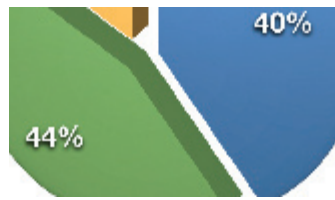


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SECURITY SYSTEMS NEWS

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ASG goes to New England

By Martha Entwistle, managing editor
WOBURN, Mass.—Ending speculation about where ASG would go next, the super regional officially landed on the shores of New England in late August with the acquisition of Ultraguard Protective. And now that they're here, ASG executives say they want to double ASG's presence in the area by 2011.



Joe Nuccio

The bulk of Ultraguard's business (78 percent) is commercial. "The acquisition brings 8,200 accounts, \$240,000 of RMR and 50 employees," said Ralph Masino, ASG CFO.

ASG did an "extensive market study" before completing the

- Brink's buys back into commercial security PAGE 21
- ADT says new focus is on commercial market PAGE 21

acquisition, looking into "customer base satisfaction, market penetration, competitive information and [information about] what goes into customers' buying decisions both commercially and residentially," Masino said. And they liked what they saw.

ASG has entered a new market nearly every year since its inception in 2003. The move into New England creates a third region

ASG see page 22

GE takes bids on Security: Who's buying?

By L. Samuel Pfeifle, editor
BRADENTON, Fla.—Though GE Security has not confirmed the story, Bloomberg News and others reported in August that GE Security is for sale, having hired JPMorgan Chase to find a buyer. According to a variety of unnamed sources, "GE asked potential buyers to submit preliminary bids about a month ago."

When asked for comment, GE Enterprise Solutions communications manager Michelle May said, "GE does not comment on rumors and speculation." She did not, however, say GE Security is

not for sale.

In April, GE sold off 81 percent of its Homeland Protection business to Safran, a French company known mainly in the security industry for its Sagem Securite business, for \$580 million. At the time GE Security CEO and president Dean Seavers said the deal would allow GE Security to focus on its "core business": intrusion, access, video and transmission, key control, and fire and communications. "It allows us to be that much more focused on our channel partners," he said, "and to drive the solutions that make



Dean Seavers

our channel partners more successful. It's easy to focus on what we're getting rid of, but there's also what it allows us to do with the portfolio we are keeping."

One of those channel partners is Norman Adelman, president of

GE FOR SALE see page 36

New Texas law to help nab unethical door-knockers

By Martha Entwistle, managing editor

AUSTIN, Texas—A new state law went into effect Sept. 1 aimed at helping law enforcement officials investigate and press charges against door-to-door alarm salespeople who are unlicensed or use deceitful sales practices.

The law addresses the perceived problem that, because most of the summer-sales model companies are based out of state (primarily in Utah), Texas officials who want to investigate whether a sales

person is licensed must go through the lengthy process of requesting information from out of state.

"We're trying to close the gate before the cows get out," said Rodney Hooker, TBFAA vice president, and president of Dispatch Center LPD, a contract monitoring company here. "What's happened in the past is that there have been multiple violations [instances] of non-registration of sales people from Utah-based companies," he said. "By the time [Texas officials] secure the records the

"We're trying to close the gate before the cows get out."

—Rodney Hooker, TBFAA

DOOR-KNOCKER see page 34

N.J. town to monitor alarms

Will industry again help a municipality come to its senses?

By Martha Entwistle, managing editor

MARLBORO, N.J.—The police department here wants to "cut out the middleman" and increase revenue by taking over the monitoring of residential accounts, and they intend to get started as soon as Oct. 1, according to Chris Mosley, president Complete Security Systems and past president of the NJBFAA.

"They're going to do it. No matter what we say or do, they're going to do this," Mosley said. "This was a recommendation from the department of community affairs to help boost revenue in the police department."

The Marlboro Town Council voted in favor of the new ordinance at their meeting Sept. 10. The ordinance was scheduled to have its final reading and public

comment in the beginning of October.

According to a report in the Marlboro News Transcript, the mayor of Marlboro estimated that the town could raise between \$351,000 and \$900,000 by monitoring home alarm systems. The police chief is quoted in the report as saying that residents who opt to have their systems monitored

NJ TOWN see page 30