

THE MIRROR

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Governor Brown Signs CAA Sponsored Legislation



By Don Gilbert, Mike Robson, and Trent Smith

On September 11, 2012 Governor Brown signed SB 1077 into law. SB 1077, authored by Senator Curren Price and sponsored by the California Alarm Association (CAA), makes four changes to the Alarm Company Act.

First, SB 1077 will grant the Bureau of Security and Investigative Services (BSIS) greater authority to cite and fine alarm companies operating without a license. Under current law, it is illegal to operate an alarm company without a license issued by the BSIS. As CAA members know, part of the licensing process is a thorough background check on the owners and employees of the alarm company. However, under current law the BSIS lacks the direct authority to regulate unlicensed alarm companies. When discovering an alarm company is operating illegally without a proper license, the BSIS must rely on a local District Attorney to enforce the Alarm Act. Securing the support of the local DA is difficult, as they often have more pressing issues to deal with. Granting the BSIS direct authority to deal with unlicensed alarm companies will be more efficient and effective in preventing unfair competition in the market place. It also provides greater protection for consumers who may be victimized by unscrupulous alarm companies operating without the proper license and without the background review conducted by the BSIS as a condition of receiving an alarm company license.



Redwood Alarm Association scholarship winner was Hanna Neitzke of Fortuna whose father Scott works for the California Highway Patrol. Hanna is a Fortuna High School graduate attending Humboldt State University this fall. Chuck Petrusha, RAA President, presented Hanna Neitzke her scholarship check.

The second part of the bill allows an alarm company to keep the same alarm license if it changes its business structure. For example, if an alarm company is organized as a sole proprietorship and then converts to a corporation, it would be allowed to transfer its license to the new business structure. This change in law will save alarm companies and the BSIS from unnecessary work that would otherwise be necessary when an alarm company changes its business structure.

SB 1077 will also allow an alarm company to be a Limited Liability Company (LLC). Under Business & Professions (B&P) Code there are several professional businesses that are prohibited from becoming LLC's. The prohibition stems from broad language

CAA Sponsored Legislation, continued on page 16



More details on page 3

Sheriff Arpaio Keynote Speaker at CAA Convention

You probably know him as "America's Toughest Sheriff." Since 1993, he is head of the nation's third largest Sheriff's Office employing over 3400 people.

After serving in the U.S. Army from 1950 to 1953, and as a Washington, D.C., and Las Vegas, NV, police officer for almost five years, Arpaio

Continued on p. 3



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Sheriff Arpaio Keynote Speaker at CAA Convention, continued from p. 1

went on to build a federal law enforcement career and a reputation for fighting crime and drug trafficking around the world.

He began his career as a federal narcotics agent, infiltrating drug organizations from Turkey to the Middle East to Mexico, Central, and South America to cities around the U.S. His expertise and success led him to top management positions around the world with the U.S. Drug Enforcement Administration (DEA) and became head of the DEA for Arizona.

In 1992, Arpaio successfully campaigned to become the Sheriff of Maricopa County. Since then he has been reelected to five 4-year terms. During his tenure as Sheriff of Maricopa County, Arpaio has consistently earned high public approval ratings.

With over five decades experience in law enforcement, Arpaio knows what the public wants, "The public is my boss," he says, "so I serve the public." Arpaio has between 7500 - 10,000 inmates in his jail system. In August, 1993, he started the nation's largest Tent City for convicted inmates.

Another program Arpaio is very well known for is the pink underwear he makes all inmates wear. Years ago, when the Sheriff learned that inmates were stealing jailhouse white boxers, Arpaio had all inmate underwear dyed pink for better inventory control. When handcuffs started disappearing, he ordered pink handcuffs as a replacement.

Arpaio has started another controversial program on the website WWW.MCSO.org.

Arpaio, continued on page 16

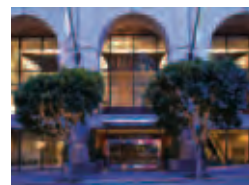
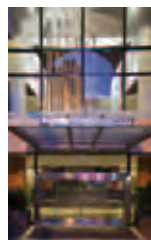
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ASSOCIATES CORNER

Speak Clearly and Be Articulate

By Harvey Eisenstadt

Sales success is not predicated on product knowledge alone or even the power of the product or service you are selling. Successful salespeople have realized that the strength of their personal selling skills plays an important role on the road to success. One of those personal selling skills that too often is neglected, and not recognized as a key element to success, is the body language of the sound, and speech habits, of the salesperson's delivery. How you sound to the prospect and are understood by them more often will be the determining factor for success. Here are some tips on how to strengthen the sound and clarity of your delivery.

The quality of the grammar you choose to use in your conversation will play an important role in the prospect's decision. Using slang expressions will probably not resonate very positively with the prospect. Use of common words, properly placed in complete sentences and clearly delivered will assure you that the prospect has understood what you have said. Your choice of words and how they are delivered will have a profound effect on the prospect's evaluation of your professionalism.

Make sure you are prepared to deliver your presentation without those annoying pauses such as "um", "oh", "ok", etc. Know what you are going to say before you begin, and answer questions positively, emphatically and without interruption. A salesperson with any tenure already knows what the prospect will be saying or

the questions they will be asking. They have heard them over and over again. So, there should be no hesitation or interruption when responding to a prospect's comment or question. Your response should be deliberate and with authority. Be extremely cautious of ambiguity. Don't say anything that can be misinterpreted. Be clear, concise and specific.

You must remember that you are not in a race for the finish line and the prospect will not be impressed with how much you tell them in the shortest period of time. Many salespeople have a habit of wanting to respond too quickly to a prospect's comment or question. Slow down, wait for them to finish and think about what you are going to say before you respond to a comment or question. Then deliver your response at a normal conversational speed. You want your answer to be complete, clear, responsive to the comment or question, and understood. You don't want your words to pass the prospect like a speeding bullet.

The delivery of your words and the sound of your voice will send a message to the prospect about the level of understanding you have regarding their need. When you slur certain words or drop your voice considerably at the end of a sentence the prospect becomes uncomfortable with your feeling and understanding of their need. Speak clearly, exercise empathy and pronounce each word articulately. This is the body language of your voice, and body language sells. If you know you have a problem with the pronunciation of some words, list them and practice them before going on an appointment.

These are just a few of the more common language criteria salespeople must learn to strengthen. None of these are really difficult to identify and perfect. Simply slow down, identify your weaknesses, correct and strengthen them and practice, practice, practice. Enter the sales presentation properly prepared, and success will follow.

Harvey Eisenstadt is a Life Member of the CAA and Sales Consultant, Trainer, Speaker, Mentor and Author. Harvey possesses over 45 years of successful sales and sales management experience and is a nationally recognized authority on relationship building. Harvey can be reached at 818-701-7799 or harvey@hjesales.com

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LEGISLATIVE WATCH

PAC ALERT **\$20,000 GOAL FOR 2012**

By Don Gilbert, Mike Robson, and Trent Smith

The Political Action Committee (PAC) is an important part of the CAA governmental relations program. In past years, CAA has raised over \$30,000 in its PAC to contribute to business-minded legislators. We want to establish this funding level as a goal for 2012 and encourage CAA members to contribute what they can to reach this goal.

As a reminder, PACs allow citizens with a common interest to join together to participate in the political process. Members of an industry association or employees of a company have an interest in supporting candidates whose philosophy is conducive to creating an environment in which their business can succeed. By donating to the company or association's PAC fund, employees or members help ensure that legislators will be elected who are interested in and responsive to the concerns of the company or industry.

CAA PAC FUND CONTRIBUTIONS

The California Alarm Association has a very strong government relations program that works on the local, state and national level. In addition to the hundreds of hours of volunteer service from our members, we have a CAA PAC Fund which supports our interests in Sacramento.

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Asset Protection Services	General Monitoring Services, Inc.	Ranch & Coast Security, Inc.	The Alarm Company
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ASSOCIATES NEWS

TRI-ED/NORTHERN Video Distribution announced a partnership with comCables, an industry-leading structured cabling solutions manufacturer. comCables brings to market a comprehensive product offering for the network infrastructure that spans telecom rooms, wiring closets, cable, communication outlets and interconnect cables for both copper and fiber optic applications. Tri-Ed/Northern Video's IP-EZ Programming Service is also helping dealers and integrators hit the ground running in the IP arena. It's a plug-n-play solution that simplifies the installation process; IP cameras purchased at Tri-Ed / Northern can be pre-programmed to the customer's specifications and shipped to them directly ready-to-go. "We're extremely pleased to align so closely with comCables," notes Pat Comunale, President and CEO of Tri-Ed/Northern Video Distribution. "Our partnership will allow comCables to expand its national sales through our extensive distribution network and we can now provide customers a complete line of connectivity products, making us the one-stop-shop of choice for all their IP installation needs." For more information, please visit www.tri-ed.com.

KEEP YOUR IP announced that they have conducted extensive testing on their servers along with technical staff from RSI Technologies' Videofied headquarters. The testing proved that the new video IP forwarding service was perfectly compatible with Videofied products including their event based alarm systems that feature PIR intruder detectors and built-in cameras. The service offered by KYI, Inc was originally created to forward alert signals for alarm panels. Sold under the name, Keep Your IP, their offering is described as both a tool to help promote competition among central stations as well as an IP disaster recovery support service. Video signals are forwarded just like the alarm panel version however for diversity and security purposes, the alarm panel signals will always get priority. Keep Your IP also opened their third and largest Data Center in San Diego CA to support Videofied as a primary facility. Davin Roos Principal of Keep Your IP says "With the ever increasing demand in video surveillance we are excited to be able to offer a service to compliment a leading manufacturer like Videofied." For more information call 866-444-7007 or visit www.KeepYourIP.com.

DIGITAL MONITORING PRODUCTS (DMP) has named Robert Putica as their Dealer Development Manager in the Los Angeles Basin sales Region. He will be responsible for developing new sales and providing on-going service to DMP-

authorized dealers throughout the region, helping them to grow their businesses. "Robert doesn't just work in the security industry," said Vice President of Sales, Mark NeSmith. "He is deeply engaged in it. He has academic credentials, certifications and other experiences that will make him a standout in his new role with DMP. The authorized dealers in his region have a great, new resource to help them in their interactions with customers." For more information visit www.dmp.com.



Robert Putica - DMP

DIGITAL MONITORING PRODUCTS (DMP) has named Matthew Standiford as their Dealer Development Manager for the Southern California Region, covering San Bernardino, Riverside, San Diego and Imperial counties. He will be responsible for developing new sales and providing on-going service to DMP authorized dealers throughout the region, helping them to grow their businesses. "Matt has been working in the security business for nearly 30 years," said Vice President of Sales, Mark NeSmith. "He has first-hand experience both in the distribution side of the business and in the manufacturing side." For more information visit www.dmp.com.



Matthew Standiford - DMP

TRI-ED/NORTHERN Video Distribution has added Yale Locks & Hardware to its roster of valued vendor partners. Yale Locks &



Hardware develops and manufactures a comprehensive line of door hardware and locks, including an extensive range of mortise and cylindrical locks, exit devices, door closers, electromechanical products and key systems, as well as Yale Real Living™ residential access control solutions. The complete line of Yale Real Living products, including the keypad

version and touchscreen version of the lock, is also now available at Tri-Ed/Northern Video. This access control solution is the first lock specifically designed to seamlessly integrate into the digital home. "We're very pleased to welcome Yale Locks & Hardware as a valued supplier partner," notes Pat Comunale, President and CEO of Tri-Ed/Northern Video Distribution. For more information please visit www.tri-ed.com.

FIRE-LITE ALARMS has launched an online series of free, nationally-accredited fire alarm trainings, covering basic fire alarm

technology through to the application of specific systems in a variety of environments. Each one-hour, online course explores installers' most requested topics not addressed within Fire-Lite Alarms' instructor-led courses. "These first six online trainings get into topics we regularly receive questions on, but we just can't fit them all into the one or two-day classes we offer all over the U.S.," exclaims

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FIRELITE Training

Tom Rosa, Fire-Lite Alarms' training supervisor. "You can take these at your own pace and once an online course is done, you're e-mailed a certificate of completion within five days." Certificates qualifying participants for 0.1 Continuing Education Credits (CEUs) are given for each online course. The initial six trainings cover Introduction to Basic Fire Alarm Technology, MS-25 Addressable Fire Alarm Control Panel, MRP-2001 & MRP-2002 Releasing Control Panels, Voice

Evacuation Principles, ACC Series Voice Evacuation Panels, and ACC Series Distributed Audio Panels. More information on Fire-Lite Alarms' free instructor-led and online training offerings is available at www.firelite.com/training.html.

ACQUISITION & FUNDING SERVICES (AFS) recently negotiated the deals for Protection 1, the second-largest home security company in the nation, to grow its commercial/national accounts division with the purchase of two commercial security companies. AFS president and owner Rory Russell helped Protection 1 purchase Advanced Solutions of Montgomery, AL, and Central Alarm of Las Cruces, NM. "Protection 1 was at the point where it wanted to grow its national account business upwards of 1,300 percent by 2015," Russell said. "So it turned to us to help it find the companies that would allow it to do so." AFS has handled more than \$200 million in mergers, acquisitions and financing for security alarm, fire, burglary and integration companies since its founding by Russell in 1996. Companies interested in learning more about how to grow through the acquisition or merger with the right companies may request a "No Obligation Business Valuation" by contacting AFS at 800-354-3863 or visit www.afssmartfunding.com.

THE CONTROL CENTER is presenting a Bob Harris Seminar on More Profitable & Lasting RMR and Customer Service: Satisfied to Delighted on October 31 at the San Jose Athletic Club. This high energy seminar and has helped thousands of employees at dozens of large and small alarm dealers with powerful, effective and creative ways to delight their clients, pick up more revenue, close more sales, foster longer lasting business relationships and enthusiastically stir the pot at increasing customer retention. Bob Harris is an author of hundreds of customer service, sales and retention articles as well as regular columns featured in security industry magazines. Having come up through the ranks of field service technician to executive level management of an SDM 100 company and owner of his own successful alarm business, Harris developed overwhelmingly successful perspectives on ways to delight even his most difficult customers. There is no cost for Control Center dealers; all others are \$15 which includes lunch. For more information visit www.controlcenteronline.com or call 800-400-7347.

LRG INC., an electronic security representation firm, recently was part of local civic history as the building they occupy for their LRG Support Center celebrated its 100th anniversary of continuous ownership dating back to July



The LRG, INC celebrates 100 years of civic history in Jasper, TX. Front: Jenni Few, Jacque Hill, Cory Bush, Janis Galloway. Rear: Houston Tracy, Conrad Hartwig, Bryan McGee, Kenny Hilton, Mike Louton, Schwanna Ferguson, and Chris Lanier.

29, 2012. The J.L. Lanier Building in downtown Jasper, Texas originated as a men's clothing store and has remained family owned to this day. Chris Lanier, the great-grandson of the original owner, has continued a mark on the community with headquartering LRG Inc. LRG represents several top tier electronic security manufacturers and provides live support through this resource for their network of wholesale distributors, installing dealers and outside sales team. With the addition of LRG International and LRG Canada, LRG is one of North America's largest rep firms. The Jasper Area Chamber of Commerce, many friends and family members shared in celebrating the Lanier family ownership and the ongoing accomplishments of LRG Inc. in the Jasper community. For more information see www.lanrepgroup.com or call the LRG Support Center at 409-384-4560.

David Owen has been appointed as the National Sales Director for **GALAXY CONTROL SYSTEMS** according to Executive Vice President Rick Caruthers. Galaxy Control Systems, headquartered in Walkersville, MD, is a leader in the integrated access control industry. Visit www.galaxysys.com for more information.

The **NTC BLACK BOOK** is specifically designed for those studying for NICET Certification in fire sprinkler inspection and testing (Inspection & Testing of Water Based Systems). This extremely effective reference is specifically designed for

Associates News, continued on page 12

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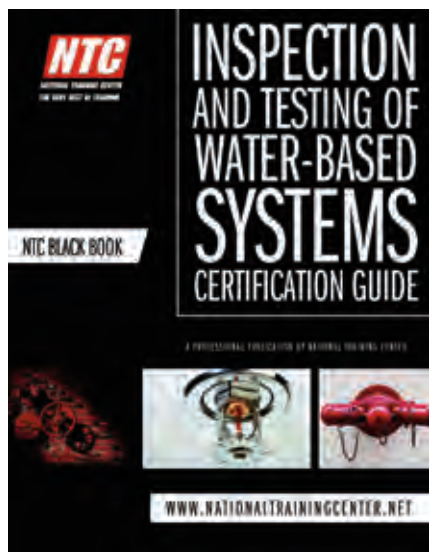
Shane Geringer
Vice President, Sales
shane@sdccsecurity.com

SDC
Security Door Controls

those studying for Certification Testing. Bryan McLane, VP of NTC and co-author of The NTC Black Book states, "The NICET Application process can be complicated and daunting. The NTC Black Book takes the complexity out of the process and makes completing the application easy.

This reference provides all of the information required for successfully completing this document. Additionally, as we all know studying for the exam is an overwhelming task. NICET recommends more than 40 codes and references for the test. The NTC Black Book streamlines this study process for you. All the critical information for every task is presented in a straight forward and easy to read format. Using the Black

Book as your study guide for the test will quickly get you prepared for certification." For more information visit www.NationalTrainingCenter.net.



VOLUTONE DISTRIBUTING COMPANY held its 15th Annual Golf Event at Wood Ranch Country Club in Simi Valley California on September 24. More than 125 Volutone dealers and representatives the industry's leading Audio Visual, Home Security and also Home Automation manufacturers participated. Vice President Trevor Hansen commented "It is events like our yearly Golf outing that make Volutone a company that dealers want to work with and we will do anything for our customer no matter how well they play golf!"

SHAKES RATTLES 'N ROLLS

Steve Sopkin of Mijac Alarm will be honored October 21 by the Jewish Federation of the Greater San Gabriel and Pomona Valleys at the Doubletree Hotel in Monrovia. Sopkin is being recognized for his extraordinary volunteer work with business, community and social organizations.

WELCOME NEW MEMBERS

Welcome to the following new members:

Michael Drennen
Cox Home Security
(949) 546-2448
michael.drennen@cox.net
SDSA, CAA ESA



Gary Gravett represented Connect-Air Wire & Cable at the GMS End of the Summer Bash. Connect-Air has two locations in California.

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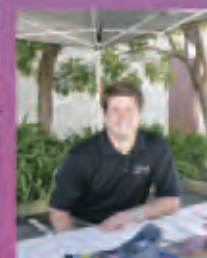
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Tel. (800) 839-7212

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GMS SUMMER BASH 2012

Some of the **FACES** of GMS



Where in the World Is THE MIRROR?

Are you traveling with THE MIRROR? Paris, London, Chicago? Take a photo and email to info@caaonline.org with description and identification.



THE MIRROR visited the Black Hills State Park in South Dakota.



THE MIRROR was with SAAA President Ben Martinez with CAA Vice President Rich Whitlock at the SAAA Vendor event.



Three generations of Sevinors got all dolled up to read THE MIRROR in Lynn, MA.



THE MIRROR was with ESA and CAA President George Gunning, Maricopa County Sheriff Joe Arpaio, CAA Public Safety Liaison Jon Sargent and Arizona Alarm Association President Maria Malice at the AAA annual convention.



Lupe Carlos, Christina and Joey Chetta of GMS with Peter Saar of Safe Side Security with THE MIRROR at the GMS Summer Bash in Huntington Beach.



Bob and Jeanne Michel and Nancy and Charles Schwager with THE MIRROR at Bass Lake.



THE MIRROR (and a few doves) were targeted by Dave Michel, John Hopper, Dennis White, Bob Michel, Ed Michel and Diego Del Pino of APS Security in Miami.



Sharon and Rod Uffindell with THE MIRROR at the Matterhorn in Switzerland.



Diane and Hal Lewis visit Grindelwald, Switzerland with THE MIRROR.



The fish monger at Pike Place in Seattle refused to wrap the fish with THE MIRROR despite encouragement from Jeanne and Bob Michel of Valley Alarm.



Mark Ingram of Pelco welcomed the PSR team and THE MIRROR to their campus in Clovis including (back row) Tauni Wallace, Justin Orenstein, Angela Shannon, Mike Moorman and (front row) L to R: Skeet Butler, Diane Butler, Andy Applegate, and Jen deCamara.



Ron Dalton caught up with THE MIRROR and Bob and Jeanne Michel in Branson, MO.



THE MIRROR was on top of the world with Rod and Sharon Uffindell at Jungfrauoch, Switzerland.



Jeanne and Bob Michel of Valley Alarm and a bear to be named later with THE MIRROR at Glacier Lodge in Alaska.



Jeanne and Bob Michel stopped for a cup of tea and delivered THE MIRROR to Sarah Palin.

CAA Sponsored Legislation, continued from page 1

in the B&P Code that was originally targeted at keeping law firms and accounting firms from becoming LLC's. These professions are now allowed to become Limited Liability Partnerships (LLP). However, the original language prohibiting other licensed professions to become LLC's still remains. CAA believes this language is outdated and was adopted before many professional companies, such as alarm companies, began organizing as LLC's. Furthermore, forty-nine other states allow alarm companies to organize as LLC's.

Our author is Senator Curren Price from Los Angeles, who is Chairman of the Senate Business, Professions and Economic Development Committee. SB 1077 passed out of this committee on an unanimous vote. The bill was then heard in the Senate Judiciary Committee, where we ran into resistance to the LLC portion of the bill. The Senate Judiciary Committee insists that there are significant differences between corporations and LLC's from a liability and consumer protection standpoint. They have maintained this position for several years when reviewing LLC proposals for other licensed professionals. For example, licensed contractors were the most recent profession to undergo a similar debate. Cemeteries and mortuaries also received the same scrutiny.

In order to receive the LLC authority these professions had to agree to additional liability insurance requirements, which the committee believes better protects consumers who could potentially bring claims against the LLC. The committee imposed these same requirements on alarm companies in SB 1077. In order to keep the LLC provision of SB 1077, we were required to accept the liability insurance amendments.

Specifically, the amendments require an alarm company with five or fewer licensed partners that wishes to organize as an LLC to purchase and maintain a \$1,000,000 liability insurance policy. An additional \$100,000 of insurance would be required for each additional partner, with a maximum insurance requirement of \$5 million.

In addition, a LLC that fails to maintain the prescribed insurance requirements will have its license suspended and each partner of the LLC will assume personal liability up to \$1,000,000.

Finally, the amendments include a three-year sunset provision. This means the LLC provision of the bill, including the insurance requirements, will expire in three years unless the Legislature reapproves the LLC authority in future legislation. The sunset provision allows the Legislature to review the law to determine if alarm companies organized as LLC's were parties in any lawsuits where consumers were harmed and to determine if the insurance requirements are adequate to cover any potential damages. The Legislature could then adjust the insurance requirement depending on the lawsuit history from the previous three years.

CAA recognizes that the insurance requirements could potentially be burdensome for some alarm companies that want to become LLC's. However, CAA believes most alarm companies already maintain some level of insurance protection. Furthermore, the LLC determination is optional. If the insurance requirements are too burdensome, then an alarm company can adopt some other business structure. Finally, the sunset provision of the bill creates a trial period for the industry to see if the LLC determination, with the insurance requirements, is an attractive and viable business structure for alarm companies. We always like to remind CAA members that moving a bill through the Legislature process often requires compromise. Such was the case with SB 1077. Without including the insurance requirement, we would not have been able to move our bill out of the Senate Judiciary Committee, at least not with the LLC provision.

Later in the legislative process we added a fourth provision to SB 1077 allowing the BSIS to grant a probationary license to an alarm company operator under specified conditions. The BSIS already has this authority for other professions that it regulates.

CAA thanks the staff at BSIS for providing technical advice on SB 1077. Of course, CAA also thanks Senator Curren Price for authoring the bill and for his ongoing support of the alarm industry. SB 1077 will go into effect on January 1, 2013.



Senator Curren Price enjoying the Mirror at his desk on the floor of the California State Senate after securing the passage of SB 1077, CAA sponsored legislation.

Sheriff Arpaio Keynote Speaker at CAA Convention, continued from p. 3

Mugshots of all those arrested (about 300 per day) are posted on the Sheriff's website as they are booked and processed into jail.

Sheriff Arpaio has also launched rehabilitative programs to reduce recidivism.

As chief law enforcement officer for the county, Arpaio continues to reduce crime with hard-hitting enforcement methods. Sheriff Arpaio has been profiled in over 4500 U.S. and foreign newspapers, magazines, and TV news programs. His leadership and the excellent work of his staff have catapulted the Maricopa County Sheriff's Office into the ranks of elite law enforcement agencies.

CAA Executive Symposium at the CAA Winter Convention

The CAA Executive Symposium features industry leaders who provide insight on the trends affecting the marketplace and the future of the electronic security industry.

Panelists are:

Todd Santiago, CFO of 2GIG

Todd Pedersen, CEO of Vivint

Tim Whall, CEO of Protection 1

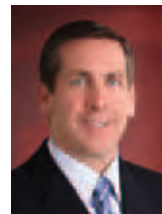
Bruce Mungiguerra, Vice President of Monitronics



Todd Santiago,
CFO of 2GIG



Todd Pedersen, CEO
of Vivint



Tim Whall, CEO of
Protection 1



Bruce Mungiguerra,
Vice President of
Monitronics

See page 23 in this issue of THE MIRROR for dates and times of these events at the CAA Winter Convention.



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PAGE 17

OCTOBER 2012

IMaximum Security Wins Big With SGI

Maximum Security Alarm of Sacramento received the keys to a brand new Airstream Sport RV from SGI on a recent trip to the Alamo city. The Sacramento based, Monitronics dealer is the proud winner of SGI's Explore the Opportunities Giveaway. "It shows that SGI really values our relationship, and wants to reward their customers for their hard work and commitment," said Andy Higgins, President/CEO of Maximum Security. SGI received over 1700 entries once they launched the contest at ISC West in March. Customers were able to increase their chances by purchasing product from the event sponsors.

The classic silver Airstream features the names of some of the industry's leading manufacturers that helped promote the contest including Interlogix, Speco Technologies, Nuvico, Digital Watchdog, DSC (A Tyco Int'l Company), HID, Legrand, Napco, Vitek, Structured Cable Products, Monitronics, Fire-Lite, Systems Sensor, Silent Knight, Everfocus, Razberi, CNB, Universal Power Group and Proficient. "This was another great promotion for all of our customers, for SGI, and our partner vendors as there was a lot of enthusiasm during the whole contest," said SGI's Vice President of Sales Matt Green.



Celebrating the SGI grand prize are Bruce Mungiguerra of Monitronics, Ken Parker of Interlogix, Andy Higgins of Maximum Security Alarm, Inc., along with Jason Dennis, Mike Capulli and Matt Green of SGI.

408/669 Area Code Overlay Begins

To ensure a continuing supply of telephone numbers, the 669 area code will be added to the area served by 408. The new 669 area code will serve customers in the same geographic region as the current 408 area code. As a result of the overlay, a new dialing procedure requires callers to dial 1 + area code + telephone number. This means that all calls in the 408 area code that are currently dialed with seven digits will need to be dialed using 1 + area code + telephone number. Alarm and security services and equipment currently located in the 408 area code and programmed to dial only seven digits must be updated or reprogrammed to dial 1+ area code + telephone number for all calls in the 408/669 area code.

Beginning October 20, 2012, customers must use the new dialing procedure for all calls. After this date, if customers do not use the new dialing procedure, calls will not be completed, and a recording will instruct them to hang up and dial again. Reprogramming of alarm equipment should take place by October 20, 2012. This period allows either the old or new dialing procedure to be used to complete calls. All alarm service providers must make their programming changes during this period.

To enable you to verify that equipment can complete calls to the new area code, a special test number 669-669-1669 will remain active through January 20, 2013.

Beginning November 20, 2012, new telephone lines or services may be assigned numbers with the new 669 area code, and it will be necessary to dial 1 + area code + telephone number for all calls within the 408 and 669 area codes.

If you have any questions regarding information provided in this notice, please access the following website for more information: www.cpuc.ca.gov/408areacode

**Ask about CAA Convention Sponsorships.
Contact the CAA office for details.
800/437-7658**



<p>Matthew Bathalter Central District Sales Manager mbathalter@senstar.com</p>	<p>Perimeter Security Specialists 752 Charcot Avenue San Jose, CA 95131 www.senstar.com</p>
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<p>Jim Mauk Western District Sales Manager jmauk@senstar.com</p>	<p>Perimeter Security Specialists 752 Charcot Avenue San Jose, CA 95131 www.senstar.com</p>
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charlie.gallardo@honeywell.com

Jonathan Beech
Northwest Regional Manager
Tel: 800-765-7161 Ext. 5565
jonathan.beech@honeywell.com



ORANGE COUNTY ALARM ASSOCIATION

By Steve Maris, President

P.O. Box 2149, Newport Beach, CA 92659
800-339-1420
www.alarmassociation.org

OCAA MEETINGS

♦ November 14

OCAA Dinner Meeting
Phoenix Club Anaheim

CITY OF IRVINE PERMITS

The City of Irvine requires all alarm users to register their systems with a no fee permit. Alarm users may obtain an alarm permit application at the Irvine Police department website at www.irvinepd.org. The City also offers free, quarterly Alarm Awareness Classes to help defray the cost of false alarm fines. For more information about the City's alarm program you can contact the Alarm Coordinator at 949-724-7066.

CITY OF IRVINE ALARM CLASSES

October 16, 2012

For information contact:

Cristine Gaiennie, Regulatory Affairs Supervisor
Irvine Police Department 949-724-7066
cgaiennie@cityofirvine.org

For more information about OCAA activities, contact the OCAA office at 800-339-1420 or email OCAAlarmAssoc@aol.com. Visit our new website at www.alarmassociation.org for meeting information and registration forms, training opportunities, members list and a whole lot more.

MID-CAL



MID CAL ALARM ASSOCIATION

For more information, contact Mike Matson, Matson Alarm at 559-438-8000

MID CAL MEETINGS

♦ December 4 11 a.m. ADI Fresno

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SILICON VALLEY ALARM ASSOCIATION

By Julie Anne Buller, President

SVAA MEETINGS

The 2012 dates for our regular meetings are:

♦ October 18

All meetings are held at Silicon Valley Capital Club, 50 West San Fernando, San Jose, CA 95113. Please RSVP to info@caaonline.org or call the CAA office at 800-437-7658, Ext. 3.

SVAA Information

If you are not on our e-mail list please contact Julie Buller at 408-729-6200 or julie@crimealert.com. It is so important to get involved with your local associations now more than ever and to keep up to date on all the new information.



INLAND EMPIRE ALARM ASSOCIATION

By Morgan Hertel, President

IEAA Membership

If you would like to become a member, or have any suggestions on ways to increase our membership, please us a call at 800-559-9060.

IEAA MEETINGS

Please note our new meeting dates for the rest of the year:

♦ October 2

♦ December 18

6-8 p.m.

Cask & Cleaver Steakhouse
1333 University Avenue
Riverside, CA 92507



EAST BAY ALARM ASSOCIATION

By Tim Westphal, President

EBAA MEETINGS

Our General Meetings are held at Chevy's, 3101 Garrity Way, Richmond. The meetings start at 11:30 a.m. For further information contact EBAA President Tim Westphal 925-808-4371. RSVP to 800-437-7658, Ext. 3 or info@caaonline.org.

♦ October 9 General Meeting Chevy's

Tim Westphal, EBAA President
925-808-4371, Tim.westphal@bayalarm.com

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SAAA Secretary Leanne Boger and Treasurer Tauni Wallace welcomed guests to the SAAA meeting.



Sacramento Area Alarm Association
3491 Park Drive Suite 20-234
El Dorado Hills, CA 95762-4549
www.sacalarm.org

By Ben Martinez, President

SAAA Successful Vendor Night

The Sacramento Area Alarm Association held our 1st Annual Vendor Night in Old Town Sacramento at the Firehouse Restaurant's outdoor patio on a beautiful summer evening in the river city with great fun, food, drink and a evening of raffle prizes for the lucky winners. We like to thank all of the vendors that helped make this a great night and look forward to holding this event next year as this was a great opportunity to meet the vendors who provide the products we need to help our community protect their homes and businesses, share ideas with other alarm dealers and discuss what the CAA/SAAA has to offer to prospective members.

SAAA Fire Forum October 11

We want to invite you to attend our 5th Annual Fire Forum on Thursday, October 11 from 11 a.m. to 1:30 p.m. at the Firehouse Restaurant with our local AHJ's attending once again to discuss new fire ordinances, regulations as well as a panel of speakers who will address the upcoming trends and how these new regulations will affect us in the future.

We hope to see you there.

SAAA MEETINGS

- ♦ October 11SAAA 5th Annual Fire Forum
- ♦ December 13 ...SAAA Annual Holiday Party

Look for updates and reminders of these events in *THE MIRROR*.

SAAA events always offer something to all the attendees, whether it is something to learn or relationships to make. The SAAA hosts several great events throughout the year that cannot happen without your support. We will continue to need your backing for these events in the coming year, so your endorsement and attendance is hoped for!

"Our mission is to promote growth and professionalism within the security industry and communicate an awareness of issues that affect the needs of alarm companies, home and business owners as well as local authorities within Northern California."

Benny M. Martinez, SAAA President 2012

O: 800-230-1654 x 136, C: (510) 750-0252

bmartinez@gcsmonitoring.com

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Matt Hoffman of AlarmWatch and Audrey Pierson of DMP welcomed dealers to the SAAA vendor event in Sacramento.

2012 CAA WINTER CONVENTION & WESTERN STATES SECURITY CONFERENCE



Co-located with ESA Young Security Professionals (YSP) Conference

December 5- 8, 2012

WYNDHAM PARC 55, 55 Cyril Magnin, San Francisco, CA

Room rate is \$149

REGISTRATION: Registration Includes All Meals and Programs and Includes CAA Tribute Dinner Honoring Patty Hartman

Schedule of Events

WEDNESDAY DECEMBER 5

YSP Meetings

1-6 p.m.

Board Welcome Reception

Cyril Magnin – Fourth Floor

6 - 7:30 p.m.

THURSDAY DECEMBER 6

CAA Board Meeting

Embarcadero

8 a.m. - Noon

YSP MEETINGS

8 a.m. - Noon

PRODUCT SHOWCASE LUNCHEON

11:30 a.m. - 1 p.m.

You will meet featured suppliers during a progressive lunch where you move to different tables throughout the event.

WORKSHOPS

1:15 p.m. - 2:15 p.m.

2:30 p.m. - 3:30 p.m.

3:45 p.m. - 4:45 p.m.

Product and professional service providers will offer a series of workshops beginning at 1:15 p.m.

CAA BUSINESS MANAGEMENT FORUM

4:45 - 5:45 p.m.

This gathering of the leading providers of professional services gather to answer your questions on the management, financing and administration of your company.

GALA OPENING EXHIBITS & RECEPTION

6 p.m. - 8 p.m.

FRIDAY DECEMBER 7

FULL BUFFET BREAKFAST & EXHIBITS

7:30 - 8:45 a.m.

CAA GENERAL SESSION

8:45 - 10 a.m.

Updates on legislative, education, government relations and other issues affecting your industry and your company as well as election of officers.

KEYNOTE PRESENTATION

10:30 a.m. - Noon

Sheriff Joe Arpaio

“America’s Toughest Sheriff”



CAA GIFT & GAB SPOUSE EVENT

10:30 a.m. - Noon – Brunch

Join the ladies for a delightful brunch and an opportunity to share shopping tips.

BUFFET LUNCHEON & EXHIBITS

Noon - 1:30 p.m.

CAA EXECUTIVE SYMPOSIUM

1:30 p.m. - 3 p.m.

CAA TRIBUTE DINNER

RECEPTION – 7 p.m.

DINNER & TRIBUTE – 8 p.m.

Honoring Patty Hartman with the CAA George A. Weinstock Award For Lifetime Achievement and Service to the Industry

SATURDAY DECEMBER 8

Industry Incorrect: Did This Room Get Bigger?

Breakfast Buffet 8:45 a.m.

Panel Discussion 9:15 - 10 a.m.

Sausalito Tour and Lunch via Ferry Boat

10:30 a.m. – 4 p.m.

Friday Dec. 7 - CAA TRIBUTE DINNER

RECEPTION 7 p.m.

DINNER & TRIBUTE 8 p.m.

CAA 2012 George A. Weinstock Award Recipient Patty Hartman



CAA EXECUTIVE SYMPOSIUM

Friday Dec. 7 1:30 p.m. – 3 p.m.

The CAA Executive Symposium features industry leaders who provide insight on the trends affecting the marketplace and the future of the electronic security industry.

Panelists are:

Todd Santiago, CFO of 2GIG

Todd Pedersen, CEO of Vivint

Tim Whall, CEO of Protection 1

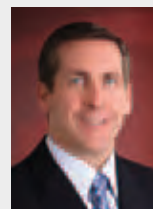
Bruce Mungiguerra, Vice President of Monitronics



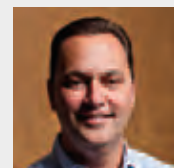
Todd Santiago



Todd Pedersen



Tim Whall



Bruce Mungiguerra

GLASAA

Greater Los Angeles Security Alarm Association

By David Michel, President

Mark your calendar for the GLASAA Holiday Party at 94th Aero Squadron in Van Nuys.

GLASAA MEETINGS

- ♦ October 4 GLASAA Golf Classic Moorpark
- ♦ December 11 GLASAA Holiday Party Van Nuys

2013

- ♦ February 19 GLASAA General Meeting Los Angeles
- ♦ April 16 GLASAA General Meeting Los Angeles
- ♦ June 18 GLASAA Scholarship Awards Los Angeles
- ♦ August 20 GLASAA Harbor Cruise Marina Del Rey
- ♦ October 3 GLASAA Golf Tournament Moorpark
- ♦ December 10 GLASAA Holiday Party/Elections Los Angeles

New members are always welcome at GLASAA. Every company in our industry should really think about coming to our meetings. We always have great people and informative topics. This is a fantastic opportunity to mingle with your peers and industry experts, to discuss what's going on in the business.

GLASAA and its members continue to support the extremely important work of the CAA and ESA.

GLASAA Meetings and Events

Please visit our website at www.glasaa.com

Please contact GLASAA at 888-826-9149 or through the web at www.glasaa.com if you would like to contribute by serving on a committee.

David Michel, GLASAA President
dmichel@valleyalarm.com

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CENTRAL STATION**



**REDWOOD
ALARM ASSOCIATION**

By Chuck Petrusha

RAA MEETINGS

Please join us at our next RAA meeting on:

- ♦ October 24 from 11:30 a.m. - 1 p.m.

at Johnny Garlic's in Windsor. RSPV to Melanie Satterlee at 707-443-6366 or melanie@advancedsecurity.us.

For more information regarding RAA, its membership and participation, please visit www.redwoodalarmassociation.org or contact Chuck Petrusha at chuck@advancedsecurity.us or 707-443-6366.



GLASAA President and CAA Treasurer Dave Michel, Georgia ESA President John Loud, CAA and ESA Vice President Bob Michel and CAA President John Hopper at the UCC Dove Hunt.

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By Gary Lowndes, President

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By Cathy Rempel, President

SDSA MEETINGS

The next general membership meeting in San Diego will be held September 18 the University Club downtown San Diego at 8 a.m. We invite you to join the meeting and learn more about the association at www.sandiegosecurityassociation.org

City of San Diego Permit Process

The San Diego Security Association and SIAC have been working cooperatively with the City of San Diego to assist with their fire alarm program, and now their burglar alarm program. The police are requesting alarm companies to submit their active burglar, panic and holdup alarm customer lists to the San Diego Police Department. Please see attached letter from Assistant Police Chief Cesar Solis for instructions. The preferred method is to send your excel customer list electronically by email to Hilda Gonzalez-Reed at hgonzalezreed@pd.sandiego.gov. If you have any questions please contact Hilda Gonzalez Reed at hgonzalezreed@pd.sandiego.gov, or 619-531-2247.

2012 SDSA SCHEDULE OF MEETING

♦ December 17Holiday Party

Visit the new website: www.sandiegosecurityassociation.org/

Cathy Rempel

President, San Diego Alarm Association

American Security Integrators, 858-509-9144



SDSA President Cathy Rempel introduced the new Board of Directors at the recent meeting.



Newly elected SDSA President Sean Hamm of Five Alarm Security is congratulated by Matt Kruger and Mark O'Keefe of Honeywell Security Group.



MaryAnn Nelson of TMG with Richard and Sylvia Jimenez of IE Alarms at the SDSA meeting.



Detective Sergeant Joe Snarponis of San Diego Police Department address the SDSA lunch meeting.



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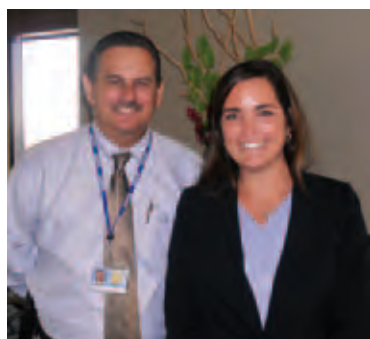
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FARA President Kerri McDonald with Jon Sargent of Tyco Integrated Security and John Pedroza of the Riverside Police Department at the SDSA meeting.



SDSA elected the new Board of Directors including Matt Krueger of Honeywell Security Group, Bob DiAlto of NMC, Zach Pescar of Sentinel Security Systems, Keith Horowitz of Alarm 2000, Shandon Harbour of SDA Security Systems, Sean Hamm of Five Alarm Security, Sara Santana of Layer3 Security Services and Mitch McGill of Bay Alarm Company.



Detective Sergeant Joe Snarponis of the San Diego Police Department with Shannon Harbour of SDA Security Systems at the SDSA meeting.

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Training and Education Calendar - 2012

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9 a.m. - 11 a.m. Free lunch
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510-487-1731
www.tri-ed.com

October 3 - 4
Understanding the 2010 NFPA 72,
Fire Alarm Plan Review
Novato Fire Protection District
Novato
www.cafaa.com

October 9
IP Video Technology
Tri-Ed/Northern Video Seattle
253-395-3930
www.tri-ed.com

October 9
Bosch, Aiphone, Telular Training
10 a.m. - 2 p.m. Free lunch
Tri-Ed/Northern Video Sacramento
916-563-7560
www.tri-ed.com

October 10
Napco QuickLoader Training
Tri-Ed/Northern Video Sacramento
9 a.m. - 3 p.m. Free lunch
916-563-7560
www.tri-ed.com

October 11
IP Video Technology
Tri-Ed/Northern Video
Portland
503-644-0874
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October 16
URC Training
8:30 a.m.-4 p.m.
Volutone Simi Valley
805-520-8500
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October 17
URC Advanced Training
8:30 a.m. - 4 p.m.
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October 18
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Pleasanton
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October 23
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October 23
IP Video Technology
Tri-Ed/Northern Video Denver
303-733-8600
www.tri-ed.com

October 23-24
Fire-Lite Systems
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San Antonio
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October 24
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Safety Webinar
Industrial
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October 25
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November 7
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November 8
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www.tri-ed.com

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November 13 - 15
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GREATER VALLEY ALARM ASSOCIATION

By Dana Buck, President

GVAA Meetings

Our meetings are held inside the restaurant at the Clarion Inn and Suites (4219 E. Waterloo Rd ~ Stockton, Ca) @ Highway 99 & Waterloo Rd (Hwy 88) and they will start at 12:00 pm (noon). GVAA meetings are held on the second Thursday of every third month (once a quarter) at the above location. Please contact Dana Buck at 209-369-7749 or by email at danab@alamoalarm.com for more information.

GVAA MEETING SCHEDULE

♦ October 18

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Improve Your IP IQ

By Jeff Stout, Director of National Integrator Sales

Tri-Ed/Northern Video Distribution

As growth in the IP video sector continues to surge, savvy security dealers and integrators are snatching up all the ammunition they can harness to successfully compete in this arena of opportunity.

The IP video market is growing exponentially; more manufacturers are entering this space than ever before and traditional analog suppliers continue to expand into the IP video arena. The markets that have already adopted IP video as a standard will continue to offer tremendous opportunity. These include government, K-12, colleges-universities, health care and transportation.

The retail market will likely begin to adopt IP video as a standard because of the 'business intelligence' analytics that are available or being developed. Retailers will be able to count people, determine age and gender, and monitor traffic flow in their facilities. This will provide valuable information to a store owner for marketing purposes as well as the traditional video security benefits. The residential video marketplace also continues to grow. With the addition of mobile apps and fee-based cloud storage, dealers can meet the ever-changing needs of the residential customer by utilizing IP-based video systems. The biggest challenge looking forward will be to understand and recognize an IP video opportunity and having personnel on staff who feel comfortable installing a network-based system.

As demand for IP video systems continues to increase, so does the critical need for training. To meet this demand, Tri-Ed/Northern Video Distribution is facilitating comprehensive IP support and translating IP into Infinite Possibilities for dealers and integrators across North America. In addition to offering them an extensive line card of IP products, Tri-Ed/Northern Video's ongoing IP trainings are helping ensure their success in this exploding sector.

These IP trainings and road shows have educated thousands of customers thus far and are helping ensure their success in this exploding sector. Dealers are so eager to learn about IP and are interested in learning about megapixel (HD) video surveillance, network architecture, and network video software. They cover important technical topics such as Video Resolution, Illumination, Ethernet Transmission, Surge Suppression, Recording Platforms, Types of Networks and Understanding Storage.

Another IP offering that allows integrators to hit the ground running is Tri-Ed/Northern Video's IP-EZ Programming Service, a true plug-n-play solution that simplifies the installation process. IP cameras purchased at Tri-Ed/Northern can be pre-programmed to the customer's specifications and shipped to them directly ready-to-go. And they come equipped and up-to-date with the latest firmware revisions. For more information, visit www.tri-ed.com

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By Howard Wulforst, President

At September's meeting our guest speaker was Las Vegas City Council Mayor Pro Tem Stavros Anthony. He spoke to the members about the recent improvements in the business licensing process. We look forward to our work with the city as they continue to streamline their processes and update their ordinance language to reflect new technologies.

We are currently holding a membership drive. Please contact us with your membership questions. We are excited to welcome new members and happy to see our returning members for 2013! Membership applications are available on the NSA website, at our meetings or you can request one by email.

Our Year-End Meeting and Holiday Party will be on Friday, November 9. Back by popular demand is our friendly poker game. Great prizes, lots of fun and fundraising for our annual scholarships. Please join us!

Our upcoming meetings topics include nominations and elections of new officers for 2013, more information from our committees, help negotiating licensing issues, membership drive, and continued guest speakers of value to our members and their businesses. Take advantage of the momentum and join the NSA today!

NSA MEETINGS

Meetings at The Cellar, 3601 W. Sahara, Las Vegas, NV 89102 at 5 p.m.

November 9	Year-End Meeting/ Elections/Holiday Party
December 12	Board Meeting

If you are not a member of your state's alarm association, join now. The more members, the greater impact we can make. Your involvement is vital to our association and our industry.

Take advantage of the momentum and join the NSA today!

For more information visit our website www.nevadasecurityassociation.org. For questions or to be added to the NSA email list please contact Jeanne Palmer at admin@nevadasecurityassociation.org.

ARIZONA ALARM ASSOCIATION



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Susan Brenton, Executive Director
info@azalarms.org

ALARM LICENSES

Beginning May 1, 2013, the state Board of Technical Registration will issue certificates (licenses) to alarm businesses and agents who satisfactorily pass a criminal background check. As of October 1, 2013, a person shall not operate an alarm business unless they receive a certificate from the Board. Cities will no longer be able to require city licensure of companies and agents. For a copy of the bill, go to azleg.gov under "Bills" go to "Bill Info" then the bill number. AzAA will be sending out more information on this bill soon.

The statewide alarm legislation went into effect on August 2, 2012. The legislation says that the state Board of Technical Registration will begin certifying (licensing) alarm companies and alarm agents in May 2013. However, as of August 2, all of the cities we have contacted are no longer licensing alarm companies and agents. The Arizona Alarm Association is working with the state now to see if we can get certification started before May.

As with most legislation, we have already discovered a few changes which we will need to make to the law in 2013. AzAA is working on these issues now.

Quarter-Mania

In order to raise some money for our Legislative Fund for next year, AzAA is holding a "Quarter-Mania!" on October 25. Quarter-Mania is a lot of fun and a great way to win some prizes.

Sept. 19 Meeting Review

State Senator Frank Antenori gave a great presentation on Obamacare at our September 19 meeting in Tucson and Henry Laik of Telular gave an update on 2G. It was a very good meeting, full of information.

ARIZONA MEETINGS

The Arizona Alarm Association **November 14** Membership meeting will be in Tucson. Our Holiday Party will be **December 12**.

Mark your calendars now – the **AzAA 2013 Convention** will be **August 21 – 23** at the Talking Stick Resort in Scottsdale. If you participated as a sponsor or vendor at the 2012 Convention and plan on attending the 2013 Convention, please remember to reserve your space with a deposit by December 31, 2012 so you can get it at the 2012 price!

For information on meetings, please contact the Arizona Alarm Association at 480-831-1318 or suebrenton@aol.com.



Patti Rea of the Phoenix Police Department with ESA and CAA Past President George Gunning and his wife Helen at the Arizona annual convention.

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By Margaret Spitznas, President

Please visit www.waesa.org for a calendar of events.

Please visit the WAESA website: www.waesa.org.

WASHINGTON APPRENTICESHIP PROGRAM

We have a great apprenticeship program which is valuable to both employers and employees. It is dedicated to training apprentices in all phases of the electronic life safety, security and systems industry. The recruitment, selection, employment and training of apprentices during their apprenticeship shall be without discrimination because of race, sex, color, religion, national origin, age, disability or otherwise specified by law. We encourage the application of female and minority apprentices. For more information contact Stella McDonald, Training Director at stella@waesa.org



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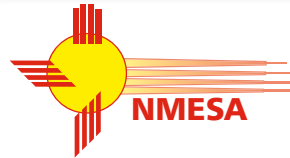
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By Dimitri Begeor

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Decals showing the OBFAA logo are great for your company vehicle and they will be distributed as members who pay their dues. There are extra's if requested.

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We are proud to have as our affiliate members the following agencies:

- Multnomah County Sheriff's Office
- Oregon City Police
- Portland Police Alarms Administration
- Tigard Police Dept. Alarm Unit
- Washington County Sheriff's Office

OBFAA Membership

If you are not a member of your state's alarm association, join now. We can only make a greater impact, with greater numbers, and your involvement is vital to the growth of your local association and the industry as a whole.

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Sacramento Bee Reports on Alarm Fees and Fines

An August 28, 2012 article in the Sacramento Bee discussed the increase in alarm fees and fines throughout the state, and noted Sacramento police will enforce a series of escalating fines up to \$320 for companies and homes that trigger two or more false alarms in a year beginning in October. Sacramento police will require that alarm-monitoring companies call two responsible parties at a home or business to confirm it is a valid alarm before requesting police dispatch. "If they don't reach anybody, they call us," said Sacramento Police Capt. Jim Maccoun. "But they need to attempt those two calls." The Sacramento Fire Department has won approval, starting in late September, to levy a \$120 fine on homeowners and \$240 on businesses for their third invalid alarm in a year.

The Sacramento Police Department's changes include switching from alarm permits that extend three years to requirements for annual renewals. A Bee review of false alarms in Sacramento suggests that the size of the facility is a leading factor with schools, hospitals, a shopping mall, a post office and a church among the top offenders. "A 100 percent increase in the fine does not seem warranted or justified as a starting point for those increases," the chamber's John-nise Foster-Downs testified during a council discussion of the fire ordinance.

FARA Leadership Grant Program

With the pressures our economy is placing on public safety agencies throughout the US and Canada, the need to reduce false alarms is even greater than usual. Localities are always asked to do more and more with each resource they have, but when funds are scarce, the pressure is even greater.

FARA (False Alarm Reduction Association) is committed to cooperative effort among alarm users, alarm companies and public safety agencies to address alarm management issues. We only succeed with the support of companies, associations and people like you.

FARA's extensive publications and programs are all developed with the effort of volunteers, who bring the variety of perspectives to each effort. One of our most successful efforts is our Annual Training Symposium. Each year experienced and inexperienced alarm managers gather to share tips on successful programs and learn to overcome the challenges that confront the alarm manager each day.

This year we face a special challenge. The uncertainty of our economy has led many localities to restrict funding for travel. So we ask your help to continue our progress toward reducing false alarms. FARA has established the FARA Leadership Grant Program to help government alarm managers get to our conference.

Every contribution helps and will be acknowledged with a thank you letter, recognition at the conference and in FARA's Email Newsletter InfoLink, via a press release to trade press and on the Training Symposium page of the FARA web site.

We know that funds are tight for all this year, but we ask you to think about the value that each alarm manager who has been exposed to the successful cooperative techniques. For more information visit www.faraonline.org.



Patti Rea of the Phoenix Police Department with SIAC Executive Director Stan Martin at the Arizona Alarm Association annual convention.

Riverside Benefits from FARA Programs

By Kerri McDonald

Over the last the last five years the Riverside Police Department's Alarm Enforcement Unit has seen a reduction of 25% in false alarms; I attribute much of that success to FARA. I have gained so much knowledge and experience from other FARA members and it has shown me that it is essential for public safety and the alarm industry to work together for false alarm reduction. Attending FARA's Annual Symposium has given me the opportunity to develop these successful working relationships with all of FARA's members.

FARA is seeking any type of support that can be given and would appreciate any donation. Donations can be made by contacting FARA's Executive Director Brad Ship at info@faraonline.org or 301-509-9237. Please see the message from FARA's Board of Directors asking for support for FARA's Leadership Grant Program. Another vitally important issue to FARA is increasing membership and you can get further information at www.faraonline.org.

*Kerri McDonald, CAM
FARA President
Alarm Enforcement Coordinator
Riverside Police Department
951-826-5600*

Security Industry Alarm Coalition (SIAC)

Visit www.SIACinc.org for alarm management resources for alarm companies, law enforcement and public safety policy development officials. Resources include model ordinance, ECV information and alarm school materials.

WBFAA UATC APPRENTICE TRAINING PROGRAM

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CSLB Enforces Zero Tolerance

The Contractors State License Board (CSLB) established a zero-tolerance enforcement policy and now issues legal action against any C-10 Electrical contractor who willfully employs an uncertified electrician to perform work as an electrician. CSLB is legally required to open an investigation and initiate disciplinary action against the contractor (which may include license suspension or revocation) within 60 days of receipt of a referral or complaint from the Department of Industrial Relations' Division of Apprenticeship Standards (DAS). Labor Code Section 3099.2 stipulates that anyone who performs work as an electrician for C-10 Electrical contractors shall hold an electrical certification card issued by DAS; DAS is required by Labor Code Section 3099.2 to report violations to CSLB. Learn more about electrician certification by visiting the Division of Apprenticeship Standards website. <http://www.dir.ca.gov/DAS/ElectricalTrade.htm>

CERTIFICATION – FIRE/LIFE SAFETY TECHNICIAN - RENEWAL

For Fire/Life Safety Technicians with 4,000 hours of work experience, the state law requires them to be certified by passing the state exam. The renewal application is posted at www.dir.ca.gov/das and the state does not send out reminders. For information on the Electrician Certification Program visit www.dir.ca.gov/das and follow the links.

The WBFAA UATC has certification prep material available to member companies of the WBFAA UATC. If you are a member and would like the material, please contact the WBFAA UATC at 800-809-0280 or email info@wbfaa.net.

WBFAA UATC Apprentice Class Begins in January

The WBFAA UATC first semester apprentice course begins in January, 2013. Visit www.WBFAA.net for information or call the WBFAA UATC at 800-809-0280. Class is open to employees of member companies who have an apprentice registered with the State of California.


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WBFAA UATC Offers Online Continuing Education

The WBFAA UATC is offering an online continuing education program for electronic security systems technicians with nearly 100 hours of course offerings. Registered technicians with member companies will have access to 18 hours of online courses annually at no fee. In addition, registered technicians will have access to courses offered in physical classrooms and can submit third-party training for certification for renewal of the state Fire/Life Safety Certification card. For more information, visit www.wbfaa.net or www.wbfaa-training.net.

WBFAA UATC Invites Membership

Assented member companies register all fire alarm technicians in the program and pay a monthly fee of \$25 per technician. The apprentice program and course, prep material for certification and continuing education courses are provided at no additional fee. In addition, member companies who contribute to public works training trust funds to the WBFAA receive a \$.15 per hour credit for registered technicians. For complete information, visit www.wbfaa.net or call the WBFAA UATC at 800-809-0280.

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January 31 – February 2, 2013
Hilton Palm Springs, Palm Springs

CAFAA MEETINGS

Thursday, October 25
9:30 a.m. – 2 p.m.
CAFAA General Meeting
The Boathouse Restaurant
2040 Harbor Island Dr., #200
San Diego, CA 92101-1018

Thursday, December 13
9:30 a.m. – 2 p.m.
CAFAA General Meeting
Siemens Industries, Inc.
25821 Industrial Blvd.
Hayward, CA 94545

2012 CAFAA Training Calendar

October 3, 4
Understanding the 2010 NFPA 72, Fire Alarm Plan Review
Novato Fire Protection District, Novato

November 13, 14, 15
Fire Alarm System Design, Smoke Control Systems, Documentation and Recordkeeping
Corona Fire Department, Corona

November 27, 28, 29
Plan Review, Testing and Inspection, Troubleshooting
Siemens Industry, Inc., Hayward

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OCTOBER

- 4..... GLASAA Golf Classic Moorpark
- 11 SAAA Fire Forum Sacramento
- 18 SVAA General Meeting San Jose
- 18 GVAA General Meeting Stockton
- 17-21..... Texas BFAA Convention Galveston
- 24 RAA General Meeting Windsor
- 25 CAFAA General Meeting San Diego
- 30-31..... ISC East New York, NY

NOVEMBER

- 9 NSA Holiday Party Las Vegas
- 13 EBAA General Meeting Richmond
- 14 OCAA General Meeting Anaheim

DECEMBER

- 4..... Mid Cal General Meeting Fresno
- 6-8..... CAA Winter Convention San Francisco
- 13 SAAA Holiday Party Sacramento
- 13 CAFAA General Meeting Hayward
- 17 SDSA Holiday Bash San Diego
- 18 IEAA General Meeting Riverside

CAA CONVENTIONS 2012, 2013 and beyond

- 2012 December 6-8 San Francisco
- 2013 May 2-4 Palm Springs Hilton
- 2013 December 5-7 San Francisco
- 2014 May 8-10 Palm Springs Hilton
- 2014 December 4-6 San Francisco
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JANUARY

- 31-Feb 2..... CAFAA Annual Meeting & Conference.....Palm Springs

FEBRUARY

- 19 GLASAA General Meeting Los Angeles

APRIL

- 9-11 ISC West Las Vegas
- 16 GLASAA General Meeting Los Angeles

MAY

- 6-10..... PSA-TEC 2013 Westminster, CO

JUNE

- 17-21 ESA Summer Conference Nashville
- 17-21 ESX Electornic Security Expo Nashville
- 18 GLASAA Scholarship Awards Los Angeles

AUGUST

- 20 GLASAA Harbor Cruise Marina Del Rey

OCTOBER

- 3 GLASAA Golf Tournament Moorpark

DECEMBER

- 10 GLASAA Holiday Party/Elections Los Angeles

Industry Events 2012 - 2013

October 30-31, 2012

- ISC East, New York, NY

January 31- February 2, 2013

- CAFAA ANNUAL CONFERENCE, Hilton Palm Springs

April 9-11, 2013

- ISC West 2013, Las Vegas, NV

June 17-21, 2013

- ESA Summer Conference, Nashville, TN

May 6-10, 2013

- PSA-TEC, Westminster, CO

June 17-21, 2013

- Electronic Security Expo, Nashville, TN

BSIS Address and Telephone Numbers

Bureau of Security and Investigative Services

2420 Del Paso Road, Suite 270, Sacramento, California 95834.

The following are a list of important Bureau numbers to update your records:

Main Number: 916/322-4000

Toll Free Number: 800/952-5210

Licensing Fax Number: 916/575-7290

Enforcement Fax Number: 916/575-7289

Email: bsis@dca.ca.gov

Web Homepage: www.dca.ca.gov/bsis



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