. The owner requests that you also engage the sprinkler contractor, and understands that that will be a subcontractor who is li-

*Continued on page 16*

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# Take Advantage of a New Intercom RMR Opportunity

by Jason Goldberg



What do modern day CCTV systems, Burglar/Alarm systems, and Access Control system have in common? They all can provide Recurring Monthly Revenue (RMR). High quality RMR opportunities have been few and far between in the intercom industry in the past, but industry leader Alpha Communications® has changed that with the release of their new AlphaTouch™ smart video-intercom platform.

AlphaTouch™ is a cloud-based PoE system that allows installing dealers to offer their customers 2-way video intercom and door release on their mobile device. While there are some similar products on the market already, AlphaTouch™ is low-cost and has some new and unique features that will make it an extremely attractive alternative.

New York City Code Compliant! With its exclusive patent-pending technology, AlphaTouch™ can be retrofitted to most existing analog intercom and video-intercom systems. This is particularly important in localities such as New York City, where hard-wired devices are required in many cases by NYC Building Code (§ 1008.4.4). The ability to integrate AlphaTouch with the existing system allows for maintained code compliance while adding a ton of new, smart video features.

This also means that installing dealers can approach their customers with this solution as a way to add smart video capabilities to their existing system as an up-sell and to add a new RMR stream without having to install an entirely new hard-wired system.

Not only can standard telephone numbers be used for secondary audio-only calls, but the installation is simply the easiest out there. Most installations take less than a day (or as little as a couple of hours) since the hardware comes

pre-programmed and requires only a single CAT5 connection to an Internet-enabled PoE network. The sleek 7.0" touchscreen door panel features 3 individually programmable relays, so wiring in your door release mechanism is extremely straightforward and highly customizable as well. Hardware updates are also sent out over the internet, so maintaining the latest software version is a

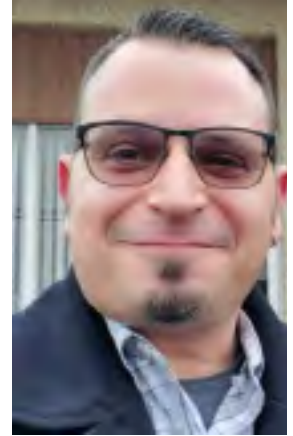
one-click process, ensuring your installation has all of the newest features and functions.

The online cloud platform is extremely intuitive so ongoing maintenance for system administrators is simple. Residents will also find it extremely easy to access their suite of features like visitor logs (with images) and the ability to send their guests 'virtual keys' for time-limited access to their building. Mobile apps are available for both Android and iOS devices.

In addition to the powerhouse door station, AlphaTouch also offers cloud-based, feature-rich resident apartment monitors and desk mounted staff/concierge stations.

Visit <https://www.AlphaTouch.info/> to watch a brief video introduction, find out more information or to request a demo/webinar or quote.

Jason A. Goldberg is Director of Sales & Marketing for Alpha Communications. He may be reached at [jag@alphacommunications.com](mailto:jag@alphacommunications.com)



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*Continued from page 10*

censed for that work. You would provide in your Schedule of Equipment and Services that the owner authorizes you to act as the owner's representative to engage the sprinkler contractor. It seems like you're acting as a GC.

Look at from a practical point of view. You have a Fire All in One. Owner asks you to perform sprinkler or other fire protection [suppression] services. Are you going get the

Fire Protection All in One, or do you expect the licensed subcontractor you find to have the owner sign a Fire Protection All in One? Without a license I don't think you should use the Fire Protection All in One. Therefore, you should not be contracting for the services you don't have a license for, unless you are a GC.

*Kenneth Kirschenbaum, managing partner of the legal firm of Kirschenbaum & Kirschenbaum, P.C., is legal counsel to the Metropolitan Burglar and Fire Alarm Association of New York. Mr. Kirschenbaum's offices are in Garden City, NY. He can be reached at 516-747-6700, ext. 301. Email to: [Ken@KirschenbaumEsq.com](mailto:Ken@KirschenbaumEsq.com).*

## What Happened to Everyone's Attention Span?

*by David Pilchik*

What happened to everyone's attention span?

It was the millennials. They listen to nothing. That argument does not hold water anymore. It seems that almost nobody pays attention to anything anymore. Regardless as to what age they are or what generation they are from.

I see grandfathers sitting on their couches alongside their grandchildren with their heads buried in their smartphones. I did a little experiment a few months back. We sent out a marketing email, buried a few lines in it, advertising a popular item below our cost.

We got a total of three calls on it. Nobody paid any attention. That brings up the question...In today's day and age, how do you get your message out? What method of advertising actually works?

I don't have the answers. I do however have a suggestion. Make things fun. To expand on this concept here is an observation...

Malls across America are closing. However, there is a brand new mall that just opened in New Jersey. They spent over six billion dollars to build it. It is called the American Dream Mall. It will have hundreds of retail outlets. However, they are also featuring large entertainment venues including an amusement park, a water park, indoor skiing slopes and an ice skating rink.

The lesson is to entertain first and then the business will follow. If you want to sell an alarm system or a surveillance system then possibly the route to take would be to include

some fun. What do you think about the following advertisement?

Free basketball hoop installed at your home .... with the installation of a new security system.

Free Foosball Table.... with the installation of a new intercom system. Brand new table tennis set installed in your home free with the purchase of a new camera system.

A savvy shopper can find these items between \$100-\$300 - and they can be installed in less than an hour.

You can even include a disclaimer with your contract that you assume zero liability for any injuries these items may cause.

For a decent system where the profit should be in the thousands, this investment is pretty minimal. It will set you aside from the competition. How many companies can claim success with post card mailings? How about email blasts and standard marketing techniques that worked fine just a short time ago? Are they still working today?

Adjust to the new age of zero attention span and tailor your message accordingly!

*David Pilchick is the founder of BLVS a wholesale distributor with a different approach. In the industry since 2000, David is a father of three girls and a one son. He lives and works in Brooklyn, NY. He may be reached at 7182984010 or [david@blvs.com](mailto:david@blvs.com)*



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## DEALER - SUPPORT SERVICES

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<ul style="list-style-type: none"> <li>✓ Programming Assistance</li> <li>✓ Download Capabilities</li> <li>✓ Troubleshooting Support</li> <li>✓ 24 Hour Data Entry</li> <li>✓ Courteous Staff</li> </ul>	<p><b>"Instant Access to Your Accounts"</b></p> <ul style="list-style-type: none"> <li>✓ Put On/Off Test</li> <li>✓ View / Edit zones &amp; contacts, Panel Info</li> <li>✓ View Live History</li> <li>✓ Save Time &amp; Money</li> </ul>	<ul style="list-style-type: none"> <li>✓ Vehicle and Asset Tracking</li> <li>✓ Video Analytics</li> <li>✓ Videofied</li> <li>✓ Mobile PERS</li> <li>✓ Total Connect</li> </ul>	<ul style="list-style-type: none"> <li>✓ Customized Sales, Technical Training &amp; Marketing Material</li> <li>✓ We Can Answer Phones in Your Company Name</li> </ul>
	 		

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# Is Your Company a Diamond? How Do You Know?

by Ron Davis

We've been doing acquisitions since 2002 and I have seen many ebbs and flows of company valuations.

They've been consistently high for the last number of years and, frankly, we didn't see some of the dramatic turns that have taken place in the industry, but more about that later.

Right now, I'd say we are in a "perfect storm" that could make this the absolute best time, perhaps in the history of the alarm industry, to sell a company. This is not just true for alarm installation companies but also pure play integration companies, wholesale monitoring companies, all types of commercial video and access control monitoring companies, even manufacturing and distribution companies. By "perfect storm," I mean the combination of demand by buyers looking for acquisitions, the availability of capital to do those acquisitions, and the threat of higher taxes, particularly capital gains, soon.

It reminds me of a story that I heard by my mentor, Earl Nightingale, over 50 years ago. It became a great motivational message, entitled "Acres of Diamonds." It seems that many years ago, a farmer in South Africa had heard amazing stories of the discoveries of diamonds, some of which had just been lying in riverbeds, farmlands and almost everywhere in between. People were becoming fabulously rich. Caught up in diamond fever, the farmer sold his farm and went off in search of wealth.

Many years later, sick and discouraged, he gave up his quest and returned home to see if he could buy back his farm. To his amazement, he discovered the farm was no longer there but had been replaced by a gigantic diamond mine, perhaps one you have heard of, the Kimberly diamond mine. You see, if the farmer had taken the time to discover what a diamond looked like in its rough state – literally like a piece of coal—he probably never would have left his farm in the first place.

I love that story and use any opportunity to tell it, particularly when writing about opportunities within this industry. They have never been better; the demand has never been higher, and the political climate will never be as friendly as it is to businessmen and women in this industry right now. You may wonder why there aren't more sellers listed in our weekly bulletins. The simple answer is that there are more buyers than sellers, and there is more money chasing opportunities than ever.

So, what's the problem? Simply, potential sellers have never taken the time to discover what buyers are looking for. It's not always just about RMR. Sometimes it's to fill an opening in the geography of the company. Sometimes it's just to accumulate rate.



Regardless of the reason, opportunities exist, and I urge you to find out what they are for you, your company, your employees and your customers. I think you will be pleasantly surprised. We did more transactions in the last quarter of 2019 than we did in the previous twelve months. Many of the transactions never made it to our weekly bulletin. They were taken before we could even publish them. Why the demand? Why the urgency? Why the need to decide sooner rather than later?

This industry is moving at an accelerated, almost incredible rate. In just a short period of time a door-to-door summer program sold for \$2billion. Wholesale monitoring companies have reached a point of saturation that has prevented many smaller players from increasing their revenue. New technologies are proliferating so rapidly that if you had written about it only five years ago, it would have been dismissed as science fiction.

If you're a small businessperson reading the wonderful opportunities I have written about, you may wonder why banks aren't beating down your door to lend you money. It has to do with a word that they love to use, "scale." It seems like small dealers don't have scale, only medium and large dealers. So, if you're a small dealer, this may be the time to join with a larger dealer and gain "scale" or size in order to better attract capital to the business.

I believe the greatest opportunity we have is to chart our own destinies. Based on everything I've read, America has given us the opportunity to succeed, and the opportunity to fail. I've done both. While there were great lessons in both of those directions, I realize that if I had more diligently pursued opportunities to be successful, I might not have failed nearly as much. You won't read much elsewhere about the things that I write here, and that's OK.

Continued on page [20](#)

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# A Closer Look at Your Hiring Process

By John Rose

From salespeople to technicians to central station operators, security companies face constant challenges in filling positions with the right employees. While there are many candidates available, which one is the best fit for your company? And who will do the best job of taking your company to the next level?

The situation is made more challenging by the “converging” of technologies. The skill sets and experience level of working with IT networks, IP cameras and how to “integrate” has changed the scope of products and services, as well as how they are brought to market and even installed. Finding employees today is complex in an industry you are familiar with. It will be even more difficult selecting the right IT/IP centric employees for your organization.

The best place to begin is to recognize what your company does well and what it doesn’t do well. By examining your company’s successes and limitations, you’ll have a better understanding of the skill sets and certifications your company/ employee will need to do well in your organization and those who may not be a good fit for the position.

Next, focus on the three main reasons that your employees leave or are fired. This further helps you pinpoint the type of employee who will succeed in the position. For example, if the last three salespeople quit because the job involved a lot of travel, you can eliminate anyone who isn’t willing to travel from the pool of potential candidates.



Finally, how well have the most recent employees who held the position met the goals your company set for him or her. This forces you to review how you establish and communicate goals for employees. With a clearer understanding, you can better match potential employees to those expectations.

Armed with this knowledge, you can now develop a more accurate position description to better identify and hire the right, skill sets, employees who will help make your company more successful.

Lastly, can your organization do a good interview/screen for qualifications that deal with: MCSE cert, Cisco cert, Network cert, IP protocol, IP interoperability, MS SQL, VB6.0 or Firewalls. If not, we can help.

*John Rose is president of NEIS. He may be reached at 770-565-9990 or by email at [john@neisnet.com](mailto:john@neisnet.com).*



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Ron Davis: Continued from page

At least there is a voice that can counsel you on how to be successful. If an exit strategy is in your future, all of us, Steve, Dave, Katie, Bev and I stand ready to help you achieve that goal as successfully as you might. And, because of opportunities that can go with a successful sale of your company, you might find an even greater opportunity to achieve success in this industry!

For over 45 years, Ron Davis has been helping alarm dealers get more out of their businesses. Ron has authored several books, is a featured columnist with SECURITY SALES AND INTEGRATION magazine, was in the first group of Hall of Fame inductees, and is one of the industry’s most sought after speakers. And now, the offer! Just email Ron at [rdavis@graybeardsrus.com](mailto:rdavis@graybeardsrus.com) and he will send you a signed copy of the book, THE START OF THE DEAL, at absolutely no charge. And if you have any immediate questions, just include those in the email, along with your order. We will ship it out to you, prepaid.

# Alan Glasser to Be Honored at the Mission 500 Regional Northeast Dinner

by Ken Gould

Here is another chance to honor Alan Glasser, our Executive Director. Alan was already honored at the Sammy Awards for the SSI Hall of Fame Class of 2019 (see [page 9](#) for the article and photos) and now he is being honored at the Mission 500 Regional Northeast Dinner.

Alan is certainly deserving of this honor. I have known him for over 30 years. He has been a colleague, a mentor and a friend. The security industry as well as integrators and dealers in the New York City area owe him a debt of gratitude for his hard work, perseverance and commitment.

The Mission 500 Regional Northeast Dinner (formerly the Tri-State Fire and Security Executive Club Mission 500 & Burn Camp Dinner) will be held April 27, 2020 in Manhattan. Full info is on the ad on the inside back cover and there are links for more info and to register.

## Mission 500

I am proud to be chairman of Mission 500, a nonprofit organization that works closely with the security industry to serve the needs of children and communities in crisis here in the U.S. Mission 500 exists to advocate for children living in severe poverty, inspire and act as a catalyst in the security industry for excellence in corporate social responsibility, and mobilize volunteers and resource to make a tangible difference for children and families living in poverty.

## The New York Firefighters Burn Center Foundation

The New York Firefighters Burn Center Foundation is a 501(c) (3) public charity, non-profit organization our firefighters founded in 1975, dedicated to the advancement of burn care, research, prevention, education, and the proper treatment of burns. ..Their goal is to make quality burn care available to all who are seriously burned, regardless of age, race, creed or economic status. Firefighters and members of the Burn Team have a special empathy for burn victims. No other group witnesses more of the devastation that fire wreaks on the human body.

In addition to honoring Alan, you will be donating to these great causes. Plus, Alan is sharing the honors with other very deserving individuals: Joe Razza, Christine Marzano, Ron Petrarca and Chris Mosley.

## Register TODAY!

Space is limited so I urge you to click on the links, register, donate and support Mission 500, the New York Burn Center and our Executive Director for the Metropolitan Burglar & Fire Alarm Association. I look forward to seeing you there!

*Ken Gould is President of Ken Gould Consulting and Chairman of Mission 500. His company provides Mergers & Acquisitions, Business Strategies, Training, Keynotes and Coaching for security companies. He also provides subcontracting for security, fire, card access, CCTV and low voltage projects. Ken may be reached at [ken@ken-gouldconsulting.com](mailto:ken@ken-gouldconsulting.com) or 646-823-5526.*



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Continued on page [25](#)

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# The Value of Hashtags in Social Media

by Al Colombo

I remember with clarity when I first saw hashtags (#) being used on Twitter. In those early days, I didn't know a # from an @. Now, of course, most of us know that the ampersand (@) before the word/name indicates the username of a Twitter user whereas the hashtag, or pound sign (#) denotes an interest. Use of these two conventions is now extended to Facebook use as well.

The value of hashtags is quite simple. Placing the hashtag before a word or fully concurrent phrase on Twitter, Facebook and others results in a link that leads to a special interest page where you will find other postings with the same tag. Not only will this result in additional readers, but these special interest pages allow other social media users who may not follow or connect with you to see how interesting a person you really are.


The ultimate value of this is that these users who have until now resided outside of your own network will now have an opportunity to make a valuable connection with you and your downline. This is a valuable asset so be sure to make use of it at every turn. You also can make up your own special hashtags and register them with Hashtag.org.

There are some social media networks that simply do not create such a link. But there are those who continue to use


hashtags on those networks, usually because they have a software program that allows them to cross post to multiple social channels simultaneously.

*Al Colombo is a long-time trade journalist and writer in the security and life safety markets. Since 1995, his company, Thunder Promotions, has provided quality, affordable websites and hosting through an assortment of venues. To connect with Al Colombo, write to [abcolombo@usa.com](mailto:abcolombo@usa.com), call 330-956-9003, or visit his website at [www.TpromoCom.com](http://www.TpromoCom.com).*






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## MBFAA: Membership Has its Benefits!

Continued from page 22

a NYS license, YOU MUST INCLUDE YOUR NYS LICENSE NUMBER, otherwise you will not be included in the consumer search for those businesses or services requiring a license. If you install burglar alarms (and don't have a license, shame on you!) and telephone systems and don't need a license, you will be listed ONLY for telephone systems. (And, talk to me about taking the 81-hour state approved license course to get your alarm license.)

Consumers search for AREA and SERVICE. Results are listed alphabetically. Please be fair. If your company is in Manhattan and you do business only in the five boroughs and DON'T go to Suffolk County, don't click the box for Suffolk County! If you are NOT a licensed NYS Watch Guard or Patrol Agency or Private Investigator do not check off "Guard Company."

When the results page pops up, searchers may call you, fax you, e-mail you, or click on your website (again, you might have a page on MBFAA's site). This search should be fair to all! No favorites! Just the area the consumer wants to do business, the type of service or business, and names listed alphabetically. If you have any comments or suggestions, please let us know.

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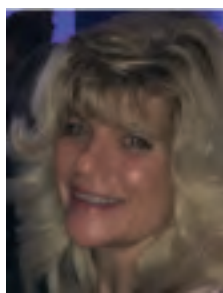
## Honorees



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Razza**



**Alan  
Glasser**



**Christine  
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**Ron  
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**Chris  
Mosley**

To register and donate: [www.m500nedinner.com](http://www.m500nedinner.com)

For more information contact

Ken Gould at [ken@kengouldconsulting.com](mailto:ken@kengouldconsulting.com)

\*Formerly the Tri-State Fire and Security Executive Club Mission 500 & Burn Camp Dinner. Same event just a different name.

# counterforce

Central Alarm Services Corp.



## NYC FIRE MONITORING

- **NYC Fire Approved Monitoring**
- **No Renewal Fees**
- **No Registration Fees**
- **Dealer Support**
- **No Annual Call Limits**
- **Telephone Voice Recording**

**\$20<sup>95</sup>**  
per month includes  
all points



- Burglar • Fire/Sprinkler Monitoring
- UL Central Alarm Station Burglar Alarm Systems
- UL Approved Fire Alarm Monitoring
- "800" Monitoring Lines
- Open/Close with Reports
- GSM Radio Monitoring
- Total Connect
- Connect 24 Radio
- DMP Monitoring
- Alarmnet
- Dealer Access
- Nearnnet Radio
- All Major Digital Formats
- Guard Response Available
- Alarm Path Radio

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