

THE MIRROR

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IACP Elects New President, Recognizes CAA Member Tyco



Tyco Integrated Security was recognized at the 2012 International Association of Chiefs of Police Annual Foundation Fundraiser in San Diego. Pictured are newly elected IACP President Chief Craig Steckler of Fremont, CA, CAA Public Safety Liaison Jon Sargent of Tyco Integrated Security, and outgoing IACP President Chief Walter McNeil.

FBI Releases 2011 Uniform Crime Report

The FBI has released the 2011 Uniform Crime Report preliminary edition which reports overall crime was reduced by 4% over 2010. Further information can be obtained in the annual UCR report at WWW.FBI.GOV.

2012 CAA Winter Convention

December 5-8, 2012
Wyndham Parc 55, San Francisco
Group Rate: \$149
Hotel Reservation: 800-697-3103

GROUP NAME: California Alarm Association Annual Meeting

Program, registration and hotel reservations at www.caaonline.org

Soar with the Eagles

More details on pages 3 and 18



Pigs don't fly... But they do read THE MIRROR! THE MIRROR printer Wayne Licher celebrates 20 years of THE MIRROR with his daughter Lindsey, pet pig Daisy and his grandson Brayden.

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THE MIRROR

CAA 2012 Winter Convention and Western States Security Conference

Dec. 5-8 Parc 55 Hotel San Francisco

Attendee forms and Exhibitor applications at www.CAAonline.org

Sponsorship Opportunities Available for individual events throughout the convention, and the Tribute dinner on Friday Dec. 7.

Contact the CAA Office 800-437-7658

Sheriff Arpaio To Be Keynote Speaker at CAA Convention



Soar With the Eagles

Participate in the Tribute Dinner for Patty Hartman, recipient of the 2012 George A. Weinstock Award for a Lifetime of Achievement and Service to the Security Industry.



Advertising in the Tribute Book to Patty Hartman now being accepted. This is a perfect way to express your appreciation to Patty Hartman and to show support for the industry through the George A. Weinstock Award. The Tribute Book will be distributed to all attending the Tribute Dinner, Friday Dec. 7. Call the CAA office for rates and specs.

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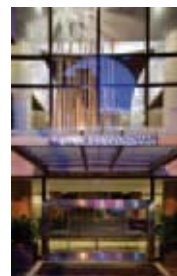
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Hotel Reservation: 800-697-3103

Hotel reservation link at www.caaonline.org



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NOVEMBER 2012



ASSOCIATES CORNER

Cold Calling Does Not Have To Be Traumatic!

By Harvey Eisenstadt

One of the questions I present to attendees at my workshops is related directly to cold calling. Very simply I ask, "How many salespeople in this group cold call for leads?" Not to my surprise less than 10% of the attendees respond positively. When asked why they do not cold call I receive a variety of replies, or should I say excuses. Yes, in most cases that's what they are – excuses. In many businesses cold calling can account for more than 50% of the qualified leads presenting opportunities for new business. So, why are salespeople and their management allowing this valuable opportunity to be ignored?

First, let's take a look at why salespeople don't cold call. There are many excuses, some of which are, "I'm not good at it," "I don't have the time," "I'm not sure it is worth it," and several more that I am confident you can add to this list. You can come up with dozens of excuses; however, the bottom line of all of these excuses is the fear of rejection. That's right, the fear of instant failure is very difficult for anyone, especially salespeople, to accept. Since cold calling, in many businesses, is an absolute necessity for the growth of the business, here are some methods on how to overcome that fear, minimize rejection, and convert perceived failure into success.

Begin with the realization that you are not the only salesperson knocking on that door and trying to present your story to that prospect. It is not surprising that people will get defensive, display annoyance, and in some cases very rudely ask you to leave. Putting yourself in their place, you would probably do the same thing. So how do you get past the wall that is put up as you try to finish your sixty second elevator pitch? The answer is benefits and value to the prospect. Too often the salesperson's introduction consists of a "feature dump" of all the wonderful features of their product or service. Don't be surprised as I tell you that the prospect has heard all that

from other salespeople. You never get the chance to tell them why you are different. With that being common knowledge, why don't you begin with what makes you different.

What will make you different is having the prospect immediately identify with the benefit and/or value to them of whatever it is you represent. Understanding human nature is quite simple. If the prospect recognizes a direct benefit or value to them, they will listen to more of what you have to say, and more often they will grant you the appointment. And, it is the appointment that you must achieve from the cold call.

To accomplish this, you start by making a simple bullet list of the benefits and value to the prospect of your product or service, not the features or how it is accomplished. You also know what some of the objections will be. So, make a bullet list of those typical objections. Once you have these two lists, create your opening statement recognizing and eliminating as many of the objections as possible and incorporating at least one or two benefits. Here is an example employing the recognition of two types of objections and two benefits. "Good morning. My name is Tom Smith and I'm with the XYZ Company. I know how valuable time is to you and you may already have a vendor providing similar services so I will just take a moment of your valuable time to tell you that we can help you reduce overhead while increasing production." That introduction takes only about 15 seconds. You can immediately follow it up with another 10-15 second comment incorporating a third and fourth benefit. No questions and no features. Only identify benefits. At this time the prospect may ask a question or two which is your signal to ask for an appointment on a day and time convenient to them.

Develop your own comfortable introduction remembering to use positive statements with definitive results for the prospect. Once you develop this introduction, you must practice it over and over again before employing it in the field. It may take several attempts to become comfortable with this new introduction and employ it successfully; however, once it starts working, you will experience a significant increase in acceptance, combined with a decrease in the fear of rejection.

Remember that failure is a crucial component of the learning process.

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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Funds can be corporate or personal, although they are not tax deductible. **IMPORTANT:** Include your name, address, employer and occupation with each contribution.

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ASSOCIATES NEWS

DIGITAL MONITORING PRODUCTS (DMP) has released the newest version of the popular XTL™ Wireless Burglary Control Panel. The new XTLN-WIFI has Wi-Fi capability, making the panel even faster and easier to install than before. This new feature is in addition to the recently added Network communication capability. Together, these communication capabilities create the quickest-



installing panel with the fastest and most secure alarm communication available. "DMP products are conceived, designed, and built primarily to meet the expectations of our customers," said Vice President

of Sales, Mark NeSmith. "The XTLN-WIFI gives installers a fast, convenient Wi-Fi connection they can use to remotely program the panel via Remote Link™." All three XTL models – the XTL, XTLN and XTLN-WIFI – provide most of the features found in the larger DMP panels, including 28 two-way wireless zones, 6 areas, and 30 user codes. The XTL panels support up to 4 wireless keypads and have built-in proximity readers as an option. They also include up to 8 outputs for wireless key fobs, sirens, annunciators, and relays. For more information, call 800- 641-4282 or visit www.dmp.com.

In response to the recently announced AT&T Sundown of 2G communication expected January 2017, **DMP XT** and **XR Series** of panels will now support **DMP 3G-** and **4G-capable** digital cellular communicators. "From our first panels in the 80's and through-out our history, DMP has provided our dealers with multiple communication options. Today, we take those options to a new level – offering a choice



of cellular technology and a choice of carriers with greater coverage, allowing DMP dealers to install panels on a cellular platform that has no end in sight", said Mark NeSmith, Vice President of Sales. "And, as DMP dealers have come to expect, these cellular communicators are backwards compatible with existing panels, enabling a seamless upgrade to the newest technology available in our industry." For more information, call 800-641-4282, or visit www.dmp.com.

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RSI VIDEO TECHNOLOGIES, the manufacturer of the Video-fied, Video Alarm System announced that Deanna Blair has accepted the newly created position of Central Station Liaison. Her background and industry experience give her a unique perspective on the impact that Video Verification is having on the Security Industry. Her duties are to ensure that all Videofied Products and Services are installed and monitored with the highest level of service and customer satisfaction at the central station and dealer levels. Blair can be reached at 714-388-2740 or dblair@videofied.com.



Fifteen **TRI-ED/NORTHERN VIDEO** employees from various locations across North America volunteered from September 15-22 at Habitat for Humanity on John Island, SC. The group included senior management and sales/administrative staff worked for the full seven day week on a home that was under construction. Habitat for Humanity homes are made simple and affordable to low-income families around the world and they have helped build more than half a million affordable houses and served 2.5 million people worldwide. The main house the Tri-Ed/Northern Video team worked on was being built for a mother, her two children and handicapped grandmother. "This was a truly fulfilling experience for our employees and a great way for our company to give back to the community," notes Tri-Ed/Northern Video President and CEO Pat Comunale. "As Habitat says, they are a **HELPING** hand, **NOT** a handout. It was our privilege and pleasure to lend our support and helping hands to this very important cause." For more information, please visit www.tri-ed.com.

BOSCH SECURITY SYSTEMS has launched the Automatic Fire Detector 440 Series of analog addressable devices, a new series consisting of seven detectors and four bases, includes detectors with photoelectric, heat and carbon monoxide sensors for maximum reliability and reduced false alarms. The detectors are also designed with Bosch's powerful Dual Ray Technology, which provides

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ASSOCIATES NEWS

extremely reliable fire detection. The technology's dual-optical sensor uses two LEDs (one infrared and one blue) to scatter light. The detector compares the intensity of the different wavelengths to determine smoke density and particle size. This allows it to differentiate between smoke particles and other particles – such as dust or steam – that can cause false alarms in other detectors. The



440 Series models are ideal for a variety of applications, including office buildings, airports, hospitals, factories, warehouses and detention facilities. The detectors can also be fixed to the base to prevent vandalism in applications at high risk for tampering, such as schools, hotels and jails. For more information, visit www.boschsecurity.us.

Now available for **NAPCO's** popular StarLink SLE-GSM Universal Radio, is the "My Home Starlink" App by Napco Security Technologies, Inc. The App can be downloaded for iPhone/iPad or Droid smart devices, free from iTunes, Android Market or Google Play. The StarLink application enables end-users to easily control the ARMING and DISARMING of their security system via the StarLink Radio with the touch of a central button on any iPhone/iPad or Droid. It is another remote service option Napco has made available to its dealers, to enhance their offerings, accounts' satisfaction and retention. An innovative universal full-data GSM alarm system communicator, Napco StarLink GSM, works on any brand alarm panel (communicating on Point ID or 4/2) and is an economical replacement or backup to traditional hardwire land lines, communicating by wirelessly transmitting alarm signals to any central station. With no-fee activation, easy to install, StarLink Radios have 1-Step enrollment and programming built in, ready out-of-the-box for most jobs. Automatic dialer-capture technology eliminates time-consuming web setup. For more information, call your Napco Sales Representative at 800-645-9445 or visit www.napcosecurity.com.

GAMEWELL-FCI by **HONEYWELL** (NYSE: HON) now offers a Conventional Agent Release Control Panel (Flex GR5066R) that can provide powerful fire protection, while simultaneously controlling the release of one or two fire suppression agents. The Flex GR506R panel is compatible with nearly 40 releasing control devices for as many as 12 sprinkler and fire suppression agents, and is currently one of only two UL-Listed releasing systems for the new aerosol suppression agents growing in popularity since the NFPA's (National Fire Protection Association) introduction of its 2010 Standard for Fixed Aerosol Fire-Extinguishing Systems. Aerosol fire suppression agents are designed to quickly extinguish a fire with minimal effect on equipment and other property contents, plus no long-term negative effects on human health or the environment. These unique benefits, coupled with the NFPA 2010 standard outlining the requirements for the design, installation, operation, testing and maintenance of aerosol fire-extinguishing systems, have caused a wide variety of facilities from high-value and high-hazard applications to build-

ings with simple server rooms or paint booths to request this new suppression technology, explains Gamewell-FCI Vice President of Sales, Steve Birdsall. More information on the fire protection and releasing capabilities of Gamewell-FCI's Flex Series of control panels is available on www.gamewell-fci.com.

INDUSTRY NEWS

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

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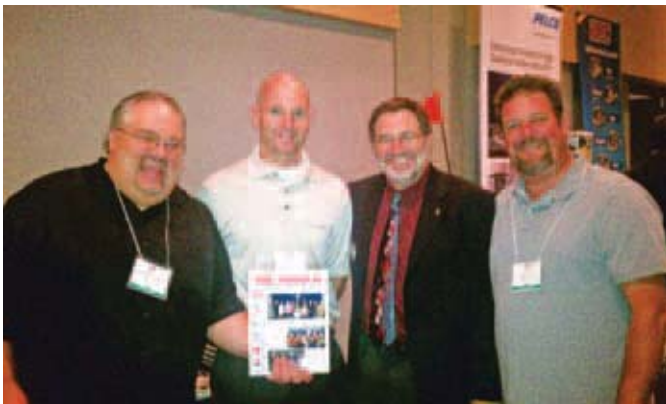
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Where in the World Is THE MIRROR?

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The Mirror was at Steve Eisenstadt's 50th Birthday bash in Palm Springs with (left to right) Lonnie Chizen, Paul Eisenstadt, Craig Lujan, Jay Levy, Steve Bracket, Ron Gallipo, Harvey Eisenstadt, Steve Eisenstadt and Tim Cahoon.

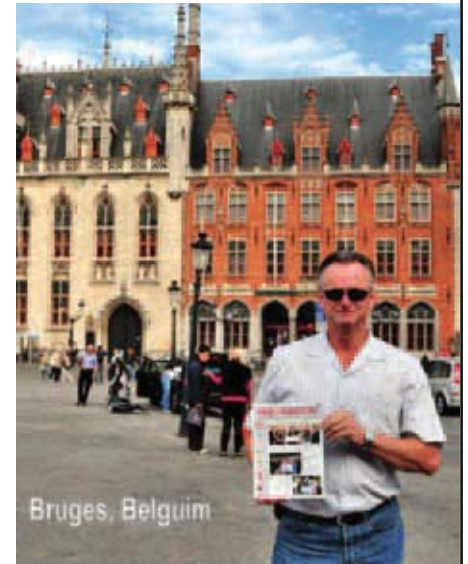
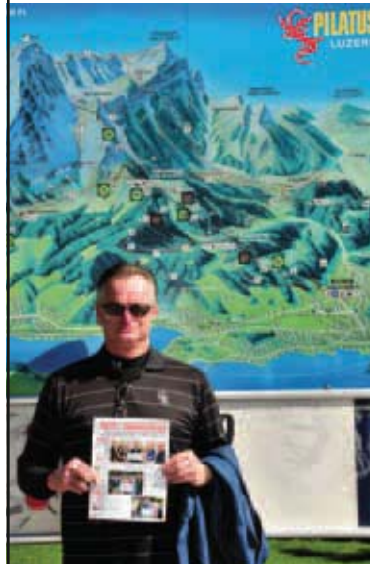


David James of RFI, EBAA President Tim Westphal of Bay Alarm, Ron Lenz of ADI and Robert Blunt of RCB Systems with THE MIRROR at ADI Expo Santa Clara.



King Kamehameha received special delivery of THE MIRROR during the CSAA annual meeting in Hawaii.

Rhine Falls, Switzerland



Tim and Erin Sproul toured Europe with THE MIRROR.



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IN MEMORIUM

Jack G. Weinstock

November 11, 1911 – October 13, 2012

Jack Weinstock was charitable, supporting many charities including the Jewish Community of Malibu and the University of Judaism. Jack was an excellent artist working in oil painting and stained glass. For fun he really enjoyed playing cards and even into his late 90's he enjoyed parties and dancing. He was a long standing member of El Caballero Country Club and then the Beverly Hills Country Club. He loved and cared for his family and was survived by his second wife Elaine, his daughters Maxine Bleakley, Tobi Pepper (Alan), his grandchildren, Mark, Tracey and Jason (Mamie), 5 great-grandchildren and 2 great-great grandchildren. Morse was one of the founding companies of the WBFAA which became the CAA.

A Remembrance of Jack Weinstock

A pioneer of the alarm industry has left us...

My father Morrie Weinstock and his younger brother Jack and their sister Sally came to America with their mother from Poland to New York in 1921. Their father Peter had already come to New York the year before. The Weinstock family then moved to Cleveland, Ohio.

Jack & Morrie both worked at their parent's store – Weinstock's White Front Food Market – stocking merchandise, cutting meat, and counter sales.

There had been a few burglaries of the store. One day early in the morning – while the family was still sleeping in the apartment upstairs above the store – a robber came into the store and threatened Peter with a gun. Peter attempted to take the gun away from the robber and the two of them wrestled to the floor. The robber was able to get to his feet first and as Peter attempted to get up, the robber struck him in the head with the butt of the gun and fled.

The family knew nothing of the incident until Peter began yelling as he chased the robber from the store. Peter had 10 stitches in his head.

After this incident, Morrie and Jack Weinstock rigged up a doorbell button under the store counter and a bell in the upstairs apartment. This would be used to call for help – and this was the first attempt by the Weinstock brothers to try their hand at electrical security.

Being a small retail neighborhood – other merchants heard of the alarm system and wanted one – having suffered burglaries of their own.

It was 10 years later, in 1934 that Morrie and Jack Weinstock showed a more positive interest in this field and started their business career together in Cleveland by opening an alarm company to be known as Morse Signal Devices.

With acquisitions of smaller alarm companies in Cleveland, with a well-trained staff, and with the business and technical skills of the partners – Morse Signal Devices grew rapidly.

In 1948, Morrie Weinstock and his family drove to Los Angeles, California to visit his sister – and he fell in love with California. When he returned to Cleveland, he and Jack sat down and mapped out a plan to open a Morse Signal Devices office in Los Angeles. Jack and his wife Esther and their children Maxine and Tobi packed their bags and drove to Los Angeles.

Jack's task was to rent himself a house, rent a house for his brother Morrie, and to find a small alarm company to buy. While Jack was doing this, Morrie was getting management in place at Morse in Cleveland – and then a year later came to Los Angeles.

Jack and Morrie Weinstock were basically starting somewhat from scratch in Los Angeles - buying alarm companies, assembling crews and office staff, and establishing their new company in this virgin territory.

The Los Angeles office grew incredibly well and things were rolling along beautifully – that is until my father Morrie Weinstock died suddenly in 1969 at the age of 59. It threw the family into a tailspin and could have caused some problems at the company. Except it didn't because Jack knew what had to be done – and did it.

I had the pleasure of working with my new partner – Jack Weinstock for many fruitful years to come. Jack was there for me in many more ways than just a business partner. Jack supported my business ideas and was willing to try them out. We became good friends and enjoyed working with each other – right up to the day we sold the company in 1981 – and always thereafter.

My Uncle Jack pushed the envelope in longevity – reaching the amazing age of 100. Jack's birth date is 11-11-11, which is an easy date to remember – and I would always wish him a happy birthday and he just brushed it off, even at his 100th birthday party – as he didn't like to acknowledge his birthday or his age – as age was not a number on a calendar to him – and he proved that.

Jack Weinstock's son-in-law Alan Pepper who for many years prior to his law career had worked at Morse Signal Devices.

- By George A. Weinstock



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Eisenstadt for sales, management or keynote presentations, contact Syncomm Management Group, Daniel Freitas, info@snnonline.com, 800-490-9680.

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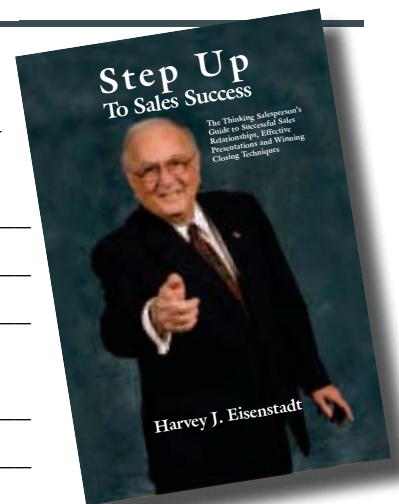
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ORANGE COUNTY ALARM ASSOCIATION

By Steve Maris, President

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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

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.



SILICON VALLEY ALARM ASSOCIATION

By Julie Anne Buller, President

SVAA MEETINGS

The 2012 dates for our regular meetings are:

♦ November 15

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.



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.

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

MID-CAL

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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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NOVEMBER 2012

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



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SACRAMENTO AREA ALARM ASSOCIATION

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

By Ben Martinez, President

SAAA MEETINGS

♦ 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

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.

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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

♦ 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

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**FIVE DIAMOND
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Ed Michel of Valley Alarm, George De Marco of ESX, Tom Few of Meridian Business Solutions and Michael Harrison previewed new golf fashions at the GLASAA Golf Tournament.



**REDWOOD
ALARM ASSOCIATION**

By Chuck Petrusha

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.



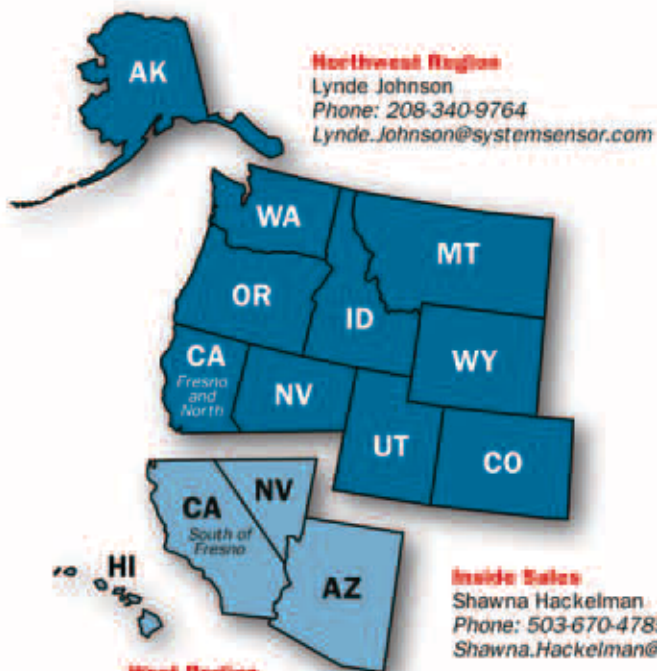
**GOLDEN GATE
ALARM ASSOCIATION**

By Gary Lowndes, President

For further information, contact Gary Lowndes at (650) 574-1077 or g.lowndes@hueandcry.com.



Mike Nilo, Oplink Communications, Fremont, Mark Simpson, RFI, San Jose, John Clifford, Mission Security Systems, San Jose, Bubba James, RFI Business Development, and Dee Ann Harn, CEO, RFI San Jose listen to Jon Sargent (facing them) at a recent Golden Gate meeting.



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By Cathy Rempel, President

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

By Holly Hunt, President

It is my sincere honor to be elected chapter president and I look forward to serving the IEAA and the CAA. We are a valuable resource to the alarm industry and it is my desire to grow our chapter and make the Inland Empire Alarm Association an asset to its members. We are going to be more active than ever and need your support and input. This year's focus will be bringing together the best resources possible for the mutual benefit of all members and associates.

Please make time to come out and be a part of what I believe is the future of the alarm industry in California. Professional, Beneficial, Informational.

The IEAA recently nominated the following members to its 2013/2014 board.

President.....	Holley Hunt, Bosch Security Systems
Vice President.....	Greg Sipple, Siemens
Secretary.....	Ray Cloutier, Southwest Alarm
Sergeant at Arms	Dale Williams, Pacific Alarms
Treasurer.....	Steve Sopkin, Mijac Alarm
CAA Board Representative	Greg Sipple, Siemens
Police Liaison Committee.....	Jayson Keyz, Alarm Drafting.com
	Chuck Landfried , Private Security
Grievance Committee.....	Dale Williams, Pacific Alarm
	Mark Creighton, Holmark Security Group

This year we would like to see our chapter grow and benefit from getting more alarm industry professionals finding us and enjoying all that our association has to offer. If you have thought about it and



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never come out for whatever reason, stop procrastinating! We need new people to make our association thrive.

If you would like to attend a meeting or if you have a desire to get involved, then please join us or call 800-559-9060.

Our normal format is a lunch/dinner meeting on the 2nd Tuesday of the month. Please be our guest at the first meeting, your meal is on us.

Please feel free to contact Sylvia Jimenez of the IEAA for upcoming details at 800-559-9060 or

RIVERSIDE POLICE DEPARTMENT TREE OF LIFE

We are proud to announce our Holiday Charity in conjunction with the Riverside Police Department. We are collecting new and unwrapped gifts suitable for teens, movie passes, gift cards or fast food gift cards. Our donations will benefit the program Teen-to-Teen which encourages teens to not drink and drive and think before getting into a vehicle with a drunk driver, not to text while driving, and of course to always buckle up. Riverside Police Department appreciates that we are supporting our young adults who sometime get overlooked during the time of giving. You can drop off donations at any of the locations listed below or call Sylvia Jimenez 800- 559-9060 for special arrangements:

- Pacific Alarm, 521 Wellwood Ave., Beaumont CA 92223
- IE Alarm Systems, 1175 Center St., Riverside CA 92507
- Mijac Alarm, 9339 Charles Smith Ave., Rancho Cucamonga CA 91730

Donations must be dropped off by November 16, 2012

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

♦ **Tuesday November 13, 2012.**

Networking at 11:30 a.m.

Lunch at 12:00-2:00p.m., The Old Spaghetti Factory

3191 Mission Inn Ave, Riverside CA 92507, (951) 748-4417

Please note our final meeting date this year:

♦ **December 18**

6-8 p.m.

Cask & Cleaver Steakhouse, 1333 University Avenue Riverside, CA 92507

2013 IEAA MEETINGS

♦ **January 8, 2013**

♦ **March 12, 2013**

♦ **September 10, 2013**

♦ **November 12, 2013**

*Warmest regards,
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Training and Education Calendar - 2012

November 6
Yamaha Training
8:30 a.m.-4 p.m.
Volutone Simi Valley
www.volutone.com

November 7
Yamaha Training
8:30 a.m.-4 p.m.
Volutone Van Nuys
www.volutone.com

November 7
Counter Day - Clinton Electronics
Tri-Ed/Northern Video Union City
10 a.m. - 2 p.m.
510-487-1731
www.tri-ed.com

November 7
SecuraKey: Training & Counter Day
10 a.m. - 2 p.m.
Tri-Ed/Northern Video Sacramento
916-563-7560
www.tri-ed.com

November 8
SecuraKey: Counter Day
Tri-Ed/Northern Video Union City
10 a.m. - 2 p.m.
510-487-1731
www.tri-ed.com

November 8
Yamaha Training
8:30 a.m.-4 p.m.
Volutone Cerritos
www.volutone.com

November 12
Peerless: Training & Counter Day
Tri-Ed/Northern Video Sacramento
10 a.m. - 2 p.m.
916-563-7560
www.tri-ed.com

November 13
Yamaha Training
8:30 a.m.-4 p.m.
Volutone Las Vegas
www.volutone.com

November 13
IP Video Technology
Tri-Ed/Northern Video Phoenix
602-470-9170
www.tri-ed.com

November 13 - 15
Fire Alarm System Design, Smoke
Control Systems,
Documentation and Recordkeeping
Corona Fire Department
Corona
www.cafaa.com

November 14
Yamaha Training
8:30 a.m.-4 p.m.
Volutone Ontario
www.volutone.com

November 15
IP Video Technology
Tri-Ed/Northern Video Burbank
800-546-8774
www.tri-ed.com

November 15
Yamaha Training
8:30 a.m.-4 p.m.
Volutone San Diego
www.volutone.com

November 15
IP VIDEO TECH TOUR TRAINING
8 a.m. - 2:30 p.m.
Tri-Ed/Northern Video Burbank
800-546-8774
www.tri-ed.com

November 20
Tri-Ed/Northern Video Union City
Silent Knight Training Seminar
10 a.m. - 2 p.m.
510-487-1731
www.tri-ed.com

November 27 - 29
Plan Review, Testing and Inspection,
Troubleshooting
Siemens Industry, Inc.
Hayward
www.cafaa.com

November 27-28
Fire-Lite Systems
Las Vegas, NV
www.firelite.com

November 28
ADI Fire Protection &
Safety Webinar
Large Commercial
https://adi.webex.com

November 29
Fire-Lite Systems Software
Las Vegas, NV
www.firelite.com

December 4
Networking 101/201
3 p.m. - 9 p.m.
Volutone Simi Valley
www.volutone.com

December 5
Networking 101/201
3 p.m. - 9 p.m.
Volutone Van Nuys
www.volutone.com

December 11
Networking 101/201
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PUBLIC SAFETY LIAISON



CAA representatives attended the International Association of Chiefs of Police 119th Annual Conference in San Diego and heard a presentation from Sean Joyce, Deputy Director of the FBI.

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.

FARA Seeking Support

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.

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 is committed to cooperative effort between 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.

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

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By Howard Wulforst, President

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.



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By Margaret Spitznas, President

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

Please visit the WBFAA website: www.waesa.org. If you are a member and would like to link your website, please contact Howard Richardson at Howard@waesa.org.

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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.

ARIZONA MEETINGS

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



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By Dimitri Begeor

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- 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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Any inquires regarding the Nevada Association of Security Professionals can be directed to Scott Wulforst from Stanley Convergent Security Solutions 775-287-8110.

Please contact me if you have any questions.

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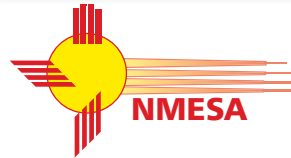


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CERTIFICATION – FIRE/LIFE SAFETY TECHNICIAN - RENEWAL

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.

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>

WBFAA UATC Apprentice Class Begins in January 2013

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 are 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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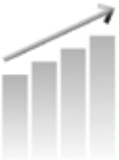
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CAFAA 2013 ANNUAL CONFERENCE

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

CAFAA MEETINGS

Thursday, December 13
9:30 a.m. – 2 p.m.
CAFAA General Meeting
Siemens Industries, Inc.
25821 Industrial Blvd.
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2012 CAFAA Training Calendar

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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WESTERN STATES SECURITY ALLIANCE CALENDAR 2012 - 2013

Send your events to CAA Mirror: info@caaonline.org

NOVEMBER

- 9.....NSA Holiday PartyLas Vegas
- 13.....IEAA General Meeting.....Riverside
- 13.....EBAA General Meeting.....Richmond
- 14.....OCAAA General Meeting.....Anaheim
- 15.....SVAA General Meeting.....San Jose

DECEMBER

- 4.....Mid Cal General Meeting.....Fresno
- 5-8.....CAA Winter Convention.....San Francisco
- 11.....GLASAA Holiday Party.....Van Nuys
- 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 5-8.....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
- 2015.....May 14-16.....Palm Springs Hilton
- 2015.....December 3-5.....San Francisco

2013

JANUARY

- 8.....IEAA General Meeting.....Riverside
- 31-Feb 2.....CAFAA Annual Meeting.....Palm Springs

FEBRUARY

- 18-20.....ESA Leadership Summit.....Orlando
- 19.....GLASAA General Meeting Los Angeles

MARCH

- 12.....IEAA General Meeting.....Riverside

APRIL

- 16.....GLASAA General Meeting.....Los Angeles

MAY

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

JUNE

- 18.....GLASAA Scholarship Awards.....Los Angeles

AUGUST

- 20.....GLASAA Harbor Cruise.....Marina Del Rey

SEPTEMBER

- 10.....IEAA General Meeting.....Riverside

OCTOBER

- 3.....GLASAA Golf Tournament.....Moorpark

NOVEMBER

- 12.....IEAA General Meeting.....Riverside

DECEMBER

- 10.....GLASAA Holiday Party/Elections.....Los Angeles

Industry Events 2013

January 31- February 2, 2013

CAFAA ANNUAL CONFERENCE, Hilton Palm Springs

February 18 - 20

ESA Leadership Summit, Orlando, FL

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

CAA 2012 Winter Convention and Western States Security Conference

Dec. 5-8 Parc 55 Hotel San Francisco
Attendee forms and Exhibitor applications at www.CAAonline.org

Sponsorship Opportunities Available for individual events throughout the convention, and the Tribute dinner on Friday Dec. 7.

Contact the CAA Office 800-437-7658



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

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- Email:bsis@dca.ca.gov
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