ABOUT THE NYSESA ANNUAL CONFERENCE

You Are Invited To Join With Us For Two Days Of Industry Networking...

Alarm Dealers and Security Integrators from across New York will be gathering at Seneca Niagara Resort & Casino September 25 - 26, 2019 for a two day conference focused on: where the industry has been, currently is, and where its future lies.

A total of (8) seminar sessions focusing on various “Business Issues”, “Sales Opportunities” and “Technical Advances” will aid dealers and integrators in weaving through the maze of opportunities and challenges they face daily...

Additionally, the conference provides dealers and integrators an opportunity to interact and network with their conference peers and vendors in several different conference functions - (see schedule to the right) affording attendees the ability to view showcased products and services.

The annual conference focuses on the value of networking and education - featuring the “Power of Association”. The NYSESA Board of Directors encourages you to put that adage to work at this outstanding industry opportunity...

We look forward to seeing you in Niagara Falls on Sept.25 - 26 at the NYSESA Annual Conference...

CONFERENCE CONTACT INFO

Conference / Association:
New York State Electronic Security Association
1971 Western Avenue - PMB # 1105 - Albany, NY 12203
Phone: 814-838-0301 Fax: 814-838-5127
Email: Info @ NYSESA.org Website: www.NYSESA.org

Conference Hotel:
Seneca Niagara Resort & Casino
310 4th Street - Niagara Falls, NY 14303
Phone: 877-873-6322 Website: www.senecaniagaracasino.com

Hotel Overnight Room Block = $105.00 per night + tax
◆ Block closes August 25, 2019 - mention NYSESA when making reservations.

Golf Course:
Seneca Hickory Stick Golf Course
4560 Creek Road - Lewiston, NY 14092
Phone: 716-754-2424 Website: www.senecahickorystick.com

Schedule of Events

September 25, 2019

Annual Golf Outing
Seneca Hickory Stick Golf Course
7:00am - Golf Outing Registration Opens
7:30am - Golf Breakfast
8:30am - Golf Outing Shotgun Start / Scramble Format
1:30pm (approx.) - Golf Outing Awards Luncheon

Annual Conference
Seneca Niagara Resort & Casino
3:00pm to 5:00pm - “Bonus” Seminar Session(s)
The full list of seminar descriptions is available elsewhere in this packet...

“The Bash” hosted by WNYESA
5:30pm to 10:00pm - Networking Reception, Dinner and Entertainment with Attendees & Sponsors

September 26, 2019

Annual Conference
Seneca Niagara Resort & Casino
7:00am - Conference Registration Opens
◆ Breakfast Buffet (until 9:00am)
◆ Exhibit Hall Setup for Exhibitors (until 9:45am)
8:00am - (3) Conference Seminar Sessions -
☑ Business Track ☑ Sales Track
☑ Technical Track
The full list of seminar descriptions is available elsewhere in this packet...

10:00am - Exhibit Hall OPENS (until 11:30am) - Attendees will be provided with “Booth Bingo” cards. They must visit every exhibitor to be eligible for the GRAND PRIZE drawing...

11:30am to 1:30pm - Annual Meeting & Keynote Luncheon

1:30pm - Exhibit Hall Re-OPENS (until 3:00pm)
2:30pm - Exhibit Hall Door Prize Drawings
◆ Silent Auction ◆ “Booth Bingo” Grand Prize

3:00pm - (3) Conference Seminar Sessions -
☑ Business Track ☑ Sales Track
☑ Technical Track
The full list of seminar descriptions is available elsewhere in this packet...

5:00pm - Conference Concludes

All seminar sessions are
ESA NTS CEU accredited...
“The Bash” hosted by WNYESA
Reception • Dinner • Entertainment
September 25, 2019
5:30pm to 10:00pm

The “The Bash” hosted by WNYESA consists of a casual networking reception (cash bar), dinner buffet, gift card door prizes and evening entertainment held in conjunction with the NYSESA Annual Conference.

“The Bash” Entertainment:
‘And We’ll All Go Together’
An evening of Irish Song

Join Owen Ó Súilleabháin and some of Buffalo’s finest musicians for a casual gathering of song and fun.

Performing a blend of traditional Irish songs, some great sing-a-longs, and some of his original songs, Owen may also be joined on stage by some brave musical performers drawn from New York State’s finest Alarm Professionals!

About: Owen Ó Súilleabháin
is a singer, composer, and teacher, and believes in the power of art to awaken our most dynamic and creative forms into being.

He has worked with some of the greatest artists in the world such as director Steven Spielberg, actor Russell Crowe, violinist Nigel Kennedy, The Chieftains and poet David Whyte.

In 2018, Owen co-founded The Studio, a business that inspires leadership, innovation and culture-change through the experience of the arts.

NYSESA Annual Golf Outing
September 25, 2019
7:00am to 2:30pm

- Continental Breakfast
- Scramble Format
- “CASH” Prizes
- Awards Luncheon

Named to reflect the presence of rare and protected Shellbark Hickory trees on site, Seneca Hickory Stick features a picturesque layout highlighted by tranquil lakes and ponds, native plants and grasses that are surrounded by large mature trees.

Seneca Hickory Stick named to Best Public Courses - Golf Magazine listed the top courses to play in each state and Seneca Hickory Stick was 12th on the “Best Courses You Can Play” list in New York.

#6 Best New Course in America - Seneca Hickory Stick is proud to have recently been voted the #6 Best New Course in America by Golf Magazine!

NYSESA Annual Golf Outing - “Cash Award Prizes”

$10,000 Hole-In-One Contest
1st Place Foursome • 2nd Place Foursome • Last Place Foursome
Closest To The Pin • Longest Drive
(both front and back nine)

NYSESA Annual Conference Keynote Luncheon
September 26, 2019
11:30am to 1:30pm

Protecting What’s Precious – the True Heart of Security
Owen Ó Súilleabháin

When dealing with the daily challenges of any business, it is easy to lose sight of what is at the core of our work.

The word security comes from the old Latin se cura – to have no fear.

Security is one of humanity’s most basic and ancient acts. Security protects that which we hold to be most precious.

Our need for security is not to lock up what’s precious within us, or to hide behind a high wall.

It is not the height of the fence, the loudness of the alarm, or the strength of the safe that is what actually matters—it is what security keeps safe that matters to us the most.

Real security gives us the assurance not only that we are protected, but that we can walk in the world without fear.

It is easy to forget this beautiful responsibility when faced with the daily grind of cash flow, employee attraction and retention, and all aspects of customer relations.

Through song, story, poetry and conversation, this keynote presentation aims to inspire this vision in each leader of the New York State Electronic Security Association.
Competing In A New World

The presentation will include a discussion on new entrants to the security industry, new marketing techniques, new technology, the DIY movement and the trend towards self-monitoring and low cost monitoring are affecting your business and its value. The presentation will also discuss consideration of the future of professional installation and how to leverage its competitive advantages.

About The Speaker: John Colehower is the Managing Director of Mergers & Acquisitions L.L.C., a security industry management consulting firm. The firm is principally engaged in managing acquisitions, sales and financings of electronic security industry companies.

Prior to starting Mergers & Acquisitions, John co-founded Matrix Security Systems where he directed its acquisitions program in the mid-Atlantic Region. At the time of its sale, Matrix monitored over 35,000 alarm customers and was ranked as Number 27 on the SDM 100 List.

Before starting Matrix, John co-founded and directed acquisitions for United Security Systems. At the time of its sale, United and its affiliates were ranked as Number 16 on the SDM 100.

Altogether, John has managed over 200 alarm industry acquisitions.

Prior to entering the security industry, John practiced law in Philadelphia, Pennsylvania, where he concentrated in municipal finance, business and real estate transactions. Over the last 25 years, he has continually served as an Adjunct Professor at Temple University’s Beasley School of Law, and he has also taught at the University of Pennsylvania and Rutgers University law schools.

Emerging Technologies In The Central Station

The presentation will discuss some of the technologies that will be coming to a central station near you.

Many of these opportunities will offer tremendous openings for the alarm dealer to increase their RMR growth, and provide their customer with the lifestyle enhancements that they could only dream of a few years ago. The session will additionally discuss in detail the ASAP to PSAP program.

About the Speaker: Don Childers, SET; Security Central began working in the electronic security industry in May of 1992 for Lake Norman Security Patrol, Inc and is currently the Chief Operating Officer. He is a past President of the North Carolina Electronic Security Association as well as education coordinator for the NCESA for many years.

He holds a North Carolina Limited Electrical Contractors license and he is NICET Level IV certified in fire alarms systems. He is a member of the National Fire Protection Association. He received the 2010 ESA/NTS Instructor of the Year award and served as the Education Chair of the ESX Program Advisory Committee for (4) years. He has presented educational seminars at many of the industry’s top level tradeshows including ESX, CEDIA, ISC West, ISC East, TechSec Solutions, the TMA annual meeting and Fall Ops, as well as several state association expos and tradeshows.

He has been published in many security industry trade magazines and have published several technical pieces. He also created my own course content and teaches continuing education courses for the North Carolina Alarm Systems Licensing Board representing Security Central.
Employee Classification - Employee vs. Independent Contractor

The IRS has announced that “Employee Misclassification” is one of their hottest audit topics. The IRS believes that as many and 40% of independent contractors are actually employees and they have formed a task force to get them, and their employers into compliance. This session will discuss how the IRS and state taxing authorities view the relationship. We will discuss degree of control and independence, Common Law Rules for contract relationships, IRS Form SS8, Form 8819, and the consequences of misclassifying an employee as a “contractor.”

We will also discuss the IRS Voluntary Classification Settlement Program (VCSP) which allows employers to become compliant and pay 10% of the taxes, and avoid all penalties.

By Mitch Reitman

About The Speaker: Mitch Reitman - Managing Principal – Reitman Consulting Group, Inc. (formerly S.I.C. Consulting, Inc.) Reitman Consulting provides financial consulting, valuation, general accounting services, transactional services, tax compliance, and tax representation services to security alarm companies in twenty-three states, Mexico, Canada and the EEC. Mr. Reitman is a frequent lecturer to Alarm Industry trade groups and associations and was elected to the Electronic Security Industry Hall of Fame in 2017.

A Business That Executes - Focus on the Process, not the Results

Over 45 years in business, the last 10 as a business coach I have come to the conclusion that Jim Collins is correct the great companies can unequivocally say they have The Right People, Doing the Right Things, Right.

Can you?

The key is how do you get there and I believe it takes Clarity, Focus and lastly the most important factor the ability to Execute. Execution is I think the biggest problem holding businesses back. I will lay out my answer to the Execution gap and present The Leadership Matrix - 9 Steps To Success.

By Rick Wallace

About the Speaker: Rick Wallace, Next Level Coaching LLC  Rick spent over 35 years in various management and leadership positions with 2 Fortune 1000 companies Burroughs Corporation and Standard Register and the last 15 with IIMAK a $100 million Amherst based company ending his career as Senior VP Marketing and New Business Development.

In 2007 he began his career as a Business coach and founded Next Level Coaching LLC. Over the last 12 years he has traveled North America and spoken to well over 2000 business owners and personally coached over 150 businesses.

His weekly blog post Coach’s Corner is read by over 500 business owners each week. His core purpose – Helping People Exceed Their Expectations.
Sales Opportunities:

*September 26 @ 8:00am*

**“Sales Magic!” - 12 Steps to Achieve Massive Growth**

The presentation is a 2-hour workshop that focuses on the basics of sales. This is a great workshop for those that are new to sales, or those that need to come back to the basics. This workshop focuses on the process for that key step; the face to face meeting with a perspective buyer. It gives a definitive repeatable successful process on conducting that sales meeting. “Sales Magic!” will reenergize your workforce and emphasize the basic tools of selling. You are guaranteed to improve your conversion ratio after attending this powerful workshop.

*September 26 @ 3:00pm*

**Building a Sales Process – Lead to Sign Contract**

The presentation is a 2-hour workshop that focuses on taking that prospect all the way to signing the contract to becoming a RAVING FAN! Do you often have leads in your business that never go anywhere? Do you want to turn one-time buyers into repeat customers? Would you like your customers bringing you referrals? Building a Sales Process will show you how to track and manage leads from initial call to a signed contract!

**About the Speaker: Bill Skinner, Paramount Business Development**

- Coaching businesses for over 14 years to increased revenues and profits through improved sales and marketing, building efficient employee teams, and strategic and succession planning.
- Over 40 total years of business experience in sales, marketing, customer service, supply chain logistics.
- Organized and decisive evidenced by leading multifunctional teams through two corporate mergers.
- Highly skilled in sales, marketing, and supply chain logistics.
  - Led sales teams to number 1 in the corporation.
  - Lead marketer for the number 1 product in its class worldwide.
  - Developed a collaborative inventory management process with clients driving millions of dollars out of the supply chain.
- Led individual business units.
  - Number one in efficiencies
  - Highest in profitability of all units.
  - Least amount of employee turnover of any other business unit
- Division leader in two company mergers.
  - Demonstrating leadership skills of multicultural and multifunctional teams.
  - Demonstrating the availability to deliver under pressure.
- Over 14 years of helping business owners grow and improve.
  - Increasing revenues and profits.
  - Improving their leadership skills and building better teams.
  - Working with executives in corporations to improve leadership skills so they better motivated their teams and have greater personal success.
- Public Speaker to organizations on a variety of topics from Customer Service to Time Management.
- Published author “Sales Magic” in collaboration with business partner.
Technical Advances:

September 26 @ 8:00am

Video Image Smoke Detection and Verification

Video image smoke and fire detection (VISD) consists of a digital video camera coupled with a computer running video analytic software which can recognize smoke and fire in the image. VISD systems can monitor large areas to look for visible indications of a fire and has a very quick response time.

The attendee will receive a new way to look at smoke/fire detection thru the latest hardware and software analytics as well as the NFPA 72 code references.

About the Speaker: Don Childers, SET; Security Central

Don Childers began working in the electronic security industry in May of 1992 for Lake Norman Security Patrol, Inc and is currently the Chief Operating Officer. He is a past President of the North Carolina Electronic Security Association as well as education coordinator for the NCESA for many years.

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He has been published in many security industry trade magazines and have published several technical pieces. He also created my own course content and teaches continuing education courses for the North Carolina Alarm Systems Licensing Board representing Security Central.

September 26 @ 3:00pm

Artificial Intelligence, and its Impact on Security Systems

As the process of deploying security systems onto networks matured, the security industry was faced with defending their infrastructure against cyber attacks.

Then, as cameras systems became more intelligent, we started to learn how to integrate analytics into our security framework.

Now we are facing perhaps the greatest challenge of all...the introduction of Artificial Intelligence into security products. This session will give the security dealer an update on Artificial Intelligence, how security systems are using it to "get smarter", and help to understand if AI really is ready for prime time.

About the Speaker: Tom Curtin

Tom Curtin is an IEEE (Institute of Electrical & Electronics Engineers) recognized Certified Information System Security Professional (CISSP), Certified Penetration Tester (CPT), Certified Expert Penetration Tester (CEPT), and Certified Sales Professional (CSP). He is an employee of Repworks, Inc. of South Hadley, Massachusetts and is also certified in many Video Management Systems (VMS) software and Access Control platforms.

Tom has worked on projects for the Department of Homeland Security (DHS) and often assists consultants, integrators, and end-users on how to safely deploy physical security and audio systems onto a network environment.
## NYSESA ANNUAL CONFERENCE REGISTRATION FORM

### PLEASE Indicate Participation Opportunities Selected BELOW:

#### ANNUAL CONFERENCE PARTICIPATION

<table>
<thead>
<tr>
<th>Description</th>
<th>NYSESA Member</th>
<th>NON Member</th>
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<tr>
<td>TWO DAY CONFERENCE PASS - (available only for Dealers / Integrators - NO VENDORS)</td>
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<td>Admission to &quot;THE BASH&quot;, and Member Buffet Breakfast and Keynote Luncheon, and ALL Seminars for ONE attendee</td>
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<tr>
<td>Attendee # 1: Email:</td>
<td>$175</td>
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<td>Attendee # 2: Email:</td>
<td>$120</td>
<td>$235</td>
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Registering more than (2) individuals??
Attach a list of all attendees names / email addresses - and enter total registration fee(s) below...

| ONE DAY CONFERENCE PASS - (available only for Dealers / Integrators - NO VENDORS) |               |            |
| Admission to the Member Buffet Breakfast and Keynote Luncheon, and ALL Seminars for ONE attendee |               |            |
| Attendee # 1: Email:                           | $150          | $200       |
| Attendee # 2: Email:                           | $95           | $200       |

| EXHIBIT HALL ONLY PASS - (available only for Dealers / Integrators - NO VENDORS) | FREE | FREE |

Registering more than (2) individuals - attach list of names.

#### ADDITIONAL NETWORKING EVENT TICKETS

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<tr>
<td>&quot;THE BASH&quot; RECEPTION &amp; DINNER TICKET</td>
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<td>Attendee # 1: Email:</td>
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Registering more than (2) individuals - attach list of names.

| ANNUAL MEETING KEYNOTE LUNCHEON TICKET           |               |            |
| Attendee # 1: Email:                           | $50           | $75        |
| Attendee # 2: Email:                           | $50           | $75        |

Registering more than (2) individuals - attach list of names.

#### GOLF OUTING PARTICIPATION

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<td>GOLF OUTING INDIVIDUAL GOLFER</td>
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<td>Includes greens fees, cart, breakfast and lunch for ONE golfer</td>
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| GOLF OUTING SPONSORED FOUR SOME                 | $700          | $800       |
| Includes greens fees, cart, breakfast and lunch for FOUR golfers, plus HOLE SPONSORSHIP |               |            |

Wish to sponsor more than one FOURSOME? Contact the NYSESA office...

**PLEASE PROVIDE THE NAMES OF YOUR FOURSOME GOLFERS TO THE NYSESA OFFICE.**

**TOTAL PARTICIPATION SELECTED = $**

NOTE: Member pricing applies to MEMBERS of: NYSESA, ESA or ESA Chartered State Alarm Associations

### Company Information

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Mail Payment (with completed form) to: NYSESA - 1971 Western Avenue, PMB #1105 - Albany, NY 12203
Credit Card Payments may be faxed to - 814-838-5127 OR Scanned / Emailed to - Info@NYSESA.org
ONLINE REGISTRATION also available at - www.NYSESA.org