

JANUARY 2017

# HGCAA

Houston Gulf Coast Alarm Association



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713-467-6666  
[president@hgcaa.org](mailto:president@hgcaa.org)

### Vice President

Van Mayorga  
281-932-2270  
[vicepres@hgcaa.org](mailto:vicepres@hgcaa.org)

### Secretary

Amanda Jackson  
713-861-9418  
[secretary@hgcaa.org](mailto:secretary@hgcaa.org)

### Treasurer

Penny Mayorga  
979-478-6432 x103  
[treasurer@hgcaa.org](mailto:treasurer@hgcaa.org)

### Sergeant-at-Arms

James Pratt  
512-922-1105  
[sgt@hgcaa.org](mailto:sgt@hgcaa.org)

### Parliamentarian

Vacant  
[parl@hgcaa.org](mailto:parl@hgcaa.org)

### Editor

Vacant  
[editor@hgcaa.org](mailto:editor@hgcaa.org)

### Membership Director

Mary Edmonson  
713-799-3022  
[membership@hgcaa.org](mailto:membership@hgcaa.org)

### Education Director

Vacant  
[education@hgcaa.org](mailto:education@hgcaa.org)

### Past President

Brian McKinney  
713-983-0182  
[pastpres@hgcaa.org](mailto:pastpres@hgcaa.org)

## President's Message

### John C. Helweg

I hope everyone had a safe and wonderful Christmas and New Year. Our own Amanda Jackson took great care of us at ADI North. If you get a chance, stop in at the ADI Pinemont branch and thank her for serving on the Board and taking care of us. We had a good member turn out and we had great speakers. Gary Blalock with Texas Law Shield did a good job telling us about the services they provide. The law enforcement office did a good job talking to us about surviving an active shooter and their attorney did a fantastic job talking to us about the legal challenges with carrying a gun and using it.

JD Wick will be our guest speaker at the January meeting. He'll be speaking about where technology is heading with the Internet of Everything. Mitch Reitman will be our speaker at the February meeting. He'll be discussing the latest tax updates.

The March meeting is going to be huge! We are doing the Fire Marshal's Q/A Forum again. You do not want to miss any of our meetings!

I went to the ASSIST / HGCAA holiday party. I was bummed that I was the only HGCAA member there, but at least one of us represented. Lol Hopefully we can get the event information sooner next so we can represent better.

In case you've been under a rock the past few months, we have been killing it with awesome speakers, lots of great industry information, free food and CEU's for members. Please join us to see for yourself.



**Houston Gulf Coast Alarm Association**  
**Minutes of HGCAA Meeting & Luncheon 12/8/16**

Held at ADI North

Meeting called to order at 11:40

Benediction / Pledge

Roll Call of Officers, established quorum, all present

Recognized Associate Members in attendance

Recognized Guests & Law Enforcement Officers

Thanked ADI for food and hosting meeting

**2016-17 HGCAA Officers / Directors:**

President – John Helweg

Vice President – Van Mayorga

Secretary – Amanda Jackson

Treasurer – Penny Mayorga

Sergeant at Arms – James Pratt

Membership Director – Mary Edmonson

Associate Director – Jerry Davis

General / Regional Director – Dennis White

**Standard Business:**

- Prior meeting minutes' review and approved
- Treasurers report reviewed and approved

**Director's Reports, Committee Reports, and New & Old Business:**

- John – JD Wix for January speaker on new technologies, aiming for fire forum in March
- Mary - \$500 and Camp Hope donations delivery scheduled.
- Honorable Debi Ulmer – PSB TOPS website issues
  - Do not let your licenses expire, no grace period online
  - Case / Investigations numbers reviewed (guards have more licensees, so also more cases)
  - If you have not received update 3 weeks after submitted anything online; you need to call; some birthdates are wrong and causing issues.
  - Employee must do their own renewal and bring company copy of license and receipt
  - Next PSB meeting is on 1/24/17
- Kelly – TBFAA updates
  - If you are not comfortable turning in violators to PSB, please reach out to either HGCAA or TBFAA board member or Debi
  - Conference call was on 12/7, website changes underway, subscriber agreement being updated, rolling out insurance program
  - Plano AHJ wants to go to a 90 second central station verification prior to dispatch
- HCSO – Please go online for new applications and throw out old ones, prefer companies to walk customer through online application as part of installation/demo
- HPD –
  - Change of supervisor, SGT Davis retired
  - Companies should be listed HPD permit site, form online to add company to list if it is not there
  - Remember to send from for activations, they will also take by spreadsheet, but make sure address is perfect
- HCFM –
  - Permits in Harris County are required, will get them posted on website
  - Must do a true annual inspection, not just 4 quarterly inspections – additional requirements in annuals.
- Amanda – Bowling tournament to be held in April. Will get with Assist and GHLA to see if they want combine. Details to follow.

**Guest Speaker: Texas Law Shield**

- Gary Blalock – gave gun owner handout and several points on why you need the ir services including how to protect yourself from becoming a defendant, attorneys provided for criminal and civil needs, additional available coverages, and case appeals
- Trent Lazano – gave tips if you are in an active shooter situation; “stay ready, don’t get ready”, know your surroundings and options. Three main options: Evacuate if possible to minimize targets, Hide and barricade (restroom w/ thumb lock if possible) and turn electronics on silent, and Fight if no other option, fire extinguishers are in every building and can be a good resource; if armed, do not go after shooter, responding officers will not know if you are the shooter and do not stand behind door, stand to side.
- Gordon Cooper – attorney for TLS; reminded us that most attorneys are not gun law specialists. Biggest issue is normally civil suits... There is a limited immunity built into Texas law if it is a “justified” shooting, but can still cost a lot to defend... three main points are if you are negligent, willful or reckless and gave detailed explanations of each.

**Raffles:**

- \$25 HGCAA, Buffalo Wild Wings GC – James Pratt
- \$25 HGCAA, Academy GC – Amanda Jackson
- \$25 HGCAA, Pappas GC – Mike Roberts
- \$25 HGCAA, TLS Book – John Helweg
- Rtic Tumbler, Tri-Ed – Rick Strickland
- \$25 Affiliated Monitoring, Academy GC – Jerry Davis
- \$25 Home Depot, Automated Outlet – Debi Ulmer
- \$90 Pac Fund – John Helweg donated back

Next Meeting is January 12, 2017 at Automated Outlet, Meeting adjourned: 1:26.

# Treasurer's Report

## Penny Mayorga

<b>Accounts</b>	<b>Balance</b>
Chase Checking	<b>\$5,981.35</b>
Chase Savings	<b>\$18,975.36</b>
PayPal	<b>\$1,061.56</b>
Cash	<b>\$240.00</b>
Undeposited Funds	<b>\$0.00</b>
COMBINED ACCTS	<b>\$26,258.27</b>
Accts Receivable	<b>\$2,635.00</b>
YTD PAC Donations	<b>\$669.00</b>
Paid Memberships	<b>54</b>



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## **HGCAA Supports Camp Hope with Donations**

This year one of the organizations the Houston Gulf Coast Alarm Association (HGCAA) decided to help was a local Post Traumatic Stress Disorder (PTSD) treatment location for Veterans in Houston called Camp Hope. Camp Hope is a facility that Veterans, and in some instances their families, can stay for up to 6 months to get Peer to Peer help/counseling with PTSD. We voted to donate \$500 and we collected about \$200 additional in donation items. A car load of items were donated that consisted of: a vacuum cleaner, body wash, shampoo, deodorant (men's and women's), toilet paper, paper towels, dish liquid, cleaning wipes, all-purpose cleaner, trash bags and about \$75 in Walmart gift certificates.

When we delivered the donation we were shown around by one of the current residents. He took us through the property and explained how the living quarters are setup, went through what a typical day consists of for them during treatment and took us to a multipurpose building where they have meetings, family events and church. The Veteran we spoke with said that he owes his life to Camp Hope right now. He said that he was at rock bottom when someone suggested that he contact Camp Hope to see if they could help him. He has a great outlook on the future now and said that he had about 3 more months in treatment and that he was looking forward to finishing up and helping other vets as they come in to the program.

If you know a veteran that is struggling with PTSD, I would urge you to put them in contact with Camp Hope or the PTSD Foundation of America on their web site [www.ptsdusa.org](http://www.ptsdusa.org) or on the Veteran's line 877-717-PTSD (7873).





# The delicate balance of HR: Leadership

*This is the first article in a three-part series about human resources:*

*Leadership | Employees | Inside*

It is easy to hate human resources professionals. In small or startup organizations, they are constantly delivering bad news: benefits have changed, and the costs have gone up; no, there is no money for raises; we are in a hiring freeze and so on.

If they are not bringing the bad news to us, we often have cause to seek it out from them. HR is the place we go when our benefits get screwed up, our pay is incorrect or we are just sick and tired of [how annoying our co-worker is](#). It is no wonder HR gets a bad reputation.

In this article series, we will look at the department from three perspectives: the leader, the employee and inside HR to illustrate the delicate balance required to grow and maintain a functional department that contributes positively to the organization and its culture. We will start with the leadership perspective.

## The function of HR

Per the [Society for Human Resources Management](#) and [World at Work](#), HR encompasses everything from total rewards ([benefits, compensation, culture and work/life balance](#)) to the employee life cycle ([recruit, hire, retain, fire](#)) and everything in between ([ethics, corporate social responsibility and business acumen](#)).

The degree to which the department is responsible for these functions depends largely on how many employees are in the department and how much power they have impacting these areas. And both decisions are determined

by the organization's leadership.

## **From the top, from the start**

From the leadership perspective, there are normally two basic challenges with HR:

- HR is not capable of implementing what the leadership wants
- it is unclear to leadership what HR can do

In small or startup organizations, the HR department is normally one person who took on the role — as well as other responsibilities — because he/she could or was asked. Sometimes, the department grows to include reception, the office manager, a generalist or a recruiter depending upon the needs of the organization.

Because of this beginning, the staff are normally not trained or experienced in what it would take to guide the leadership team with strategic advice. In such situations, HR is not capable of filling every role and often, because of what HR looks like, the leadership is unclear as to what else HR can or should do.

As organizations grow, more experienced or trained HR staff may be added, but this tends to be as a reaction to address pain points — like hiring a recruiter to address hiring needs. This growth process does not help improve the strategic level of the department or the potential of the function to help leadership achieve its goals.

Some organizations anticipate this problem and start by hiring a higher-level HR employee. Unfortunately, similar problems arise as the higher-level person is still not appropriately supported and becomes quickly mired down in administrative and tactical requirements of the job as opposed to the strategic aspects he/she was hired to do.

## Next steps

It is thus incumbent upon leaders to understand the potential of a fully functioning HR team to create and support a successful HR department. With that understanding, leaders are in a stronger position to establish and maintain clear expectations of HR and align those expectations with both the support provided to the department and the communications surrounding its role.

With knowledge of the breadth and depth to which HR could support organization objectives, leaders can make appropriate decisions as to how to staff the team. With the appropriate team in place, both HR and leadership can work and communicate in unison as to the purpose and goals of the team.

Then, with an informed leadership and consistent communication with HR, staff will be better able to work with HR to nurture and grow the desired work environment.

*In the second article in this series, we look at the employee perspective.*

SOURCE: Multibriefs - <http://exclusive.multibriefs.com/content/the-delicate-balance-of-hr-leadership/business-management-services-risk-management>

by Catherine Iste, November 29, 2016

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# PSB Website Improvements

In an effort to increase availability and assistance to PSB Company Managers and Owners, the Regulatory Services Division has added an additional email drop box for the specific use of company owners. This specific box will be monitored by specialized personnel to provide faster and direct service to company owners. Any information or requests received in the queue that is received from individual registrants will be redirected to other staff members for assistance. Please feel free to disseminate this information to company owners and managers. Any additional feedback would be greatly appreciated.

Thanks,  
RenEarl Bowie  
Assistant Director  
Regulatory Services Division

To assist **Private Security Owners and Licensed Managers** with improved ease of access for customer support, answers to questions and issues, an option was added online to the RSD Contact Us page. This enables **Owners and Managers** to escalate their requests and will receive a complete response within 2 business days.

**Regulatory Services**[RSD Leadership](#)[Contact Us](#)

\*Please choose the program for which you need assistance:

\*I need to:

The Regulatory Services Division (RSD) Contact Center Representatives are available to assist you by phone from 7 a.m. to 7 p.m.

The Contact Center Team continues to handle the increased volume of Private Security emails and has an overtime team dedicated to answering these requests.

Since the launch of TOPS, the Contact Center Team has doubled the number of representatives skilled to assist with Private Security Program requests. Currently there are 10 representatives assigned to answering calls and emails for this program. The Contact Center is available for extended hours, weekdays from 7am-7pm. While we have experienced high daily call volume, the best way to reach a representative by phone, is by using the courtesy callback option when offered or by calling early mornings or after 5pm.

# The State of Home Security

It is now easier than ever to keep an eye on what's going on at home, but how can home security tech improve? Jonathan Easton speaks to the channel and examines the ways people can make their work or home space more secure.

A man's home is his castle according to the old adage. In the modern age of connected devices, the castle in question relies more on smart technology for protection than it does on stones and moats.

So what is it that has driven people towards technology over physical locks and keys in 2016?

"It's only natural to want to protect our property and our loved ones," says Gekko marketing executive Kristan Barlow. "The smart technology now available in the marketplace has opened new possibilities for shoppers looking to improve their home security, or even consider it for the first time"

Netbit UK's Daniel Cohen echoes these sentiments: "It can be a simple, affordable solution to deter or prosecute criminals who intend to invade your most personal space: home."

With an increased level of security consciousness from consumers, crime rates are actually reflecting the growth in home security tech.

Scott Frankling, marketing executive at Target Components, argues that – statistically speaking – security tech can make a drastic difference in keeping a home safe from intruders: "The British Crime Survey says a house with less than basic security has an average risk of 5.8 per cent of being burgled, whereas a house with basic security has

an average chance of 0.9 per cent.”

It would appear that this trend might have something to do with consumer habits.

“Security devices are one of the top growing categories in the smart home,” says Context’s Adam Simon. “From a small starting base, revenues since 2014 have grown 970 per cent in the top five European economies.”

In spite of the increased tendencies of consumers to purchase home security technology, Simon warns that devices aren’t as secure as one might think.

“The recent IoT botnet attack showed that millions of devices are vulnerable to hackers. There is much more that suppliers can do to foster and build consumer trust in home security devices.”

Likewise, Bullguard security expert Steve Bell talks about how home security devices are vulnerable: “Are home security devices secure enough from hackers? In short, no.

“Hackers can point tools at a username or password, program it to find this information and leave it to a computer processor to power the tool through millions of options until it finds the right one, in superfast time.”

Skepticism doesn’t just originate from the vulnerability of home security devices. According to Frankling, “many consumers are concerned about the complexity of technology and the difficulties of installation”.

But does security tech – with cameras and intelligent alarms – leave room for innovation where technology is already fairly established? “There is always room for innovation,” says Barlow. “Certainly cameras will get better and no doubt voice and face recognition technology will, in

time, be incorporated into products.”

Frankling succinctly states that the development of home security tech isn't so much to do with the fidelity of cameras and flashy features, but rather “integration, simplicity and effectiveness”.

It is now easier than ever for people to make sure things are okay at home or in their office. Whether it is being able to see your living room from across the planet, or turning on a light to deter a potential burglar from your smartphone, users have the ability to make their home into something of a fortress. What we mustn't lose sight of is that these modern security solutions should work in tandem with – and not replace – the physical locks that have lasted for centuries.

SOURCE: PCR - <http://www.pcr-online.biz/news/read/the-state-of-home-security/>

by Jonathan Easton, November 29, 2016

# **Man buys Internet-connected home security camera Within 98 seconds of set up it's infected with malware**

(NATIONAL) -- Herein lies one more a cautionary tale about the "Internet of things."

If you don't know what you're doing when you set these things up, it might be a good idea to hire somebody who does.

Rob Graham is CEO of a company called Errata Security. The firm bills itself as "A team of dedicated security researchers that practice offensive security. "

Errata says the insights gained from its research are provided to clients through what are called "Hacker Eye View" reports that cover "real world scenarios."

And one real world scenario the company delved into recently is something that millions of consumers around the world do all the time: buy an off the shelf home security camera that's Internet connected so that, among other things, they can check what's going on inside the home from anywhere they can get online.

Recently Graham bought a relatively inexpensive (\$55) IoT Security Camera made by JideTech.

He set it up, connected to the Internet and watched in real time what happened. It took just 98 seconds for his new "security" device to be infected by malware. And the problem here is not brand-specific. The same thing could happen to numerous other makes and models of Internet-connected security cameras.

The issue is in how the camera unit is configured to a network.

The first piece of malware that invaded his device (there would be multiple "infections") was similar to what is called *Mirai malware*.

Mirai (Japanese for "the future") is malware that turns computer systems into remotely controlled "bots", that can be used as part of a "botnet" in large-scale network attacks.

Mirai and similar malware primarily targets online consumer devices such as remote cameras and home routers, according to Wikipedia.

Luckily for Graham, since he knows what he's doing, he did not do what the typical consumer would so in such an installation. He isolated the device from the rest of his network so he could watch what happened.

Bottom line: if you buy or receive an IoT security camera for Christmas, try to set it up correctly: change the default password to a new one before connecting to the Internet and make sure to *put the device behind your firewall*.

If you want to see the nitty-gritty tech view of how this infection occurred, NetworkWorld has a blow-by-blow description [here](#).

SOURCE: Sky Valley Chronicle - <http://www.skyvalleychronicle.com/FEATURE-NEWS/Man-buys-Internet-connected-home-security-camera-br-i-Within-98-seconds-of-set-up-it-s-infected-with-malware-i-2684758>  
by Chronicle Staff, December 19, 2016

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# 10 Unique Perspectives On What Makes A Great Leader

All business owners and executives have varying experiences and perspectives on the approach and [qualities necessary for effective leadership](#). And not all situations require the same type of leadership style. Great leaders adapt to their surrounding environments and empower the team to succeed together.

Many experts across countless leadership books and articles agree on certain principles required for leading a team to greatness, but when it comes down to it, the most important factor is whether or not the leader is getting the job done.

My philosophies on leadership have evolved over time through research, experiences in combat as a Navy SEAL and from my successes and failures running my own businesses. I believe that the best leaders are passionate about developing the emerging leaders around them, they constantly work to improve their emotional intelligence and know that a strong team culture is the foundation for accomplishing the mission. They are in a perpetual state of preparation and embrace the inevitable changes their businesses will face.

For the purposes of this article however, I wanted to get other business leaders' perspectives by having them answer one question:

In your opinion, what makes a great leader?

Their responses were collected in partnership with the [American Board of Experts™](#). Here they are!

## 1 - Have Faith in Their Beliefs

"It's a mix of a lot of things, but first and foremost it's about having faith in your beliefs. You can't expect others to consider you a leader unless you have solid faith in your ideas. And once it's there, you build on it by being a good communicator, listening to others, setting examples and by putting your best foot forward and not giving up. Leadership is all about being passionate about

what you do, and having confidence in yourself and your followers whom you have to motivate and inspire."

*Matei Gavril, CEO at PrMediaOnline*

## **2 - Make the Hard Choice**

"Great leaders make the hard choice, and self-sacrifice in order to enhance the lives of others around them. As a business owner, not only does your family rely on you - so too, do the families of those who work for you. Each employee has a family. Even if you're a small business owner with four employees, you're in essence potentially responsible for an additional ten or fifteen people."

*Joel Farar, Farar Law Group*

## **3 - Earn the Respect of the Team**

"Having the ability to show respect, empathy, and care to those that follow you, are all attributed to being a great leader. Earning respect is crucial to a successful relationship with someone, while also showing that you care about their work or ideas. Being empathetic allows a leader to tap into the emotions of that individual in order to connect in a way that lets that person know you understand what it means to be in their situation. Combining all three of these traits can definitely make someone a great leader. These are things I work on constantly with my own staff and myself, all in order to become a better leader to those I care about."

*Brandon Swenson, SEO Pros*

## **4 - Know the Team**

"Knowing the strengths and weaknesses of every individual to effectively manage the outcome of a team is imperative for success. Leaders have a great vision and use the resources at hand to solve problems. They take risks and make hard decisions, knowing they could sometimes be wrong. Those are the most important qualities of a real leader that work similarly in our professional and personal lives."

*Alex Gerasimov, Insomnia Escape Room DC*

## **5 - Know That the People are the Key to Success**

"A great leader understands that it is the people they lead that ultimately determines the success or failure of any venture. They surround themselves with great people that they can cultivate

into a team of competent, confident individuals who can work well as a team. They then have the ability to guide this team towards a well-defined vision by clearly communicating short and long terms goals, inspiring confidence and trust among colleagues, and influencing common efforts through character rather than by a position of authority. Ultimately, a great leader creates and nurtures other leaders.”

*Randy Soderman, Founder of Soderman Marketing SEO*

## **6 - Articulate a Clear Vision**

“A great leader posses a clear vision, is courageous, has integrity, honesty, humility and clear focus. He or she is a strategic planner and believes in teamwork. Great leaders help people reach their goals, are not afraid to hire people that might be better than them and take pride in the accomplishments of those they help along the way.”

*Bhagi Rath, Mattress Inquirer, Do Your Research to Find a Great Bed*

## **7 - Push People to Be Their Best**

“Great leaders have clarity of purpose and are great at articulating their beliefs. I aspire to be the kind of leader that pushes people to be the very best they can be but still make people feel safe because it starts with the heart.”

*Amas Tenumah, CEO BetterXperience*

## **8 - Serve a Greater Cause**

“Great leadership is determined by one’s periodical blend of personal humility and unparalleled will to lead others in service of a cause bigger than themselves. Great leaders are incredibly ambitious, but never for themselves. Rather, they are ambitious for the company and possess the will do do whatever is necessary in service of this greater cause.”

*Jake Rheude, Director of Business Development for Red Stag Fulfillment*

## **9 - Focus on Helping the Team**

“Someone who leads by positive direction and builds agreement among its group members towards the accomplishment of a coordinated goal. Ultimately, leadership is not about who is in charge. It's about making sure your team stays focused on the

goals, keeping them motivated and helping them be the best they can be to achieve those goals. This is especially true when the risks are high and the consequences matter."

*Kara Kelly, Executive Director of CompleteContents.com*

### **10 - Do Not Lead by Force**

"A great leader does not lead by forcing people to follow. Instead, a great leader motivates people. They encourage others to follow them. They also lead by example, which few leaders do today."

*Mike Dan, SMS Marketing*

Being an effective leader requires constant focus, perseverance and building a team that is accountable and designed get results. Without the team there can be no real leadership. These ten unique perspectives provide great insight while also validating certain commonalities.

Many of us in leadership or management positions know what we need to do to be better leaders, we just sometimes fail to act. Being a great leader requires constant personal and professional development, regular transparent feedback from the team, self-reflection and taking action on feedback received. Great leaders are rarely satisfied with their performance.

A special thanks to our respondents for their insight!

Brent Gleeson is a Navy SEAL motivational keynote speaker and leadership consultant. Follow Brent on Twitter at [@BrentGleeson](https://twitter.com/BrentGleeson) or view his web site at [www.brentgleeson.com](http://www.brentgleeson.com).

SOURCE: Forbes - <http://www.forbes.com/sites/brentgleeson/2016/11/09/10-unique-perspectives-on-what-makes-a-great-leader/>

by Brent Gleeson

# Bass Computers, Inc



## **Office Location:**

10558 Bissonnet St

Houston, TX 77099

Phone: (281) 776-6700

Fax: (281) 776-6733

## Calendar of Events

HGCAA meetings are held the second Thursday of each month from 11:30-1pm. See below for the locations.  
*Dates and locations may change as needed.*

### **January 2017**

1/1 - Happy New Year  
1/12 - HGCAA meeting @ Automated Outlet  
**1/24 - PSB meeting in Austin, TX @ 9am**

### **February 2017**

2/9 - HGCAA meeting @ Tri-Ed (Pinemont)

### **March 2017**

3/2 - Texas Independence Day  
3/9 - HGCAA meeting/Fire Marshal's Forum @ Eaton

### **April 2017**

4/13 - HGCAA meeting @ Tri-Ed (North)

### **May 2017**

5/11 - HGCAA meeting @ Bass Computers

### **June 2017**

6/8 - HGCAA meeting @ ADI (North)

### **July 2017**

7/4 - Independence Day  
7/13 - HGCAA meeting @ Automated Outlet

**PLEASE THANK OUR ASSOCIATE MEMBERS  
FOR PROVIDING FOOD AND  
HOSTING OUR MEETINGS  
BY PURCHASING THEIR PRODUCTS.**

# 7 Social Media Marketing Trends That Will Dominate 2017

Every year, I make predictions about what the coming year's potential developments in the world of social media marketing. And every year, I have to think back and chuckle at all the people who claimed social marketing was just a fad—as little as a few years ago.

It's clear now that social media marketing is here to stay, and its massive staying power is attributable to one key characteristic—the fact that [social media keeps evolving](#). It responds to new tech like mobile devices, constantly exceeds users' expectations, and competes within itself to bring us more and better features.

So what does 2017 have in store for us social media marketers?

## **1 - Snap's Evolution Will Result in Interesting New Opportunities.**

First up, I'd like to mention the enormous evolution Snapchat—[now called Snap](#)—has undergone, and where it may be headed in the future. Already, Snap has transformed user expectations and major trends in the social marketing world. It's helped bring back a more moment-focused view of communication, leading to more in-the-moment and live content, it's facilitated more mobile-centric app developments, and it's introduced vertical videos into the mainstream. But now, it's looking to develop products outside its main means of exchanging messages, introducing real-world glasses to help users capture first-person visual information. Expect big things from this recently-renamed company in 2017, and huge marketing opportunities to go along with them.

## **2 - Twitter Fatigue Will Worsen.**

Twitter isn't doing so hot. People have been [predicting the death of Twitter](#) for the past few years, but I'm not here to say whether or not Twitter's going to survive another year (it probably will). Instead, I'd like to point out one potential factor for the app's decline, what I call "Twitter fatigue."

Twitter built itself on fast, bite-sized updates, but this leads to a barrage of both incoming and outgoing tweets. This was novel and exciting at first, but now users are starting to crave something different—bigger, more detailed, more interesting pieces of content that roll out slower, like once per day. You can see this trend taking hold already in platforms like Instagram.

## **3 - Users Will Crave More Vicarious Experiences.**

People are also starting to demand social media as a conduit for more vicarious experiences. It's no longer enough to post your sentiments about an event; you have to show your users what it's like to be there. You can do this with things like live video, [360 images and video](#), and even just more real-time posting. The idea is to make your users feel like they're a genuine part of the experience, as it's unfolding.

## **4 - New Areas of Communication Will Emerge.**

Historically, social media existed as a way for individual people to communicate online. When brands caught on, it also became a way for brands to speak to and advertise to consumers. But now, social media is evolving in new communicative areas. Some platforms are offering means of customer service, increasing the significance and interactivity of exchanges between brands and consumers. Others, like Facebook, are [delving into more professional communication](#). Expect to see more diversity here as more brands catch onto the potential.

## **5 - An Ad Renaissance Will Occur.**

Organic visibility has been [declining for a while now](#), as platforms try catering to individual users over companies and organizations. But the secondary benefit for social platforms is that it forces more companies to dabble in paid advertising. Increased competition and pressure to become (or remain) profitable have also forced social platforms to come up with more ingenious and creative advertising options for businesses. The combination of these factors may lead to a new resurgence in social media advertising in 2017.

## **6 - Inspiration and Imagination Will Become Fashionable.**

Practical posts get a lot of consumer attention. Emotionally charged posts have a greater likelihood of circulating virally. But inspirational and imaginative posts are starting to make their appearances as even stronger candidates for social media success. These are often artistic in nature, giving users something “pretty” as opposed to something pragmatic or reactive. It also forces a separation from any kind of company positioning or low-key advertising, giving users something truly valuable. In 2017, it will be valuable to forgo some pretense here, and just post beautiful images or sentiments.

## **7 - Brands Will Choose Social Platforms According to Survival of the Fittest.**

Every year, new social media platforms emerge to try and disrupt the status quo or find their place among the heavy-hitters of the social media world. But obviously, entrepreneurs and marketers can't jump on every single platform that comes along. Instead, in 2017, we'll see more of a trend toward refinement; rather than spending equal effort on five different platforms, more businesses will find one platform that works especially well for them, and narrow their focus on it. As a result, we may see greater stratification between the major platforms of our era.

These are some of the most important trends I forecast for social media in 2017. It's going to remain a strong branch for any content or SEO strategy, and is a must-have for any business attempting to market themselves on a frugal budget.

You don't have to incorporate all these trends into your strategy for the coming year, but there's a good chance you'll stand to benefit from at least dabbling and experimenting with them.

Then again, predictions in this field are tenuous at best—so we'll just have to wait and see what comes.

Want to get started with your own social media strategy? Grab my eBook, [The Definitive Guide to Social Media Marketing](#).

SOURCE: Forbes - <http://www.forbes.com/sites/jaysondemers/2016/11/10/7-social-media-marketing-trends-that-will-dominate-2017/>

by: Jayson DeMers

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5408 Woodway Dr,  
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