




Agenda

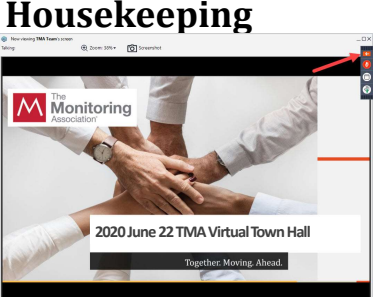
- Housekeeping
- Welcome
- Recent Updates
- Building Grassroots Capability
- Open Forum
- Wrap-up and Final Words



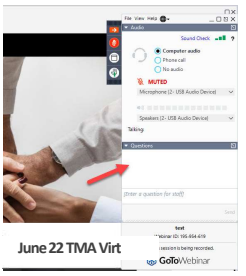
Celia Besore
Don Young
Celia Besore
Holly Borgmann, ADT and
Ralph W. Sevinor, Wayne Alarm
Don Young/Celia Besore

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Housekeeping



Today's VTH is off the record and it is NOT being recorded



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Welcome

Don Young, TMA President

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Latest COVID-10 Update

Celia T. Besore

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NEW: As of 06/18/2020

• [From Venable Law's Nicholas M. Reiter EEOC Gives Thumbs-Down to Mandatory Antibody Testing for Employees](#)

• [TMA Virtual Town Hall May 11, 2020 Minutes](#)

• Recording of the 6/10 UL Town Hall on Monitoring from Home – Proposed revisions to UL 827

• <https://ul.wistia.com/medias/nlmehu8p7>

• For stations monitoring UL 2050 accounts, US Federal Information Security Oversight Office (ISSOO) notice to cleared contractors – Guidelines for alternative operations for alarm monitoring during the COVID-19 pandemic

• <https://www.archives.gov/files/isoo/notices/notice-2020-01.pdf>

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Building Grassroots Capability

Holly Borgmann, Vice President, Government Affairs, ADT

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Agenda

- Importance of advocacy
- Grassroots
- Engaging in the age of COVID-19
- Building internal capability
- Q&A with an industry pro - Ralph W. Sevinor, Wayne Alarm

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Security industry highly regulated

- Federal
- State
- Local
- Non-governmental standards-writing orgs



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Recent examples

- CISA guidance on "essential businesses"
- CA false alarm fine legislation
- MD low-voltage electrical licensing working group in formation
- NFPA industry mobilization in Las Vegas on remote central station issue



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Federal

- Federal laws and regulations have sweeping impact on business community
- Legislation moves very slowly (generally)
- Executive orders can happen overnight
- Legislative infrastructure is enormous and is difficult to navigate
- Very tough to get to Members of Congress, Administration in DC, but easier in the districts / state



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State

- Most security industry licensing laws are maintained at state level
- State also governs day-to-day business rules, like minimum wage, paid leave, meal and rest breaks, etc.
- Often, state legislatures are part time, meaning legislators have "day jobs"
- Smaller staff than federal counterparts
- Receive fraction of calls from constituents that federal legislators receive
- Easier to develop relationships with legislators



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Local

- Local government tends to govern alarm response policies, registration / permit requirements, building codes
- City / county government moves very fast, and ordinances can change on a dime
- Local legislation difficult to track
- Biggest opportunity for a single person / company to make a difference



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NGOs / Standards Writing Organizations

- Directly impact business
- Mechanisms in place to solicit input
- Attendance versus membership
- Meaningful involvement can take up a lot of time, and level of expertise required



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Why advocacy matters

- **Direct constituent interactions have more influence on lawmakers' decisions than other advocacy strategies.** In three surveys of congressional staff over a 10-year span, 99% (2004), 97% (2010), and 94% (2015) said that "in-person visits from constituents" would have "some" or "a lot" of influence on an undecided lawmaker.
- **Congress places a high value on groups and citizens who have built relationships with the legislator and staff.** When asked what advocacy groups should do more of to build relationships with the office, 79% of staff surveyed said "meet or get to know the Legislative Assistant with jurisdiction over their issue area" and 62% said "meet or get to know the District/State Director."
- **Citizen advocates are more influential and contribute to better public policy when they provide personalized and local information to Congress.** 9 out of 10 (91%) congressional staffers surveyed said it would be helpful to have "information about the impact the bill/issue would have on the district or state." However, only 9% report they receive that information frequently. Similarly, 79% said a personal story from a constituent related to the bill or issue would be helpful, but only 18% report they receive it frequently.
- <https://www.congressfoundation.org/projects/communicating-with-congress/citizen-centric-advocacy-2017>



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Grassroots engagement

Direct lobbying



Grassroots lobbying



Grassroots potential

- Business owners / leaders are often well-connected in their communities
- Industry seen as wearing a "white hat"
- Nearly every employee of a member company has access to a telephone and / or computer at work
- Industry could be a tremendous force for change if unleashed



Advocacy in the age of COVID-19

- Many legislators are back home in district
- Face-to-face meetings are limited, if happening at all
- Need to communicate with constituents has never been stronger
- Meetings, town halls, and even fundraisers are happening virtually, allowing for civic engagement from your desk



National Retail Federation example

NRF Virtual Store Tours

Sharing the real story of retail

Smoke Stack Hobby Shop
Lancaster, Ohio
with Rep. Steve Stivers, R-Oh

<https://youtu.be/Q4hgKn5lnAI>



Building internal capability

- Know who represents your office / home
- esaweb.org/beheard
- Invite legislators to tour facility, meet employees, listen in on calls
- Schedule at least annual meetings with legislators to check in, discuss issues of importance



When meeting with a legislator

- Do your homework
- Greet legislator by their title (Senator; Governor; Representative, Councilwoman, etc.)
- Introduce yourself / state the name of your business
- Remind them that it is in their state / district
- Tell them how many people you employ
- Thank them for the leadership on issues where they've been helpful in the past
- Offer yourself as a resource on security-related issues/ business issues / areas of expertise
- Make the ask!
- Get contact information for staff handling issue
- Follow up



Interview with an expert



Ralph W. Sevinor
President, Wayne Alarm



Open Forum

- This Town Hall is **off** the record and it **is NOT being recorded**.
- Please write your questions in the question box or raise your hand so we can unmute you.
- Make sure you have entered the audio pin number if you are using your phone or if using your computer audio that your computer microphone is working.

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Thanks for Attending!

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