



***May 10-11, 2016
Valley Forge, PA***

34th Annual Exposition & Golf Outing

- GOLF TOURNAMENT
- AWARDS BANQUET
- SEMINAR SESSIONS
 - BUSINESS TRACK
 - SALES TRACK
 - TECHNICAL TRACK
- VENDOR EXHIBITS
- DOOR PRIZES
- SILENT AUCTION
- NETWORKING
- MEMBERS MEETING &
ELECTION OF OFFICERS

Attendee Registration Info

ABOUT THE PBFAA 34th ANNUAL EXPOSITION & GOLF OUTING

ABOUT THE PBFAA:

Incorporated in 1979, the PBFAA began earlier with informal meetings of security company owners and managers who sat down to formulate plans for a trade association that would help promote the use of electronic security systems, and one that would provide a means of protecting consumers from disreputable alarm companies.

From that small group of dedicated individuals has arisen the statewide organization known as the Pennsylvania Burglar and Fire Alarm Association (PBFAA). The PBFAA has acquired a reputation as a source of consumer information, it is known as a creator of professional standards designed to upgrade the service of its members in providing security for the public.

A PBFAA State Convention is held as a means of uniting the industry in its efforts toward consumer protection, information and education. These meetings held annually since 1982, have taken place in cities throughout the state. Exhibitors actively participate in these conferences, and worthwhile seminars are offered to attendees.

PBFAA Mission

To promote the extensive use of professional electronic security services to consumers and authorities having jurisdiction, in order to provide reliable life safety and property protection through:

- *Educating our industry to maintain professional standards,*
- *Serving as an advocate with a strong and unified voice in legislative issues; and*
- *Providing a forum for the exchange of ideas.*

ABOUT VALLEY FORGE, PA:

The appeal of spending free time in Valley Forge and Montgomery County, Pennsylvania, is that there's so much to see and do, memorable moments are everywhere. It's the place to Let Freedom Reign.



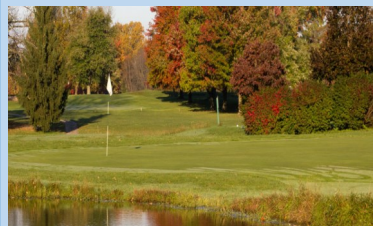
Visitors can experience the history of Valley Forge National Historical Park or Pennypacker Mills and Pottsgrove Manor invite you to participate hands-on style in the everyday events that formed us as a nation.

Maybe it's shopping that sets you free. The largest complex of retail space in the U.S., the King of Prussia Mall, is a huge draw and our main streets brim with one-of-a-kind boutiques.

ABOUT THE KIMBERTON GOLF CLUB:

Kimberton Golf Club, located in scenic Chester County, is a beautiful par 70 championship golf course featuring a fully equipped pro shop, bar, and a spacious banquet room.

This George Fazio designed layout, which has twice hosted the Pennsylvania State Publinx Championship, is fun for the novice golfer as well as challenging for the more experienced player.



With its watered fairways, two lakes and beautiful manicured greens, Kimberton Golf Club provides a memorable experience for all golfers.

The golf course will challenge you with its variety of holes.

For instance no. 10 is a very short but tight 308-yard par 4, while no. 11, also a par 4, is an open 445 yards. No. 9 is a par 3 playing just 120 yards from an elevated tee while no. 14 is a difficult 199 yards.

There are doglegs both left and right as well as four holes, involving shots over or around our two lakes.

ABOUT THE VALLEY FORGE CASINO RESORT:



The electrified silhouette that it cuts against the King of Prussia skyline makes it clear: The Valley Forge Casino Resort offers an experience that is far from the everyday.

The Valley Forge Casino Resort offers more than 35,000 square feet of fun on its casino floor, with 600 slot machines and 50 live gaming tables, where you may tempt Lady Luck and perhaps even beat her. The casino also offers a smorgasbord of dining options - restaurants like Pacific Prime, Valley Tavern, Viviano and the American Grill are ready to serve you only the finest food and drinks.

When you have had your fill, relax in one of the Valley Forge Casino Resort's 485 guest rooms and suites. The highest guest floors offer the best views of Valley Forge National Historical Park, located just minutes away.

Annual Exposition Keynote Presentations

Annual Banquet Keynote Presentation is held on May 10, 2016

Timothy Solobay, Pennsylvania State Fire Commissioner



Commissioner Tim Solobay served as a state Senator and prior served six terms in the state House of Representatives.

During Commissioner Solobay's time in the State Senate and House of Representatives, the PBFAA worked with him and his staff to support his efforts in introducing and ultimately enacting the current State Carbon Monoxide legislation. His understanding of the need for early warning and detection for fire / life safety and carbon monoxide emergencies proved invaluable in his past and present efforts.

A lifelong resident of Canonsburg, Solobay has been a member of the Canonsburg Volunteer Fire Department since 1978, served as chief for four years, and is currently assistant chief. He also served as the initial chairman of Washington County's Children's Fire Safety House project.

Solobay has been an emergency medical technician and an instructor for the EMT program. He continues to teach CPR and automatic external defibrillator (AED) for the American Heart Association.

He earned a bachelor's degree in management from the California Coastal University in Santa Ana, Calif., and is a graduate of Washington Hospital School of Radiologic Technology.

Prior to becoming a state legislator, Solobay served as state constable in Canonsburg from 1982 to 1998. He worked as a radiographer at Canonsburg Hospital, and was the CAT and MRI department supervisor at Washington Hospital.

Continuing his experience in emergency management, Solobay was appointed Democratic chairman of the Senate Veterans Affairs and Emergency Preparedness Committee and as the Senates appointee to the Pennsylvania Emergency Management Agency.

Solobay serves on many local boards, including the Community Action Southwest Board, the, Western Career and Technology Center Board, Mon Valley Career and Technology Center Board, Pennsylvania Sports Hall of Fame Washington/Greene Chapter Advisory Board, Southwestern Pennsylvania Area Agency on Aging Board, and the California University of Pennsylvania Social Work Board of Advisors.

Networking Luncheon Panel Discussion is held on May 11, 2016

WHAT KEEPS YOU UP AT NIGHT ???

This panel discussion will discuss the opportunities, obstacles, challenges and changes facing the industry in the foreseeable future, offering perspectives from the dealer / integrator, manufacturer, monitoring and distribution point of view.

This session will incorporate audience participation in future-casting the industry over the next 10+ years. Each luncheon table will be provided with an "industry issue discussion card" to pose questions during the panel discussion. Following lunch, the panel will collect each tables questions, insights and observations on various industry issue topics. This interactive peer-to-peer sharing format is sure to stimulate an informative and insightful discussion.

Several subjects will be touched upon including:

- How does the industry of today compare to the legacy industry of 10 years ago?
- Can the industry successfully address "unethical sales practices"?
- Will industry efforts towards workforce development be successful?
- What impact will DIY, MIY have on the industry?
- What is the next likely technological breakthrough?
- What is the single largest threat to the industry?

About The Panelists:



*Pamela J. Petrow, President and CEO ,
Vector Security Inc.*



*John Colehower, Principal,
Mergers & Acquisitions L.L.C.*



*Kirk MacDowell, Vice President - Platform Sales,
Alarm.com*

Annual Exposition Seminar Session Profiles

All seminar sessions are held on May 11, 2016

Technical Seminar Sessions

8:00am – “BEAM ME UP, SCOTTY”

How the Cloud is changing the Access Control and Video Surveillance market

Presented by: Todd Harrington, Sr. Regional Sales Manager – Mid-Atlantic for Brivo Inc.

In this seminar you will learn how the cloud is changing the access control and video surveillance market by creating new integration points with open APIs as well as a new breed of dealer-partner - one that is motivated by a recurring monthly revenue model inherent in a cloud-based service offering. In this not-to-be-missed session, Todd Harrington will also explain the benefits of leveraging mobile as the next big thing to hit access control.

About The Speaker: Mr. Harrington is the Sr. Regional Sales Manager – Mid-Atlantic for Brivo, Inc., the leading provider of Cloud-based Access Control and Video Surveillance in the world. He has spent over 37 years in the low voltage building system industry with the last 20+ years in Access Control and Video Surveillance working for integration firms and manufacturers in both the commercial and governmental electronic security vertical markets.

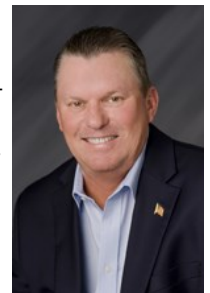


8:00am - THE EVOLUTION OF COMMERCIAL WIRELESS FIRE ALARM SYSTEMS

Presented by: Scott Barrett, General Manager - CWSI / Tyco Fire Protection Products

The presentation will include history, applicable codes and standards as they pertain to wireless systems, agency listings and approvals, differing technologies and protocols, system specifications, application and design examples, vertical markets, comparisons of wireless systems to conventional systems, and where future platforms of wireless technologies may venture.

About The Speaker: Scott Barrett is the general manager of Commercial Wireless Systems International (CWSI), a part of Tyco Fire Protection Products. Scott was involved in the low-power RF signaling fire alarm industry, serving as National Sales Manager and VP of Operation for World Electronics, Inc., from 1981 to 2004. During that time, Scott worked with UL and NFPA committees to establish the standards and performance requirements for low power commercial wireless systems which resulted in NFPA's adoption of low power radio into former standard NFPA 72A. In 2004, Scott founded CWSI. Scott has served on industry advisory boards and is a member of the industrial section of NFPA. He also serves on the Protected Premise Technical Committee of NFPA.



3:00pm - SECURITY SYSTEMS AND THE INTERNET OF THINGS

Presented by: Gary Corsale, NY / NJ District Manager at Interlogix, UTC Fire & Security

The Internet of Things (IoT), also called Internet of Everything, is the network of physical objects or things" embedded with electronics, software, sensors, and connectivity to enable objects to exchange data with the production, operator and/or other connected devices based on the infrastructure of International Telecommunication Union's Global Standards Initiative.

IoT devices can be used to monitor and control the mechanical, electrical and electronic systems used in various types of buildings (e.g., public and private, industrial, institutions, or residential). Home automation systems, like other building automation systems, are typically used to control lighting, heating, ventilation, air conditioning, appliances, communication systems, entertainment and home security devices to improve convenience, comfort, energy efficiency, and security.

Experts estimate that the IoT will consist of almost 30 billion objects by 2020.

Are you prepared for the current and future connectivity requirements your systems will need to accommodate. This session will aid you in understanding the "New Normal" landscape...

About The Speaker: As a seasoned sales professional, Gary has managed multiple markets in the Northeast representing varied product lines in the electronic security industry. Leveraging his 20+ years of industry knowledge, combined with strong client relationships, he brings a level of expertise and insight into complex integration projects. Experience: District Manager NY / NJ - Interlogix, A UTC Fire & Security Company (1999 – 2016); Sales Manager - Napco Security Group (1989 – 1999); and Installation Technician - Master Security Systems (1983 – 1988).



3:00pm - UNIFORM CONSTRUCTION CODE UPDATE

"Understanding the I-Codes Adopted in Pennsylvania and their Impact on Our Industry"

Presented by: To Be Announced

The UCC Review and Advisory Council (RAC) is charged with reviewing the latest triennial code revisions of the ICC codes and must inform the Department of any code revisions that should be adopted into the UCC. The UCC RAC informed the Department that 16 triennial code revisions shall be adopted. The department promulgated regulations based on the RAC's adoptions. Therefore, the 2009 edition of the ICC codes remain in effect with the addition of the adopted 2015 code provisions.

This presentation will help explain the I-Codes adopted in Pennsylvania, and how they influence the design, installation, service and monitoring of electronic life safety and security systems.

About The Speaker: To Be Announced



Business Seminar Sessions

8:00am - BUSINESS BY THE NUMBERS - (2 NJ approved CEU's)

Presented by: Bob Shoremount; Strandberg Consulting Group

In this course, you'll learn how to review your business performance and operating metrics, better understand financial statements and more. You will gain a better understanding of the importance of running your business by the numbers and what it means to you now and in the future.

If you are not satisfied with your "Bottom Line" numbers, this course will help you focus on metrics for areas within your business that when addressed and improved (and you will know it by how you measure it), will result in a better bottom line.

3:00pm - INTRO TO BUSINESS PROCESS IMPROVEMENT - (2 New Jersey CEU's pending)

Presented by: Bob Shoremount; Strandberg Consulting Group

We will discuss how companies in our industry evolve and why we are where we are, sometimes stuck and not sure how to get to the next level or get our people on board with changes we feel need to happen.

If you sometimes feel overwhelmed, work 80 plus hours a week and nearly everything stops at your desk and you get involved with nearly every decision in your business, this course is for you.

We'll talk about how documenting your processes in a very different way that you may have already done may be the key. It's probably not you or your staff! It's your business process that is holding you back from reaching the next level. We'll show you how and give you the tools you need to succeed in this informative class.

About The Speaker: *With more than forty years of business experience, Bob has a rich history in the business community and service in the electronic security industry. He has been an incorporator of and President or Chairman of several companies including for-profit, philanthropic, trade organizations and public/private partnerships including 11 years as Chairman of the Fire Alarm, Burglar Alarm & Locksmith Licensing Advisory Committee for the State of NJ.*

Bob has been a seminar presenter at the ISC Conference, NJESA, MLANJ, AFAANJ and ESX Expo and has taught numerous business, technical and code courses representing thousands of hours.

Bob holds Licenses for Fire Alarm, Burglar Alarm, Locksmithing and Electrical Contracting in NJ and Electrical Contracting in CT. He is a certified instructor for industry CEU classes in NJ and for ESA and has served in numerous capacities for industry associations during his career always believing in the importance of giving back to the industry.



Sales Seminar Sessions

"4th Annual PBFAA Sales Boot Camp"

Individuals who attend BOTH Sales Boot Camp sessions will receive a personalized Sales Boot Camp attendance certificate suitable for framing...

8:00am - UNDERSTANDING & SELLING DIFFERENT PERSONALITY STYLES

Presented by: Joe Russotto, National Sales Manager for eDist Security

Give two people the same set of facts or information and there's a good chance you'll get two different opinions; people just don't think alike. We have different backgrounds, life experiences and educations that motivate us and make us who we are. If you can identify and adjust to these differences you'll have a much better chance of making a sale. This course will help you identify four basic personality groups people fall in, how to communicate with them, understand what motivates them and the best way to sell them.

3:00pm - SIX STEPS FOR SUCCESS

Presented by: Joe Russotto, National Sales Manager for eDist Security

Making a sale is a lot like building a house, you don't put up the frame before you put in a strong foundation or sheetrock before the roof is on.

There are very specific steps in the selling process, knowing those steps, when they must be taken and understanding how they play into the selling process is key for increasing your effectiveness when selling.

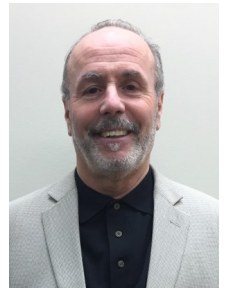
This seminar will give you the blueprint for a simple but effective Six step program that will guide you through a structured sales process from the initial introduction to a prospect to a successful close

About The Speaker: *Joe got his start in sales in the transportation industry in 1983, moved to the Security industry in 1988 and over the last 28 years has worked in sales at Napco, ITI, GE Security & eDist.*

He began his formal sales training while in the transportation industry by attending Dale Carnegie and Xerox Professional Sales Skills training.

In 1996 while working for the Napco Security Group he had the opportunity to attend Integrity Selling training. Upon completion Joe became the in-house trainer at Napco introducing the Integrity method to the Napco sales team as well as conducting Sales trainings for the Security industry through state alarm associations.

Some of Joe's sales achievements include Presidents Club 3 years running, Corporate Goal 5 consecutive years and Salesman of the year in 2003 while working for GE Security.



Annual Expo Registration Form

☒ PLEASE Indicate Participation Opportunities Selected - **ONE FORM PER ATTENDEE**

PBFAA **NON**
Member **Member**

ANNUAL EXPO PARTICIPATION

- ☐ **FULL EXPOSITION PASS** – (available only for Alarm Dealers - NO VENDORS) = **\$125** **\$150**
includes admission to the Annual Banquet, Networking Luncheon, and All Seminars for ONE attendee
- ☐ **ONE DAY EXPOSITION PASS** – (available only for Alarm Dealers - NO VENDORS) = **\$75** **\$100**
includes admission to the Networking Luncheon, and All Seminars for ONE attendee
- ☐ **SALES BOOTCAMP EXPO PASS** – (available only for Alarm Dealers - NO VENDORS) = **\$75** **\$100**
includes admission to the Networking Luncheon, and All SALES Seminars for ONE attendee, PLUS
a personalized Sales Bootcamp attendance certificate suitable for framing...
- ☐ **EXHIBIT HALL ONLY PASS** – (available only for Alarm Dealers - NO VENDORS) = **FREE** **FREE**
includes admission to the Exhibit Hall only

ADDITIONAL EXPO TICKETS

- ☐ **ANNUAL BANQUET & EVENING ENTERTAINMENT TICKET** = **\$65** **\$75**
- ☐ **EXPOSITION NETWORKING LUNCHEON TICKET** = **\$35** **\$45**

GOLF OUTING PARTICIPATION

- ☐ **ANNUAL GOLF OUTING INDIVIDUAL GOLFER** = **\$150** **\$175**
includes greens fees, cart, breakfast and lunch for ONE golfer
- ☐ **ANNUAL GOLF OUTING SPONSORED FOURSOME** = **\$600** **\$700**
includes greens fees, cart, breakfast and lunch for FOUR golfers, plus HOLE SPONSORSHIP

Golfer #1: _____

Golfer #2: _____

Golfer #3: _____

Golfer #4: _____

SPONSORING MORE THAN ONE FOURSOME - PLEASE ATTACH A SEPARATE LIST OF ALL GOLFERS / FOURSOMES.

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

TOTAL PARTICIPATION SELECTED = \$ _____

Company: _____

Contact: _____

Email: _____

Address: _____

City: _____ St: _____ Zip: _____

Phone: _____ Fax: _____

Payment Type: Check () Master Card () Visa () Amex ()

Credit Card #: _____

Expiration: _____ Security Code: _____

Signature: _____

Mail Payment (with completed form) to: PBFAA - 3718 West Lake Road - Erie, PA 16505
Credit Card Payments may be faxed to - 814-838-5127

2016 Features...

Annual Golf Outing

The 2016 Golf Outing will include **numerous golf awards**:

- ♦ 1st Place Foursome
- ♦ 2nd Place Foursome
- ♦ **Last Place Foursome**
"Special Award"...
- ♦ Closest to the Pin (Front & Back 9)
- ♦ Longest Drive (Front & Back 9)
- ♦ **\$10,000 Hole-in-One Contest**
- ♦ and several Prize Hole Contests...



followed by a lavish **buffet luncheon** and awards presentation ceremony...

Relaxing, casually formatted, networking opportunity for dealers, integrators, vendors, suppliers and product representatives to meet, mingle and enjoy a "day on the links"...

Annual Sales "Boot Camp" Sessions

Annual Expo "Tradition"

The old adage in business is - "Nothing happens until somebody SELLS something"...

The PBFAA is again hosting a industry recognized professional sales trainer to conduct (2) sales training sessions - specifically



designed to aid dealers and integrators in finding and closing more sales in 2016.

The sessions are technique-loaded sales and marketing programs presented in a fun and entertaining, audience-involved presentations from someone who has been there and done it.

Great opportunity to develop new ideas, identify new business opportunities, uncover forgotten sales methods and energize your entire sales team.

Schedule of Events

May 10, 2016

Annual Golf Outing

Kimberton Golf Club

7:30am - Registration & Continental Breakfast

9:00am - Modified Shotgun Start with Scramble Format

2:00pm (tentative) - Golf Awards Luncheon

Annual Membership Banquet

Valley Forge Casino Resort

5:30pm - Welcome Reception

"Sponsored by the 2016 Platinum Sponsor(s)"

6:45pm - Membership Meeting and Election of Officers

7:00pm - Membership Banquet

8:00pm - Awards Presentation

8:30pm - Keynote Speaker:

State Fire Commissioner Timothy Solobay

May 11, 2016

Annual Exposition

Valley Forge Casino Resort

7:00am - Conference Registration Opens

Attendees will be provided with "Booth Bingo" cards. They must visit every exhibitor to be eligible for the GRAND PRIZE drawing...

8:00am - (4) Conference Seminar Sessions -

concurrent Business / Technical / Sales Tracks

10:00am to 11:30am - Conference Exhibits

11:30am to 1:30pm - Networking Luncheon

with Panel Discussion

1:30pm to 3:00pm - Conference Exhibits

3:00pm - (4) Conference Seminar Sessions -

concurrent Business / Technical / Sales Tracks

5:00pm - Conference Concludes

EXHIBIT HALL FLOOR PLAN

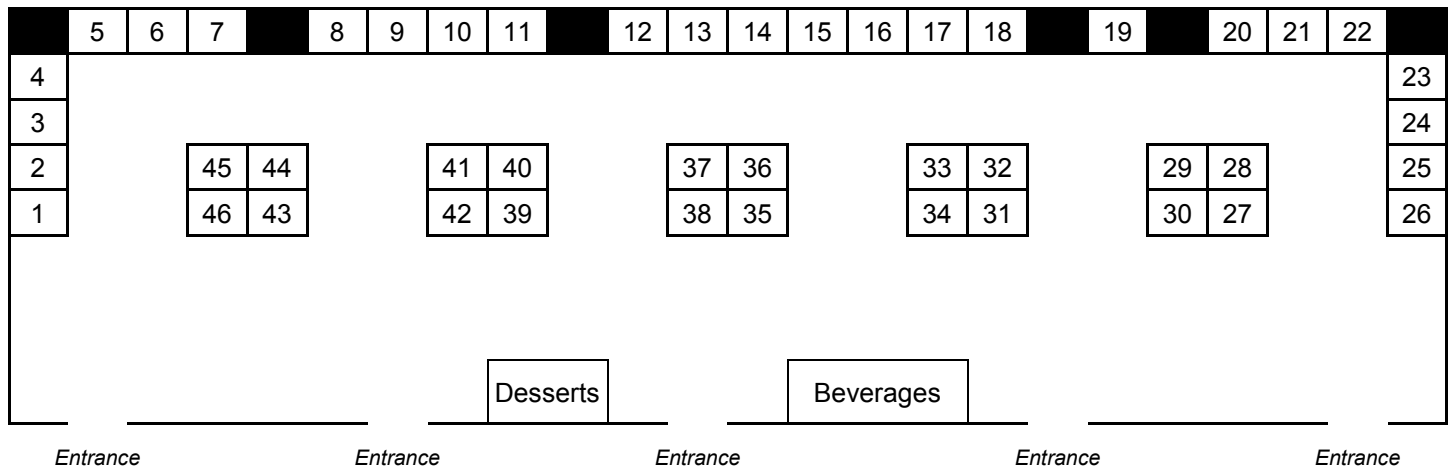


Exhibit Hall Schedule:

7:00am to 9:30am - - - Set up
 10:00am to 11:30am - - Exhibits OPEN
Exhibits closed during Keynote Luncheon
 1:30pm to 3:00pm - - - Exhibits OPEN
 3:00pm to 6:00pm - - - Tear down

Expo & Exhibit Hall Shipping:

Items must be marked with PBFAA &
 will NOT be accepted more than
 THREE DAYS prior to the EXPO.
 Please coordinate all shipping issues
 directly with the expo hotel...

EXPOSITION CONTACT INFORMATION...

Expo / Association:

Pennsylvania Burglar & Fire Alarm
 Association
 3718 West Lake Road
 Erie, PA 16505

 Phone: 800-458-8512 (PA) or
 814-838-3093 (Outside PA)
 Fax: 814-838-5127

 Email: Info @ PBFAA.com

 Website: www.PBFAA.com

Expo Hotel:

Valley Forge Casino Resort
Radisson Hotel Valley Forge
 1160 First Avenue
 King of Prussia, PA 19406
 Phone: 610-337-2000
 Website: www.VFCasino.com

 Hotel Overnight Room Block =
\$129.00 per night + tax

 Block closes April 9, 2016 -
 mention PBFAA when making
 reservations.

Golf Outing:

Kimberton Golf Club
 162 Ridge Road
 Phoenixville, PA 19460
 Phone: 610-933-8836
 Website: www.kimbertongolfclub.com

Local Information:

Valley Forge & Montgomery County
 Convention and Visitors Bureau
 Phone: 610-834-1550
 Website: www.ValleyForge.com