

IN THIS ISSUE

Legislative Spotlight:
Rep. Julie Rogers
PAGE 2

BFAAM Annual Conference
PAGE 3

BFAAM Apprenticeship
Exam Timeline
PAGE 4

Join the BFAAM PAC
PAGE 4

Member Benefits
PAGE 6

Upcoming Events
PAGE 8

MESSAGE FROM THE PRESIDENT

JOHN ROMANO
Audio Sentry Corporation



I would like to first and foremost thank you and your employees for your continued loyalty to BFAAM and our industry. Last year our association was very active on many fronts, providing value for our members.

At our annual conference in 2024, we heard updates from the Bureau of Construction Codes (BCC), Bureau of Fire Services (BFS) and Corporations, Securities and Commercial Licensing (CSCL) departments from within the Department of Licensing and Regulatory Affairs (LARA) at the State of Michigan. We also hosted an industry roundtable to discuss current top-of-mind topics from our members. Our final session was an update from the Michigan Association of Retailers (MRA) on the looming Earned Sick Time Act (ESTA).

Our government relations team has been busy advocating on behalf of your industry both in Lansing and in Washington, D.C. We actively opposed "Right to Repair" legislation last year that would have negatively impacted our industry and went on record supporting common sense changes to the ESTA that had the potential to be very damaging to small businesses. Most recently, we asked members to contact their member of Congress and U.S. Senator to support the Freedom to Invest in Tomorrow's Workforce Act which would allow families, students, and workers to use their 529 savings for recognized skills training and credentials.

In the infancy of the BFAAM Apprenticeship program, we believed the program would enroll roughly 100 apprentices. To date, we have enrolled over 750 apprentices in twelve years and have roughly 190 apprentices currently enrolled. This program has turned out to be a great asset for our member companies and its employees.

With the state of Michigan finally adopting the electrical code last year, we were able to host code update courses in various locations in the state for the first time since 2019. We had five training sessions between Livonia and Grand Rapids with nearly 400 attendees in total. These training sessions have been a resounding success.

BFAAM dues have been sent out. I hope that you will continue your membership with BFAAM and help us continue to be successful! If you are not already a member, I hope that you will consider becoming one. I am confident that you will find membership with BFAAM to be incredibly beneficial for you and your company in many ways. 🙌

BFAAM LEGISLATIVE SPOTLIGHT

Q&A WITH REP. JULIE ROGERS



State Representative Julie M. Rogers was re-elected to her third term representing the 41st House District, which includes portions of the city of Kalamazoo, city of Portage, and Kalamazoo and Comstock townships. She has been a practicing physical therapist for over 25 years. She also served on the Kalamazoo County Board of Commissioners for eight years, with part of that time as board chair.

Last term, Rogers was appointed to serve as chair of the House Committee on Health Policy. This term, she serves as the ranking Democrat of the Medicaid and Behavioral Health Appropriations Subcommittee as well as the ranking member of the Military and Veterans Affairs Appropriations Subcommittee. She also serves on both the full Appropriations Committee and the Higher Education and Community Colleges Subcommittee.

Rogers co-chairs the Biosciences Legislative Caucus and is a co-chair of the Arts and Culture Legislative Caucus. Additionally, she has been appointed as an Assistant Democratic Caucus co-chair this term and was appointed as one of 19 nationwide 2025 Maternal Health Fellows by the National Council of State Legislatures.

Rogers grew up in Kalamazoo County and is a proud graduate of public schools. She later attended Marquette University and earned a master's degree in physical therapy. Her 25-year career as a physical therapist has led her to become a champion of public health, serving on the National Association of Counties Health Steering Committee for seven years. Rogers' experience as a physical therapist inspired her to advocate for auto no-fault reform, after seeing the devastating effects that forced catastrophic car accident survivors to lose their long-term care. She has been recognized for her work with a nomination to the Class of 2019 Women in Government, a national nonpartisan leadership program for women elected officials of all levels of government. Rogers lives

in Kalamazoo with her husband, Dr. Ed Orloff, DPT, where they enjoy participating in community runs and triathlons. Her past service includes: Girls on the Run coach, West Michigan Cancer Center Board, Hospital Hospitality House Board, Ascension Borgess Diversity Council, Bronson Hospital Patient and Family Advisory Council, Junior League of Kalamazoo, and team leader for Adopt-A-Highway cleanup program.

WHAT'S YOUR NUMBER ONE LEGISLATIVE PRIORITY?

As the ranking Democrat on the Medicaid and Behavioral Health Appropriations Subcommittee this term, my top priority is safeguarding critical funding for access to affordable health care for Michiganders while balancing the multitude of needs for funding in our state's budget. With proposed cuts at the federal level, millions of Michiganders are at risk of losing access to the care they rely on.


WHAT'S THE BEST PART OF YOUR JOB?

The best part of the job would have to be connecting with new people and helping them overcome their challenges by addressing their concerns and helping remove barriers that affect those in our community.

WHAT'S THE BIGGEST HIDDEN GEM IN YOUR DISTRICT?

The Kalamazoo Promise! Announced in 2005 with anonymous donors, the Kalamazoo Promise offers free tuition at any in-state community college or university for students who have attended Kalamazoo Public Schools. This major investment in our young adults have opened the door to higher education for countless students in our community, making college more accessible and affordable for families across the district. It has had a significant economic impact in our region.

WHO'S YOUR MODERN DAY HERO?

Senator Debbie Stabenow. She was a champion of mental health support while serving in Congress and the Senate and knew how to reach across the aisle to work in a bipartisan fashion to deliver results for Michigan. Like me, she got her start in government as a county commissioner. I truly appreciate and admire her decades of service. 



BFAAM Annual Conference & Membership Meeting

OCTOBER 24, 2025

BFAAM Headquarters | Lansing, Michigan

Register today to join your fellow industry leaders and partners for this special event. Let Burglar & Fire Alarm Association of Michigan be your best resource and take advantage of our informative updates, interactive roundtable discussions and networking opportunities. Sponsorship opportunities also available. Visit bfaam.org for all the event information.

LOCATION

BFAAM Headquarters
629 W Hillsdale
Lansing, MI 48933

REGISTRATION

Visit bfaam.org to register. Early registration ends October 17. After October 17 an additional fee of \$10 will be added to all registration fees.

Member.....	\$50
Non-Member	\$75

SPONSORSHIP OPPORTUNITIES

BFAAM is asking for your support to help make this special event a success. Consider committing to one of the sponsorship opportunities below. Visit bfaam.org to register as a sponsor.

Meeting Sponsor \$250 – Includes space for promotional materials, special recognition during the conference and one complimentary conference registration.

Lunch Sponsor \$500 – Includes company name and logo displayed throughout lunch, space for promotional materials, special recognition during the conference, and one complimentary conference registration.

AGENDA

9:30am

Registration

10:00am – 10:30am

BFAAM Business Meeting and Election of Directors

10:30am – 11:15am

Presentation from the Department of Licensing and Regulatory Affairs

- Bureau of Construction Codes (BCC) Update
- Bureau of Fire Services (BFS) Update
- Corporations, Securities and Commercial Licensing (CSCL) Update

11:15am – 11:30am

Break

11:30am – 11:45am

Legislative Update

Wendy Block, Senior Vice President of Business Advocacy, Michigan Chamber of Commerce

11:45am – 12:30pm

Roundtable Discussions

12:30pm – 2:00pm

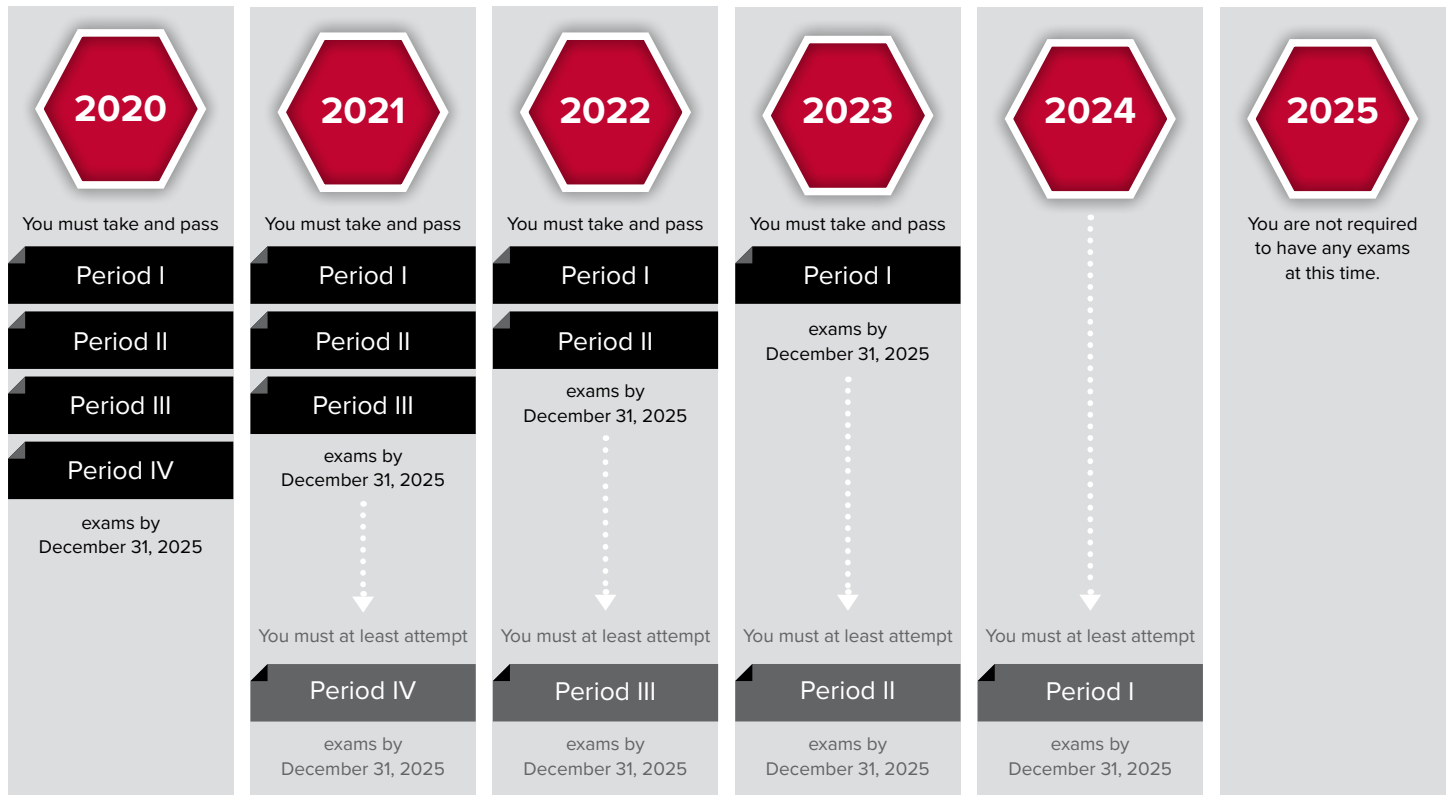
Lunch & Networking

[CLICK HERE TO REGISTER](#)

[CLICK HERE TO SPONSOR](#)

BFAAM APPRENTICESHIP EXAM TIMELINE

If you are an apprentice that joined the BFAAM Apprenticeship Program in:



THE BFAAM PAC NEEDS YOU!

BFAAM is constantly fighting for our industry, for our livelihoods, and for you! BFAAM cannot do this without your support. Your membership into the BFAAM PAC is more important now than ever. Become a PAC member today! Visit www.bfaam.org/pac to donate online! Large or small, we appreciate any effort you make to help our alarm industry.

Donate



Beyond

FINANCIAL PLANNING

**Scan the QR code below to access these
and other FREE planning resources**

8 Timeless Principles of Investing

2023 Tax Planning Brochure



**"We get up every morning with a singular focus, to help families create, protect,
and keep multi-generational wealth." - Greg Hardy CFP®, AEP®, Founder**

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ABOUT BFAAM

Established in 1981, the Burglar and Fire Alarm Association of Michigan (BFAAM) serves a growing, dynamic industry with ever, rapidly changing technology. BFAAM has upgraded the alarm industry, encouraging constant improvement in the quality and professionalism of the products and services offered by the industry.

Through BFAAM, members stay informed about industry trends, technological developments and improved managerial procedures. We proudly offer our members numerous training and safety resources throughout the State. BFAAM created the BFAAM Apprenticeship Program to meet industry needs and requirements and to ensure a future of trained professionals for our industry.

Occasionally there are legislative issues that may have notable repercussions or benefits on the way we conduct business. We closely watch these items and keep the membership advised.

The goals of the association are to:

- Promote alarm systems to the general public.
- Provide information on alarm system technology and practices.
- Enhance the professional standing of alarm personnel.
- Strengthen the ethical standards of the alarm industry.
- Promote just and reasonable laws governing alarm usage.
- Regularly assist police by communicating new criminal practices.



MEMBER BENEFITS

BFAAM provides members with a wide range of benefits and resources:

- **Advocacy** — Representation in Lansing to ensure that Michigan lawmakers, regulators and policy leaders are made aware of the concerns and issues that affect the alarm industry.
- **Education** — NICET, Code Update courses, Apprenticeship Program, etc.
- **Conferences** — Featuring professionals in all aspects of security such as legal topics, false alarms, new products, legislative updates.
- **Voting** — Membership in BFAAM gives your company a vote in the direction of our industry.
- **Newsletters** — Published semi-annually and highlights current events and informative articles.
- **Directory** — Published annually, searchable and available online, features all member companies.
- **Job Bank** — BFAAM Members can send job openings to post on the BFAAM website for free.
- **Consultation** — Ability to discuss pertinent issues with the state's leading alarm dealers.
- **Networking** — Catching up with your peers provides invaluable insights into the subtleties of our industry.
- **Group Purchasing Discounts** — A full range of services and programs to meet your company, employee and personal needs with the goal to help you and your company to continue to be successful and profitable. Following is an outline of the discounted benefit programs.



ACCOUNTING & TAX SERVICES



We are focused on getting the lowest possible tax liability for you, and we assure the result is in alignment with your individualized goals. As an BFAAM member, you receive our 2 times guarantee on tax planning; meaning whatever fee is paid, you receive double the fee in returned tax savings. Also, if you hire us for ongoing administration services, such as tax preparation and bookkeeping, you will receive a 10% discount on those services for life. Contact Valley Oak at 800.237.5166.

DEBT COLLECTION



TekCollect programs include custom verbal and written contracts, electronic database skip tracing, credit bureau reporting, plus optional advanced recovery efforts for hard-to-collect accounts. Our service is securely web-based, with access to every collection effort plus real-time reports. And every effort is designed to preserve the integrity of your customer relationships. Our fees are typically less than 10%. Best of all, results are guaranteed! Contact Lance Rhutasei at lrhutasei@tekcollect.com or call 314.308.6853 ext. 1411.

FINANCIAL PLANNING



Alliance (formerly Gasaway Investment Advisors, Inc.) is an investment advisory firm with a unique expertise in working with small and medium sized companies on qualified retirement plans for their employees. Our team of experienced professionals will work with your company's leaders to develop a plan that is tailored to meet your company's goals and then periodically review the plan to meet the needs of your company. This benefit provides discounted third party administration fees. Contact us at 800.237.5166.

HEALTH INSURANCE



Our agency has put together a team of Insurance, Human Resources and Technology professionals to provide our clients with the necessary resources to survive in today's world of Employee Benefits. Our background, education, knowledge and experience puts us in a unique position to suggest solutions that are proven to work. Contact Vantage Pointe today at 800.237.5166.

INSURANCE & FINANCIAL PLANNING



BFAAM has teamed with Beyond Financial Planning to offer you complete insurance and financial planning services. Formerly known as Beckwith Financial Group; The team at Beyond Financial Planning works with clients daily to help families Create, Protect, and Keep Multigenerational Wealth. Simply visit us online at www.beyond-fp.com and find out how we go "Beyond" to help you enjoy exclusive benefits offered only to BFAAM members. Contact Beyond Financial Planning at 800.237.5166 for more information.

INSURANCE PROGRAM



BFAAM has partnered with Ron Jackson Insurance to provide you a customized solution for your insurance needs. Whether it is your business or your family, you have worked hard for what you have. Choosing us as your insurance advisor, you will find great protection that comes at the best value for you, the member. How long has it been since you've reviewed your insurance program? Call us, 800.237.5166, today to discuss your opportunities. www.ronjacksonins.com.



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UPCOMING EVENTS

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VICE PRESIDENT

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Alan Joseph

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DEPUTY EXECUTIVE DIRECTOR

Derek Dalling

EVENT DIRECTOR

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FINANCIAL & PAC ADMINISTRATOR

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MEMBER SERVICES DIRECTOR

Trina Miller

CREATIVE & COMMUNICATIONS DIRECTOR

Melissa Travis

ADMINISTRATIVE ASSISTANT

Brooklyn Heath

BOARD OF DIRECTORS MEETING

September 10, 2025

Virtual

BFAAM ANNUAL CONFERENCE

October 24, 2025

BOARD OF DIRECTORS MEETING

October 24, 2025

Lansing

BOARD OF DIRECTORS MEETING

December 3, 2025

Virtual