
Technology
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- Harness the Power of AI

Business
- The LIBOR Sunset

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- 2020 Events
Our partners can focus on protecting people and the things that matter most to them through partnering with a forward-thinking, customizable security solution.

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COVID-19 Put Industry Leaders on the High Wire

On January 30, 2020, the World Health Organization (WHO) declared a global health emergency. On February 11th, WHO gave it the name COVID-19. On February 29th, the first official death attributed to COVID-19 in the United States was announced. And then...the business of security monitoring, installation, and service came face-to-face with unprecedented challenges. Find out how TMA engaged with UL and other industry organizations to keep members informed and prepared.

You may have noticed that “LIBOR” is getting a lot more attention lately. The reason? Simple: it’s going away. Perhaps not so simple. Learn what exactly LIBOR is and why you should care.

According to the Federal Trade Commission’s (FTC) most recent figures, home security and alarm industry calls constitute one of the largest sources of consumer complaints. So, before you dial a telephone number or click the send button on a text message, you need to ensure that you’re abiding by the law.

Monitoring centers that adopt AI will supercharge their operators, realize tremendous efficiencies and significantly outperform those that don’t. Discover three ways to ride the beast and be successful in the new AI-powered era.

Technology and the way people consume goods continues to evolve, and the security channel is not immune to this evolution. Examine the impact of channel expansion for security solutions, with particular attention paid to the retail and MSO channels.

Plans for TMA’s 2020 Annual Meeting and the fall conference are well underway.

This new standing feature takes a look at how TMA member companies are making a difference in their communities.

South Dakota vs. Wayfair - This case illustrates the importance of being thoroughly aware of a state’s sales, use, ad valorem, employment, franchise, gross receipts, income, and other taxes before you start doing business.
The whole is greater than the sum...

As my presidency began in the fourth quarter of last year, I realized the achievement of a long-held professional goal of mine. I’ve always held the association in high regard and esteem. From my very first experience with TMA members and staff, I recognized there was something very distinctive about the organization. The way in which members of all sizes interacted with one another surprised me. I was amazed by the open, collaborative spirit demonstrated by industry competitors. I observed an undeniable circle of respect and trust. It was then that I first came to realize that despite the size of a company, we all shared common mechanisms, tools, and processes. We speak a common language. Within the TMA community, all companies are, in a very real sense, on equal footing. Within the TMA community, all companies are, in a very real sense, on equal footing. Having myself been employed in every size and structure of a company over the course of my 30-year career in the security industry, I find the member engagement and collaboration to be equally remarkable and invaluable today as it has been over the years.

I find these thoughts and impressions of past experiences coming to the forefront of mind lately. In the past weeks and months, I’ve been so honored to be able to witness firsthand how we’ve come together as a professional community to support one another during these frightening and uncertain times for our businesses, our industry, and our world. The intrinsic value of TMA membership that captivated me years ago is shining through brighter than ever before. I am proud.

We speak often of business “disruptors,” referencing a certain set of circumstances that arise, often mostly out of our control, which challenge our sense of normalcy. Such is the moment in which we live and work today. The pandemic has raised unknown fears and previously unimaginable questions for all of us. TMA’s weekly Virtual Town Hall Meetings have introduced a new forum for us to come together, to connect, and to draw upon our community’s collective experience, knowledge and skill sets. I am grateful for the members who have volunteered their time to share their expertise in areas such as standards, best practices, legal advice, banking, and insurance. (See our cover story on page 15.)

While we have faced many challenges over the past days, weeks, and now months, I believe that this crisis will bring positive results. I believe this crisis brings clarity to our purpose. For example, COVID-19 has presented our industry with a unique opportunity to test our ability to deliver professional monitoring in a work-from-home scenario, something frequently discussed in the past, but never seriously contemplated until now. This has, in turn, called for significant changes to UL 827, both temporary and permanent, which has opened the door to new possibilities for accommodating our monitoring staff and leveraging more cost-effective infrastructure. The confirmation that we can have continuity in our business model with a significant portion of our operators actively working virtually has introduced innovative thinking from our members and invited another way for our association to play an effective role in changing the status quo. I am convinced that these changes will improve the quality of the services we provide to our customers and the efficiency of our monitoring personnel providing them.

Lastly, I would be remiss if I didn’t also take this opportunity to express my appreciation to TMA Executive Director (ED) Celia Besore and her terrific staff of five for their hard work and dedication to our members along with their countless contributions the past six months. Celia has truly mastered her role as our ED and I’ve come to depend on her immensely for the tireless effort and leadership she provides to her team, our members, and myself every day at TMA. I am particularly proud of how she has grown from a very capable administrator...
“Learning Forward”

I recently came across LeadershipNow™, a website established by Michael McKinney in 1980 to study and share information and insights relevant to leadership, management, and personal development – subjects for which I am particularly passionate. The April 6th LeadingBlog post, titled “Dealing with the Two Fronts of Any Crisis,” offered a unique and powerful perspective for leading in a crisis – like the unprecedented one that we, as business leaders, face today.

In the post, the author speaks to his observations of leaders’ responses to a crisis situation. One response focuses on managing the situation, many times through innovation; the second approach focuses on managing fear to prevent raising panic among employees, clients, and other stakeholders, which could result on hampering the business’s potential continuity.

Fear is absolutely paralyzing in a crisis situation. Chaos often erupts. The proliferation of information from multiple sources – both internal and external – creates confusing “noise,” which ultimately generates even more fear and uncertainty. Thankfully, the author offers four very valuable strategies to reduce a leader’s tendency toward fear.

Focus on the Big Picture
Particularly in a crisis situation like the one our world is facing now, it is vital to not get bogged down in minutiae or the smallest of details. Keep an open mind and logically weigh, or process, the information that you receive from multiple sources. We have so much information flowing from so many sources that putting things in perspective is critical to business success.

Inform and Educate
One of the best ways to combat fear among employees, clients, and other stakeholders is to keep them informed. Make certain to explain and educate employees on new policies and procedures in a clear and concise manner.

Be as specific as possible by openly communicating the employees’ role. Share with your clients the steps that you are taking to keep them safe, while continuing to provide your services. To the greatest degree possible, share the purpose or reasoning that influenced your decision making.

Stay Steady
Steady as she goes! The author tells us that honest, straightforward communication is imperative – especially acknowledging when the answer isn’t known or clear. Uncertainty is built in to every crisis. Most importantly, leaders should never resort to playing the blame game. It actually evokes more fear. Focus in the positive (more below)!

Exhibit Confidence and Be Positive
A leader’s outlook is as contagious as COVID-19! Great leaders embrace anxieties and effectively covey hope in a crisis.

One of my heroes, Winston Churchill, believed so much on the power of confidence and fearlessness that during World War II he issued a directive to all his ministers to put on a strong, positive front, without minimizing the gravity of events that would reflect their confidence in their ability and their inflexible resolve to win the War.

“This great Nation will endure, as it has endured, will revive and will prosper. So, first of all, let me assert my firm belief that the only thing we have to fear is fear itself — nameless, unreasoning, unjustified terror which paralyzes needed efforts to convert retreat into advance. In every dark hour of our national life, a leadership of frankness and of vigor has met with that understanding and support of the people themselves which is essential to victory. And I am convinced that you will again give that support to leadership in these critical days.”

Source: Franklin Delano Roosevelt’s First Inaugural Address on March 4, 1933
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DMP’s DualCom™ gives you commercial fire communication with ease of installation. Engineered with dual tip and ring terminals, it works elegantly with existing FACPs. Included hardwired IP and LTE cellular over AT&T or Verizon. Designed to quickly provision on the SecureCom Wireless™ platform — so you can get systems up and running fast. Learn more: DMP.com/DualCom.

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to a true industry veteran who possesses a firm understanding of the work undertaken by companies within our membership community and our industry at-large. Her leadership role in the development and delivery of our Virtual Town Hall meetings and our extensive repository of pandemic resources speaks to her determination and commitment to excellence on all our behalf and I am grateful to be partnered with her in this journey.

The TMA community has proven to be a living testament to the words of Aristotle’s Metaphysics, “The whole is greater than the sum of its parts.”

We are here for you. Stay connected. Be well.

Don Young
President
The Monitoring Association

Executive Director’s column continued from page 5

While presenting a realistic vision of the situation during this important time, leaders must convey and instill confidence. This, in turn, spurs positive thinking and opens opportunities for innovation.

Truly great leaders develop their skills and abilities over time through trial and crisis. The experience and knowledge gained by confronting a crisis enables smart leaders to “learn forward.” The pandemic will pass and we will all, most certainly, face other threats to our businesses in the future.

At the end of the day, it is the manner in which we lead and manage fear (ours and theirs) that will determine our long-term success.

Ceila T. Besore, CAE
Executive Director

TMA Bids a Fond Farewell to a Colleague

Just prior to the onset of the pandemic, the TMA team said goodbye to colleague and friend Manager of Member Services, Malory Todd. Malory managed TMA’s Five Diamond Program and served as the staff liaison to our NextGen group and our Proprietary Council.

TMA Director of Membership and Programs Ileny Maaza has assumed management of our Five Diamond program, as well as Malory’s liaison roles. Contact Ileny by email at imaza@tma.us or by telephone at (703) 660-4918.
MEMBER NEWS>>

PEOPLE

Stanley Security Names Kara Pelecky as Chief Information Officer

Pelecky, who joined the company on March 2nd, will be responsible for the strategic vision, leadership, and ongoing implementation of the system integrator’s information technology initiatives. She brings to the company more than 20 years of experience as a highly accomplished technology executive and business transformation specialist.

Stanley Security Appoints Chadi Chahine as Chief Financial Officer

With over 22 years of experience as a global market financial executive, Chahine will be responsible for helping accelerate short- and long-term business objectives, while also ensuring strategic financial decisions and initiatives operate with excellence. He previously held roles with a variety of companies including Abbott and Smith & Nephew.

King III Emergency Communications New Emergency Dispatch Center Director

King III is pleased to have Michelle Lindus join the company as Emergency Dispatch Center Director. Having spent the last 16 years in Emergency Dispatch Operations with Vivint Smart Home, Lindus has a reputation for resolving problems, improving customer and employee satisfaction, as well as driving overall operational improvements. In 2016, she won the prestigious Central Station Manager of the Year award and in 2012, her central station won the coveted Central Station of the Year award.

DICE Corporation Welcomes New EVP

DICE Corporation is proud to announce and welcome Avi Lupo as the company’s Executive Vice President. Lupo will play a leading role in the company, contributing to high-level organizational decisions, product development and new business opportunities. He will also be integral in establishing new sales and marketing expansion strategies for the company’s growing cloud video recording technology, CloudEye.

Continental Access Adds New Regional Sales Manager to Support Midwest Integrators

Continental Access, a division of NAPCO Security Technologies, hired Rob Etmans as the new Midwest Regional Sales Manager. Etmans comes to Continental after years of working for one of Continental’s integration partners in the Wisconsin area, and as such, has real-world, solid experience selling, installing and servicing Continental products.

COPS Monitoring Promotes Juergen Henry to Assistant VP of Operations

As Assistant Vice President of Operations, Henry’s primary role will be to provide direction and individualized support to the operations managers at each of COPS’ six locations. Henry began his security industry career 10 years ago in an entry-level position in COPS’ Florida monitoring center.

COPS Announces Promotions to Strengthen Accounting, Finance Teams

COPS announces the promotions of Michele Beckett to Vice President of Accounting and Nicole Black to Vice President of Finance. Beckett is a graduate of Rutgers State University, Certified Public Accountant (CPA), and recently celebrated 10 years at COPS Monitoring. Black graduated from Shippensburg University and began her career in public accounting at KPMG, LLP, a Big Four accounting firm. She is also a Certified Public Accountant (CPA) and has also earned the Certified Management Accountant (CMA) certification.

Resideo Hires Jay Geldmacher as New President, CEO

Resideo Technologies announced that the company has appointed Jay Geldmacher as President and CEO, and a member of the Board of Directors. As a 30-year industry veteran, Geldmacher brings experience leading a complex industrial and technology spinout, Artesyn Embedded Technologies. Most recently, Geldmacher was president and CEO of Electro Rent Corp., a leader in testing and technology solutions.

Michael Randone Joins Per Mar as Key Account Manager

Per Mar Security Services is pleased to announce Michael Randone has joined the company as Key Account Manager. Randone brings with him 30+ years of sales, technology and executive management experience. In his various roles, client management and strategic business development have been at the forefront of his client-centric efforts.
MEMBER NEWS>>

Per Mar Names Two New Sales Managers
Per Mar Security Services is pleased to announce it has promoted Tim Newcomb to Sales Manager for its Quad Cities and Cedar Rapids branches. Newcomb will be responsible for managing and growing Per Mar’s Electronic Security Division in the Quad Cities and Cedar Rapids markets. In addition, the company has hired Frank Damit as Sales Manager for its Madison, WI and Rockford, IL branches. Damit will be responsible for managing and growing the Electronic Security Division in the Madison and Rockford markets.

TMA Members Named Security Systems News’ Top 40 Under 40
Congratulations to TMA members who made SSN’s Top 40 Under 40 – Class of 2019: Matthew Brandon, AvantGuard Monitoring Centers LLC; Jordan Dice, IPtelX; Juergen Henry, COPS Monitoring; Anthony Iannone, Affiliated Monitoring; Nicole Kenny, Criticom Monitoring Services (CMS); and, Laura Penrod, Cooperative Response Center (CRC).

Bold Group Announces New Vice President of Implementation and Project Management
Bold Group announces the addition of Greg Polley to its executive team as Vice President of Implementation and Project Management. Polley spent over eight years as President of Frase Protection, the largest privately-held security systems dealer in Memphis, TN.

PRODUCTS AND TECHNOLOGY

CHeKT Released Its Bridge Firmware 2.6.0
Firmware versions 2.6.x and higher enable support for video analytics events. The Bridge will convert these camera analytics events into a Contact ID alarm code and a video event for the alarm monitoring center, giving integrators a solution to create a real-time response to camera analytics. With the Bridge attached to an intrusion panel, you can expanded zone detection to include cameras with analytics and allow the Bridge to deliver the alarm and video information directly into your central station.

OpenEye, Interface Security Systems Partner for Remote Video Surveillance Solution
The strategic partnership will combine Interface’s interactive monitoring service with OpenEye’s web services platform (OWS) to deliver a remote video surveillance solution with Cloud video management to retailers, restaurants and distributed enterprises.

OpenEye Offers New Compact Plug ‘n Play Recorder Series
OpenEye introduced a new compact 1U cloud-managed recorder with a built-in PoE switch. OE-MD Series recorders are an NDAA compliant, low profile, all-in-one IP recording solution perfect for users looking for a plug n’ play IP recording solution compact and quiet enough to fit virtually anywhere.

OpenEye Releases Web-based Fisheye Camera Dewarping and New Integrations
OpenEye announced the release of the Winter 2020 OpenEye Web Services (OWS) update v2.1. The latest update includes updated web-based 360° camera dewarping, Search in Live, improved System Reports, two-way audio in mobile, and other updates to make finding video and managing the system easier.

DMP Introduces System Panics From Virtual Keypad™
DMP users can now use Virtual Keypad if they ever need to trigger a system panic. The app, as well as VirtualKeypad.com can display Police, Emergency and Fire panics in the menu. Dealers just need to add it to their customers’ app user in Dealer Admin™.

DMP to Release FirstNet Alarm Communication Radios
DMP will release a line of FirstNet-certified and compatible alarm communication radios in the spring that will work directly with AT&T FirstNet. With the new communicator, DMP XR and XT Series panels will be the first to be available for use on FirstNet.

New Marks USA 2020 Custom Architectural Locking Catalog
Marks USA, a division of NAPCO Security Technologies, announces the release of their new 2020 Custom Lockset Catalog. The new catalog includes over 250 Marks USA custom levers, knobs & escutcheons, standard and custom design decorative locksets.

New StarLink Cellular Solutions Full Line Brochure Available
Napco Security Technologies, Inc. introduced a new full-line brochure on its class-leading StarLink® Cellular Solutions for commercial fire, connected business/home and intrusion alarm applications. Downloadable online, the new brochure contains specs and ordering info. on all StarLink models and accessories.
Alarm Lock Wireless Networx Locks Certified for Lenel Version 7.6 OnGuard® Access Control & Video Platform

AWARDS

ADT Receives Corporate Social Responsibility Award from Mission 500
With a dedicated week of service and many events throughout the course of the year, including Seasons of Service events around the holidays, ADT provided numerous opportunities for its employees to participate in community service. At the company’s corporate headquarters in Boca Raton, FL, employees assembled 1,000 Care Kits for veterans and donated over 15,000 pounds of food as part of a food drive in November. Also in 2019, ADT contributed $40,000 to the National Volunteer Fire Council and several volunteer departments to raise awareness and recruit more volunteer firefighters across America.

CPI Security Named SDM 2019 Dealer of the Year
Congratulations to CPI Security, Charlotte, NC, for winning SDM Magazine’s Dealer of the Year. This isn’t the first time CPI was named SDM Dealer of the Year. Their first award was in 2000, just nine years after the company’s official founding.

Altronix eBridge800E EoC 8 Port Receiver named one of Top Network Devices
The eBridge800E EoC 8 Port Receiver was named one of ASMAG.com’s Security Buyers’ Choice Awards in February 2020. The receiver offers customers a convenient way to upgrade their existing coax systems to IP devices by integrating a PoE+ switch and an FOC Receiver. Embedded LINQ Technology allows remote monitoring of power and diagnostics.

SIAC’s Glen Mowrey Receives NCACP Award
The North Carolina Association of Chiefs of Police (NCACP) honored SIAC’s (Security Industry Alarm Coalition) Glen Mowrey with their Outstanding Partnership Award. In addition to his role with SIAC, Mowrey is a retired Deputy Police Chief of the Charlotte-Mecklenburg Police Department. This award, presented at NCACP’s annual training conference, is awarded to those who assist the association and have a great impact on advancing the law enforcement industry.

Habitec Security Named a Toledo Top Workplace for Fourth Year
Habitec Security, ranked No. 52 on the SDM 100, was selected as one of The Blade’s Toledo, Ohio Top Workplaces for the fourth time. The Top Workplace recognition is based solely on employee feedback gathered through a third-party survey administered by research partner Energage LLC, a provider of technology-based employee engagement tools. The anonymous survey measures several aspects of workplace culture, including alignment, execution and connection.

GIVING BACK

COPS Monitoring Donates Laptops to Help Reunite Quarantined Veterans with Their Families and Loved Ones
COPS Monitoring donated laptops to the Veterans’ Memorial Home, in Vineland, NJ, giving its residents the ability to connect with loved ones during the necessary quarantines imposed by COVID-19.

ADT Releases a FREE Mobile Safety App
ADT SoSecure is a free mobile safety app that allows people to silently request help from first responders. In most jurisdictions, it’s impossible to text to 911. With ADT SoSecure, users can discretely push a panic button on their phone and text back and forth with ADT’s alarm monitoring staff, who can send police, fire, or EMS to their location.
Per Mar Security Services Awards Academic Scholarships
Per Mar Security Services announced it has awarded twenty-one, $500 scholarship awards for the 2019-2020 academic year. Each year, children of Per Mar or Midwest Alarm Services employees can apply for scholarships to be used towards higher education.

DICE Corporation Offers Free PBX Call Forwarding for Central Stations, Dealers, and Proprietary Monitoring Centers Working Remotely
DICE Corporation is offering four months of free PBX call forwarding for the alarm and security industry as part of the company’s support efforts during the COVID-19 coronavirus pandemic. This offer is available to central stations, dealers, and proprietary monitoring centers at no cost.

Stanley Security Donation to Help Replace Fallen K-9 Police Officer
The systems integrator presented the police department in Fishers, Ind., with a $10,000 contribution in honor of a fallen police dog. Harlej, a 5-year-old Belgian Malinois, was shot and killed in November while chasing a suspect through a field in Fishers. His handler, Fishers Patrolman Jarred Koopman was not injured. Over the course of his career, Harlej was deployed more than 560 times and helped remove drugs and guns from Fishers’ streets.

Brinks 5K Benefits Mission 500 and Community
Every year, the Brinks 5K attracts sponsors from across the nation to contribute to Mission 500. Runners, walkers, and Brinks employees participate in the event, raising thousands of dollars.

Honeywell Converts Facilities to Produce Hand Sanitizer during COVID-19 Pandemic
Honeywell temporarily shifted its manufacturing operations at two chemical manufacturing facilities to produce and donate hand sanitizer to government agencies in response to shortages created by the COVID-19 pandemic. Honeywell also recently converted several manufacturing plants that typically make safety glasses and face shields to also produce N95 masks, which are in short supply during the coronavirus outbreak.

Vector Security Networks Awards More than $20,000 in Scholarships
Vector Security Networks announced the recipients of its 2020 Loss Prevention Foundation (LPF) scholarships, which provide financial support to loss prevention professionals seeking to obtain Loss Prevention Qualified (LPQ) and Loss Prevention Certified (LPC) certifications.

Vector Security Donates Meals to Lancaster Emergency Medical Services Association (LEMSA)
As a show of appreciation for the Lancaster Emergency Medical Services Association (LEMSA), Vector Security, Inc. donated meals to feed approximately 80 employees, including members from two platoons and administrative staff.

Genesis Security Services, Inc. Aids Victims of Puerto Rican Earthquake
Earthquakes in Puerto Rico have destroyed homes, businesses, churches, and other important infrastructure. In response, Genesis Security organized several events to provide aid to the people in the Municipio de Guayanilla in the southern area of Puerto Rico. Genesis joined local volunteers to provide food, first-aid articles, toiletries, camp beds and other items. Genesis is very proud of the efforts by the company and its employees who also personally donated items and volunteered in the effort.

ACQUISITIONS
Brivo Acquires Parakeet
Brivo has acquired Parakeet Technologies, a provider of smart building solutions which include sensors, thermostats, wireless locks and lighting controls. The acquisition—the first in the company’s 20 year history—accelerates Brivo’s ongoing push to enhance its in-building capabilities beyond its current access control, video and security.

Per Mar & Midwest Alarm Services Expand in Nebraska
Per Mar Security Service, parent company to Midwest Alarm Services, is pleased to announce it has acquired GT Fire & Security, based in Grand Island, NE.

Kevin Dunbar Takes Sole Ownership of Dunbar Security Solutions, Products Businesses
Dunbar Security Solutions (DSS) and Dunbar Security Products (DSP) jointly announce that President and CEO Kevin Dunbar is now the sole owner of both companies. Both businesses are headquartered in Hunt Valley, Md., and together employ more than 325 people.

ADT Buys Alliant Integrators
ADT has acquired Louisville, KY-based Alliant Integrators, which will be folded into its commercial integration business. The full-service provider is among the largest systems integrators serving the Kentucky and Southern Indiana region.

Securitas Electronic Security Purchases Customer Contracts of iVerify
Securitas Electronic Security (SES) announces the acquisition of customer contracts and certain select assets of iVerify. The acquisition supports SES’s strategy of building its electronic security business in North America.
THE NEXT STEP IN ACCESS POWER

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Homes, businesses, and governments are installing security cameras extensively as they become more affordable, creating a huge demand for remote video monitoring. To keep up, monitoring stations have to hire thousands of new operators and retain them, which is proving to be a challenge.

AI-based video analytics can help security operators avoid continuous video monitoring and automate the detection of security events. Complex computer vision-based AI algorithms can detect a wide variety of events across thousands of video feeds in real-time. Security operators can then simply focus on verifying the alert and taking appropriate action on critical events.

Therefore, have AI be your first level filter to analyze video feeds and motion alarms for the presence of people, vehicles, pets, fire or objects of interest. Prioritize those that do and have the operators respond to them first. AI applications integrated with your current automation system will have a more profound impact than fire or electricity.”

Google & Alphabet CEO, Sundar Pichai
can also provide a text description of the alerts (e.g.: ‘unauthorized person wearing red shirt carrying a weapon’) saving precious time for the security operator in communicating with a law enforcement agency or the customer. Such applications will ensure operators don’t miss any security event and get their customers the fastest possible service. It improves their quality of service multifold while increasing their job satisfaction levels. Operators will also see more meaning in their jobs, as their focus is now on human interactions, and you can expect them to stick around longer.

2 Use operator feedback to train the AI and make it better

The magic of AI is in its ability to learn from human operators and improve itself over time. Deep learning models in most AI video analytics use vast amounts of past data to discern patterns and replicate the operator behavior when a new image or video is presented for analysis.

As you deploy AI-based video analytics software to filter alarms, take the operator feedback and send it back to the AI for self-learning. For example, AI may see a statue as a human and alert the operator. When the operator flags it as an error, the AI should update itself quickly and avoid repeating the mistake.

In addition, the latest AI technologies have the ability to count people and identify various behavioral patterns, such as walking, running, climbing, jumping. AI can show trends as well as flag unusual patterns, which can be qualified by human operators. For example, the AI can study the video feed at a construction site and identify that most activity ceases by 7 pm. If it sees unusual human activity at midnight, it may flag the event for operators’ attention and when the operator considers it a valid alert, the AI can learn from the positive feedback too.

To get the most value from AI, consider it as an assistant that needs hand holding in its early stages and give it time to learn and grow. Your investment will pay off dividends as the AI shares the load and makes your operators more efficient in due course.

3 Connect AI to other information sources, such as customer or employee databases

While AI is good at identifying what it has seen before, its power can be enhanced many times when it has access to other information curated by people. For instance, when connected to an employee database that has names and photos, AI can use the latest face or body recognition techniques to match a person in a video feed with a staff member and consider her presence to be normal, whereas any person not in the database can be flagged for operator’s attention.

Knowledge of the camera’s location and context can help fine-tune the AI. While AI can take a few weeks to learn that running is normal in a playground and abnormal in an office setting, providing this context in advance can yield more accurate alerts.

AI helps mitigate burnout for operators and leadership and increase productivity, thus helping monitoring stations achieve their growth and RMR goals. The tremendous value that AI can bring to the security systems today will only increase as the AI models get trained with relevant data and as the technology improves in the future.
Special Report on COVID-19; Mission Critical

UL Releases New Guidelines for Virtual Workplaces; TMA Establishes Online Resource Repository

By Leigh A. McGuire, Director of Marketing and Communications, TMA

ON JANUARY 30, 2020, THE WORLD HEALTH ORGANIZATION (WHO) declared a global health emergency. On February 11th, WHO gave it the name COVID-19. On February 29th, the first official death attributed to COVID-19 in the United States was announced. And then…

As of press time, more than 60 days have passed since monitoring centers and security service providers have been placed in an unpresented position that has challenged every aspect of their operations. Business leaders were thrust into unchartered territories as it quickly became clear that operators could no longer work on-site under current conditions, technicians would not be able to service customers, and sales personnel could no longer sell door-to-door.

In late February, TMA launched a dedicated webpage to provide members and industry professionals with the most up-to-date information available (https://tma.us/preparing-workplaces-for-an-influenza-pandemic/). The contents of the page have grown substantially in the weeks since in response to the emerging needs of member businesses. Those who seek information can visit the page regularly to find the very latest from the federal, state, and local governments, inclusive of the Department of Labor (DOL); Department of Homeland Security (DHS); Small Business Association (SBA); Equal Employment Opportunity Commission (EEOC); Occupational Health and Safety Administration (OSHA); and, Center for Disease Control (CDC). TMA has also sought and obtained guidelines for businesses with operations in Canada.

It became readily apparent that TMA member monitoring centers and others could not operate under the current UL standards and be in compliance with state and federal health guidelines. TMA member Shannon Woodman, President and COO, Washington Alarm, brought her concerns to TMA Executive Director Celia Besore, who, in turn reached out to UL and opened a dialogue around the issues. UL’s Senior Staff Engineer Steve Schmit was quick to respond. He worked with his colleagues to develop and publish a set of Virtual Workplace Guidelines for monitoring centers. The Guidelines offered monitoring centers easy-to-follow and understand directives, however more questions arose. Schmit advised Centers to carefully assess their operations and make logical decisions as to how to progress. Decisions needed to be thoroughly documented, including the reasoning behind the action taken.

Industry associations, including ESA and SIA, joined with TMA to advocate for “essential status” for monitoring center staff and security service providers. This would allow businesses to stay open and operational and for staff to remain employed. Once the Cybersecurity and Infrastructure Security Agency (CISA) of the Department of Homeland Security explicitly named the security industry in the second set of guidelines, TMA provided members with templates of letters that the employees could carry with them to explain why they were travelling if stopped by law enforcement.

TMA had planned to host the first of two Virtual Town Halls in March to provide an open, interactive forum for members to learn about current
initiatives and opportunities for engagement, as well as to have a time for Q&A with association leadership. The onset of COVID-19 raised so many unanswered questions for TMA members relevant to their business operations at the time that the leadership and staff opted to dedicate the live, online meeting to members’ questions and concerns. What was originally intended as a bi-annual Virtual Town Hall meeting quickly transformed into a weekly series attended by more than 200 professionals from across the industry.

As the epidemic has progressed, TMA has used the Virtual Town Hall meetings as a platform to directly address the most significant concerns of members, which have included virtual workplace guidelines, financial assistance, and insurance liabilities. Members with expertise in these and other key areas of interest have come forward to openly share insights and provide guidance to TMA members and others in the industry. UL’s Steve Schmit, a frequent panelist, has used the weekly Virtual Town Hall platform to keep TMA members up-to-date on UL’s Virtual Workplace Guidelines and the revised UL 827 standard.

Early on in the pandemic, Schmit advised monitoring centers to evaluate their operations and make the best decisions – always making the safety of their employees, customers, and vendors a top priority.

As government loan programs rolled out, TMA members Mitch Reitman, Reitman Consulting Group, and Jennifer Holloway, Managing Director, CIBC Bank USA, helped members to make sense of the various federal business loan programs and offered valuable advice for those who considered applying. Both experts emphasized the importance of having a strong relationship with a banker. While larger companies typically reported having an established relationship, many of the smaller companies did not. For some, this would make the difference between being approved for a loan and not.

Members seem to quickly adapt to the new business models driven by the restrictions and limitations COVID-19 imposed on their operations. New questions and challenges emerged nearly daily. Among those, insurance coverage and liability. Members questioned if their insurance providers would accept business interruption claims. Long-time unanswered questions for TMA members included financial assistance, and other important legal questions, please visit TMA’s COVID-19 resource page and download the minutes from all of the Virtual Town Hall meetings.

Just as it appears that the security industry has found a safe and secure rhythm amid the restrictions brought about by COVID-19, it’s time to revisit the model and ease back into re-opening. Once again, business leaders have so many questions arise knowing that the new normal, as is been termed, is most definitely not a return to pre-epidemic normal. Business leaders are gradually coming to accept that business will not return to normal now, if ever again. We’ve also learned that even within our industry, there are so many variables to examine and address based on businesses’ resources – space, equipment, and technology, but most importantly, the work ethic and capabilities of their employees.

TMA member Rob Tockarshewsky, Vice President, P&C, USI Insurance Services, spoke to members and answered their questions on multiple Virtual Town Hall Meetings. He echoed Schmit’s words, “Document. Document. Document.” He observed that the insurance industry was very fluid, and like so many other industries, was still struggling to find its way and make sense of the implications of the pandemic.

May brought discussions of businesses of all types re-opening around the U.S. It also brought more questions. At this time, TMA members sought advice as to how best to re-introduce their employees, customers, and vendors to the workplace. Legal issues were raised. A team of attorneys from Mitchell Silberberg & Knupp LLP, who specialized in labor and employment laws, led an outstanding presentation over the course of two Virtual Town Hall meetings. Questions surrounding the required use of PPE, employer responsibilities and liabilities, and employees’ refusal to return to work were paramount. For answers to these and other important legal questions, please visit TMA’s COVID-19 resource page and download the minutes from all of the Virtual Town Hall meetings.

One thing is for certain, our industry will continue to be one of the essential industries as we move forward. Safewise.com reported in April that major crimes in New York City were down 28.5% and robberies, 26%. However, it was revealed that vehicle theft and murders rose. Vacant commercial buildings saw a 169% increase in burglaries. Other crimes on the rise since the onset of the pandemic include domestic violence, hate crimes, and financial scams, including price gouging.

As security monitoring and service companies, we’re are in a position to offer security and peace of mind to families and businesses during this time that is dominated by fear and uncertainty for so many. We join with others on the frontlines to comfort and to provide a safe haven in a new normal world.
Compliant Telephone Communications:
How to Avoid Triggering the Legal Alarm When Communicating

By Daniel S. Blynn, Esq.1, Venable

THE HOME SECURITY AND ALARM BUSINESS REQUIRES NON-STOP COMMUNICATION with current and prospective customers. Industry participants engage in a wide variety of communications, including telemarketing calls; calls to notify existing customers of the receipt of signals from their alarm systems, such as burglar and fire alarm signals; calls to schedule or confirm service appointments; calls to inform customers of the existence of conditions with their systems that may require service, like the existence of “trouble” or “low battery” conditions; and calls to collect on delinquent accounts.

According to the Federal Trade Commission’s (FTC) most recent figures, home security and alarm industry calls constitute one of the largest sources of consumer complaints. Home security and alarm companies are frequent targets of regulatory and private litigation arising out of their calls. These cases have ended in multi-million dollar settlements and court orders completely banning future telemarketing. So, before you dial a telephone number or click the send button on a text message, you need to ensure that you’re abiding by the law.

At the federal level, the Telephone Consumer Protection Act (TCPA) regulates all types of calls and text messages. Generally speaking, the TCPA governs how calls and text messages are placed (i.e., manually versus automatically dialed), and how calls are conducted and messages delivered (live representative versus “artificial or prerecorded voice”). In turn, the Telemarketing Sales Rule (TSR), as its name suggests, regulates only telemarketing calls and text messages; and, while the TSR does not govern the means of dialing, it does contain specific rules on how calls are conducted, how messages are delivered, and what is said in marketing communications. The TCPA is enforced by the Federal Communications Commission (FCC) and through private lawsuits, including class actions, while the TSR is enforced almost exclusively by the FTC. Text messages are typically considered to be synonymous with “calls” under both the TCPA and TSR; this article uses “call” to refer to both telephone calls and text messages.

These rules fit atop myriad state telemarketing and do-not-call laws, some of which have similar operable definitions to the federal rules. It bears noting that the TCPA and TSR typically do not preempt more restrictive state laws.

While I could fill up this entire magazine with content about how to communicate with consumers in a compliant manner and the various calling issues with which sellers struggle under the TCPA—such as how to handle reassigned numbers, revocation of consent issues, the number of collection calls that may be placed by any means within a specific time period in certain jurisdictions, etc.—this article focuses on the rules governing how you can call and text consumers, and what types of consent you need to do so.

Overview of TCPA Consent Rules
Since the October 2013 TCPA amendments went into effect, a seller is required to have a consumer’s “prior express consent” in order to place an autodialed and/or prerecorded...
message non-telemarketing call to a cell phone; no consent is needed to place an autodialed and/or prerecorded message non-telemarketing call to a residential landline. The consent rules for telemarketing calls to cell phones are different in that they require “prior express written consent” (EWC). EWC also is required to deliver a prerecorded marketing message to a residential landline.

“Prior express consent” is a lower level form of consent and generally exists where a consumer voluntarily has provided her telephone number to the seller.

“Prior express written consent,” on the other hand, is a heightened consent standard requiring a written agreement bearing (1) the signature of the person called (either traditional “wet” signature or an electronic/digital one) that clearly authorizes the seller to deliver or cause to be delivered to the consumer telemarketing messages; and (2) the telephone number to which the signatory authorizes such telemarketing messages to be delivered.

If the seller utilizes an autodialer and/or prerecorded message to place the telemarketing call to a cell phone or residential landline, then the written agreement with the consumer must also clearly and conspicuously disclose both that (a) the telemarketing call may be delivered using an autodialer and/or prerecorded message (as the case may be), and (b) the consumer is not required to provide her consent as a condition of purchasing any goods or services. This EWC to be contacted must have been provided to the seller by the consumer before the telemarketing call is placed. Unlike the lower standard for prior express consent, the mere provision of a cell phone or other telephone number to the seller does not constitute the required EWC to be contacted at that number via an autodialer and/or with a prerecorded message for telemarketing purposes. A table summarizing the current TCPA consent rules is below.

### What Type of Call Are You Placing?
Generally, the type of consumer consent that is needed to place a call is a function of (1) the type of call being placed, (2) to what type of telephone number the call is being made, and (3) how the call is placed. “Telephone solicitations” (or telemarketing calls) are subject to more restrictions than purely informational or transactional calls. The TCPA defines “telephone solicitation” to be “the initiation of a telephone call or message for the purpose of encouraging the purchase or rental of, or investment in, property, goods, or services.” The TSR’s definitions of “outbound call” and “telemarketing” are similar; both refer to calls “to induce the purchase of goods or services.”

On the other end of the spectrum lie purely informational or transactional calls. These are communications designed to provide information, rather than promote products and services (in the case of informational calls), and to “facilitate, complete, or confirm a commercial transaction that the recipient has previously agreed to enter into” (in the case of transactional calls).

For example, customer satisfaction survey calls, and calls to confirm installation and service appointments are informational and transactional, respectively.

Finally, the TCPA also covers a third category of calls—“dual purpose” calls. These are calls with both a customer service or informational component as well as a marketing component. Given that courts and the FCC take

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**Current TCPA Consent and Calling Rules**

<table>
<thead>
<tr>
<th></th>
<th>Cell Phone</th>
<th>Residential Landline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autodialer (call)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Telemarketing</td>
<td>Prior express consent</td>
<td>None</td>
</tr>
<tr>
<td>Non-telemarketing</td>
<td>Prior express consent</td>
<td>None</td>
</tr>
<tr>
<td>Autodialer (text message)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Telemarketing</td>
<td>Prior express written consent</td>
<td>None</td>
</tr>
<tr>
<td>Non-telemarketing</td>
<td>Prior express written consent</td>
<td>None</td>
</tr>
<tr>
<td>Prerecorded message</td>
<td>Prior express written consent</td>
<td>None</td>
</tr>
<tr>
<td>Live operator (no autodialer)</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Telemarketing</td>
<td>None</td>
<td>None</td>
</tr>
<tr>
<td>Non-telemarketing</td>
<td>None</td>
<td>None</td>
</tr>
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</table>
an expansive view on what constitutes telemarketing, dual purpose calls are treated as pure telemarketing calls and subject to the more rigorous standards to obtain the requisite level of consumer consent.

**What Type of Telephone Number Are You Calling and How?**

**Calls to Business Lines:** Business-to-business (B2B) calls are generally exempt from the TSR, save for B2B calls to induce the retail sale of nondurable office or cleaning supplies. However, the FTC amended the TSR to clarify that this B2B exemption extends only to calls inducing a sale from a business, and not to calls marketing to individuals, in their individual capacities, employed by the business. This was done to deter any attempts to circumvent the National Do Not Call Registry by soliciting employees at their places of business. Importantly, B2B calls do fall within the scope of the TCPA, except for its do not call rules.2

**Live Calls to Residential Landlines:** Both the TSR and TCPA prohibit companies from placing telemarketing calls to consumers whose telephone numbers are registered on either the National Do Not Call Registry or the seller’s own internal do not call list, unless an exemption applies, such as calls with the consumer’s “prior express written consent” or to consumers with whom the seller has an “established business relationship.”3

The TCPA’s and TSR’s Do Not Call rules are agnostic to the type of calling equipment used. For example, the do not call rules apply regardless of how a telephone number is dialed, whether it be manually or by automated means. However, keep in mind that if you place a telemarketing call that delivers a prerecorded message to a landline, you will need prior express written consent no matter what.

You should be aware that, over the past several years, plaintiffs in TCPA litigation have made arguments that their cell phones are used by them as residential landlines, largely to assert do not call claims. A handful of courts have recognized that, in fact, a cellular telephone could be considered a residential line under certain circumstances. This despite the TCPA specifically differentiating between cellular telephone numbers and residential subscribers.

**Autodialed Calls to Cell Phones:** The TCPA defines “autodialer” as equipment which has the capacity to store or produce telephone numbers to be called using a random or sequential number generator, and to dial such numbers. Despite this definition, historically, the FCC and the courts have taken a broad view of “autodialer” and considered the term to include any automated or computerized device that does not require a certain level of human intervention to place calls.

Predictive dialers may be held to be autodialers if challenged depending on the court. However, as courts recently have confirmed, there is a “significant fog of uncertainty” as to what is and is not an autodialer under the TCPA, with different courts reaching conflicting decisions as to, for example, whether simply dialing from a curated list of targeted telephone numbers constitutes autodialed, or whether the numbers on that list must have been randomly or sequentially generated in order for a platform to constitute an autodialer. Proceedings remain ongoing at the FCC to clarify the autodialer definition.

**Calls placed to cell phones using an autodialer** (whether the autodialing functionality is actually used to place the call, or the call is dialed manually using a device that also has the present capacity to autodial) require consent from the called party. As long as the call is not telemarketing in nature, then consent may be obtained orally. Alternatively, if a consumer provides her cellular telephone number to you via an online lead form or on an alarm services contract, then this should be sufficient to constitute “prior express consent” to receive non-telemarketing calls placed with an autodialer. The key to obtaining prior express consent, however, is that the consumer provide you with her telephone number voluntarily; you cannot find a consumer’s number, for example, through a directory or skip tracing and be deemed to have her prior express consent under the TCPA.

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2. The TCPA and TSR contain overlapping do not call rules, which generally prohibit telemarketing calls (not informational or transactional calls) to residential landlines. The do not call rules do not apply to B2B calls. It is an open question whether telemarketing calls placed to cellular telephone numbers are subject to the TCPA’s and TSR’s do not call rules, with courts reaching differing conclusions.

3. There are two types of “established business relationships” (“EBRs”) under the TCPA and TSR: (1) inquiry EBRs and (2) transactional EBRs. Pursuant to a transactional EBR, a seller may call a consumer whose telephone number is listed on the National Do Not Call Registry for up to 18 months after the consumer’s last purchase, delivery, or payment – i.e., from the date of the seller’s last transaction with the former customer – unless the consumer asks the seller to stop calling her. In that case, the seller must honor the do not call request by placing the consumer’s telephone number on its own internal do not call list. Under an inquiry EBR, the seller may call consumers that have inquired about its products or services, but only for up to three months. Again, if the consumer asks the seller to stop calling within that three-month timeframe, it must honor the request and add the consumer’s telephone number to its internal do not call list. Telephone numbers on the seller’s internal do not call list list should remain on that list indefinitely or until the consumer subsequently provides her prior express written consent (or explicitly asks to be removed from the internal do not call list); a new EBR will not override an internal do not call request. Indeed, as to the latter, the FTC and several state attorneys general made this point clear in their briefing in a recent TCPA and TSR litigation then-pending in Illinois federal court; the practical reason for the rule is that a consumer may wish to do business with a seller yet not receive telemarketing calls.
What LIBOR Sunset Means for Interest Rates

What is LIBOR? Why should you care?

By Jennifer Holloway, Managing Director - Security Industry Group, CIBC US Commercial Banking

You may have noticed that “LIBOR” is getting a lot more attention lately. The reason? Simple: it’s going away. Perhaps not so simple: What exactly is LIBOR? Why should you care? Here are some answers and things to consider based on our client conversations at CIBC:

What is LIBOR?
“LIBOR” stands for The London Interbank Offered Rate and is an interest rate for borrowing between banks. This rate is used in contracts involving hundreds of trillions of dollars, including everything from corporate loans to interest rate derivatives to adjustable rate consumer mortgage loans.

Why is LIBOR being replaced?
LIBOR is being replaced because it no longer represents a real, functioning loan market, and there are to multiple allegations of illegal manipulation during the last crisis. As a result, regulators want to eliminate LIBOR in favor of a new, more robust reference rate that more accurately reflects the lending environment.

What does it mean for you?
The discontinuance of LIBOR may affect the products you use to manage your business. With its expiration approaching, we recommend consulting your financial and/or legal advisors to discuss possible effects.

It is a good time to make some routine interest rate considerations. Is there a mortgage you can refinance or a business loan that can benefit from a cap, swap, or collar? These products enable you to lock in rates for the next several years and are low in cost in comparison to the last 10 years.

What will replace LIBOR?
The most likely replacement for U.S. dollar instruments is the Secured Overnight Financing Rate (“SOFR”). SOFR is the interest rate for overnight loans secured by U.S. treasuries and is quoted by the Federal Reserve Bank of New York. SOFR is considered preferable to LIBOR mainly because it is based on actual transactions in one of the deepest lending markets in the world.

What will happen to products that reference LIBOR when it ceases to exist?
All LIBOR contracts will need to be adjusted to account for a replacement rate. Some agreements from the past year or two have “fallback” provisions that detail those adjustments. Others may be completely silent on the point. We are not able to say precisely how these modifications will affect any particular agreement; however, it is likely that a rate adjustment to improve the comparability of pricing outcomes before and after LIBOR will be needed. The industry is still considering many questions on how to determine the appropriate adjustment.

How can you stay informed?
The Alternative Reference Rate Committee (ARRC) is a group of private-market participants convened by the Federal Reserve Board and the NY Fed to help ensure a successful transition from LIBOR. Visit www.NewYorkFed.org/ARRC for information and maintain an open dialogue with your banker.

This article is for informational purposes only, you should not construe any such information or other material as legal, tax, investment, financial, or other advice.

TMA Dispatch | Spring 2020
South Dakota vs. Wayfair
Don’t let variances in state taxes catch you off-guard.
By Mitch Reitman, Managing Partner, Reitman Consulting Group

A TRADE JOURNAL, WHICH WILL REMAIN NAMELESS to protect the well intentioned, recently published an article about taxability of alarm and security services provided in states in which the Company does not have a physical presence. While the author is correct, it is a good example of a professional who knows a topic, but doesn’t have a thorough understanding of our industry. The article discusses the implications of the recent Supreme Court Case, South Dakota vs. Wayfair (the Wayfair decision). You may be familiar with Wayfair.com, it is a mail order company that sells ready to assemble furniture, towels, and things for your home, on the internet. Wayfair, as did many internet sellers, relied on a 1967 Supreme Court ruling that the Commerce Clause and the Due Process Clause prohibit states from taxing remote sellers (don’t hold your breath). Of course in 1992, the Internet was just a way for nerds to communicate.

Fast forward a quarter of a century and internet sales are a $500 billion industry. The State of South Dakota required Wayfair to collect and remit sales taxes despite the fact that Wayfair had no physical presence in the State. It is important to note that the items that Wayfair was selling were already taxable in South Dakota; the issue was that Wayfair wasn’t collecting the tax from its customers. Sales taxes are actually sales and use taxes in that the tax is applied to a sale of a good or service to an end user. Theoretically, if a Seller doesn’t collect and remit the tax, the end user is responsible for its payment.

Many business owners find out about this the hard way when, during a State Sales (and Use) tax audit, the auditor wanders around their building looking for items that they may have purchased online, asks for proof of use tax payment, and, dings them for failure to pay. Non-business consumers are also responsible for paying use tax on items that they purchase online, but very few do. This was the point of the South Dakota law and what landed both parties in the Supreme Court. The Supreme Court ruled in favor of South Dakota stating that the physical presence rule creates cross-border “distortions” because it discourages out-of-state sellers from having an in-state physical presence and encourages customers to buy from out-of-state vendors.

So, what does that mean to a wholesale monitoring company? First, keep in mind that Wayfair doesn’t make anything taxable that wasn’t already taxable in South Dakota, or in any other state. The other article discusses the taxation of “remote sales of goods and services.” I don’t believe that the author truly understands a traditional security (or third party monitoring) company. Even though you don’t have to actually enter a state to monitor accounts, most state licensing boards require you to have some sort of physical presence within a state. In 1992, the Court affirmed its earlier ruling in Quill v. North Dakota. In Quill it reiterated its earlier position but it based its decision only on the Commerce Clause, and invited Congress – which has the power under the Constitution to regulate interstate commerce – to intervene and write the rules for how and under what circumstances states can tax remote sellers (don’t hold your breath).
you don’t collect and remit the tax, your customer would still be responsible for it. If your customer is an alarm company, they would be required to collect and remit the tax, but you would most probably be responsible for ensuring that they do in fact have a sales tax permit and you would be required to obtain, and keep on file, a Resale Permit from the alarm company. Failure to do so may cause the State to look to you for payment.

Don’t go into a new state without being thoroughly aware of that state’s, sales, use, ad valorem, employment, franchise, gross receipts, income, and other taxes. Most state taxing authorities maintain audit and enforcement offices in other states to collect taxes from out of state companies. Many state tax codes allow the local taxing authority to enforce a lien for taxes levied in another state, so don’t be surprised to see a California State Tax auditor at your door in Rochester, New York. State tax laws can be vague. For example, monitoring is not taxable in Indiana but, when we asked for a ruling the State taxation committee took nearly two months to issue a ruling. This is why it takes us hours to research sales tax for our clients entering new states. State tax codes are often vague (for example Texas taxes burglar alarm monitoring, but not fire alarm monitoring), and case law can supersede tax codes.

Mitch Reitman is Managing Principal of Reitman Consulting Group and a member of TMA and the SSI Hall of Fame. He can be reached at 817-698-9999.

Do you have a story to share?

We know our members are making a difference in the lives of families and businesses every single day across our nation. We want to learn more about the ways in which your company is giving back to your community. Email your stories, including photos or videos to communications@tma.us. Be a force of inspiration for good in our world today!

TMA Now
Issuing Certificates of Verification for FirstNet

Apply now to use FirstNet services for alarm transport communications.

By Leigh A. McGuire, Director of Marketing and Communications, TMA

As we announced in April 2019, TMA reached an agreement with AT&T to provide qualified alarm companies with a TMA Certificate of Verification that will enable them to apply for eligibility to use FirstNet services for alarm transport communications.

FirstNet is the nationwide public-safety wireless broadband network platform, built and deployed through a first-of-its-kind public-private partnership between the First Responder Network Authority (FirstNet Authority) and AT&T. The FirstNet Authority is an independent authority of the U.S. Department of Commerce.

TMA is issuing certificates to those companies who meet accepted alarm industry standards that result in the transmission of public safety-related alarms from systems designed primarily to protect life and/or property (e.g. robbery, burglary, unlawful intrusion, fire, emergency medical) to a Central Station Monitoring Facility that confirms and verifies the authenticity of the alarm and notifies a Public Safety Answering Point (PSAP) for relay to a public safety agency for the purpose of initiating an emergency response.

As we mentioned above, for an alarm services company to apply to use FirstNet services for alarm transport communications as an extended primary user in support of public safety, it must first verify compliance through receipt of a TMA Certificate of Verification.

The alarm services company can then seek approval for eligibility to use FirstNet services by presenting the TMA Certificate of Verification to AT&T along with their contract(s) and/or service order(s), or to another alarm services company who will be providing FirstNet services from AT&T.

The TMA Certificate of Verification must be renewed every 12 months from the time the initial TMA Certificate is issued.

“FirstNet services will enhance our ability to support public safety and first responders. I am very pleased the alarm industry will be able to use FirstNet services for alarm transport communications,” said Louis T. Fiore, chairman of AICC.

For more information, please contact TMA Executive Director Celia Besore at 703-660-4913 or at cbesore@tma.us.
TECHNOLOGY AND THE WAY PEOPLE CONSUME GOODS CONTINUES TO EVOLVE, and the security channel is not immune to this evolution. This article examines the impact of channel expansion for security security solutions, with particular attention paid to the retail and MSO channels.

A number of recent market entrants are on paths to expand residential security, particularly in the retail channel. While traditional home security companies still hold the largest channel share with 52% of consumers purchasing their security system from a home security company, the retail channel appears to be making gains – 41% of consumers report purchasing their security system through the retail channel.

One of the most notable examples of the retail channel capitalizing on security solutions is the Ring product line from online retailer Amazon. Ring has taken an aggressive pricing strategy with both its hardware package and monthly monitoring fee; including video storage for unlimited cameras further sweetens the deal. Amazon’s acquisition of Ring in February 2018 leveraged Ring’s security expertise to gain a foothold into the residential security industry, potentially impacting traditional security dealers.

Though Amazon’s Ring is not the only security solution available via the retail channel, its notoriety and perceived impact signal significant changes for the residential security industry.

The emergence of cable and telecommunications companies—also referred to as multi-service operators (MSOs)—in the residential security market has sparked both concern and optimism. Traditional security dealers see MSOs as a threat, given their substantial existing customer base, brand recognition, and marketing strength. However, there is also belief in the security industry that the entrance of MSOs will help raise awareness of home security and smart home solutions among consumers who have yet to adopt these devices and services.

The professional security market has multiple attributes that are attractive to MSOs. The embrace of home security offerings is part of a natural evolution in business strategies, building on the established relationships with consumers at home through their broadband, pay-TV, and even mobile services. However, broadband and mobile services are now widely commoditized, and pay TV revenues are shrinking as subscribers cut the cord in favor of online video options that do not require long-term

| Parks Associates asked dealers about the impact of Ring on the traditional security business, and dealers stated: |
|---|---|---|
| **54%** | Ring would have at least some impact on their firm’s business. | **50%** | Vendors for interactive services would be impacted. | **60%** | Ring would impact market prices for monthly monitoring fees. |
contracts. In search of new revenue streams, professional security monitoring is attractive. Parks Associates research shows MSOs as the third most common channel to purchase smart home devices, a strong lead-in to offer consumers security devices and services.

MSOs can provide cost-effective professional monitoring as a result of owning their networks and amortizing those networks across multiple services. By offering competitive bundles and promotions, MSOs seek to add marginal revenue and increase stickiness for their offerings. Attaching a favorable service such as security to services that are facing maturing markets or threats is one way of increasing ARPU and lowering potential attrition across the board.

Convenience in the form of a bundle also helps to improve satisfaction by providing ease in one set-up, one call support center, and one bill. Additionally, MSOs find that they are able to access and onboard customers in an inexpensive way through their owned channels. Traditionally, the sales process in the security industry includes an in-home visit to assess customer needs and make an offer, and customer acquisition costs of $1,300 are common. MSOs, like Comporium, are at an advantage in this regard – subscriber acquisition costs range from $400-$600\textsuperscript{1}, roughly half of the average national security dealer. Given the low acquisition costs involved, MSOs can competitively offer low upfront and low monthly fees relative to traditional security players, effectively eroding the traditional players’ share.

The market for interactive services and smart home devices continues to grow as technology develops and becomes more accessible and companies that embrace the transition to interactive services and home controls are experiencing success. Offering smart products in conjunction with security services expands the potential base of professionally monitored security customers and also increases retention among those already utilizing pro-monitored security services and solutions.

\textsuperscript{1} Per company briefing.

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\textbf{Central Insurance Agency, Inc (CIA)} is a specialized agency for the security and alarm industry. CIA contracts with several insurers to provide customers with competitive prices, broad coverage and wide line of products. The agency strives to provide each customer with responsive expertise. We provide insurance to companies that offer Burglar, Fire, CCTV, Access Control, Home Automation, PERS/Medical Alarms, Armed & Unarmed Guard/Patrol Response, Fire Suppression and Armored Car Services.

As an insurance professional focused on the security and alarm monitoring industry for twenty five years, Alice Cornett Giacalone is known throughout the United States as the premier specialist to this industry. Her client list includes the “who’s who” of the security, medical monitoring and low voltage contracting industry.

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- Workers’ Compensation
- Surety Bonds
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- Employee Benefits Liability
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Phone: 800-917-ALICE (2542) / E-Fax: 908-842-0113 / Email: aliceg@ciainsures.com
New Operator Online Course Expands Training Offerings

Six modules deliver timely, topical industry best practices.

By Julie Webber, Vice President of Education and Training, TMA

There are six modules presented in a narrated format.

Module 1: Leadership in the Monitoring Center
Introduces the operator to different leadership styles and how personal leadership is at the root of being an effective operator.

Module 2: Conflict Resolution
Provides an overview of how to manage day-to-day conflict situations within the monitoring center. By understanding your own default conflict styles, operators will learn how small changes can have significant positive outcomes.

Module 3: Strategies for Advanced Call Handling
Provides operator guidelines on how to handle difficult inbound calls with a focus on keeping control of the conversation and providing customer support through solutions-based strategies.

Module 4: Industry Standards: The Fundamental Building Blocks
Covers the common standards that are in place to offer products and services that are the basis of the professional monitoring industry in an easy to understand format.

Module 5: Telecommunications and Enhanced Technology
Introduces the operator to key technology enhancements in telecommunications and monitoring services, including video and audio surveillance, artificial intelligence, and personal emergency response systems.

Module 6: Cybersecurity
This module will help give operators the skills they need to understand the most common forms of system intrusion and how they can contribute to mitigating threats and minimizing risk.
Cybersecurity and Industry Standards

Cybersecurity training is key to minimizing intrusion risks. By providing consistent training about common threats, operators will learn about how everyone in the monitoring center can contribute to securing customer data and avoid problems with business continuity.

The industry standards module takes the mystery out of the industry standards process and provides the operator with an overview of why standards are in place, how standards are managed, and reinforces the importance of following industry requirements during the monitoring process.

Industry Community Involvement

Industry participation in course development is a hallmark of the TMA education program. Numerous subject-matter experts have vetted the content for this course rewrite. Our members represent the best-of-the-best in professional monitoring. Guardian Protection, 2019 Monitoring Center of the Year, assigned a working group to collect best practice content for the Advanced Call Handling Module. A team at Acadian Monitoring also collected and vetted the content for the Cybersecurity module that features operator guidelines for avoiding common mistakes that increase your risk of data breaches and other threats to your business.

A list of member companies who assisted with the course are listed below.

For more information, contact TMA’s Vice President of Education and Training Julie Webber at education@tma.us or (703) 660-4915.

TMA extends its gratitude to the following member companies who directly supported the development of this course:

• Acadian Monitoring
• ADT
• American Alarm & Communications, Inc.
• Bay Alarm
• Cen-Signal
• Calipsa, Limited
• COPS Monitoring
• CPI Security Services
• Davantis
• DMP
• FM Approvals
• Guardian Alarm Systems
• Guardian Protection (PA)
• Hauhn & Associates
• Intertek
• LRD Consulting
• L.T. Fiore, Inc.
• Laurie Mitchell
• OneTel
• Radius Security
• Rapid Response Monitoring Services
• Safe Systems
• Security Partners
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• SightLogix
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• The Bold Group
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• TRG Associates
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TMA 2020 Annual Meeting Slated for October 24-28

Connect with old friends, new prospects, and industry thought leaders.

By John McDonald, Vice President of Meetings and Conventions, TMA

THE 2020 TMA ANNUAL MEETING will be held at the JW Marriott Marco Island on October 24-28. Long regarded as the best C-Suite executive networking event in the alarm industry, featuring excellent speakers and educational presentations, this event is a must for all industry leaders. While there, you are sure to enjoy the superb setting of the hotel on Marco Island, the largest barrier island within Southwest Florida’s Ten Thousand Islands area.

The JW Marriott Marco Island underwent substantial changes in the past few years, as the property was upgraded to the high-end JW Marriott collection. Now with three towers and over 140,000 square feet of meeting and function space, the hotel boasts 12 restaurants, two championship golf courses and a Spa by JW, all located on three miles of pristine white sand beach. It is sure to please the most discerning traveler.

Details on speakers and programming are being worked out and will be announced as they become available. Letters of invitation are being extended to leaders from APCO International; the Canadian Association of Chiefs of Police (CACP); the International Association of Fire Chiefs (IAFC); the International Association of Chiefs of Police (IACP); the National Sheriffs Association (NSA) and other public safety organizations.

Mark your calendars now to share, learn and rejuvenate. Online registration is open and the Marriott is accepting reservations now. Look for an open call-for-speakers coming soon. Sponsorships are also available.

Visit TMA’s website often for further details and up-to-date information.

Two TMA Events to Merge into One

Nov. 9-11, 2020
Charlotte, NC

In 2020, two of TMA’s popular seminars will merge into a single education and networking event. The two-day monitoring center operations program will preceded by a single day of technology-oriented educational sessions. Attendees will have the option to register for the full, three-day program, or opt to attend one or the other as a stand-alone training experience.

The newly formed event will be held November 9-11 in Charlotte, NC. As is the tradition, the operations portion of the program will include a site tour of the new, state-of-the-art CPI Security monitoring center. CPI Security received TMA’s 2019 Marvel Technology Award and was recently awarded SDM magazine’s Dealer of the Year.

A preliminary outline of the program for the training is now available online.

Speakers are also sought. If you are interested in speaking, please contact TMA Vice President of Education Julie Webber at education@tma.us.

Visit the TMA website often for program and speaker information as it develops! We look forward to reconnecting with many of you there!
The Hype of 5G

Major carriers have security consumers clamoring for more.

By Lou T. Fiore, Chairman, AICC

SOME ALARM COMPANIES ARE GETTING “PUSHBACK” from their customers when upgrading their systems to 4G LTE, with customers asking “Why must I upgrade from 3G to 4G? Why not go right to 5G?” We are faced with the problem of overcoming the hype of the carriers aggressively advertising their 5G networks.

In 2019, the wireless industry began shifting to 5G, a technology that can deliver data at such incredibly fast speeds that people will be able to download entire movies in a few seconds.

In order to attain the high promised speeds, 5G must rely on millimeter wavelength frequency spectrum. These bands have two distinct drawbacks: they do not penetrate buildings well, if at all, and they do not travel as far. So the carriers are left with the challenge of building more, closer cells, which will probably only be cost effective in more populated areas.

While T-Mobile seems to be leapfrogging the larger carriers hyping its 5G coverage, T-Mobile is starting its 5G deployment on its existing 600MHz spectrum. As a result, its peak speeds will be far below the 1 to 2Gbps possible with millimeter wave. Both AT&T and Verizon use millimeter wave spectrum to deliver very fast data with very poor range. T-Mobile experimented with millimeter wave in a few cities, but that is not the backbone of its “real” 5G network. T-Mobile’s 5G will cover much larger areas, but this is not the classic version of 5G, lacking high speed and low latency.

While many industries are expecting big things from 5G, the network is still in its infancy. The rollout of 5G has been disappointing and uneven. Across the United States, carriers have deployed 5G in just a few dozen cities. And only a handful of new smartphones last year worked with the new cellular technology.

In 2020, 5G will gain some momentum. Verizon said it expected half the nation to have access to 5G this year. AT&T, which offers two types of 5G—5G Evolution, which is incrementally faster than 4G, and 5G Plus, which is the ultrafast version—said it expected 5G Plus to reach parts of 30 cities by early 2020.

5G will eventually go to work behind the scenes, in ways that will emerge over time. One important benefit of the technology is its ability to greatly reduce latency, or the time it takes for devices to communicate with one another. That will be important for the compatibility of next-generation devices like robots, self-driving cars and drones.

For example, if a car has 5G and another car has 5G, the two cars can talk to each other, signaling to each other when they are braking and changing lanes. The elimination of the communications delay is crucial for cars to become autonomous.

My perception is that the carriers are at fault for hyping something that doesn’t fully exist yet, creating a need that cannot be fulfilled. To them, 5G is as much a marketing term as it is a technical standard. But the marketing of 5G is far ahead of the reality when it comes to 5G service availability, so we’re left with the question of how best to respond to these customers.

Carriers are expecting the LTE network to remain intact until the end of the decade. We have been told as much by the carriers during their presentation at our quarterly AICC meetings.

5G modules are likely to be more expensive than LTE modules with, in the short term, little benefit to show for the extra cost. But the security industry will eventually find ways to use the extra speed and reduced latency in yet-to-be envisioned applications. Perhaps a move to 5G will be inevitable, but not until the carriers have their networks fully deployed.

continued on page 46
Blocking of Central Station Calls Likely to Continue as Efforts to Stop Robocalls Ramp Up

A number of alarm central stations have reported that calls placed by the central station to respond to an alarm signal have been blocked or mislabeled as suspected fraud by a voice service provider. It appears this is in part the result of the FCC’s stepped-up efforts to reduce unwanted or illegal robocalls and, specifically, its declaratory ruling clarifying that voice service providers may block suspected fraudulent calls based on analytics without the customers consent. In comments recently filed at the FCC, other industries also report that their lawful calls have been blocked or mislabeled as potential fraud by voice service providers. Companies also report mixed results in resolving call blocking issues with voice service providers.

If your central station has experienced call blocking or the mislabeling of calls as potential fraud, please send such information to TMA so that it can be provided to the FCC in an effort to ensure that calls from central stations are not blocked or mislabeled.

Send your information to: Celia T. Besore, Executive Director, TMA, at cbesore@tma.us.

TRACED Act Requires Authentication of Calls to Prevent Illegal Robocalls

In addition to call blocking based on analytics, voice service providers also will block calls that are not authenticated once call authentication technology is implemented.

The Telephone Robocall Abuse Criminal Enforcement and Deterrence Act (the TRACED Act), signed into law on December 30, 2019, requires voice service providers who are interconnected with the public network to adopt call authentication technologies, such as SHAKEN/STIR, to verify that incoming calls are legitimate before they reach consumers. As originally proposed, the legislation only required voice service providers to use “reasonable efforts” when blocking calls and did not provide any protection from blocking for emergency public safety calls. However, after the AICC made the bill’s proponents aware that calls from central stations could be blocked as a result of the call authentication technology, and of the adverse public safety implications of blocking such calls and other emergency public safety calls, language was added to the bill to protect emergency public safety calls from call blocking.

The TRACED Act also increases penalties for those making unlawful robocalls and makes it easier for the FCC to pursue penalties; tasks a working group of various government agencies to identify ways to criminally prosecute illegal robocalling; and addresses the issue of one-ring scams, where international scammers try to get individuals to return their calls so they can charge them exorbitant fees.

DOJ and FTC Enforce Robocall Laws

The Department of Justice filed civil actions for temporary restraining orders in two cases against five companies and three individuals allegedly responsible for carrying hundreds of millions of fraudulent robocalls to American consumers. According to the DOJ, the companies were facilitating foreign-based fraud schemes targeting Americans. Most of the calls originated in India and targeted the elderly. The defendants in the cases are Ecommerce National LLC d/b/a TollFreeDeals.com; SIP Retail d/b/a sipretail.com; and their owner/operators, Nicholas Palumbo and Natasha Palumbo of Scottsdale, Arizona and Global Voicecom Inc., Global Telecommunication Services Inc., KAT Telecom Inc., aka IP Dish, and their owner/operator, Jon Kahen of Great Neck, NY.

The Federal Trade Commission sent letters to 19 Voice over Internet Protocol (VoIP) service providers warning them that the FTC will take action when the VoIP providers knowingly facilitate illegal robocalls.” According to the FTC, action may be taken if they assist a seller or telemarketer who they know, or consciously avoid knowing, is violating the agency’s Telemarketing Sales Rule (TSR). The FTC did not disclose the names of the companies warned.
FCC Enforcement Bureau Concludes that At Least One Wireless Carrier Apparently Violated U.S. Law by Improperly Disclosing Consumers’ Location Data

In a January 31 letter to Congress, FCC Chairman Ajit Pai announced that after an extensive investigation, the FCC’s Enforcement Bureau has concluded that at least one major wireless carrier appears to have violated U.S. law by improperly disclosing consumers’ location data. While the letter did not identify any carriers by name, it confirmed that one or more Notice(s) of Apparent Liability for Forfeiture would be issued in the coming days in connection with the apparent violation(s).

“I am committed to ensuring that all entities subject to our jurisdiction comply with the Communications Act and the FCC’s rules, including those that protect consumers’ sensitive information, such as real-time location data,” said Chairman Pai.

The security of consumers’ real-time location data is an issue that gained widespread attention in 2018 after press reports revealed that carriers including T-Mobile, Sprint and AT&T were selling phone geolocation services to outside companies.

While it is common knowledge that law enforcement agencies can track phones with a warrant to service providers or through the use of IMSI catchers (also known as “Stingrays”), what journalists found was that data made available to asset tracking and other legitimate enterprise location service providers was being resold to a host of different private industries, ranging from car salesmen and property managers to bail bondsmen and bounty hunters, with little or no oversight.

Compounding this already highly unscrupulous business practice, this data was then being leaked and/or resold to black market data brokers. An investigation by Senator Ron Wyden (D-Ore.) into the commercial relationships between Verizon and a pair of obscure data vendors found that one of Verizon’s indirect corporate customers, a prison phone company called Securus, had used Verizon’s customer location data in a system that effectively let correctional officers spy on millions of Americans.

Shortly after the reports surfaced, Verizon, AT&T and Sprint announced that they would no longer share customers’ location data with third-party companies who failed to adequately protect the data. The FCC took up the matter in early 2019 after FCC Commissioner Jessica Rosenworcel sent letters to major phone companies to confirm whether they lived up to their commitments to end these location aggregation services. Commissioner Rosenworcel criticized the agency for its delay in taking enforcement action in a written statement.

“For more than a year, the FCC was silent after news reports alerted us that for just a few hundred dollars, shady middlemen could sell your location within a few hundred meters based on your wireless phone data. It’s chilling to consider what a black market could do with this data. It puts the safety and privacy of every American with a wireless phone at risk.

“This agency finally announced that this was a violation of the law. Millions and millions of Americans use a wireless device every day and didn’t sign up for or consent to this surveillance. It’s a shame that it took so long for the FCC to reach a conclusion that was so obvious.”

While the focus of this violation investigation is on provision of location information to third-party aggregators, one can wonder whether the FCC’s crackdown will cause the cellular carriers to be more difficult to deal with on the new direct provision arrangement we understand alarm companies have worked out for location information.

The Consumer Online Privacy Rights Act may further impact use of customer information.
Petition for Rulemaking to Curb Interference Protection to Mobile Only Operations

Several private land mobile frequency coordinators are proposing to file a petition for rule making, asking the FCC to limit interference protection to mobile-only operations, since such licenses have in the past authorized large service areas that may not always be fully used by the licensee, yet frustrate efforts of new applicants to utilize the Part 90 spectrum for exclusive trunked radio networks. The AICC has provided its input to the drafters of the Petition, to try to ensure that the proposed rule changes would not impinge on existing or future operation of alarm “mesh” networks that are licensed as “mobiles”.

District Court Rejects Lawsuit to Block Sprint/T-Mobile Merger

On February 11, Judge Victor Marrero of the U.S. District Court for the Southern District of New York issued an opinion ruling in favor of Sprint and T-Mobile, rejecting arguments by several states’ Attorneys General that the merger would have deleterious effects on competition. The States’ lawsuit was one of the last significant obstacles to completion of the merger.

We understand that alarm companies are now operating cellular-based alarm radios through the networks of most of the major cell carriers. Companies using cellular data service provided by Sprint or T-Mobile will want to reach out to their designated representatives promptly to determine how the merger will affect their service.

In finding for the carriers, the court summarized its 173-page decision as follows:

“[T]he Court is not persuaded that Plaintiff States’ prediction of the future after the merger of T-Mobile and Sprint is sufficiently compelling in so far as it holds that new T-Mobile would pursue anti-competitive behavior that, soon after the merger, directly or indirectly, will yield higher prices or lower quality for wireless telecommunication services, thus likely to substantially lessen competition in a nationwide market. Second, the Court also disagrees with the projection Plaintiff States present contending that Sprint, absent the merger, would continue operating as a strong competitor in the nationwide market for wireless services. Similarly, the Court does not credit Plaintiff States’ evidence in arguing that Dish would not enter the wireless services market as a viable competitor nor live up to its commitments to build a national wireless network, so as to provide services that would fill the competitive gap left by Sprint’s demise. Accordingly, the Court concludes that judgment should be entered in favor of Defendants and Plaintiffs State’s request to enjoin the proposed merger should be denied.”

In a statement, FCC Chairman Ajit Pai said, “I am pleased with the district court’s decision. The T-Mobile-Sprint merger will help close the digital divide and secure United States leadership in 5G. After the merger, T-Mobile has committed to bringing 5G to 97% of our nation’s population within three years and 99% of Americans within six years.”

Commissioner Rosenworcel was less than pleased with the court’s decision, stating: “I am concerned that antitrust enforcement is not working for consumers. Going forward it is absolutely essential that the FCC enforce the promises made by these companies in their effort to secure approval from this agency. Any other outcome would be unacceptable—because in our 5G future we cannot afford to leave anyone behind.”

A last potential fly in the ointment for the merger: Deutsche Telekom, 60 percent owner of T-Mobile, is reportedly looking to renegotiate the deal that it struck with Sprint two years ago in the merger, according to a recent report in the Financial Times.

FCC Reaches $1.13 Million Settlement over Tower Lighting Investigation

The FCC has announced an agreement with Scripps Broadcasting Holdings to settle an investigation into the monitoring practices of its obstruction lighting on various television towers it acquired last year from Cordillera Communications as part of much larger transaction. Under the settlement agreement, Scripps has agreed to resolve the FCC’s investigation by paying a $1,130,000 penalty and abiding by a compliance plan to prevent further violations. The FCC’s investigation is the result of an August 31, 2018 small airplane crash into a television tower in Kaplan, Louisiana that was owned by KATC Communications, LLC, a subsidiary of Cordillera Communications (Cordillera).

Although the FCC found no evidence connecting the collision to a violation of the FCC’s rules by Cordillera, the FCC discovered other irregularities related to Cordillera’s compliance with FCC rules pertaining to communications towers. The FCC therefore broadened its investigation to cover all of Cordillera’s towers and observed problems with Cordillera’s practices for monitoring of tower lighting systems, maintenance of complete records of lighting failures, and notifications to the FCC of changes of ownership of two towers.

This consent decree demonstrates that (1) the FCC takes its tower rules extremely seriously in order to ensure that aviation safety is maintained; (2) one violation can lead to an investigation of every tower that the offender owns or uses; and (3) a company that inherits non-compliant towers via a sale or merger can be held responsible for the Seller’s violations.

It is critically important to comply with the FCC’s antenna structure registration rules and ensure that antenna structures are properly marked and lit if required. Likewise, the FAA must be notified immediately if there is any lighting failure. And it is vital to perform due diligence on any towers that are acquired through a transaction.

FCC Settles NEPA/NHPA Investigation for $20,000

The FCC has issued an Order entering into a $20,000 consent decree to resolve the Enforcement Bureau’s investigation into allegations that Teton Communications, Inc. constructed a wireless facility without complying with the FCC’s environmental and historic preservation rules, including rules implementing the National Environmental Policy Act of 1969 (NEPA) and the National Historic Preservation Act (NHPA).
According to the Order, Teton Communications engaged an independent contractor to perform the required environmental and historic preservation reviews, including Tribal consultation procedures, for a proposed wireless facility in Idaho (Idaho Tower). Teton also hired the contractor to ascertain whether the Idaho Tower could significantly affect the environment. In response to a complaint by the relevant Tribal Historic Preservation Office, Teton Communications admitted that it began construction of the Idaho Tower on November 6, 2018, before completing the requisite Tribal consultation process and without conclusion of the statutorily mandated State Historic Preservation Office review.

This case provides a valuable reminder that alarm companies proposing tower construction and/or alterations (including certain mounting of antennas on existing towers or buildings) must also be cognizant of potential environmental and historic preservation effects. As for conducting tribal consultations, a good resource for determining whether a tribe may have an interest in the county where you are proposing the construction of a tower is the HUD Tribal Directory Assessment Tool (“TDAT”) that was developed to assist users in identifying tribes that may have historic or cultural interests in a given county. The URL for TDAT is egis.hud.gov/TDAT. The Advisory Council for Historic Preservation (AHP) also publishes Handbooks on various aspects of the Section 106 consultation process that can provide useful information.

**FCC Seeks Comment on Zebra Technologies Request for Waiver of Part 15 to Permit Use of Ultra-Wide Band Positioning System**

Zebra Technologies (Zebra) has requested a waiver of Part 15 of the FCC’s rules to allow it to certify a version of its Dart positioning system for operation in the 7125-8500 MHz band. Zebra states that its system, which presently operates as an ultra-wideband (UWB) device in the 5925-7250 MHz band, is used to track small transmitters employed solely for indoor operation under the rule to UWB applications, with exclusive access to the upper 20 megahertz of the band. Under the FCC’s current rules, no spectrum is allocated for C-V2X. The NPRM seeks comment on whether to retain the remaining 10 megahertz for use by DSRC systems or to dedicate it for C-V2X use.

The significance of the alarm industry for the remaining 30 megahertz of the band for use by transportation and vehicle safety-related communication services. Specifically, in the NPRM, the FCC proposes to revise its rules to provide Cellular Vehicle to Everything (CV2X), an emerging standard for transportation applications, with exclusive access to the upper 20 megahertz of the band. Under the band since it remains largely unused. The FCC is also proposing to dedicate the remaining 30 megahertz of the band for use by transportation and vehicle safety-related communication services. Specifically, in the NPRM, the FCC proposes to revise its rules to provide Cellular Vehicle to Everything (CV2X), an emerging standard for transportation applications, with exclusive access to the upper 20 megahertz of the band. Under the FCC’s current rules, no spectrum is allocated for C-V2X. The NPRM seeks comment on whether to retain the remaining 10 megahertz for use by DSRC systems or to dedicate it for C-V2X use.

The significance of the alarm industry may be an opportunity for more spectrum in which to operate unlicensed alarm devices.

**FCCAdopts NPRM on 5.9 GHz Band Sharing**

The FCC has adopted a Notice of Proposed Rulemaking in ET Docket No. 19-138, proposing changes to the 5.9 GHz (5.850-5.925 GHz) band, so this spectrum can be repurposed for unlicensed use.

Since 2003, the entire 75 megahertz of spectrum in the 5.9 GHz band has been reserved for use by Dedicated Short-Range Communications (DSRC) Service, a radio service that was originally designed to enable intelligent transportation and vehicle safety-related communications. DSRC service was never widely deployed, although it has been used in certain, specialized, traffic-related projects. As a result, the FCC is proposing to repurpose much of this band since it remains largely unused.

The FCC has proposed to designate the lower 45 megahertz of the band for unlicensed uses such as Wi-Fi. This 45-megahertz sub-band can be combined with existing unlicensed spectrum to provide cutting-edge high-throughput broadband applications on channels up to 160 megahertz wide. “The adjacent 5.725-to-5.850 GHz band is currently available for unlicensed operations, making this 45 MHz sub-band ideally suited for unlicensed use,” said FCC Chairman Ajit Pai in a prepared statement. “Having more contiguous spectrum here is essential for the larger channels needed to support innovative use cases.”

**FAA’s Proposed Remote Identification Rules Would Affect Drones**

The Federal Aviation Administration (FAA) is proposing to require remote identification of so-called “unmanned aircraft systems” (UAS), which include drones and hobby aircraft. Comments on the Notice of Proposed Rule Making (NPRM) in Docket FAA-2019-11, were due by March 2, and ex parte comments can be filed prior to Sunshine Act restrictions setting in. The proposed remote identification requirements could be at least one small step to help alarm companies that are concerned with drone defense/threat identification, if the rules are formulated to allow such companies to utilize the identification data.

In proposing the new requirements, the FAA stated that “the remote identification of unmanned aircraft systems in the airspace of the United States would address safety, national security, and law enforcement concerns regarding the further integration of these aircraft into the airspace of the United States while also enabling greater operational capabilities.”

The FAA defines remote identification, or Remote ID, as the ability of an in-flight unmanned aircraft “to provide certain identification and location information that people on the ground and other airspace users can receive.” The FAA called the move “an important
building block in the unmanned traffic management ecosystem.”

“For example, the ability to identify and locate UAS operating in the airspace of the United States provides additional situational awareness to manned and unmanned aircraft,” the FAA said.

“This will become even more important as the number of UAS operations in all classes of airspace increases. In addition, the ability to identify and locate UAS provides critical information to law enforcement and other officials charged with ensuring public safety.” The FAA said it envisions that the remote identification network “will form the foundation for the development of other technologies that can enable expanded operations.”

With few exceptions, all UAS operating in U.S. airspace would be subject to the rule’s requirements and would have to comply, “regardless of whether they conduct recreational or commercial operations, except those flying UAS that are not otherwise required to be registered under the FAA’s existing rules.”

LEGISLATIVE UPDATE
By Sal Taillefer, Jr., Associate, Blooston Law (sta@bloostenlaw.com)

**New Legislation**

S.2968 - Consumer Online Privacy Rights Act

Sponsor: Sen. Cantwell, Maria [D-WA]
(Introduced 12/03/2019)

Committees: Senate - Commerce, Science, and Transportation

Latest Action: Senate - 12/03/2019

Read twice and referred to the Committee on Commerce, Science, and Transportation. (All Actions)

The Consumer Online Privacy Rights Act requires entities that collect or process identifying customer information to give those customers certain rights regarding that information. Covered data includes information that identifies, or is linked or reasonably linkable to an individual or a consumer device, including derived data. It does not, however, include de-identified data; employee data; and public records.

While the bill appears to be targeted primarily at data brokers, it may also cover data collected and transferred by alarm companies for the purpose of providing alarm service. Rights afforded by the bill include: the right to have covered data deleted; the right to affirmatively consent to changes to a company’s privacy policy; and the right to opt out of transfers entirely.

The bill also requires covered entities to meet specific requirements related to data security; requires them to process or transfer only that data that “is reasonably necessary, proportionate, and limited” to the service provided; and prohibits them from using covered data for marketing purposes.

In addition to the typical information one might expect – name, address, date of birth, and other account-type information – it is possible that video from alarm systems might reasonably be included. Alarm companies will need to be mindful of bills such as these.

H.R.5928 - FIRST RESPONDER Act of 2020

Sponsor: Rep. Walden, Greg [R-OR-2]
(Introduced 02/18/2020)

Committees: House - Energy and Commerce

Latest Action: House - 02/18/2020

Referred to the House Committee on Energy and Commerce.

This Act is titled the “Fee Integrity and Responsibilities and To Regain Essential Spectrum for Public-safety Operators Needed to Deploy Equipment Reliably Act of 2020” or the “FIRST RESPONDER Act of 2020”. Its purpose is to repeal the requirement to reallocate and auction the T-Band spectrum, to amend the Wireless Communications and Public Safety Act of 1999 to clarify acceptable 9–1–1 obligations or expenditures.

The alarm industry has been opposed to its reallocation and auctioning since that action was adopted in the Middle Class Tax Relief and Job Creation Act of 2012. The FIRST RESPONDER Act would repeal that section entirely.

At first, AICC’s concern was a handful of members that used the T-Band, although such usage may have since ended; and in any event, the alarm industry supports efforts of Public Safety to retain their existing T Band emergency communications radios.

The FIRST RESPONDER Act also requires the FCC to designate a list of acceptable obligations and expenditures for 911 fees collected by states and local governments.

S.3246 - SMART Act

Sponsor: Sen. Kennedy, John [R-LA]
(Introduced 01/28/2020)

Committees: Senate - Commerce, Science, and Transportation

Latest Action: Senate - 01/28/2020

Read twice and referred to the Committee on Commerce, Science, and Transportation. (All Actions)

This bill requires the FCC to conduct a public auction of the C-band. Relevant
to the alarm industry, some portion of auction proceeds would be used to create a Next Generation 9-1-1 Trust Fund for the deployment of Next Generation 9-1-1 services.

This source of NG911 funding may finally give rise to some of the devices AICC is concerned about, i.e., those that feature direct, unscreened signaling straight to the PSAP that could potentially overwhelm emergency response capability.

Updated Legislation
S.151 – TRACED Act
Sponsor: Sen. Thune, John [R-SD]
(Introduced 01/16/2019)
Committees: Senate - Commerce, Science, and Transportation | House - Energy and Commerce
Committee Reports: S. Rept. 116-41

This bill became law at the end of 2019. It generally requires the FCC to adopt such regulations as it deems necessary to ensure the consumer protection and privacy purposes of the § 227 of the Communications Act (a.k.a the TCPA). Beyond this general requirement, the bill includes several specific actions relevant to the alarm industry:

Section 3 revises the TCPA to clarify that if the FCC adopts an exemption to the TCPA pursuant to section 227(b)(2), then it must expressly include limitations on the classes of parties that are exempt, the classes of customers that are exempt, and the number of times calling parties may make calls to particular called parties.

The FCC has granted a few exceptions using its authority under 227(b)(2), including certain financial-related calls and certain healthcare-related calls. This section would require increased specificity when it comes to these types of exemptions.

Section 4 clarifies that the term “called party” refers to the current subscriber or customary user of the line, not the person the caller is intending to call.

The FCC adopted this definition along with a “one-call safe harbor,” but the Court of Appeals overturned both findings. AICC has taken a stance against this interpretation of the term “called party” because it puts the onus of determining whether a number has been reassigned on the alarm company making the call.

Section 5 eliminates the citation requirement before the FCC can issue forfeitures for violation of the TCPA, and extends the statute of limitation for such forfeiture assessments to four years.

This makes it easier for the FCC to issue forfeitures for robocalls on its own accord. It is separate from the civil penalty that creates grounds for the lawsuits we have seen.

Section 7 requires the FCC to adopt regulations to require the implementation of call authentication technology, and to adopt regulations to permit callers to block calls from unauthenticated numbers and take “reasonable steps” to ensure no calls are wrongly blocked because they originate from a carrier that is exempt from implementing authentication.

The FCC has already made clarifications similar to what is required in the legislation, and AICC has filed a petition for reconsideration requesting certain clarifications. The FCC has also sought comment on how to further implement call blocking services, and AICC filed comments.

Section 8 requires the FCC to take final agency action to ensure robocall blocking services provided on an opt-in or opt-out basis, as contemplated in the current call blocking proceeding, are provided with transparency and effective redress options for consumers and callers, at no additional line-item cost.

Transparency and redress options are of critical importance to the alarm industry. In its Petition for Reconsideration, AICC argued to the FCC that direct notifications to customers for opt-out call blocking were necessary to promote transparency, and also raised transparency concerns regarding how carriers offering alarm services might treat non-affiliated alarm services differently. In its comments in the NPRM proceeding, AICC urged the Commission to ensure there were effective redress options for customers and central stations to be able to get off block lists as soon as possible.

S.2204 - DART Act of 2019
Sponsor: Sen. Crapo, Mike [R-ID]
(Introduced 07/23/2019)
Committees: Senate - Commerce, Science, and Transportation
Latest Action: Senate - 12/11/2019 Committee on Commerce, Science, and Transportation. Ordered to be reported with an amendment in the nature of a substitute favorably.

This bill empowers the FCC to carry out a pilot program under which voice service providers could block calls through the “use data analytics and caller identification authentication procedures,” and would not be liable if a lawful call is blocked if they were acting in good faith. It also provides for a list of numbers that may not be blocked that includes any numbers used by PSAPs or a similar facility used to originate or route emergency calls; government calls; and schools or similar institutions.

The FCC has already ruled that carriers may block calls based on certain analytics, and has provided clarification on the steps carriers that block calls must take to avoid liability. The FCC is also seeking comment on a Critical Calls list similar to the list called for in this bill, and has supported the inclusion of alarm industry members thereon.

No Update
DEFEAT Robocalls Act of 2019
Sponsor: Rep. Babin, Brian [R-TX-36]
(Introduced 07/11/2019)
Committees: House - Energy and Commerce

This full title of this bill is the “Double the Enforcement and Fines of Everyone Associated with Terrible Robocalls Act of 2019,” and it would do exactly that: substantially increases the penalties associated with violations of the TCPA. In particular, it would increase the $500-per-violation civil damages to $1000.

As the alarm industry has seen first hand, the current penalties have already
given rise to predatory litigation over TCPA “violations.” Doubling the amount awarded per violation would only exacerbate the issue. AICC should provide evidence of its experience to the bill’s sponsor.

H.R.4792 - Cyber Shield Act of 2019
Committees: House - Energy and Commerce
Latest Action: House - 10/23/2019
Referred to the Subcommittee on Consumer Protection and Commerce
This bill establishes a voluntary program to identify and promote internet-connected products that meet industry-leading cybersecurity and data security standards, guidelines, best practices, methodologies, procedures, and processes. Products that meet the standards established under this bill may bear a “Cyber Shield” label demonstrating certification, similar to the Five Diamond designation. As alarm devices will likely be candidates for such labeling, AICC will want to monitor the progression of this bill and, if passed into law, participate in the standards process to the extent possible.

S.2748, H.R.451 - Don’t Break Up the T-Band Act of 2019
Committees: Senate - Commerce, Science, and Transportation
Latest Action: Senate - 10/30/2019 Read twice and referred to the Committee on Commerce, Science, and Transportation.
Committees: House - Energy and Commerce
Latest Action: House - 01/25/2019
Referred to the Subcommittee on Communications and Technology.
These bills would repeal Section 6103 of the Middle Class Tax Relief and Job Creation Act of 2012. This section provided that the FCC must reallocate the spectrum in the 470–512 MHz band (a.k.a. the “T-Band spectrum”), which is currently used by eligible public safety entities, by 2021. The Senate version was introduced at the end of October, but the House version has been idle since its introduction in January.

H.R.3836 - Wireless Infrastructure Resiliency During Emergencies and Disasters Act
Committees: House - Energy and Commerce
Latest Action: House - 07/19/2019
Referred to the Subcommittee on Communications and Technology.
Amends § 332(c)(3)(A) of the Communications Act, which prohibits State and local government from having any authority to regulate the entry of or the rates charged by any commercial mobile service or any private mobile service by clarifying that they may regulate other terms and conditions of commercial mobile services, including reasonable requirements to promote resilient wireless communications infrastructure for situational awareness during a natural disaster.

State and local governments could already regulate “other terms and conditions” besides entry and rate, so the language proposed here appears to be more for clarification than substantive revision to the law. Nevertheless, with specific language in the Act protecting State and local governments’ right to impose resilience requirements on communications infrastructure, more may be forthcoming.

S.2223 – AIRWAVES Act
Committees: Senate - Commerce, Science, and Transportation
This bill requires the FCC to establish by regulation technical and procedural standards that require providers to verify that caller identification information being transmitted is accurate, unless the consumer requests it to be blocked. The FCC must also establish standards to require receiving providers to block unverified calls or texts or otherwise identify them as likely coming from an automated dialer. There is an exception that prohibits blocking PSAPs and emergency operations centers, however.

This legislation is much less specific than other pieces of robocall legislation, with the corollary being that the FCC has much more flexibility in implementing it. As we have discussed, the FCC is already heading down this path in the absence of legislation.

H.R.2355 - Regulatory Oversight Barring Obnoxious Calls and Texts Act of 2019
Committees: House - Energy and Commerce
Latest Action: House - 04/30/2019
Subcommittee Hearings Held.
This bill requires the FCC to establish by regulation technical and procedural standards that require providers to verify that caller identification information being transmitted is accurate, unless the consumer requests it to be blocked. The FCC must also establish standards to require receiving providers to block unverified calls or texts or otherwise identify them as likely coming from an automated dialer. There is an exception that prohibits blocking PSAPs and emergency operations centers, however.

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Spectrum identified for these auctions may include unlicensed spectrum that may impact alarm operations. Fortunately, provisions are included for incumbent protection, but it will be necessary for the Alarm Industry to monitor for interference and seek redress if necessary.

H.R.2298 - Repeated Objectionable Bothering Of Consumers On Phones Act
Committees: House - Energy and Commerce
Latest Action: House - 04/30/2019
Subcommittee Hearings Held.
This bill requires the FCC to establish by regulation technical and procedural standards that require providers to verify that caller identification information being transmitted is accurate, unless the consumer requests it to be blocked. The FCC must also establish standards to require receiving providers to block unverified calls or texts or otherwise identify them as likely coming from an automated dialer. There is an exception that prohibits blocking PSAPs and emergency operations centers, however.

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A division dedicated to robocall issues could potentially offer a faster route toward resolving call blocking issues.

**H.R.1644 - Save the Internet Act of 2019**
**Sponsor:** Rep. Doyle, Michael F. [D-PA-18] (Introduced 03/08/2019)
**Committees:** House - Energy and Commerce
**Committee Reports:** H. Rept. 116-34
**Latest Action:** Senate - 04/29/2019 Read twice and referred to the Senate Committee on Commerce, Science, and Transportation. These companion bills would prohibit the FCC from preventing a State or Federal correctional facility from utilizing jamming equipment.

**H.R.1818 - Kelsey Smith Act**
**Sponsor:** Rep. Estes, Ron [R-KS-4] (Introduced 03/18/2019)
**Committees:** House - Energy and Commerce
**Latest Action:** House - 03/18/2019 Referred to the House Committee on Energy and Commerce.

This bill amends the Communications Act to expand and clarify the prohibition on inaccurate caller identification information and to require providers of telephone service to offer technology to subscribers to reduce the incidence of unwanted telephone calls and text messages.

The purpose of this bill is to amend the Communications Act to require providers of a covered service to provide location information concerning the telecommunications device of a user of such service to an investigative or law enforcement officer or an employee or other agent of a public safety answering point. AICC will want to participate in any effort to implement it, as necessary.

**H.R.2136 - Open Internet Preservation Act**
**Sponsor:** Rep. Smucker, Lloyd [R-PA-11] (Introduced 04/08/2019)
**Committees:** House - Energy and Commerce
**Latest Action:** House - 04/08/2019 Referred to the House Committee on Energy and Commerce.

This bill essentially codifies the no-block and no-throttling Open Internet rules that the FCC overturned. These rules are important to AICC's members because several major ISPs those members rely on to transmit their alarm data also offer competing alarm services. Being able to block or degrade competitor’s data would put them at a substantial competitive advantage.

**S.1212 - ROBOCOP Act**
**Sponsor:** Sen. Blumenthal, Richard [D-CT] (Introduced 04/11/2019)
**Committees:** Senate - Commerce, Science, and Transportation
**Latest Action:** Senate - 04/11/2019 Read twice and referred to the Committee on Commerce, Science, and Transportation.

The purpose of this bill is to amend the Communications Act to expand and clarify the prohibition on inaccurate caller identification information and to require providers of telephone service to offer technology to subscribers to reduce the incidence of unwanted telephone calls and text messages.

In particular, the bill requires communications providers to offer the option to enable technology that to that identifies an incoming call or text message as originating or probably originating from an automatic telephone dialing system and prevents the subscriber from receiving a call or text message so identified unless (a) the call or text message is made or sent by a public safety entity, including a public safety answering point, emergency operations center, or law enforcement agency; or (b) the subscriber has provided prior express consent to receive the call or text message and has not revoked that consent.

AICC will want to participate in any associated FCC rulemaking to assure that alarm companies' automated messages are not incorrectly blocked by carriers under the technology proposed here. The FCC is making progress on allowing carriers to block calls for customers. The AICC will want to participate in those proceedings also.
The NextGen Interview

For this issue of TMA Dispatch, we had the opportunity to speak with Robbie Apissoghomian and former TMA President Ivan Spector from Alarme Sentinelle Security based in Montreal, Canada.

What are the biggest challenges that the next generation of leaders will face?
The next generation of leaders have a couple of challenges to adhere to. The following two in particular will be greatest.

(Robbie and Ivan) The first one is that this industry is very technology driven and some clients want the latest and greatest. While there are many products out there, we need to be able to specify which has the greatest value proposition to each individual client. Fulfilling their needs is a must and proper research and training is a requirement to gain trust and credibility.

(Robbie) The second challenge is that this industry is an aging industry where most people working in it are 15-30 years older than the next generation entering the industry. My advice: learn the basics from them and adapt it to our modern day technology and sales tactics to have a greater understanding. Then, you will be able to share back that knowledge with them.

(Ivan) We need to make the industry exciting in order to have young people see themselves having a career. We are competing with a tight labor market and an aging population may not be that quick to adopt new technologies.

(Robbie) The workplace and your work associates will be the greatest tool to further develop yourself to be successful in this industry. Learning each department and the functions of the entire business will help you place yourself within your company. In turn, you will have a better understanding on how the business is done. My advice is during training and onboarding, spend a day in every department. The service department will help you learn the problems existing clients will have in a day and the installation department will help you learn from others’ mistakes. Every sale is a learning opportunity for the next one. No sale will ever be perfect.

What skills will the next generation of leaders need to develop?
(Robbie) If you are or have been in the sales industry, that is great! Many potential clients in the alarm industry are shopping for price. The best way to overcome this is to develop a relationship with the client and become the perceived expert. Once this relationship has formed, you need to teach the client to shop for value and features other than the price tag that comes along with it. This relationship with the client will lead to them calling you for all other services such as access control, video surveillance and intrusion systems. Client referrals are the bread and butter of our industry and those relationships are how you will be able to bring more business in to your company.

What is your vision for the future of the industry?
(Robbie) The future of this industry is in one clear distinct path at the moment. Smart interactive services on the same platform on a smart device. Approximately 70% of Americans in the United States use a smartphone and many of those users use it on a daily basis. How much better would it be to control access, video and intrusion systems from a distance rather than have to roll out of bed at 3:00 in the morning to get up and verify that false alarm when you can simply pull out your phone or tablet and check your cameras? Building managers and property owners will thank you later when an employee at the building 10 miles away forgets to arm the alarm system or forgets their access code. Remember that every client has needs and wants; address the needs first and if a product can accommodate the wants then that will be your value proposition.

(Ivan) I can’t say for certain how our Industry will overcome the new way of selling – and particularly online. How will we be combating DIY and MIY? We need to focus on our core areas of expertise: life and property safety. Sell and specify from that perspective and you can’t lose. There is no gamesmanship in seeing who can give away the most equipment for free.

Join us each week for our Virtual Town Hall Meeting!
Mondays at 10:00AM [ET]. Special guests each week address topical issues and challenges facing our industry today.

Register on the TMA website - Pandemic Resource page.
TMA’s ASAP-to-PSAP Continues to Grow

ASAP saves time, improves accuracy, and increases efficiency between PSAPs and Monitoring Centers. Learn more on TMA’s website.

69 ASAP Active PSAP’s

Montgomery, AL
Morgan County, AL
Little Rock, AR
Chandler, AZ
Tempe, AZ
Phoenix, AZ
Washington, DC
Boca Raton, FL
Bradenton, FL
Charlotte County, FL
Collier County, FL
Manatee County, FL
Riviera Beach, FL
Sarasota County, FL
Alpharetta, GA
Augusta/Richmond County, GA
Prince George’s County, MD
Boone County, MO
Johnston County, NC
Cary, Apex, and Morrisville, NC
Durham, NC
Guilford County, NC
High Point, NC
Fayetteville/Cumberland County, NC
Kernersville, NC
Union County, NC
Wilson County, NC
Broome County, NY
Monroe County, NY
Onondaga County, NY
Suffolk County, NY
Delaware County, OH
Dublin, OH
Hamilton County, OH
Bucks County, PA
Chester County, PA
Dauphin County, PA
Monroeville, PA
Bradley County, TN
Brentwood, TN
Hamilton County, TN
Williamson County, TN
Burleson, TX
Denton County, TX
Grand Prairie, TX
Harris County, TX
Highland Park, TX
Houston, TX
Missouri City, TX
Plano, TX
Williamson County, TX
Chesapeake, VA
City of Richmond, VA
Hanover County, VA
Henrico County, VA
James City County, VA
Loudoun County, VA
Newport News, VA
Powhatan County, VA
Roanoke, VA
Virginia Beach, VA
York County, VA
Dane County, WI

PSAP’s in Testing or Implementation

Birmingham, AL
Paradise Valley, AZ
Lee County, FL
West Palm Beach, FL
DeKalb County, GA
Aurora, IL
Indianapolis, IN
Frederick County, MD
Brunswick County, NC
Raleigh-Wake County, NC
Suffolk County, NY
Chagrin Valley-Bedford, OH
Cincinnati, OH
Mansfield, OH
Westerville, OH
Orleans Parish, LA
Elk County, PA
Memphis, TN
Beaumont, TX
Galveston, TX
Harris County, TX
Arlington County, VA
Bremerton, WA
Tacoma-Pierce, WA

What if...

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The important work our team undertakes each day across our country on behalf of the security industry is solely and generously supported by donations from industry associations, and manufacturers, and others. To continue to fulfill our mission, we need your help.

Support SIAC. Donate today at www.siacinc.org
Welcome!

Join us in welcoming our newest members to the TMA community!

Non-Listed Alarm Monitoring
Associated Security Corporation
East Hartford, CT
(860) 291-8111
www.associatedsecuritycorporation.com
Contact: Faraz Rehman

Associated Security Corporation is a privately held, family-owned, Connecticut-based company founded in 1975. They were also one of the first alarm companies in their state to have an in-house, state of the art computerized central station. Today, they maintain an unwavering priority on delivering unmatched customer service and the pride of installing quality security products.

HVAC Concepts
Frederick, MD
(301) 670-0193
www.hvacconcepts.net
Contact: Steve Dodd

HVAC Concepts is in the business of creating today’s smart building systems using the best of intelligent equipment and devices that will work and perform optimally today and well into the future. Their optimization capabilities have led their customers to realize significantly greater operational and energy management efficiencies, increased reliability, and increased system longevity. HVAC Concepts, an end-to-end Building Automation Systems (BAS), Energy Management Systems (EMS) and Systems Integrator of choice, meets the growing demand for the Building Internet of Things (IoT), working inside some of the most data security-sensitive facilities in the world for both government and private sector customers.

Associate
Intrado Life & Safety, Inc
1601 Dry Creek Drive, #250
Longmont, CO 80503-6493
(720) 494-5800
www.intrado.com
Contact: Jeffery Robertson

Intrado – Life & Safety, formerly West, is a leading provider of 9-1-1 technology solutions across North America. Backed by over 40 years of world-class network engineering, Intrado manages the entire emergency response continuum through data management, reliable networks and a deep understanding of public and personal safety emergency response protocols. Their technologies for location services, cell tower monitoring, IoT and VoLTE help enterprises of all sizes meet FCC regulations and provide a better class-of-service to their subscribers and end-users.

Emergency Response Link (ERL) from Intrado simplifies the complexity of alarm monitoring using location intelligence to link subscribers to the appropriate Authority Having Jurisdiction (AHJ). Their fully managed, automated system built from high-quality spatial and tabular data is thoroughly audited and verified so that users can dispatch every alarm to the appropriate AHJ with speed and confidence.

Proprietary
Costco Wholesale
Issaquah, WA
(425) 313-8100
www.costco.com
Contact: Mike Kang

The company’s first location, opened in 1976 under the Price Club name in San Diego. Originally serving only small businesses, the company found it could achieve far greater buying clout by also serving a selected audience of non-business members. With that change, the growth of the warehouse club industry was off and running. In 1983, the first Costco warehouse location was opened in Seattle. Costco Wholesale is now a multi-billion dollar global retailer with warehouse club operations in eight countries. With hundreds of locations worldwide, Costco provides a wide selection of merchandise, plus the convenience of specialty departments and exclusive member services, all designed to make your shopping experience a pleasurable one.

Recruit a friend or peer to join TMA!

We’ll reward you with cash prizes and a chance to win a registration to TMA’s Annual Meeting.
Get all of the details on www.TMA.us.
Welcome TMA’s Five Diamond Designees for 2020

As of April 23, these distinguished monitoring centers have committed to service excellence by renewing or joining the Five Diamond program.

<table>
<thead>
<tr>
<th>Company</th>
<th>City, State</th>
<th>Date Certified</th>
<th>Website</th>
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<tr>
<td>Acadian Monitoring Services, LLC</td>
<td>Baton Rouge, LA</td>
<td>since 05/2009</td>
<td><a href="http://www.acadianmonitoringservices.com">www.acadianmonitoringservices.com</a></td>
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<td>Elk Grove Village, IL</td>
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<td>since 10/2014</td>
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<td>Alarm Detection Systems, Inc</td>
<td>Aurora, IL</td>
<td>since 08/2003</td>
<td><a href="http://www.sentinelalarm.com">www.sentinelalarm.com</a></td>
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<td>Alarone Sentinel / Sentinel Alarm Alert 360</td>
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<td>since 12/2010</td>
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<td>American Alarm &amp; Communication</td>
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<td>Amherst Alarm Inc.</td>
<td>Arlington, MA</td>
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<td>AT&amp;T Digital Life, Inc.</td>
<td>Mays Landing, NJ.</td>
<td>since 07/2013</td>
<td><a href="http://www.att.com">www.att.com</a></td>
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<td>Atlantic Coast Alarm</td>
<td>Charlotte, NC</td>
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<td><a href="http://www.atlanticcoastalarm.com">www.atlanticcoastalarm.com</a></td>
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<td>Bay Alarm Company</td>
<td>Concord, CA</td>
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<td>Blackline Safety</td>
<td>Calgary, AB</td>
<td>since 04/2018</td>
<td><a href="http://www.blacklinesafety.com">www.blacklinesafety.com</a></td>
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<tr>
<td>Cooperative Response Center, Inc. (CRC)</td>
<td>Austin, MN</td>
<td>since 03/2011</td>
<td><a href="http://www.crc.coop">www.crc.coop</a></td>
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<td>COPS Monitoring</td>
<td>Hunt Valley, MD</td>
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<td>COPS Monitoring</td>
<td>Nashville, TN</td>
<td>since 01/2012</td>
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<td>COPS Monitoring</td>
<td>Scottsdale, AZ</td>
<td>since 02/2008</td>
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<td>COPS Monitoring</td>
<td>Williamstown, NJ</td>
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<td>Comporium SMA Solutions Inc.</td>
<td>Rock Hill, SC</td>
<td>since 04/2012</td>
<td><a href="http://www.comporiumsma.com">www.comporiumsma.com</a></td>
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<td>CPI Security Systems</td>
<td>Sarnia, ON</td>
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<td><a href="http://www.cpisecurity.com">www.cpisecurity.com</a></td>
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<td>Dammar Security Systems</td>
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<td><a href="http://www.damarsecuritysystems.com/">www.damarsecuritysystems.com/</a></td>
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<td>Dispatch Center, Ltd.</td>
<td>Hagerstown, MD</td>
<td>since 02/2012</td>
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<td>St. Catharines, ON</td>
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<td>GM Security Technologies</td>
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<td><a href="http://www.gmssectec.com">www.gmssectec.com</a></td>
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<td>Holmes Security Systems</td>
<td>Fayetteville, NC</td>
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<td><a href="http://www.holmeselectricsecurity.com">www.holmeselectricsecurity.com</a></td>
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<td>Huronia Alarm &amp; Fire Security, Inc.</td>
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<td>Kroger Central Alarm Control</td>
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<tr>
<td>Retail Business Services</td>
<td>Honolulu, HI</td>
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</table>
The Monitoring Association (TMA) has assumed control of the Installation Quality Certification Program “IQ Certification”, the only quality control program for installation, monitoring, maintenance and service of electronic security systems.

The program was initially developed by the Electronic Security Association’s (ESA) False Alarm Committee as a means to reduce the occurrence of false alarms and has been broadly endorsed by security industry associations including CANASA, ESA, the False Alarm Reduction Association (FARA); the Security Industry Alarm Coalition (SIAC), Security Industry Association (SIA), as well as The Monitoring Association (TMA).

“Systems designed properly, with the proper equipment, installed properly, by trained technicians, monitored properly, and operated by properly trained users typically operate without fault or failure for years and reduce false alarms,” stated TMA President Don Young.

“The IQ program requirements are in direct alignment with TMA’s mission of advancement and commitment to excellence.”

“The IQ Certification Guidelines provided a foundation upon which our company established best practices for the operations. These guidelines have helped us create and grow a business that provides systems that consumers can trust because of the demonstrated low dispatch rates,” stated Amherst Alarm President and CEO Tim Creenan.

“The program has also created a large competitive advantage for us. Our sales team uses the IQ certification to differentiate our company from the competition. It is a wise investment for any security systems company to invest in quality.”

For additional information, contact TMA Executive Director Celia T. Besore by email at cbesore@tma.us or by telephone at (703) 660-4913.

~Amherst Alarm President and CEO Tim Creenan

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## Monitoring Center Operator Level 1

### Training Graduates

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**French Canadian**

**Spanish**
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Aisha Boucher Houle Electric 12/1/2019
Nicholas Stewart Houle Electric 12/1/2019
Jacob Shepherd Houle Electric 11/23/2019
Valerie Helmer Huronia Alarm & Fire Security, Inc. 1/26/2020
Christopher Edwards Huronia Alarm & Fire Security, Inc. 11/3/2019
Jennifer DeManty iWatch Communications 11/6/2019
Thai Marling Kings III of America 12/28/2019
Najae Johnson Operational Intelligence Center 12/28/2019
Gunnar Smith Operational Intelligence Center 1/2/2020
Charles Lucas Operational Intelligence Center 11/11/2019
Garrett Riffel Operational Intelligence Center 12/31/2019
Eunice Cari Operational Intelligence Center 1/16/2020
Yvette Holland Operational Intelligence Center 12/9/2019
Zaheb Gaines Per Mar Security Services 12/28/2019
Kayla Pearson Per Mar Security Services 1/2/2020
Tracy Williams Per Mar Security Services 1/3/2020
Annissa King Per Mar Security Services 1/31/2020
Thomas Bavaro Scarsdale Security Systems, Inc. 1/30/2020
David Martinez Supreme Security Systems 1/11/2020
Julian Alfred Supreme Security Systems 12/4/2019
Nicole Henneman Supreme Security Systems 1/18/2020
Trista Schroeder Tech Systems 11/4/2019
Jessica Davenport Telsco Security 12/19/2019
Shawn Palm The Church of Jesus Christ of Latter-day Saints 11/27/2019
Reed Woll The Church of Jesus Christ of Latter-day Saints 11/27/2019
Craig Bell The Church of Jesus Christ of Latter-day Saints 11/27/2019
Jennifer Slifer The Protection Bureau 1/6/2020
Kip Howell U.S. Monitoring, Inc. 1/30/2020
Austin Turner UAS 1/22/2020
Latisha Jenkins UAS 1/23/2020
Toby Timlin UAS 1/29/2020
Payton Hatcher WH International 11/4/2019
Kristina Manes WH International 11/25/2019

TMA Volunteer Opportunities
Did you know that one of the best ways to realize the greatest value of your TMA membership is to actively engage in the association community?

There are many ways for members to take part in TMA’s initiatives. Volunteering is a win for TMA and a win for the member! Benefit from network building, brand and reputation enhancement, and potential new business.

TMA Webinar
TMA webinars are purely educational and provide an environment for members to learn about industry trends, updates and innovations.

Topic ideas and speakers for just-in-time 45 min/15 min Q&A virtual programs are sought on topics of interest to the professional monitoring industry.

Meeting Track Planning
TMA’s annual meeting showcases educational topics that include keynote speakers and panels geared towards executive level company owners and representatives. Help to select speakers that will provide high value to all attendees. Online research and reference gathering for paid speakers; and program development.

Fall Programs Planning
This event is geared towards best-practice development for monitoring center personnel working at various leadership levels. Help is needed to identify speakers to provide actionable take-aways.

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“Prior express written consent” is required to call or text a cellphone for telemarketing purposes using an autodialer. The prior express written consent requirements are described above. Note that, under the TCPA and TSR, the seller has the burden of demonstrating that it had the requisite level of consent to place the call in question. Thus, sellers should maintain records evidencing such consent. A good rule of thumb is to maintain such records for a period of five years from the date of last call, which covers the TCPA’s statute of limitations and the limitations periods under most state telemarketing laws.

Manually-Dialed Calls to Cell Phones: If a company manually dials calls to cell phones—using a device that does not have the capacity to autodial—then no special consent is needed (assuming that it does not leave a prerecorded message). However, as a reminder, even for manually-dialed calls, applicable do not call lists must be checked.

Prerecorded Message Calls to Landlines or Cell Phones: The TCPA and TSR also prohibits making prerecorded message calls (commonly referred to as “robocalls,” although that is not a defined term under either the TCPA or TSR) to landlines and cellphones without consent. If the calls are for telemarketing purposes, then prior express written consent is required. For non-telemarketing prerecorded message calls to landlines (e.g., informational and transactional calls), no consent is needed. For non-telemarketing prerecorded message calls to cell phones, the lower level of prior express consent is needed.

Conclusion
As you may now appreciate, the TCPA and TSR are minefields (and this article just scratches the surface). However, with planning and a good compliance program, both laws can be navigated to minimize risk while, at the same time, allowing for communications with customers and would-be customers. Remember, an ounce of compliance now can lead to a pound of litigation prevention later.

Look for the Law feature as a standing column in all future issues of TMA Dispatch.
If you have questions pertaining to a certain area of law, please email communications@tma.us.

Special appreciation to TMA member Venable, LLP for authoring this new and informative column for each upcoming issue of TMA Dispatch.

The Hype of 5G continued from page 28
I have always asked myself the question, “How much bandwidth does any individual really need anyway?” I have come to realize the answer is not for the individual, but for services being created with all this new speed. This will be even more evident when 6G is eventually rolled out. For example, services such as robotic, long-distance surgery, self-driving cars and 3D holography will become commonplace. But most of future advances will use millimeter-wave frequencies, too high to be of use for alarm transmission as we know it now.

As Cary Mitchell of Blooston, Mordkofsky, Dickens, Duffy & Prendergast points out, the most important points to stress are these: 1) 4G LTE networks are mature and network coverage from a number of competing providers is ubiquitous. 2) Technical standards are well established, and this translates to equipment available at a competitive price from a large number of vendors, as well as excellent service reliability (which is vital in the alarm industry).

In contrast, 5G networks currently exist as small “islands” of coverage in a relative handful of cities, with 5G signal available for a block or two and disappearing once you move out of range of the small cell or go indoors. And unlike the transition from 3G to 4G LTE (where 4G networks were designed to overlay and then replace the 3G network), 5G is meant to complement 4G LTE, not replace it. 4G LTE networks will continue to be deployed over wide areas. 5G will eventually be available over wide areas, but for now, the service will rely on small cell deployments, and 5G small cells will be used to augment the capacity of 4G LTE networks.

As it currently stands, except for T-Mobile’s version, 5G is not currently available as a standalone service. 4G infrastructure is required for signaling to support a user device connecting to a 5G base station. 4G LTE remains a necessity for 5G. 4G LTE networks are not going anywhere soon, and the quality and reliability of 4G service will continue to improve.

Special note: The June 4, 2020 face-to-face AICC meeting has been cancelled due to the COVID-19. A virtual meeting will be held June 4th from 1-3 P.M. Invitations will be sent.
Monitored protection helps save Virginia family

By Bob Tucker, Chief Storyteller, ADT

Nancy DeGeorgis is grateful her Roanoke, VA home has a professionally-installed and monitored security system. A few months ago, she was dining out when a fire started in an upstairs bedroom of the house she shares with two of her five children. The blaze was sparked by a lit candle, left unattended by her 17-year-old son who is on the autism spectrum.

When Nancy’s alarm company called her after receiving a signal from one of the home’s many smoke detectors, she told the monitoring center dispatcher to call the fire department because her children were in the house.

As Nancy rushed home, she feared the worst. Relief came quickly when she found out the kids were safe at a neighbor’s house. While the home experienced $75,000 in damage, Nancy is appreciative no one was hurt or killed, including three pets.

“I may have lost some belongings, but I have my home and I have my family and that is what’s most important,” DeGeorgis said. “If we didn’t have the alarm system and the early warning, there could have been a tragic outcome.”

The National Fire Protection Association (NFPA) estimates that unattended lit candles cause 80 deaths, 770 injuries and nearly a quarter of a billion dollars in damage each year.

By Bob Tucker, Chief Storyteller, ADT

Making a Difference...Why We Do What We Do

“It’s terrible to have a fire, but this is the best positive outcome,” said Roanoke County Fire Chief Steve Simon. “Monitored smoke detectors really help save precious time given that a house fire can double in size every 90 seconds.”

A few weeks after the fire, the DeGeorgis family had an opportunity to meet Genise Quinton, the monitoring center dispatcher who drove several hundred miles to see them in person.

Emotions were running high as Nancy embraced Genise. She thanked her for reporting the fire to authorities and relaying important information in a calm and professional manner.

“I just followed my training and did my job,” said Genise. “Of the hundred calls or so I take from customers every day during my shift, I remember this call and was glad to hear everything worked out.”

Nancy and her family plan to return to their house this summer once repairs are made. They will always be thankful for the monitored alarm protection which made the difference between life and death.

“I may have lost some belongings, but I have my home and I have my family and that is what’s most important,” DeGeorgis said. “If we didn’t have the alarm system and the early warning, there could have been a tragic outcome.”
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