

Channel Expansion:
Security Solutions and MSOs

Complaint Telephone
Communications

South Dakota vs Wayfair;
The Wayfair Decision

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DISPATCH

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COVID-19: Mission Critical For Security Businesses

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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.

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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

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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. 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

The views, thoughts and opinions in this article belong solely to the author and not necessarily to his employer.



“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 convey 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.

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“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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President's column, continued from page 4

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 Illeny Maaza has assumed management of our Five Diamond program, as well as Malory's liaison roles. Contact Illeny by email at imaaza@tma.us or by telephone at (703) 660-4918.

TMA Dispatch, Spring 2020

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About TMA

The Monitoring Association (TMA) is the trade association representing the professional monitoring industry. Our membership community is comprised of companies spanning all industry sectors, including monitoring centers, systems integrators, service providers, installers, consultants, and product manufacturers. TMA is dedicated to the advancement of the professional monitoring industry through education, advocacy, standards, and public-safety relationships.

Our Mission

Our mission is to promote and advance professional monitoring to consumers and first responders through education, advocacy, and the creation of standards.

Our Vision

A safer world through professional monitoring.

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Bryan Gin

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 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



Ms. Beckett

COPS announces the promotions of Michele Beckett to Vice President of Accounting and Nicole Black to Vice President of Finance.



Ms. Black

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 variety of roles, client management and strategic business development have been at the forefront of his client-centric efforts.

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 expand 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 Networkx
Locks Certified for Lenel
Version 7.6 OnGuard®**

Access Control & Video Platform
Alarm Lock announced that its Trilogy Networkx® Wireless PIN and Prox Access Locks & Keypads are now certified with Lenel Version 7.6 OnGuard® Integrated Access Control & Video Security 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.

**Alarm.com Wins Customer
Service Award**

Alarm.com has won a 2020 Excellence in Customer Service Award in the Organization of the Year category from the Business Intelligence Group. The Alarm.com customer operations team, known as CORE (Customer Operations and Reseller Education), earned the recognition by delivering excellent customer service, technical support and training to thousands of service providers in the security industry every day.

**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 ASMAAG.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.

**AICC Chair Receives
RCA Fellow Designation**

Lou T. Fiore, long-time chair of TMA's Alarm Industry Communications Committee (AICC), became a fellow of Radio Club of America (RCA) in Nov. 2019. Elevation to Fellow is made by nomination of members in good standing

for at least the previous five years, in recognition of contributions to the art and science of radio communications and broadcast.

**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 Corp. 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. 

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Harness the Power of Artificial Intelligence

Transform Security Monitoring with the power of AI

By Uday Kiran Chaka, CEO, Sentry AI

Artificial Intelligence (AI) is already disrupting many industries. Video surveillance and monitoring will be no exception. Monitoring centers that adopt AI will supercharge their operators, realize tremendous efficiencies and significantly outperform those that don't. In this article, you will find three ways to ride the beast and be successful in the new AI-powered era.

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.

❶ Make AI do things that operators cannot or do not want to do

Staring at security video monitors for hours is no fun! Especially, when more than 83% of the motion alarms are due to wind, clouds, weather, and insects. Finding only those that are triggered by people among hundreds of video feeds and alarms every day is tedious for an operator.

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

“

AI 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. 



TMA educational webinars are attended by security professionals at every level, not only in North America but worldwide. Webinars provide up-to-the minute information vital to the dynamic alarm industry.

Topics span the range from marketing to personnel to industry trends to legislative and regulatory changes.

Here are some of our recent presentations that are now available 24/7 for FREE download for members:

- *Demystifying AI: How It Works and the Benefits for Video Monitoring* | February 2020
- *Cold Calling is Dead! How LinkedIn Can Fill Your Pipeline to Infinity and Beyond!* | Sept 2019
- *Five Proven Strategies to Land Business with Contractors and Property Managers* | March 2019

Visit tma.us under the Education menu to view all previous broadcasts and to see what’s coming soon.

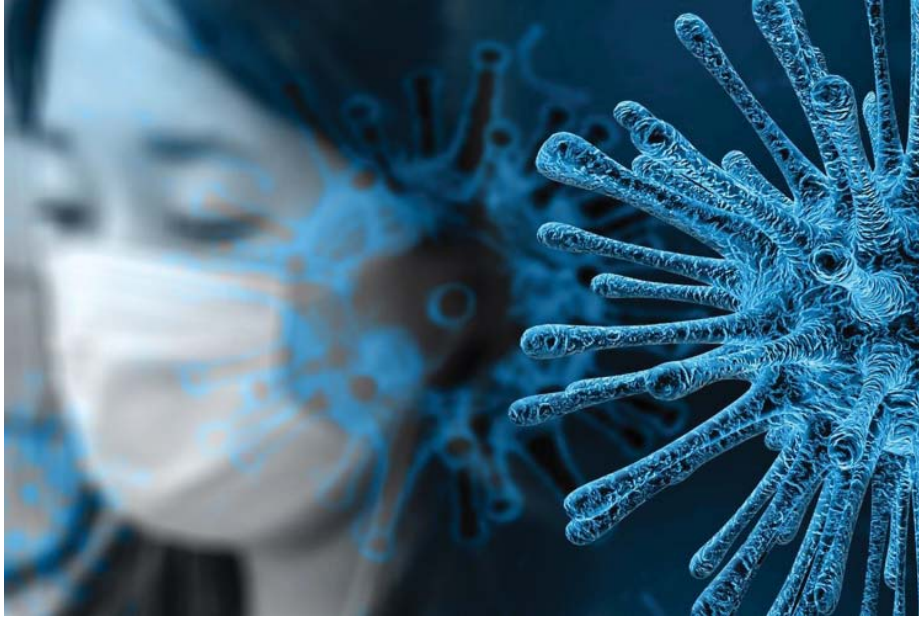
We’re always looking for topics of interest to you and your team! Send your ideas, feedback, and any questions to education@tma.us.



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 unrepresented position that has challenged every aspect of their operations. Business leaders were thrust into uncharted 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



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.

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.

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 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 pure 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

Current TCPA Consent and Calling Rules

	Cell Phone		Residential Landline	
	Telemarketing	Non-telemarketing	Telemarketing	Non-telemarketing
Autodialer (call)	Prior express <i>written</i> consent	Prior express consent	None	None
Autodialer (text message)	Prior express <i>written</i> consent	Prior express consent	None	None
Prerecorded message	Prior express <i>written</i> consent	Prior express consent	Prior express <i>written</i> consent	None
Live operator (no autodialer)	None	None	None	None

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

autodialing, 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.

continued on page 46

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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 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.

When will LIBOR be discontinued?

LIBOR is scheduled to end December 31, 2021, but it could cease being a usable rate sooner or later depending on how alternative rates develop.

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.

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 without a 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). 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 in that state. Some states tax monitoring, others don't. If monitoring isn't taxable in the state, *Wayfair* doesn't make it taxable. If monitoring is taxable in the state, you may be able to make an argument that you aren't providing the service to an end user and that you are not required to collect and remit the tax. What if you actually own the account, or, if your alarm company customer, has failed to obtain a sales tax permit or file sales and use tax returns. If you furnish the service to the customer (end user), the State requires you to collect and remit the tax, *Wayfair* affirms this requirement. Keep in mind though, that the service is still taxable, and, if

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 is 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. 

Channel Expansion: Security Solutions and MSOs

See how one manufacturer is paving a new path in the industry.

By Lindsay Gafford, Analyst, Parks Associates



impact signal 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.

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 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

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.

Ring would impact market prices for monthly monitoring fees.

60%

50%

Vendors for interactive services would be impacted.

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-

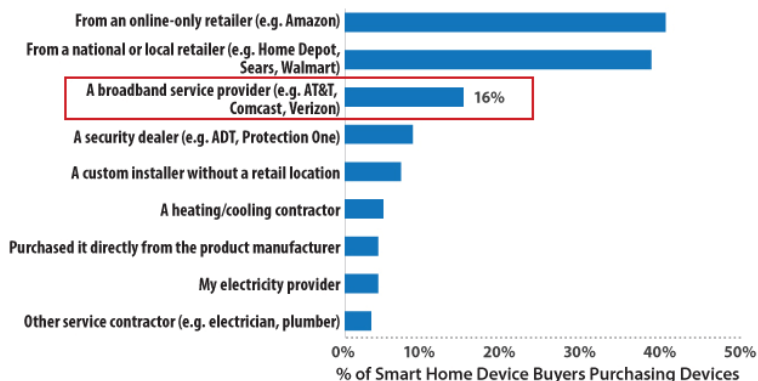
home visit to assess customer needs and make an offer, and customer acquisition costs of \$1,300 are common. MSOs, like Comporium, are at an advantage in this regard – subscriber acquisition costs range from \$400-\$600¹, roughly half of the average national security dealer. Given the low acquisition 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. 

¹ Per company briefing.

Purchase Location of Smart Home Devices (Q4/18)

Among Those Who Purchased a Smart Home Device



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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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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



TMA IS EXCITED TO ANNOUNCE THE RELEASE OF ITS LONG-ANTICIPATED

Monitoring Center Operator Level 2. The fully rewritten and redesigned course offers monitoring centers six new modules aimed at giving operators the framework for service excellence. This training will provide your team with a

comprehensive program and a common language for success.

The course is built upon TMA's popular Operator Online Level 1 course, which has evolved into an industry standard for monitoring center training programs. It mirrors TMA's Operator Code of

Excellence that features professional behavior and commitment to the professional monitoring industry where life-safety and protection of property and business processes are paramount. Best practices and excellence in monitoring are the overarching themes in the new content.

We listened! Impactful Topics Simplify Operator Training

TMA is responding to member feedback to provide opportunities for operators interested in moving to management positions within their organization. Two modules are dedicated to leadership and conflict resolution within the team.

Exercises in more effective communication present conflict as an opportunity to make positive change through collaboration. When we understand our natural conflict style preferences, we can be better prepared to rethink how problems are addressed and be more productive in our approaches to their resolution.

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)
- Hahn & Associates
- Intertek
- LRD Consulting
- L.T. Fiore, Inc.
- Laurie Mitchell
- OneTel
- Radius Security
- Rapid Response Monitoring Services
- Safe Systems
- Security Partners
- *Security Sales and Integration* magazine
- SightLogix
- Stanley Security Solutions
- The Bold Group
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- TRG Associates
- UL, LLC
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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 (CACFP); 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 be 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 wave-length 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

The Wireline Report

FCC's stepped-up efforts to reduce robocalls.

By Mary J. Sisak, Partner, Blooston Law (mjs@bloostonlaw.com)



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. 

The Wireless Report

FCC enforcement in Force; FAA Rules on Drones

By John A. Prendergast, Managing Partner, Blooston Law (jap@bloostonlaw.com)



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’m 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 (ACHP) 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 battery-operated tags attached to persons, assets, or safety equipment over a range of 100 meters to an accuracy of

less than 30 centimeters. Applications include tracking players in sports venues and preventing accidents for airplane maintenance personnel while working on moving platforms.

FCC Rule Section 15.517(a) limits operation under the rule to UWB transmitters employed solely for indoor operation. Zebra states that it would require a waiver of this section because the Dart system has some outdoor applications.

We are focusing the alarm industry on this development so it can explore whether the Zebra technology offers any advantages to alarm companies providing tracking services.

FCC Adopts 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.”

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

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.” 

Hiring or in search of a new job?

The Security Industry Recruitment Center, or SIRC, is a joint employment resource shared with the Electronic Security Association (ESA) and the Security Industry Association (SIA).

For years, the Center has been a valuable resource for both hiring companies and professionals in search of new opportunities within the electronic security industry.

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LEGISLATIVE UPDATE

By Sal Taillefer, Jr., Associate, Blooston Law (sta@bloostonlaw.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

Latest Action: 12/30/2019 Became Public Law No: 116-105.

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

Latest Action: 07/25/2019 Sponsor introductory remarks on measure.

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

Sponsor: Rep. Lieu, Ted [D-CA-33]
(Introduced 10/22/2019)

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

Sponsor: Sen. Markey, Edward J. [D-MA]
(Introduced 10/30/2019)

Committees: Senate - Commerce, Science, and Transportation

Latest Action: Senate - 10/30/2019 Read twice and referred to the Committee on Commerce, Science, and Transportation.

Sponsor: Rep. Engel, Eliot L. [D-NY-16]
(Introduced 01/10/2019)

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

Sponsor: Rep. Eshoo, Anna G. [D-CA-18]
(Introduced 07/18/2019)

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 resiliency requirements on communications infrastructure, more may be forthcoming.

S.2223 – AIRWAVES Act

Sponsor: Sen. Gardner, Cory [R-CO]
(Introduced 07/23/2019)

Committees: Senate - Commerce, Science, and Transportation

Latest Action: Senate - 07/23/2019 Read twice and referred to the Committee on Commerce, Science, and Transportation.

This bill requires the Federal Communications Commission (FCC) to complete auctions during each of the next three calendar years that will grant new broadcast licenses 500 MHz of spectrum in frequency spectrum bands below 6 GHz. For the auctioned spectrum, the FCC cannot cause unreasonable interference with incumbents. The FCC must also make available, by means unspecified, another 500 MHz above 500 GHz. There

is no apparent protection for incumbents here.

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

Sponsor: Rep. Speier, Jackie [D-CA-14]
(Introduced 04/12/2019)

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.

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

Sponsor: Rep. Eshoo, Anna G. [D-CA-18]
(Introduced 04/25/2019)

Committees: House - Energy and Commerce

Latest Action: House - 04/30/2019 Subcommittee Hearings Held.

This bill would require the FCC to create a within the Enforcement Bureau of the Commission a division that specifically addresses the issue of robocalls.

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 the second time. Placed on Senate Legislative Calendar under General Orders. Calendar No. 74.

Roll Call Votes: There have been 5 roll call votes.

The Save the Internet Act would purportedly restore several aspects of Title II regulation to broadband internet access service, including: Prohibition of “unjust and unreasonable practices” (Sections 201 and 202); Investigation of consumer complaints under section 208 and related enforcement provisions (Sections 206, 207, 209, 216 and 217); Protection for consumer privacy (Section 222); Fair access to poles and conduits (Section 224); Protection for people with disabilities (Sections 225 and 255); and Universal service fund support for broadband service in the future (partial application of Section 254).

These provisions could reasonably provide some protection to alarm companies from predatory practices by competitors who also offer broadband Internet access services.

H.R.1954, S.952 - Cellphone Jamming Reform Act of 2019

Sponsor: Rep. Kustoff, David [R-TN-8] (Introduced 03/28/2019)

Committees: House - Energy and Commerce

Latest Action: House - 03/28/2019 Referred to the House Committee on Energy and Commerce.

Sponsor: Sen. Cotton, Tom [R-AR] (Introduced 03/28/2019)

Committees: Senate - Commerce, Science, and Transportation

Latest Action: Senate - 03/28/2019

Read twice and referred to the 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.

AICC members have historically experienced issues with prison cell jammers jamming signals outside the prison, in particular alarm signals. The bill provides that jamming must be limited to the housing facilities of the correctional facility, but precise limitations have proven difficult to implement. This language is not likely sufficient to protect alarm company customers.

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 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 in an emergency situation involving risk of death or serious physical harm or in order to respond to the user's call for emergency services. **AICC will want to monitor this legislation and 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 Apissoghian 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.

If I have one piece of advice that can be learnt from this, every job is missing something and if you don't work closely with your clients and coworkers until your job is delivered, you will not have recurring business from them.


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. 



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Morgan County, AL	Boone County, MO	Dublin, OH	Plano, TX
Little Rock, AR	Johnston County, NC	Hamilton County, OH	Williamson County, TX
Chandler, AZ	Cary, Apex, and	Bucks County, PA	Chesapeake, VA
Tempe, AZ	Morrisville, NC	Chester County, PA	City of Richmond, VA
Phoenix, AZ	Durham, NC	Dauphin County, PA	Hanover County, VA
Washington, DC	Guilford County, NC	Monroeville, PA	Henrico County, VA
Boca Raton, FL	High Point, NC	Bradley County, TN	James City County, VA
Bradenton, FL	Fayetteville/Cumberland	Brentwood, TN	Loudoun County, VA
Charlotte County, FL	County, NC	Hamilton County, TN	Newport News, VA
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Augusta/Richmond	Onondaga County, NY	Highland Park, TX	
County, GA	Suffolk County, NY	Houston, TX	

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Paradise Valley, AZ	Frederick County, MD	Mansfield, OH	Galveston, TX
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West Palm Beach, FL	Raleigh-Wake County, NC	Orleans Parish, LA	Arlington County, VA
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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.hvacc.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.

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Company	City, State	Date Certified	Website
Acadian Monitoring Services, LLC	Baton Rouge, LA	since 05/2009	www.acadianmonitoringservices.com
Acadian Monitoring Services, LLC	Elk Grove Village, IL	since 12/2010	www.acadianmonitoringservices.com
Acadian Monitoring Services, LLC	Lafayette, LA	since 01/2005	www.acadianmonitoringservices.com
ADT JCTX	Irving, TX	since 10/2014	www.adt.com
Alarm Detection Systems, Inc	Aurora, IL	since 08/ 2003	www.adsalarm.com
Alarme Sentinelle / Sentinel Alarm	Montreal, QC	since 12/2010	www.sentinelalarm.com
Alert 360	Tulsa, OK	since 08/2018	www.alert360.com
Allstate Security Industries, Inc	Amarillo, TX	since 09/2006	www.allstatesecurity.com
American Alarm & Communication	Arlington, MA	since 4/2004	www.americanalarm.com
Amherst Alarm Inc.	Amherst, NY	since 03/2004	www.amherstalarm.com
AT&T Digital Life, Inc.	Richardson, TX	since 07/2013	www.att.com
Atlantic Coast Alarm	Mays Landing, NJ	since 12/2009	www.atlanticcoastalarm.com
Atlas Security Service, Inc	Springfield, MO	since 03/2005	www.atlassecurity.com
Bay Alarm Company	Concord, CA	since 01/2006	www.bayalarm.com
Blackline Safety	Calgary, AB	since 04/2018	www.blacklinesafety.com
Cooperative Response Center, Inc. (CRC)	Austin, MN	since 03/2011	www.crc.coop
COPS Monitoring	Hunt Valley, MD	since 01/2018	www.copsmonitoring.com
COPS Monitoring	Nashville, TN	since 01/2012	www.copsmonitoring.com
COPS Monitoring	Scottsdale, AZ	since 02/2008	www.copsmonitoring.com
COPS Monitoring	Williamstown, NJ	since 05/2014	www.copsmonitoring.com
Comporium SMA Solutions Inc.	Rock Hill, SC	since 04/2012	www.comporiumsma.com
CPI Security Systems	Charlotte, NC	since 08/2009	www.cpisecurity.com
Damar Security Systems	Sarnia, ON	since 11/2012	www.damarsecuritysystems.com/
Dispatch Center, Ltd.	San Antonio, TX	since 01/2019	www.dispatchcenter.net
Dynamark Monitoring, Inc.	Hagerstown, MD	since 02/2012	www.dynamarkmonitoring.com
Electronix Systems Central Station Alarms, Inc.	Huntington Stn, NY	since 06/2005	www.electronixsystems.com
Ellijay Telephone Company	Ellijay, GA	since 04/2015	www.etcbusiness.com
Federal Response Center	Springfield, MO	since 01/2006	www.federalprotection.com
Fire Monitoring of Canada, Inc.	St. Catharines, ON	since 05/2009	www.fire-monitoring.com
GM Security Technologies	San Juan, PR	since 10/2011	www.gmsectec.com
Holmes Security Systems	Fayetteville, NC	since 12/2017	www.holmeselectricsecurity.com
Huron Alarm & Fire Security, Inc.	Midland, ON	since 06/2013	www.huronaaalarms.com
Interface Security	Earth City, MO	since 08/2004	www.interfacesystems.com
Interface Security	Plano, TX	since 11/2012	www.interfacesystems.com
iWatch Communications	Beaverton, OR	since 01/2008	www.iwatchcomm.com
Kroger Central Alarm Control	Portland, OR	since 07/2015	www.kroger.com
Moon Security	Pasco, WA	since 03/2012	www.moonsecurity.com
Mutual Security Services/a			
Kastle Systems Company	New York, NY	since 05/2009	www.4mutual.com
National Monitoring Center	Irving, TX	since 06/2016	www.nmccentral.com
National Monitoring Center	Lake Forest, CA	since 06/2016	www.nmccentral.com
Nationwide CS Monitoring Corp.	Freeport, NY	since 04/2007	www.nationwidedigital.com
Northern911	Sudbury, ON	since 05/2014	www.northern911.com
Paladin Technologies	Burnaby, BC	since 04/2008	www.paladinsecurity.com
Paladin Technologies	Victoria, BC	since 06/2016	www.paladinsecurity.com
Per Mar Security Services	Davenport, IA	since 06/2005	www.permarsecurity.com
Quick Response	Cleveland, OH	since 10/2005	www.quickresponse.net
RBS Central Station	Salisbury, NC	since 03/2020	www.aholddelhaize.com
Retail Business Services	Columbia, MD	since 02/2012	www.aholddelhaize.com
Securitas Electronic Security, Inc	Honolulu, HI	since 12/2003	www.securitases.com
Securitas Electronic Security, Inc	Uniontown, OH	since 11/2003	www.securitases.com

PROGRAMS>>

TMA Five Diamond companies, cont from page 39

Company	City, State	Date Certified	Website
Security Alarm Monitoring, Inc.	Woodlyn, PA	since 05/2009	www.electronicsecuritycorp.com
Security Equipment, Inc. (SEI)	Omaha, NE	since 07/2004	www.sei-security.com
Security Solutions	Norwalk, CT	since 1/2012	www.securitysolutionsinc.com
Siemens Industry, Inc.	Irving, TX	since 03/2004	www.siemens.com
Simon Operational Intelligence Center	Indianapolis, IN	since 01/2020	
Superior Central Station, Inc.	McAllen, TX	since 06/2007	www.superiorcentral.com
Supreme Security Systems, Inc.	Union, NJ	since 12/2004	www.supremealarm.com
Tech Systems Inc.	Buford, GA	since 12/2019	www.techsystemsinc.com
Telsco Security Systems	Edmonton, AB	since 02/2016	www.telsco.com
Universal Atlantic Systems (UAS)	Paoli, PA	since 04/2004	www.uas.com
Universal Monitoring, LLC	Charlotte, NC	since 02/2018	www.fedorasecurity.com/universal-monitoring/
Vancouver Fire & Security	Richmond, BC	since 07/2012	www.radiussecurity.ca
Vector - Plymouth Meeting (East)	Plymouth Meeting, PA	since 08/2003	www.vectorsecurity.com
Vector - Warrendale (West)	Warrendale, PA	since 08/2003	www.vectorsecurity.com
VRI-The Care Center	Franklin, OH	since 04/2006	www.monitoringcare.com
Walmart Alarm Central	Bentonville, AR	since 06/2012	
Washington Alarm, Inc.	Seattle, WA	since 12/2006	www.washingtonalarm.com
WH International Response Center	Rockford, MN	since 12/2004	www.whirc.com

TMA Assumes Management of IQ Certification

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. 



“These guidelines have helped us create and grow a business that provides systems that consumers can trust because of the demonstrated low dispatch rates.”

~Amherst Alarm President and CEO
Tim Creenan

Monitoring Center Operator Level 1 Training Graduates

USA and international graduates completed November 1, 2019 to January 31, 2020

First Name	Last Name	Company	Graduated
John	Pniauskas	a.p.i. Alarm (CA)	12/6/2019
Rose	Carter	Acadian Monitoring Services	11/6/2019
Matt	Cathey	ADS Security L.P.	12/29/2019
Keely	Faust	ADS Security L.P.	12/11/2019
Andrea	Leurs	ADS Security L.P.	12/8/2019
Christin	Miller	ADS Security L.P.	11/21/2019
Jonathan	Copeland	ADT	1/21/2020
Kongmany	Laphengphratheng	ADT Canada Inc. (CA)	1/13/2020
Shana	Sanon	ADT Canada Inc. (CA)	1/31/2020
Nichole	Bowman	Alarm Central	12/20/2019
Dave	Dobbins	Alarm Central	12/5/2019
Anjelica	Hernandez	Alarm Central	12/15/2019
Kendra	Hutchinson	Alarm Central	12/5/2019
Savanna	McWilliams	Alarm Central	12/17/2019
Cierra	Merrill	Alarm Central	12/17/2019
Nicole	Miller	Alarm Central	12/17/2019
Emily	Powell	Alarm Central	12/14/2019
Sean	Sells	Alarm Central	12/16/2019
Erika	Suarez	Alarm Detection Systems, Inc.	12/10/2019
Lisa	Kreitzer	Alarm Specialist Corp	1/29/2020
Yomara	Martinez	Alarm Specialist Corp	1/29/2020
Pierangelo	Munoz	Alarm Specialist Corp	1/8/2020
Leonela	Pavesi	Alarm Specialist Corp	12/3/2020
Shiseido	Labau	Alarmco	12/18/2019
Zulaika	Mjasiri-Brown	Alarmco	1/20/2020
Alicia	Pfaff	Alarmco	1/1/2020
Latrenea	Edwards	Alert 360	1/4/2020
Geoffrey	Elliott	Alert 360	1/15/2020
Marci	Gordon	Alert 360	1/2/2020
Jamie	Harrison	Alert 360	12/7/2019
Sharlee	Hinshaw	Alert 360	12/11/2019
Pearl	Jewell	Alert 360	12/12/2019
Latonia	Johnson	Alert 360	1/7/2020
Kimerly	Moore	Alert 360	1/6/2020
Georgina	Osorio	Alert 360	1/15/2020
Samantha	White	Alert 360	1/3/2020
Brandon	Bates	Allied Universal Security	11/5/2019
Nisha	Johnson	Allied Universal Security	11/5/2019
Alan	Vick	Allied Universal Security	1/19/2020
Amy	Gonzalez	American Burglary & Fire, Inc.	11/3/2019
Kaela	Reynolds	American Burglary & Fire, Inc.	11/3/2019
Cody	Allen	Amherst Alarm, Inc.	1/10/2020
Pierce	Denzien	Amherst Alarm, Inc.	12/24/2019
John	Proudman	Amherst Alarm, Inc.	12/6/2019
Luis Angel	Carbajal Berrocal	Asociación de Bancos del Perú (PE)	12/5/2019
Liliana Yolanda	Coronado Morales	Asociación de Bancos del Perú (PE)	11/7/2019
Pedro Beltran	De La Cruz Blas	Asociación de Bancos del Perú (PE)	11/30/2019
Eder Herly	Mateo Malqui	Asociación de Bancos del Perú (PE)	12/9/2019
William Jorge	Maza Farfan	Asociación de Bancos del Perú (PE)	11/14/2019
Nicole	Mohammed	AT&T	11/8/2019
Poli	Dimakos	Atlas Security Service, Inc.	1/15/2020
Wilson	Atagi	Avantguard Monitoring Ctrs.	12/3/2019
Samantha	Atobrown	Avantguard Monitoring Ctrs.	1/16/2020
Tyler	Beagley	Avantguard Monitoring Ctrs.	11/14/2019
Jonathan	Bunting	Avantguard Monitoring Ctrs.	1/9/2020
Kaden	Fullmer	Avantguard Monitoring Ctrs.	1/13/2020
Jerod	Gibson	Avantguard Monitoring Ctrs.	12/5/2019
Makayla	Hall	Avantguard Monitoring Ctrs.	12/6/2019
Crystal	Hartsock	Avantguard Monitoring Ctrs.	1/21/2020
Daniel	Hatch	Avantguard Monitoring Ctrs.	11/13/2019
Willaim	Haynes	Avantguard Monitoring Ctrs.	11/6/2019

First Name	Last Name	Company	Graduated
Joseph	Hill	Avantguard Monitoring Ctrs.	12/10/2019
Corbin	Lewis	Avantguard Monitoring Ctrs.	12/17/2019
Lauren	Maddox	Avantguard Monitoring Ctrs.	12/4/2019
Madison	McRae	Avantguard Monitoring Ctrs.	12/17/2019
Anna	Miller	Avantguard Monitoring Ctrs.	11/18/2019
Krystal	Mitchell	Avantguard Monitoring Ctrs.	12/4/2019
Timothy	Parkinson	Avantguard Monitoring Ctrs.	12/18/2019
Tanner	Reilly	Avantguard Monitoring Ctrs.	1/8/2020
Melanie	Riley	Avantguard Monitoring Ctrs.	12/6/2019
Taylor	Roberts	Avantguard Monitoring Ctrs.	12/17/2019
Mariah	Stenson	Avantguard Monitoring Ctrs.	1/14/2020
Andrew	Sweet	Avantguard Monitoring Ctrs.	1/28/2020
Daniel	Toscano	Avantguard Monitoring Ctrs.	1/9/2020
Joe	Valentine	Avantguard Monitoring Ctrs.	11/19/2019
Julia	Ward	Avantguard Monitoring Ctrs.	1/20/2020
Nathan	Ward	Avantguard Monitoring Ctrs.	11/4/2019
Trinity	Wentling	Avantguard Monitoring Ctrs.	12/5/2019
Kristen	Wolfe	Avantguard Monitoring Ctrs.	11/13/2019
Jon	Yusko	Avantguard Monitoring Ctrs.	1/17/2020
Michaela	Davies	Bay Alarm	11/15/2019
Ariana	Jones	Bay Alarm	11/22/2019
Andrew	Livelli	Bay Alarm	1/27/2020
Chayton	Martino	Bay Alarm	11/7/2019
Jasmine	Pita	Bay Alarm	11/16/2019
Sesilia	Salt	Bay Alarm	11/21/2019
Booke	Dowdy	Blue Ridge Monitoring	11/25/2019
Destinee	Farrow	Blue Ridge Monitoring	11/27/2019
Natalie	Kessey	Blue Ridge Monitoring	12/11/2019
Kristy	Kelly	Blue Ridge Monitoring	1/8/2020
Kyra	Meeks	Blue Ridge Monitoring	1/3/2020
Latoya	Mitchell	Blue Ridge Monitoring	12/3/2019
Ivan	Carrejo	Brinks Home Security	12/27/2019
Tanell	Cooper	Brinks Home Security	12/27/2019
Jasmine	Gallegos	Brinks Home Security	12/27/2019
Autumn	Henderson	Brinks Home Security	12/28/2019
Lucelly	Tun	Brinks Home Security	1/3/2020
Megan	Murphy	Center for Domestic Preparedness	12/18/2019
Raychel	Bowles	Central Security & Communications	11/26/2019
McCulley	Deb	Central Security Group Nationwide, Inc.	1/10/2020
Casey	Ward	Central Security Group Nationwide, Inc.	1/2/2020
Erica	Lemay	Centralarm	12/2/2019
Matthew	Odom	Centralarm	11/29/2019
Tahj	Wilkinson	Centralarm	1/24/2020
Cory	Wilson	Centra-Larm Monitoring, Inc.	1/18/2020
Megan	May	CenturyTel Security Systems	1/10/2020
Jacques	Robinson	CenturyTel Security Systems	1/13/2020
Ismahan	Mohamed	City Of Toronto (CA)	11/9/2019
Laurnyn	English	CN Tower (CA)	1/27/2020
Kacey	Brown	CPI Security Systems, Inc.	11/6/2019
Ceanna	Jones	CPI Security Systems, Inc.	11/18/2019
Kristina	Khuth	CPI Security Systems, Inc.	11/2/2019
Ashley	Ladue	CPI Security Systems, Inc.	11/5/2019
Britney	Payne	CPI Security Systems, Inc.	11/20/2019
Domine	Reynolds	CPI Security Systems, Inc.	11/6/2019
Raiza	Rivera	CPI Security Systems, Inc.	11/13/2019
Tony	So	CPI Security Systems, Inc.	11/7/2019
Belma	Cehic	Custom Communications Inc	11/1/2019
Logan	Calder	Damar Security Services/ Security Response Center (CA)	12/4/2019
Alexandra	Heintz	Damar Security Services/ Security Response Center (CA)	12/4/2019

French Canadian

Spanish

First Name	Last Name	Company	Graduated	First Name	Last Name	Company	Graduated
Mandy	Spencer	Damar Security Services/ Security Response Center (CA)	12/4/2019	Seara	Davis	Life Safety Monitoring LLC	1/23/2020
Joy	Ballew	Dispatch Center, LTD	11/12/2019	Tanya	Banks	Life Safety Monitoring, LLC	1/23/2020
Jessica	Bustamante	Dispatch Center, LTD	12/20/2019	Perry	Foster	Life Safety Monitoring, LLC	11/30/2019
Clint	Saenz	Dispatch Center, LTD	12/14/2019	Jerry	Lane	Monitoring America Alarm Co-Op	12/12/2019
Shannon	Kreps	Dynamark Monitoring	1/22/2020	Darian	Myers	Moon Security Services, Inc.	12/12/2019
Eric	Long	Dynamark Monitoring	1/22/2020	Brittany	Velazco	Moon Security Services, Inc.	12/11/2019
Ashley	Caswell	Engineered Protection Systems, Inc.	12/12/2019	Neishaun	Clarke	My-Pulse IoT Solutions Ltd. (BB)	1/27/2020
Jaiden	Lehigh	Engineered Protection Systems, Inc.	12/5/2019	Eunice	Carr	Operational Intelligence Center	11/14/2019
Kate	Wegener	Engineered Protection Systems, Inc.	12/7/2019	Yvette	Holland	Operational Intelligence Center	11/9/2019
Vickie	Knight	ESC Central	12/11/2019	Najae	Johnson	Operational Intelligence Center	12/27/2019
Jenny Natalie	Charles	Essentia Limited (TT)	11/30/2019	Charles	Lucas	Operational Intelligence Center	11/20/2019
Joshua	Ross	ETC Communications, LLC	11/12/2019	Gunnar	Smith	Operational Intelligence Center	12/29/2019
KaShemma	Grant	FE Moran	12/14/2019	Patricia	Blight	Paladin Technologies (CA)	11/19/2019
Danee	Hunt	FE Moran	11/11/2019	Trevor	Clark	Paladin Technologies (CA)	12/6/2019
Devon	Steen	FE Moran	11/23/2019	Jordan	Spence	Paladin Technologies (CA)	1/30/2020
Dylan	Darrow	Federal Protection	11/4/2019	Lori	Warran	Paladin Technologies (CA)	11/17/2019
Daniel	Freeman	Federal Protection	11/22/2019	Jocelyn	Bickham	Peak Alarm Company	1/3/2020
Dannielle	Heath	Federal Protection	11/7/2019	Aliyah	Ledesma	Peak Alarm Company	1/28/2020
Andrew	Heerman	Federal Protection	11/6/2019	Sam	Riechmann	Peak Alarm Company	12/19/2019
Brenna	Horton	Federal Protection	11/5/2019	Randi	Freeborn	Per Mar Security Services	1/22/2020
Dillon	Smith	Federal Protection	11/8/2019	Zaheb	Gaines	Per Mar Security Services	1/5/2020
Tiera	Thompson	Federal Protection	1/9/2020	David	Haase	Per Mar Security Services	1/23/2020
José R.	Aponte Parrilla	Genesis Security Services, Inc	12/10/2019	Annisia	King	Per Mar Security Services	12/22/2019
Kiara	González De Jesús	Genesis Security Services, Inc	1/24/2020	Kayla	Pearson	Per Mar Security Services	12/22/2019
José Enrique	González Torres	Genesis Security Services, Inc	11/3/2019	Tracy	Williams	Per Mar Security Services	12/23/2019
Emmanuel	Hance Ramos	Genesis Security Services, Inc	12/30/2019	Aaron	Blair	Price's Alarm Systems Ltd. (CA)	12/17/2019
Yariomi	Navarro Carrión	Genesis Security Services, Inc	12/19/2019	Samuel	Marti	Quick Response Monitoring	11/27/2019
Jose	Acevedo	GMST	12/31/2019	Dana	Fox	Quinte Kwartha Alarm Systems (CA)	1/8/2020
Joamilis	Hernandez	GMST	12/19/2019	Michael	Nicholishen	Quinte Kwartha Alarm Systems (CA)	1/10/2020
Carmen	Irizarry	GMST	12/30/2019	Prince	Dezulme	Redwire	1/22/2020
Umekia	Bradley	Guardian Alarm Systems	12/12/2019	Mary	Foreman	Redwire	11/13/2019
Yesmean	Harris	Guardian Alarm Systems	12/13/2019	Dave	Cook	Retail Business Services	1/31/2020
Shorey	Winbush	Guardian Alarm Systems	12/6/2019	Kristina	Roberts	Retail Business Services	1/25/2020
Aisha	Boucher	Houle Electric (CA)	11/21/2019	Penny	Spencer	Retail Business Services	1/30/2020
Nicholas	Stewart	Houle Electric (CA)	11/6/2019	Thomas	Bavaro	Scarsdale Security Systems, Inc.	1/28/2020
Alyssa	Wolfe	Houle Electric (CA)	11/24/2019	Alex	Binder	Securitas Electronic Security	1/30/2020
Valerie	Hebner	Huronia Alarm & Fire Security, Inc. (CA)	11/15/2019	Robert	Cullison	Securitas Electronic Security	12/30/2019
Keyara	Criner	Interface Security	12/2/2019	Ashley	Dalton	Securitas Electronic Security	12/5/2019
Andrew	Casterline	Interface Security	11/16/2019	Randy	Fox	Securitas Electronic Security	1/30/2020
Aerial	Jackson	Interface Security	12/19/2019	Joshua	Gauze	Securitas Electronic Security	1/30/2020
Talia	Brown	Interface Security Systems	11/22/2019	Kassandra	Hoalt	Securitas Electronic Security	11/29/2019
Martez	Caldwell-Young	Interface Security Systems	1/9/2020	Paige	Massey	Securitas Electronic Security	11/18/2019
Jack	Carter	Interface Security Systems	1/9/2020	Deborah	Miranda	Securitas Electronic Security	12/27/2019
Danie	Chrismer	Interface Security Systems	11/7/2019	Micah	Noggle	Securitas Electronic Security	1/30/2020
Sheila	Crowder	Interface Security Systems	11/22/2019	John	Smith	Securitas Electronic Security	11/29/2019
Sharmaine	Dinwiddie	Interface Security Systems	1/9/2020	Alonya	Smith	Securitas Electronic Security	11/14/2019
Ashley	Garrett	Interface Security Systems	1/9/2020	Faith	Sparks	Securitas Electronic Security	12/27/2019
Marlisha	Gatewood	Interface Security Systems	1/9/2020	Allan	Herrera	Security Equipment Inc	11/20/2019
Quintina	Goodwin	Interface Security Systems	1/9/2020	Jennifer	Parks	Security Equipment Inc	1/27/2020
Victoria	Leslie	Interface Security Systems	1/9/2020	Sandra	Almeida	Statewide Central Station	12/17/2019
Anna	Mayfield	Interface Security Systems	11/22/2019	Amanda	Carter	Statewide Central Station	1/9/2020
LaShonda	Mitchell	Interface Security Systems	12/22/2019	Nicole	Civiletti	Statewide Central Station	1/3/2020
Stephanie	Patton	Interface Security Systems	1/9/2020	JonPaul	Harris	Statewide Central Station	1/9/2020
Christopher	Porter	Interface Security Systems	11/22/2019	Sean	Hart	Statewide Central Station	1/2/2020
Jamie	Powell	Interface Security Systems	1/9/2020	Nicole	Howell	Statewide Central Station	1/3/2020
Nicholas	Welz	Interface Security Systems	12/13/2019	Deborah	Maisano	Statewide Central Station	12/23/2019
Danielle	White	Interface Security Systems	11/7/2019	Kara	Schreiber	Statewide Central Station	1/2/2020
Retha	Whitten	Interface Security Systems	11/22/2019	Veronica	Waked	Statewide Central Station	1/7/2020
Nikisha	Horne	Iverify.US, Inc.	1/24/2020	Mauricio	Aguiar	Supreme Security Systems	11/30/2019
Harley	Broyles	iWatch Communications	12/22/2019	Jonathan	Yoson	Supreme Security Systems	11/30/2019
Edgar Rolando	Martinez	John Deere Shared Services (MX)	1/21/2020	Rogelio	Casella	Tech Systems Inc	1/1/2020
Jose Amparo	Mondragón	John Deere Shared Services (MX)	12/2/2019	Tameeka	Lewis	Tech Systems Inc	12/13/2019
Cynthia	Ruiz	John Deere Shared Services (MX)	12/9/2019	Trista	Schroeder	Tech Systems Inc	11/1/2019
Gregory	Fakler	Johnson Controls	11/15/2019	Jessica	Davenport	Telco Security (CA)	12/6/2019
Adrienna	Atkins	Kings III of America	12/19/2019	Joel	B	The Monitoring Center (CA)	11/22/2019
Imari	Bleu	Kings III of America	11/20/2019	Lisa	G	The Monitoring Center (CA)	11/19/2019
Antonio	Guerrero	Kings III of America	11/20/2019	Spencer	Mackenzie	The Monitoring Center (CA)	12/23/2019
Tamea	Hill	Kings III of America	11/20/2019	Donna	Mickens	The Protection Bureau	12/10/2019
Cleola	McKnight	Kings III of America	12/19/2019	Jerome	Cabilan	THRIVE Intelligence	12/3/2019
				Twalisha	Williams	THRIVE Intelligence	1/7/2020
				Don	Coolidge	Thrivent Financial	11/10/2019
				Jarod	McCoy	Thrivent Financial	11/12/2019
				Samuel	Vanden	Langenberg Thrivent Financial	1/4/2020
				Sarah	Strom	Towne Monitoring Service	11/5/2019

First Name	Last Name	Company	Graduated
Tanner	Dearneal	TriCorps	12/26/2019
Eddie	Dearneal	TriCorps	12/26/2019
Kenneth	Aungst	TriCorps Surveillance	12/30/2019
Brandalyne	Boyles	TriCorps Surveillance	12/29/2019
Jeff	Still	Trident Security Solutions, LLC.	1/16/2020
Elizabeth	Cole	U.S. Monitoring, Inc.	1/30/2020
Amber	Adkinson	UAS	1/30/2020
Marriah	Baird	United Central Control	12/13/2019
Ernesto	Cazares Navarro	United Central Control	12/9/2019
Kapri	Cheatom	United Central Control	12/15/2019
Jessica	Hilliard	United Central Control	12/17/2019
Misty	Huerta	United Central Control	1/6/2020
Yasmine	Key	United Central Control	12/15/2019
J	Lopez	United Central Control	1/16/2020
Erecelia	Neaves	United Central Control	12/27/2019
Saraphina	Niyibigira	United Central Control	1/14/2020
LeAarion	Norris	United Central Control	12/25/2019
Jayne	Perez	United Central Control	1/19/2020
Sabella	Simeus	United Central Control	11/16/2019
Shayne	Wilke	United Central Control	11/20/2019
Stephen	Wooten	United Central Control	1/18/2020
Naomi	Mobley	Universal Monitoring, LLC	1/26/2020
Sylvia	Ragin	Universal Monitoring, LLC	1/28/2020
Dave	Carter	Vector EAST	12/10/2019
Sherryta	Edwards	Vector EAST	11/25/2019
Richard	Mottern	Vector EAST	11/12/2019
Harley	Moyer	Vector EAST	11/25/2019
Sheena	Napper-Taylor	Vector EAST	12/10/2019
Cherrelle	Rochester	Vector EAST	11/25/2019
Andrea	Rogers	Vector EAST	11/12/2019
Alexandra	Chester	Vector WEST	12/3/2019
Dylan	Haas	Vector WEST	11/5/2019
Jacqueline	Johnston	Vector WEST	1/7/2020
Charles	Koutsourais	Vector WEST	1/7/2020
David	Loch	Vector WEST	12/3/2019
Terrance	Toney	Vigilante Security, Inc	1/6/2020
Ashly	Kidd	Vivint Inc.	1/8/2020
Victoria	Morrell	Vivint Inc.	12/4/2019
Mariah	Morrell	Vivint Inc.	12/23/2019
Kylee	Apple	Vivint, Inc.	11/2/2019
Mary	Bennett	Vivint, Inc.	1/12/2020
Grimson	Burgos	Vivint, Inc.	1/12/2020
Karson	Costner	Vivint, Inc.	1/6/2020
Merin	Davila	Vivint, Inc.	12/4/2019
Daniel	Fisher	Vivint, Inc.	1/10/2020
Kjersti	Hodgson	Vivint, Inc.	11/26/2019
Patton	Maggard	Vivint, Inc.	1/9/2020
Maureen	Matila	Vivint, Inc.	1/14/2020
Rodrigo	Morales	Vivint, Inc.	1/12/2020
Laken	Paulsen	Vivint, Inc.	1/8/2020
Gigi	Rushton	Vivint, Inc.	1/9/2020
Landon	Smith	Vivint, Inc.	1/20/2020
Jacob	Van Kampen	Vivint, Inc.	1/31/2020
Caitlyn	Albin	VRI	12/20/2019
DeAngela	Beavers	VRI	1/31/2020
Destiny	Beavers	VRI	1/31/2020
Carolyn	Bova	VRI	12/20/2019
Brandi	Carpenter	VRI	12/2/2019
Elieen	Chidester	VRI	1/28/2020
Jacqui	Courtwright	VRI	11/13/2019
Cassaundra	Curry	VRI	1/31/2020
Angela	Fall	VRI	12/20/2019
William	French	VRI	11/12/2019
Janice	Gravvat	VRI	12/24/2019
Angela	Hollingsworth	VRI	11/22/2019
Shelby	Jones	VRI	11/27/2019
Amanda	Miller	VRI	11/14/2019
Kris	Moore	VRI	1/31/2020
Lindsay	Myers	VRI	1/28/2020
Mackenzie	Perry	VRI	12/20/2019
Brookelynn	Phillips	VRI	1/27/2020
Jessica	Qualls	VRI	12/20/2019
Mackenzie	Sallie	VRI	1/27/2020
Laina	Schwab	VRI	11/12/2019

First Name	Last Name	Company	Graduated
Heather	Shoemaker	VRI	12/20/2019
Amy	Urbeck	VRI	11/13/2019
Christi	Whitehurst	VRI	11/22/2019
Heather	Wilson	VRI	11/22/2019
Cole	Avolio	Vyanet Operating Group Inc.	11/7/2019
Talia	Fall	Vyanet Operating Group Inc.	11/15/2019
Lyndsey	Morrison	Vyanet Operating Group Inc.	11/15/2019
Brandon	Retzloff	Vyanet Operating Group Inc.	11/11/2019
James	Almaraz	Wal-Mart Alarm Central	1/13/2020
Abigail	Chappell	Wal-Mart Alarm Central	1/3/2020
Anna	Cowgur	Wal-Mart Alarm Central	12/25/2019
Destanee	Muraida	Wal-Mart Alarm Central	12/23/2019
Shane	Yang	Wal-Mart Alarm Central	1/12/2020
Alyssa	Miller	WH International	11/13/2019

Monitoring Center Operator Level 2 Training Graduates

First Name	Last Name	Company	Graduated
Ryan	Gunnerson	ADS Security L.P.	12/15/2019
Jeff	Herdman	Alarm Central	1/24/2020
Tina	Rigel	Alarm Specialist Corp	1/31/2020
Chase	Maynard	Alarmco	1/11/2020
Alicia	Pfaff	Alarmco	1/4/2020
Pierce	Denzien	Amherst Alarm, Inc.	1/12/2020
John	Proudman	Amherst Alarm, Inc.	1/13/2020
Marissa	Myers	Amherst Alarm, Inc.	1/9/2020
Michaela	Davies	Bay Alarm	1/18/2020
Sesilia	Salt	Bay Alarm	1/25/2020
Ariana	Jones	Bay Alarm	1/31/2020
Justin	Reed-Sutton	Bay Alarm	12/20/2019
Treyana	Walls	Bay Alarm	1/17/2020
Nicole	Gagnon	Centra-Larm Monitoring, Inc.	12/16/2019
Ismahan	Mohamed	City Of Toronto	12/31/2019
Nicole	Greco	COPS Monitoring - Boca Raton	11/4/2019
Fresine	Milcent	COPS Monitoring - Boca Raton	1/6/2020
Josh	Bishop	COPS Monitoring - New Jersey	1/29/2020
Mackenzie	Newman	COPS Monitoring - New Jersey	1/28/2020
Patrycja	Gielarowicz	COPS Monitoring - New Jersey	1/27/2020
Jessica	Topham	COPS Monitoring - New Jersey	1/26/2020
Katherine	Walker	COPS Monitoring - New Jersey	12/28/2019
Emily (Raven)	Velez	COPS Monitoring - New Jersey	1/4/2020
Shannon	Forbes	COPS Monitoring - New Jersey	11/28/2019
Destiny	Forrest	COPS Monitoring - New Jersey	11/21/2019
Mike	Williams	COPS Monitoring - New Jersey	11/22/2019
Shelby	Branco	COPS Monitoring - New Jersey	11/26/2019
Donna	Knox	COPS Monitoring - New Jersey	12/28/2019
Adegoriola	Olufuwa-Thomas	COPS Monitoring - Scottsdale	1/20/2020
Rebeckah	Taylor	COPS Monitoring - Scottsdale	1/16/2020
Al	Ames	COPS Monitoring - Scottsdale	1/28/2020
Yolanda	Smith-Tejada	COPS Monitoring - Scottsdale	1/9/2020
Shelby	Hooper	COPS Monitoring - Scottsdale	1/4/2020
Eric	Meeden	COPS Monitoring - Scottsdale	1/9/2020
Veronica	Tanori	COPS Monitoring - Scottsdale	11/14/2019
Joey	Wisnewski	COPS Monitoring - Scottsdale	1/6/2020
Raven	Mack	COPS Monitoring - Scottsdale	11/14/2019
Julia	Gray	CRC	11/5/2019
Mohamoud	Warsame	Custom Communications Inc	1/15/2020
Bonnie	Brasic	FE Moran	1/31/2020
Aaron	Owings	Federal Response Center	11/7/2019
Jack	Theiss	Federal Response Center	11/9/2019
Kiara	González De Jesús	Genesis Security Services, Inc	1/24/2020
Emmanuel	Hance Ramos	Genesis Security Services, Inc	12/30/2019
Yariomel	Navarro Carrión	Genesis Security Services, Inc	12/20/2019
José R.	Aponte Parrilla	Genesis Security Services, Inc	12/10/2019
José Enrique	González Torres	Genesis Security Services, Inc	11/3/2019
Brittany	Peoples	Guardian Alarm Systems	12/10/2019
Alyssa	Wolfe	Houle Electric	1/25/2020

First Name	Last Name	Company	Graduated
Aisha	Boucher	Houle Electric	12/1/2019
Nicholas	Stewart	Houle Electric	12/1/2019
Jacob	Shepherd	Houle Electric	11/23/2019
Valerie	Hebner	Huron Alarm & Fire Security, Inc.	1/26/2020
Christopher	Edwards	Huron 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	Carr	Operational Intelligence Center	1/16/2020
Yvette	Holland	Operational Intelligence Center	12/9/2019
Zaheb	Gaines	Per Mar Security Services	1/22/2020
Kayla	Pearson	Per Mar Security Services	1/12/2020
Tracy	Williams	Per Mar Security Services	1/20/2020
Annisia	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	Hermann	Supreme Security Systems	1/18/2020
Trista	Schroeder	Tech Systems	11/4/2019
Jessica	Davenport	Telco Security	12/19/2019
Shaun	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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Complaint Telephone Complaints continued from page 19

“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.

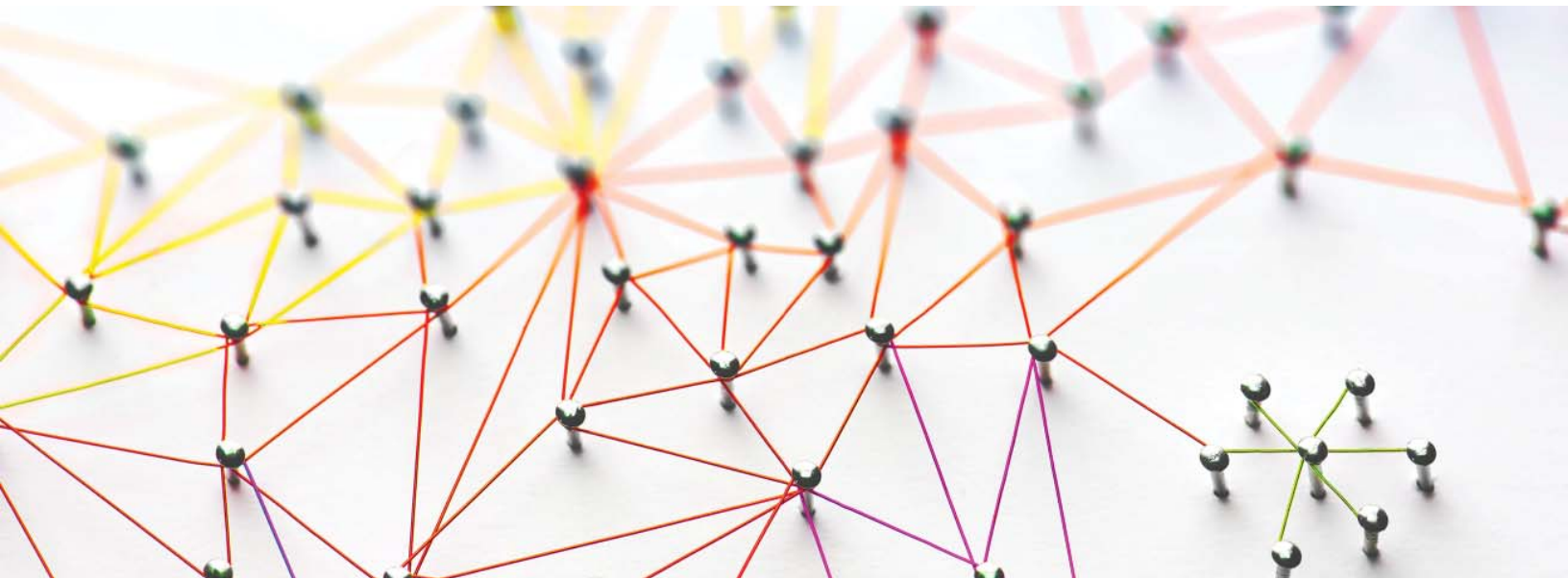
As it currently stands, except for T-Mobile’s version, 5G is not currently available as a standalone service. 4G infrastructure is required for signaling to support a user device connecting to a 5G base station. 4G LTE remains a necessity for 5G. 4G LTE networks are not going anywhere soon, and the quality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

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Interested in reaching key decision makers in monitoring centers and full service integrators.? Email communications@tma.us.



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

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 quick though, 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.


"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."

"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. 

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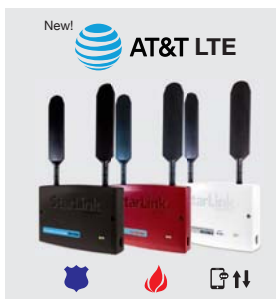
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