



New York Alarm PAC Needs You Now More than Ever

There is a new example at work in Albany, which makes New York Alarm PAC more important than ever. New restrictions on lobbying place greater emphasis on New York Alarm PAC to help us build relationships with members of the State Senate and Assembly—regardless of their party affiliation—and educate them about our issues.

Please recognize that your participation in New York Alarm PAC is completely voluntary, and you have the right to refuse without reprisal. Your decision will have consequences, however, because it will affect the security and fire alarm industry's ability to influence public policy and protect its future.

Participation at any and all levels is welcome.

Q) Why is New York Alarm PAC important?

A) In this age of "political campaigns through the media," the reputation of an organization is not enough to have real influence on legislative matters. New York Alarm PAC will strengthen our voice with the New York State legislature like never before, especially against immense challenges we can expect in the near future.

Q) How will the Committee spend the contributions?

A) First, we will support those candidates for office who are our profession's allies. And, New York Alarm PAC will be a powerful tool to mount strong lobbying efforts against bills that might chip away at our important public interest role as licensed individuals. Future challenges will require a greater effort.

Q) Will New York Alarm PAC alter the way legislators view our profession?

A) Until now, the Association was one of the few membership organizations in New York State that did not have a PAC. New York Alarm PAC will send a clear message to legislators that we have issues that are important to our profession and to the wider business community.



Strengthen our voice!

It Takes Guts to be in the Security & Fire Alarm Industry.

The risks you accept are many. Help New York Alarm PAC eliminate some from your list.

Our state's policymakers may seem far removed from your daily activities, but the policies can ultimately make or break your business.

The New York State Electronic Security Association is working hard for you and to make your voice heard. That's why it sponsors the New York Alarm PAC. The PAC is a strategic tool that brings NYSESA members and all who are concerned and interested in the industry, together to help elect life safety/security-friendly candidates that will make fair and reasonable policies to advance life safety.

New York Alarm PAC's mission is to forge a powerful political partnership among NYSESA, its local associations, and all members, to protect the security industry from legislative and regulatory risk. In its efforts to elect life safety/security-friendly candidates, New York Alarm PAC strives to keep America and New York safe.

New York Alarm PAC Unifies and Strengthens Our Voice

As an individual, you may already support local, state and Congressional candidates with your own financial contributions. That is great, but consider the impact your financial support can have through New York Alarm PAC.

Candidates who receive support from New York Alarm PAC know the issues that brought NYSESA members together. They understand the depth of that support because it comes from thousands of security dealers and associates all across New York State.

Your personal contributions help to build your relationships with lawmakers. Your contribution to New York Alarm PAC helps to build credibility for your industry.



New York Alarm PAC needs your help to elect life safety/security-friendly candidates to state office.

There is no individual or group in a better position to minimize the risk of political decisions on your business than you or your colleagues working in partnership through New York Alarm PAC.

Special networking events and/or opportunities for recognition are provided to the New York Alarm PAC contributors. You may contribute more or less than the suggested amounts up to \$5,000 per year to the New York Alarm PAC, or not at all, without favor or disadvantage.

People have asked how much to give. The truth is any amount is appreciated. The New York Alarm PAC has provided some suggested contribution levels based on the number of staff in your company.

1 to 5 employees	\$50
6 to 10 employees	\$100
11 to 15 employees	\$200
16 to 20 employees	\$500
21 to 50 employees	\$1000
51 and more employees	\$2000

Send in your contribution today. You will show your commitment to your industry and have your voice heard at the same time!

Contributions to New York Alarm PAC are completely voluntary. You may choose not to contribute without reprisal. Contributions to New York Alarm PAC will be used for political purposes and are not tax deductible for federal income tax purposes. State law requires political action committees to report the name, mailing address, occupation, and the name of employer for each individual whose contributions exceed \$200 in a calendar year. Foreign nationals cannot contribute to New York Alarm PAC.

Thank you for your support!



YES! I will support New York Alarm PAC to protect the future of the security industry!

I choose to participate by the following method (choose one)

- Check (Please make payable to New York Alarm PAC)
 Credit Card (Please check one)
 Visa MasterCard American Express

(If you choose to pay in installments your card will be automatically charged.)

Card Holder's Name

Card Number

Name on Card

Signature

Expiration Date

3 or 4 Digit Security Code

Donation Amount: \$ _____

Contact Name

Company Name

Occupation

Address

City

State

Zip

Home Phone

Work Phone

Fax

Email

Signature

Date

Return via mail: New York Alarm PAC

**1971 Western Avenue, PMB# 1105
Albany, NY 12203**

Or fax to (814) 838-5127

Questions? Call 1 (800) 556-9232