

The Who, What, Where, When, How and Why About NESAs?

What is NESAs?

The National Electronic Security Alliance is a federation of state associations established to serve and promote the electronic systems industry at the direction of, and through its affiliated state associations.

Who Has Been Involved In Creating NESAs?

The following states have joined NESAs:

- Arkansas Security Alarm Association (ASAA)
- Kansas Electronic Security Association (KAA)
- Maryland Burglar & Fire Alarm Association (MBFAA),
- Texas Burglar & Fire Alarm Association (TBFAA),
- Virginia Burglar & Fire Alarm Association (VBFAA)

Other states are in the process of presenting the option to membership or board meetings.

What Value Does NESAs Bring To The Dealers And Associates That Belong To The State Associations That Choose To Join?

- Networking and information sharing is a prime benefit of your state association and that same value is a prime value of NESAs. Each association has much to contribute to an alliance, but also has much to gain. Each state association has to face and tackle the same challenges your association faces. No one is a better source of help than your peers. Your association will grow and improve if you apply what works in other successful associations. Sharing information with our peers is an invaluable benefit of NESAs.
- Leadership training will be provided at NESAs meetings to help your state leaders run the association better.
- Each year state associations prove the value of membership in part by what they are able to enact or prevent at the local and state level. This is accomplished by monitoring and lobbying by state association leaders. NESAs allows your state association to enhance its value to your members by adding the ability to monitor and influence federal legislation and regulation. Even if it wasn't a waste of financial resources, it would be a colossal failure for individual state associations to work in a non-coordinated effort lobbying for our industry on a national level. Can you imagine trying to talk to a senator or congressman from New York about the interests of the alarm industry in the State of Texas? Our industry needs to be represented as a national association on a national level. We need collaboration and coordinated efforts with other state associations.
- Your members need to keep up with the latest codes and standards and they have valuable input that should be included as these standards are developed and revised. NESAs will help you keep them informed and will allow industry leaders to mobilize to influence the codes and standards process.
- Individual state members can gain credibility and exposure as a member of a National Association. Each day consumers search the web looking for products and services. Your state association web site provides your members with one level of recognition. Our NESAs web site listings will provide your members with national exposure that can only enhance their marketing efforts.
- Consolidated effort on member services. All dealers use the same services regardless of the state. NESAs can identify insurance providers, uniform companies, etc. and allow the states to expand the member services offered.

There Are Already So Many Associations - Why Create Another One?

No other association is designed to do what NESAs is designed to do. NESAs was created for two central purposes; to monitor and influence federal legislation and regulation and to facilitate the exchange of information between state associations. NESAs exists to serve the state associations and to help them serve their members.

Will NESAs dilute the industry's clout on a national level as a whole?

There are already so many associations at a national level that all represent their portion of the electronic systems industry (UL central stations, manufacturers distributors, fire alarm dealers, home and commercial integrators). Frankly none are representing state associations or their members at the grassroots level.

The addition of one more association focused on monitoring and influencing national legislation will strengthen not diminish the industry's clout.



How Will NESAs Be Governed?

NESA will be governed by a board of one representative from each state association that chooses to belong. All officers will be elected from and by the board. The focus on state association needs will be stressed because the only board member who will not directly represent a state will be the President.

How Does NESAs Differ From Other National Associations?

- Knowledge of what worked and did not work at other associations has been applied to design NESAs to avoid the structural problems that have raised challenges in the past.
- NESAs are structured to serve the state association. This avoids inserting NESAs in between the state association and its members.
- NESAs are structured to focus on the common needs while allowing subgroups of states to caucus to address mutual needs that are not common to everyone.
- In NESAs, the officers would have no power to create new policy or expend funds without board approval.
- In NESAs, task forces will be created by the board from time to time to deal with specific issues.

Why Do We Care About Federal Legislation And Regulations?

The electronic security industry is currently in blissful ignorance of what happens at the federal level. Each year thousands of bills are introduced that could help or hurt our industry. Dealers need to have their voice heard on issues including:

- The CSAA effort for national reciprocity of licensing for central station operators.
- H. R. 5181- a bill to protect employees from invasion of privacy by employers by prohibiting certain video monitoring and audio monitoring of employees by their employers.
- How Homeland Security funds are distributed for the purchase of electronic security equipment by the government.
- How the reopening of the telecommunications act will impact the communications paths we use each day for electronic security.
- How the FCC will or will not regulate voice over IP.
- How foreign or offshore central stations are regulated.

No single company or state association can spend the time required to check all this activity. NESAs will enable state leaders to be informed about federal activity and it will enable our collective industry to influence legislation and regulation.

In Other Associations Expenses Have Exceeded the Revenue For Several Years- How Will NESAs Control Costs?

- NESAs are designed to serve the states and will not have the expense of billing or communicating with thousands of individual members.
- NESAs are focused on common issues so the demands on it will be focused and limited as well.
- NESAs will not duplicate state effort; instead it will coordinate and amplify the states efforts.
- To control costs NESAs will track policies and legislation of interest to the members and rely on grassroots efforts of state leaders and members to accomplish its lobbying efforts.
- NESAs will not have employees, but will hire firms to perform legislative and regulatory tracking and administer the association.

When and Where Will NESAs Meet and What Will Happen At the Meetings?

NESAs will meet at trade shows (ASIS, ISC West) twice a year. Meetings will conduct alliance business and provide training and information exchange to help state leaders improve their associations. Presentations and discussions on topics including recruiting members, conducting trade shows and effective lobbying will be given.

What Types Of A-La-Carte Services To States Are Being Considered?

NESAs will not compete with the state associations. NESAs will not offer services that compete with a state's own programs or compete for income from those programs. NESAs will help states that request help to develop and implement their own programs including:

- Training Development
- Newsletters
- Marketing and PR tools
- Member services (Insurance, Payroll Processing, Payment Processing, etc)

How Will NESAs be Funded?

States will pay a fee of \$50 per regular and associate member to cover the common costs and pay a-la-carte for the optional services they choose to implement.