

# THE MIRROR

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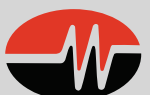
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## PRESIDENT'S MESSAGE

### See You in San Francisco

Dear Colleagues,

It is the time of year that we focus our attention on the CAA Winter Convention in San Francisco. This year's event promises to be the biggest and best one yet.

Registration and sponsorships are at record levels, and our programs and presentations are incredible.

The keynote address will be by Dodger legend, TOMMY LASORDA. Our executive symposium will feature Jeremy Hoachim of Bosch, Scott Harkins of Honeywell and Mike Hackett of Qolsys. Our workshops and seminars will deliver valuable business content. I really believe our Events Committee and our Executive Director have put together the most exciting program ever.

We are continuing to offer FREE REGISTRATION to all dealer companies, and each local association is encouraged to bring at least one dealer who has never attended previously. We already have a record number of dealers registered, but our goal is to far exceed the previous number – and we know that once a dealer sees the program they will never miss another one.

Thank you to everyone who is working hard to make this event a great success. And thanks to all our board members and committees who continue to do brilliant work on behalf of the association and the members.

Sincerely,  
Bob Michel



Robert Michel



**Soar with the eagles...**  
**2013 CAA Winter Convention and Tribute Dinner**  
**San Francisco December 4-7, 2013**  
**Sponsorships still available.**



### Tommy Lasorda in Lineup at 2013 CAA Winter Convention

Dodger great Tommy Lasorda will deliver the keynote address to the CAA Winter Convention December 4-7, 2013 in San Francisco. FREE registration is being offered to two people from any alarm company and includes all meals and program.

The Wyndham Parc 55 on Union Square is offering rate of \$159.

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## PUBLIC SAFETY

# It's All About the Power

By Ron Walters

I first became aware of power related issues about nine months after Hurricane Andrew. I owned a contract central station in South Florida and most of our accounts were in the Miami area. If you aren't familiar with South Florida, we have a rainy season that starts in June and ends in October. We are also the lightning capital of the world, primarily during this rainy period. It was simply a part of doing business in that market so during this time of year we almost doubled our staff in the central station to deal with all of the false alarms.

Nine months after Andrew, we began our staffing increase but the alarms didn't come, at least not in the numbers we were accustomed to. It took me an entire day to figure it out and, pardon the pun, it hit me like a bolt of lightning. While Andrew was a compact storm and almost all of the damage was in the southern half of the county, the power was out for days even in the areas where there was no damage. So what we had was an entire account base that, at a minimum, had a new battery in their system. That was when I realized that many bad weather alarms weren't due to warped doors or windows, they were due to outdated batteries.

In today's world our systems are power hungry. Almost all of the protection is powered, as are the keypads, smoke detectors and panel. When a battery's life is over and the power flickers, like during a lightning storm, the alarm will trip. Sounds simple but it's true. In fact a decade after Andrew the industry was formulating the CP-01 Control panel standard and they included a requirement that if the power dropped below 12 volts the powered devices would be removed from the protective loop until power was restored back to a full 12 volts. There is no doubt that over the last few years CP-01 has had an impact and this has removed much of the threat of these power related alarm activations. However, even with CP-01 the fact that there may be outdated and potentially ineffective batteries still exists.

Over a decade ago when I first addressed this issue I spoke to several battery manufacturers. I explained what I was investigating and asked if their battery sales would support 10 million batteries a year for service replacement only. Their replies were universal; they laughed. Why 10 million batteries? Because at the time the industry was reporting we had over 30 million legacy systems and the average recommended life of batteries at that time was three years.

So how do we address this? Every company should have an aggressive battery replacement program. Every service technician should have a battery load testing device so that there is a test

done on every battery every time a system is serviced. Even batteries new off the shelf should be tested prior to being installed. In fact I am confident that a good battery replacement program would pay for itself while providing a higher level of service for customers.

If all of this weren't enough, there have been articles in our trade publications that some of the batteries being sold today

are so inferior that their productive life might be measured in months, not years. If nothing else, if you aren't aggressively replacing batteries you should be installing the best products that you can find.

While we're at it, how about proper battery sizing? As a rule many alarm ordinances and industry accepted standards tell us that the backup battery should be able to carry the system for a minimum of four hours. If you're installing required fire systems you must include a battery load calculation in your acceptance inspection. It probably wouldn't hurt the industry to carry this over to the security side of our industry.

As a footnote the Phoenix Arizona alarm unit has actual police detectives assigned. They have very high knowledge levels about our industry and the power to require alarm companies meet them at a troubled alarm site. Recently they were experiencing a problem with an alarm system that was purchased by a company that didn't install the system. While doing a site inspection the servicing company explained that they had checked every component in the system and replaced the system batteries. It turns out that there was a remotely located auxiliary power supply and battery that the service technicians hadn't identified. There weren't any notes in the panel that identified there was a remote power supply. In this case the battery was past its useful life and once replaced it brought the alarm system back on line.

Here's a challenge for you to try a test program. Identify your oldest customers and schedule a service call. Take a battery tester along and see how many of these systems have effective battery power to operate properly and share your results with us. We at SIAC hope that this information is helpful to you and causes you to take action. However, as long as issues such as this exist we cannot say that we are doing everything possible to fix our problems.

## About the Author

Ron Walters is a 40 year veteran of law enforcement and the industry. He is a frequent speaker, trainer and author on industry topics and is currently a Director for the Security Industry Alarm Coalition.

[www.siacinc.org](http://www.siacinc.org)



Security Industry Alarm Coalition



## ASSOCIATES CORNER

### Follow Up With Words That Resonate Positively!

By Harvey Eisenstadt

How often have you heard a salesperson pick up the phone, call a prospect and open with "I'm just following up" or "I'm just touching base" or "I'm just checking in" or a likeness of one of these comments? Better yet, how often have you called a prospect and opened with a line that resembles one of these? Yes, this happens all too often and if you are lucky enough to get the prospect on the phone their response will usually be an abrupt "thank you but I am really too busy to talk to you." Of course, if you get voice mail and leave a message such as this you can be guaranteed the prospect will delete this message and a return call will never happen. In fact, depending on how you leave a message such as this, your call could be perceived as annoying and bothersome. Clearly, this does not set the stage for a successful relationship with the prospect.

However, since getting an appointment on the first try or closing a sale on the first call has become more difficult, in today's chaotic

economic, societal and business world, successfully making contact with the prospect is critical. So, the question that needs to be answered, if "following up," "touching base," "checking in" and the likes are not the right opening comments, then how do you get the prospect to respond positively to your call? The answer is simple. The prospect must immediately recognize a benefit or value to them in the words that you are saying or in the message you have left for them. So, before you make that call, rethink what it is about your product or service that will immediately resonate as a benefit or value with that prospect.

Let's take a look at two real life scenarios in the world of sales. The first is to get the appointment. Remember, without the appointment there is no opportunity for a sale. The second is to follow up a presentation where you still have not received the purchase order. Here you must remember that there are still some unanswered concerns holding back the prospect from saying "yes" and you should know what they are.

Taking a closer look at the first scenario, getting the appointment, you must understand that most prospects are inundated with sales calls in a normal business day. Hence, you may get a response that sounds like "I'm too busy," "not interested," or no response at all. What will generate a response or positive reaction from the prospect, and open the opportunity for an appointment, is when what you say resonates with them as a benefit or value to their business or lifestyle, depending on what market you are selling to.

You can follow up as often as necessary as long as you are polite, recognizing the prospect's concerns (time is valuable, their availability, etc.) and provide them with a reason (benefits, value) to want to meet with you. You accomplish this approach by creating a bullet list of all the benefits and value, to the prospect, of your product or service. Keep this list by your side. Each time you call, after politely

*continued next page*

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recognizing some of their daily concerns (time, availability, etc.), offer one or two of those benefits or value from your list and move right into the importance of setting up a meeting to discuss this in more detail with you. Delivered correctly, this will get you the appointment more often than not.

When following up a presentation and trying to close a sale with your call, you should know why the prospect did not yet sign. Recognize, and in some cases even agree with the prospect's concern. Follow that recognition immediately with a benefit or value, from your list, that relates directly to that prospect's concern. Don't wait for the prospect to tell you again why they did not sign. Be proactive by exhibiting to the prospect that you recognize their concern, before they bring it up, and give them the reasons (benefits and value specific to their concern) they should sign.

Prospects resonate positively with benefits and value. Opening with "just following up," "touching base," or "checking in" does not deliver that message.

Harvey Eisenstadt is a 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\*** **\$30,000 GOAL FOR 2013**

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 2013 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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## **INDUSTRY NEWS**

**Monitronics Emergency Dispatch Operator Iliana Ibanez Rodriguez** answered the call and took what she could hear on the other end as the warning needed to contact emergency personnel on behalf of Mrs. Lines who was choking on a piece of food. Had it not been for the family's advanced 2GIG two-way voice keypad, Iliana may not have been able to clearly hear Mrs. Lines' need for help. "I could hear the dispatcher asking if I needed help but I could not speak," Mrs. Lines said. "When the paramedics showed up, I knew the quick response by Monitronics and Ms. Rodriguez saved my life. I can't thank them enough for being there when I needed them most." For her immediate response, Iliana received Monitronics' inaugural "Hero Award" recognizing operators and dealers whose actions directly lead to a customer's life being saved. As a CSAA-certified operator, Rodriguez has completed more than 96 hours of classroom training and eight weeks of hands-on mentoring that prepared her for these types of emergencies. Vice President of Monitoring Operations Darin Anderson said, "World-class monitoring and swift response times are hallmarks of the Alarm Response Center," "Iliana proudly demonstrated Monitronics' mission to protect our customers every hour, every day. We congratulate her on this award and use it as a shining example for our entire team of trained operators." Alliance Security also received an honorary Hero Award plaque at their corporate office in Warwick, R.I.



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# ASSOCIATES NEWS

**COPS MONITORING** expanded support of their newest 8,000 square foot UL listed central station in Lewisville, TX by adding



T.J. Cornwall

account executives Julie Jordan and T.J. Cornwall. Jordan joins COPS Monitoring with an education in Business Communications and fifteen years in sales, with the last seven years working at local Dallas area alarm companies. Cornwall moved to Australia to work as a Key Accounts Manager under the tutelage of Justin Viles co-founder of Google Australia. "Opening our central station near Dallas last



Julie Jordan

year and integrating it into our network of load sharing central stations was just the first step to our commitment to support this large region," says Jim McMullen, President and COO of COPS Monitoring. "We are already members of the Texas and North Texas Alarm Associations. We plan to become very active participants both in the associations and with our own initiatives as we host and conduct training classes and seminars for alarm dealers at our Texas central station." For more information, visit [www.copsmonitoring.com](http://www.copsmonitoring.com).

**TRI-ED** continues its comprehensive Technology Roadshow training program throughout 2013. The Tri-Ed Roadshow is coming to Anaheim on Wednesday, November 13. This free event will be held at the DoubleTree by Hilton Anaheim. The Roadshow begins at 8 a.m. with registration and breakfast, followed by a variety of training classes and a tabletop Expo. The Expo Hall will be open from 11 a.m. to 5 p.m. The schedule permits participants to attend training or

networking with manufacturers. Lunch will be served from noon to 1 p.m. "These one day events are instrumental in educating our dealers on the rapidly changing technologies taking place in our industry, particularly within the IP video arena," says Pat Comunale, Tri-Ed President and CEO. For more information, visit [www.tri-ed.com](http://www.tri-ed.com).

**RSI VIDEO TECHNOLOGIES (VIDEOFIED)** is announced the addition of Cindy Smith, industry veteran, to the central station liaison team. Smith will be working with Deanna Blair to insure our monitoring centers have all the training and support they need to be successful providing video verification services using the Videofied product. Smith worked at Westec Security Group for more than 19 years in several capacities including central station and management, starting with single central station and rising to the corporate level, managing all the central stations within the organization. Before leaving, she set up Westec's interactive video monitoring center. Most recently she was the Sr. Director of Professional Services at Checkpoint Security. Her responsibilities included the management of the state of the art retail monitoring center where Videofied was widely used to provide video verification nationwide. For more information, contact Deanna Blair at 714-388-2740.



Cindy Smith

**HOCHIKI AMERICA** announced the availability of FireNET Xtinguish, an exciting new fire suppression product which utilizes an aerosol-forming solid compound to extinguish fires by inhibiting the chemical chain reactions within the fire itself. The compound is safe for humans, is ozone-friendly



and EPA Snap List approved as a Halon alternative. FireNET Xtinguish is UL Listed for Class A, B and C fires, and canisters are available in numerous sizes which allow the system to meet even the most difficult applications. The system can be used in data centers, computer rooms, mechanical and electrical control rooms, warehouses, engine rooms and hangar bays for vehicle storage and any installation where a fire suppression system is needed to protect the contents of a space. FireNET Xtinguish requires no piping or pressurized bottles and, as a result, frees up valuable storage and floor space as well as reducing engineering, installation and maintenance costs. Post-fire cleanup is minimal and the system can be



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brought back online quickly with no containers or cylinders to refill. The FireNET Xtinguish is compatible with the HCVR-3 Fire Alarm Control Panel as well as the complete line of Hochiki smoke detectors and other peripheral devices. More information is available from Hochiki America and can be found online at [www.Hochiki.com](http://www.Hochiki.com) or by contacting Rick Boisclair at 714-878-8571.

**BOSCH SECURITY SYSTEMS** released two new communication modules for its intrusion and fire control panels. The B441 Conettix Plug-in Cellular Communicator for the B Series Control Panels enables secure two-way IP communication over the Verizon CDMA cellular network. This capability provides superior coverage and reliability for alarm reporting, remote programming, SMS notifications, and more. The Conettix B450 Plug-in Communicator Interface enables the use of plug-in cellular communicators for the B Series, G Series and FPD-7024 Control Panels. The new module is a reliable way to add cellular network communications to existing or new commercial security installations. It also allows the B441 and other cellular modules from Bosch to be mounted remotely from the panels to improve the signal. For more information, visit [www.boschsecurity.us](http://www.boschsecurity.us).

**BOSCH SECURITY SYSTEMS** announced the Remote Security Control app for B Series and GV4 Control Panels now supports Android Devices, in addition to the iPhone, iPad and iPod touch. Delivering flexibility and convenience for customers, Remote Security Control allows arming and disarming of one or more systems or areas, as well as controlling any connected outputs—including lights, garage doors, and more. Users can also check system status and lock, unlock, cycle or secure doors within GV4 systems that include access control. The Remote Security Control app allows the user to connect to a system without a third-party server. This unique configuration reduces monthly cost for the dealer and also allows the app to be used with a local Wi-Fi network when other Internet or cellular connections are not available. For more information, visit [www.boschsecurity.us/rscontrol](http://www.boschsecurity.us/rscontrol).

**FIRE-LITE ALARMS** announced version 2 of the Fire-Watch 411UDAC Fire Alarm Communicator. The 411UDAC Rev 2 is a cost-effective solution for applications that require an existing, or new, Fire Alarm Control or Security Panel to transmit system status to an off-site monitoring facility for Central or Remote Station compliance. Due to its flexible programming options, the 411UDAC is also ideal for use as a stand-alone unit to monitor: sprinkler systems for waterflow and supervisory conditions; processes and normally-open contact devices. Fire-Watch 411UDAC Rev 2 Benefits; larger cabinet with increase knockouts and space to house a larger battery, two new onboard relays are now included on the main circuit board and flexible and configurable to meet your communication and central station requirements. For more information, visit [www.firelite.com/products/411udac](http://www.firelite.com/products/411udac).

AES Corporation announced the promotion of Thomas Kenty to Vice President & General Manager of The Americas region. He will assume responsibility for leading the US and Canada, Central America, and South America sales team. Kenty will oversee all facets of sales activities including promotions and programs, corporate marketing, management of revenue and operating expenses in order to achieve budgeted goals and objectives. “Tom brings a unique set of skills and industry experience to this expanded role. His ability to understand the dynamics of our industry combined with our customer’s needs positions him to define and execute our go-to-market

strategies focused on customer acquisition, customer satisfaction, and accelerated growth.” said Gary Shottes, company President. For more information, visit [www.aes-intellinet.com](http://www.aes-intellinet.com).

AES CORPORATION announced the promotion of John Miliron to Vice President of Sales for the North America region. John will be responsible for directing the expansion of existing accounts and new business opportunities in the US and Canada security market. “I have had the pleasure of working directly with John for well over 10 years. During these years at AES Corporation, John has consistently demonstrated his professionalism through the unique lens of our customers as well as that of our company at all times. It is through this lens that John has contributed tremendously in establishing AES-IntelliNet as a premier critical data communications technology throughout the United States and Canada,” said Tom Kenty, Vice President & General Manager of The Americas. For more information, visit at [www.aes-intellinet.com](http://www.aes-intellinet.com).

**HONEYWELL POWER** announced its IPGSM-4G fire alarm communicator has received approval from the City of New York Fire Department for use in commercial facilities throughout the city. The IPGSM-4G can report fire alarm signals to a central station over IP or GSM. The IPGSM-4G is compatible with virtually any brand of fire alarm control panel. The IPGSM-4G also reports over 2G, 3G or 4G networks, automatically choosing the best available cellular signal in the area. “New York City’s Fire Department is pretty strict when it comes to the technology they allow for life safety systems in the city,” says David Pakech, Vice President of Sales, Honeywell Power. “Given the city’s immense population and number of commercial facilities, they have to be strict. Earning their approval is a huge testament to this product’s reliability.” For more information, visit [www.honeywellpower.com](http://www.honeywellpower.com).

**ALARM LOCK**’s Trilogy® Access Locks are ideal in case of emergencies, as these advanced wireless locks, can provide schools, hospitals, and business campuses immediate lockdown by pressing a button on a pocket-sized remote keyfob. Alarm Lock’s DL3200 standalone Trilogy Lock provides keyfob-activated classroom lockdown, from safely inside the classroom, with a typical range of up to 100’. Up to 50 tiny keyfobs are used with the Trilogy Remote Release Kit, replacing any standard lockset, or they can be easily field-retrofit to existing Trilogy PIN and/or Prox ID Locks, to add this lockdown campus security feature (Trilogy 3000 Series and higher). For a global lockdown solution that also eliminates door-to-door operations, Trilogy Networkx™ are the wireless networked

Associates News, continued on page 12

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version as above, and can be locked down or unlocked campus-wide in under 10-seconds, from a keyfob, wireless panic button or from the school server. Trilogy locks are easy to use and add access convenience & quickly retrofit any lockset on virtually any door, inside or out. For more information, visit [www.alarmlock.com](http://www.alarmlock.com).

**BOSCH SECURITY SYSTEMS** added new features to its B Series Control Panels. With firmware 2.01, the panels offer improved text and e-mail alerts, expanded language capabilities and remote firmware updates of peripheral devices. Customers can now use the B Series Control Panel's built-in Ethernet connection to send e-mail or text alerts for system events. The new firmware also adds French and Portuguese language capabilities. Customers can select two languages per system and choose which one to display for each keypad or for each user. Text messages and email alerts can also be displayed in the user's selected language to simplify operation. Technicians can now update the firmware in keypads or other SDI2 devices using the company's Remote Programming Software Firmware Update Wizard. The series is ideal for retail stores, banks, office buildings, government locations, schools, and many other commercial and residential applications. For more information, visit [www.boschsecurity.us/BSeries](http://www.boschsecurity.us/BSeries).

**NAPCO Commercial 24V** addressable, conventional and wireless systems, for fire, burglary or access, now offer speedier setup and installation with new Quick-Start faster programming and reliable UL Commercial Grade Wireless Fire & Burglary Devices installed in a fraction of the time. Win accounts with more cost-competitive/ attractive proposals by saving on labor with Napco's full line of dependable UL Commercial-Grade wireless devices. Register today for a free class in the field or online weekly. Napco's New Fire Quick-Start Programming Mode, Streamlined Diagnostics Mode and Discovery/Auto-Learn of Devices with new Quickloader 6.3 programming software, is sure to get installs up/running and producing even faster. Register for classes, and earn up to 8 CEU's free-of-charge, at [www.napcosecurity.com/seminars](http://www.napcosecurity.com/seminars).

**OPTEX, INC.** introduced an advanced security solution that gives end users unprecedented capabilities in tracking and responding to intruders through tight integration of OPTEX's Redscan laser detector, Milestone XProtect® video management software, and RedHawk software from The Hawkeye Effect. The REDSCAN RLS-3060SH is an innovative IP or analog laser scan detector that can detect a moving object's size, speed, and distance from the detector and process that information with a unique algorithm. The integrated solution not only allows precise auto PTZ tracking and response, but also provides a mapping capability that tracks objects in real time. For more information, visit [www.optex-vms.com/Connect](http://www.optex-vms.com/Connect).

**COMCABLES** released its new Category 6A cabling product line including; Bulk Cable, Patch Cables, Keystone Jacks, Patch Panels and a Rapid Punch Tool (RPT™). "We are excited about the release of our new Cat 6A solutions to the market," said Andy Work, Vice President and General Manager at comCables, "This solution is the next step in our product innovation that is designed to meet our customers' needs by offering them new technologies with faster installations." The Cat 6A solution extends Cat 6 electrical specifications from 250 MHz to 500 MHz and provides improved insertion loss over Cat 6. All of comCables Cat 6A structured cabling products

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**SENTRYNET** has a special account growth incentive for the fourth quarter. Dealers who grow their account base by 10 net accounts now through December 31, 2013 will receive a Lands' End Marinac Jacket to warm them against the wind and rain of winter. For more information, visit [www.sentrynet.com](http://www.sentrynet.com).

**TRI-ED DISTRIBUTION** announced the release of its 2013-2014 IP Product Catalog, available now at all branches throughout the U.S. and Canada. Dedicated solely to IP Video, the catalog showcases more than 80 pages of products from 50 of the industry's leading IP manufacturers. Tri-Ed seeks out industry-leading products and solutions and offers a growing list of value added services and support. For more information, please visit [www.tri-ed.com/catalog](http://www.tri-ed.com/catalog).

**ALARMBILLER** is now available through select central station partners on a free trial basis. Dealers of all sizes have the ability to streamline invoicing, payment processing, work order management and create quotes. Designed to help security dealers run and operate their business the software is 100% web based. All installations and service calls may be tracked online and are automatically billed upon ticket completion. Three built in options for invoicing are available, including email. "Our goal was to create a software that would help dealers of all sizes better manage their business that would be easy to use. We encourage dealers to take advantage of our free trial to see for themselves if we succeeded," comments Michael Marks, President of AlarmBiller. For more information, visit [www.AlarmBiller.com](http://www.AlarmBiller.com).

**SAFE® SECURITY** recently marked its 25th anniversary of its founding. "I am very pleased that SAFE has reached this milestone, and proud that it is with a reputation for integrity and stability in the security industry," said Paul Sargenti, President and CEO of SAFE Security. "When SAFE was founded as Security Alarm Financing Enterprises in 1988, I envisioned success and longevity. That SAFE is positioned in the market consistently as one of the nation's largest security alarm companies is especially gratifying." SAFE's growth has been the result of years of planning strategic acquisitions and geographic expansion, efficient vertical operations, hard work, committed partners and the dedication of employees and executive management team, according to Sargenti. The central station was rebranded as SAFE Monitoring Technologies (SMT) with all operations relocated in 2010 to SAFE's corporate headquarters in San Ramon, CA.

**DIGITAL MONITORING PRODUCTS (DMP)** presented SCIF Constructors and Electronics with a special award recognizing the installation of their 1,000<sup>th</sup> Sensitive Compartmented Information Facility (SCIF). The alarm system component of all systems installed since 2002 featured DMP technology, which is widely used in government, banking, and other installations requiring the highest security levels. The presentation was made at SCIF Constructors and Electronics' offices in Chantilly, VA, at an event that included many of their customers. For more information, visit [www.dmp.com](http://www.dmp.com).

**MAXXESS SYSTEMS** announced another step in the company's expansion with the addition of Mike Austin as Regional Sales Manager. Austin will be responsible for Maxxess' sales in the states of

Wisconsin, Minnesota, Indiana, Illinois, Iowa, Missouri, Ohio, Kentucky, Maryland, Virginia, Delaware and West Virginia. He will also cover Washington, DC. "Mike will drive revenue growth and support the rapidly growing demand for our unique physical access control solutions," said Nancy Islas, Maxxess President, "his background in selling state of the art systems is ideal for both our eFusion security convergence platform and our ambit safety, security and emergency management products."

**COPS MONITORING** and **SS&SI DEALER NETWORK** have teamed up to expand alarm dealer benefits. "We can succeed only when our customers succeed, which is why we continually look for ways to help our alarm dealers grow and prosper," says Jim McMullen, President and COO of COPS Monitoring. "In addition to our other advantages, our relationship with the SS&Si dealer network means that we can further help our dealers increase their competitive edge through professional marketing support and equipment purchase discounts." The SS&Si Dealer Network was created to level the playing field for independent alarm companies and larger, national competitors. The newly combined network of dealers offers the substantial purchasing power of thousands of alarm companies with the marketing experience of industry veterans. The strategic alliance will ensure that all COPS Monitoring alarm dealers have access to a wide variety of services such as professional website and brochure design, expert marketing support, outstanding savings on alarm and PERS equipment purchases, and even discounts on office supplies and employment ads. For more information, visit [www.copsmonitoring.com/ssi](http://www.copsmonitoring.com/ssi).

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## Where in the World Is THE MIRROR?

Are you travelling with THE MIRROR? Paris? London? Chicago?

Take a photo and email it to [info@caaonline.org](mailto:info@caaonline.org) with description and identification.



CAA President Bob Michel with CAA Legal Counsel Alan Pepper along with Jason Pepper and Tracey Pepper took THE MIRROR to the Dodgers playoff game.



Ron and Georgia Lander of Ultra-Safe Security hoped THE MIRROR would bring the Dodgers another victory during the NLCS.



GLASAA Past President Roy Silver and Bill Russell caught up on the news with THE MIRROR at the GLASAA Golf Tournament.

**THE MIRROR**



THE MIRROR was at the Shakespeare LA with Rita Wilson, Sandy Gold, Jeff Gold, Sam Greenstone, Tom Hanks, Lessing Gold and Karyn Greenstone.



THE MIRROR was on hand when Nic's of Beverly Hills owner Larry Nicola celebrated Sandy Gold's birthday with CAA Executive Director Jerry Lenander and Les Gold.



IEAA President Holley Hunt with THE MIRROR and Dave Ewton in Seattle for the Bosch truck tour.



CAA George A. Weinstock Award recipient Charles Schwager took THE MIRROR for a ride on Bass Lake.

**PAGE 14**



Frank Ryan of Bosch shared THE MIRROR and THE MONITOR with travelers at LaGuardia Airport on his return from the CSAA Annual Meeting in Quebec.

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Take a photo and email it to [info@caaonline.org](mailto:info@caaonline.org) with description and identification.



Ron Davis of Davis Marketing Group with CAA Past President and THE MIRROR at the ASIS Annual Meeting in Philadelphia.



THE MIRROR was with professional race car driver and video game entrepreneur Jon Van Caneghem and Debbie Padilla of TriStar Monitoring.

Batgirl received THE MIRROR from Jeanne Michel of Valley Alarm at the G2E Show in Las Vegas.



Roy Pollock of Comcast/Xfinity Home brought good luck and THE MIRROR to the Cherokee Casino in North Carolina.



Jennifer Bruce caught up with John Hopper and THE MIRROR at the ASIS conference.

Dealers enjoying the day at the SDSA Day at the Races at Del Mar.







GLASAA President David Michel, CAA Executive Director Jerry Lenander and David Morgan of Security Dealer Marketing with THE MIRROR at the GLASAA Golf Tournament.



Debbie Padilla and Dale Clement "Betting on TH MIRROR" at the SDSA Day at the Races.



SDSA President with The Mulligan Man, Jeff Hoblick of CMS, GLASAA President David Michel, and Bert Ross and Tony Wilson of CMS at the GLASAA Golf Tournament with THE MIRROR.

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## INLAND EMPIRE ALARM ASSOCIATION

By Holley Hunt, President

Our next meeting will be in Riverside in support of the Riverside Police Department's program "Tree of Life" on November 14. Tree of Life is an amazing program developed from the grass roots of their department's effort to support at risk Teens in making the right choices when it comes to getting in a car, whether it be drunk driving, distracted driving, etc. The department tirelessly works to help these teens to not only make the right decisions but to also mentor peers and kids younger than them to not take a chance with their life or that of someone else. Last year, we raised more than \$900 in various gift cards. The gift cards are used to reward and incentivize the teens to make safe choices.

Join us at the next IEAA meeting and bring a gift to support this amazing program for the Riverside Police department! Please contact Sylvia Jimenez for more information at 951-264-5664.

Please let me know if there is anything that I can do to help you in your success.

IEAA is a professional association of alarm companies and leading industry specialists, focusing on bringing together the best resources possible for the mutual benefit of all members and associates. It is our

goal to bring knowledgeable people together as a resource to better protect your business and your customers' safety. 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.

### IEAA Meetings

♦ November 14 IEAA Meeting "Tree of Life". Riverside

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.

### 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.



## EAST BAY ALARM ASSOCIATION

### EBAA MEETINGS

♦ November 12 Holiday Party/Election.....Richmond, CA

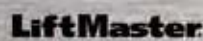
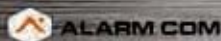
Our General Meetings are held at Chevy's, 3101 Garritty Way, Richmond. The meetings start at 11:30 a.m. For further information contact EBAA President Mike Salk 510-652-2477. RSVP to 800-437-7658, Ext. 3 or info@caaonline.org.

Mike Salk  
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#### SVAA Information

If you are not on our e-mail list please contact Mark Simpson at 408-882-4260 or [msimpson@rfi.com](mailto:msimpson@rfi.com). It is so important to get involved with your local associations more than ever and to keep up to date on all the new information

By Gary Lowndes, President

#### GGAA Meetings

♦ Nov. 7 ..... General Meeting ..... South San Francisco

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

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## SACRAMENTO AREA ALARM ASSOCIATION

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El Dorado Hills, CA 95762-4549  
www.sacalarm.org

*By Ben Martinez, President*

### SAAA 2013 Meeting Schedule

♦ Dec.12 ..... SAAA Holiday Party/Elections, Old Town Sacramento

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  
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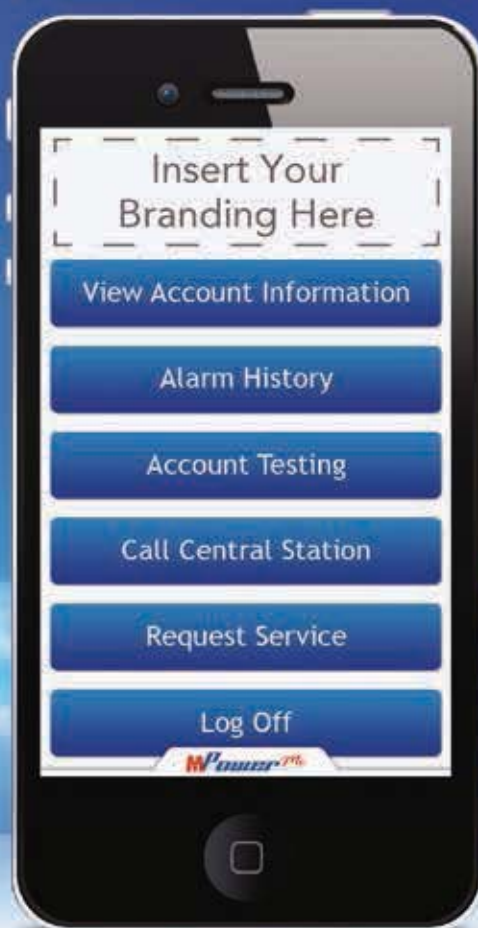
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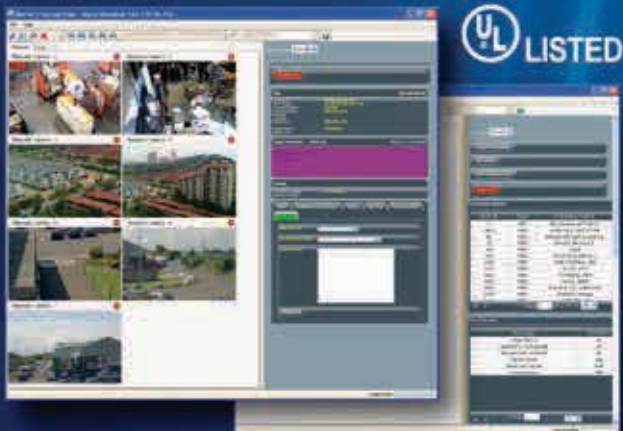
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By Sean Hamm, President

Join us on December 12 for fun and festivities at Tom Ham's Lighthouse. Sponsorship opportunities are available, but limited, contact Shandon Harbour, SDA Security [sharbour@sdasecurity.com](mailto:sharbour@sdasecurity.com) for more information.

### SDSA MEETINGS 2013

♦ Dec. 12 ..... SDSA Holiday Bash..... San Diego

### 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. The preferred method is to send your excel customer list electronically by email to Hilda Gonzalez-Reed at [hgonzalezreed@pd.sandiego.gov](mailto:hgonzalezreed@pd.sandiego.gov). If you have any questions please contact Hilda Gonzalez Reed at [hgonzalezreed@pd.sandiego.gov](mailto:hgonzalezreed@pd.sandiego.gov) or 619-531-2247.

Visit our website: [www.sandiegosecurityassociation.org](http://www.sandiegosecurityassociation.org)



CAA Vice President Cathy Rempel and IEAA President Holley Hunt got their heads together at the CAA Board of Directors meeting in Sacramento, CA

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## 2013 Training and Education Calendar

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November 12  
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November 12  
Fire-Lite Software  
Applications  
Santa Clara  
[www.firelite.com](http://www.firelite.com)

November 12  
SIA Security Trends in  
Healthcare  
Webinar  
[www.securityindustry.org](http://www.securityindustry.org)

November 12  
Fire-Lite Software  
Applications  
San Antonio, TX  
[www.firelite.com](http://www.firelite.com)

November 13  
Tri-Ed Technology Roadshow  
Anaheim  
[www.tri-ed.com](http://www.tri-ed.com)

November 19-20  
Fire-Lite Systems  
Santa Clara  
[www.firelite.com](http://www.firelite.com)

November 19-20  
Fire-Lite Systems  
San Antonio, TX  
[www.firelite.com](http://www.firelite.com)

November 26-28  
Basic Fire Alarm  
Jump into Fire  
Fire Alarm Systems Design  
Hayward  
[www.cafaa.com](http://www.cafaa.com)

December 10  
Silent Knight Fire Drill  
Santa Clara, CA  
[www.silentknight.com](http://www.silentknight.com)

December 10-11  
Fire-Lite Systems  
Dallas, TX  
[www.firelite.com](http://www.firelite.com)

December 11-12  
Silent Knight Tech Ed  
Santa Clara, CA  
[www.silentknight.com](http://www.silentknight.com)

December 12  
Fire-Lite Software Applications  
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# GLASAA

Greater Los Angeles Security Alarm Association

By David Michel, President

## GLASAA MEETINGS 2013

♦ Dec. 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.org](http://www.glasaa.org)

Contact GLASAA at 888-826-9149 or through the web at [www.glasaa.org](http://www.glasaa.org) if you would like to contribute by serving on a committee.

David Michel

[dmichel@valleyalarm.com](mailto:dmichel@valleyalarm.com)

GLASAA President



A sold-out GLASAA Golf Tournament concluded with dinner and award presentations.

## MID-CAL

Alarm  
Association

## MID CAL ALARM ASSOCIATION

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

## MID CAL MEETINGS

♦ Nov. 4 ..... Mid Cal Golf Tournament..... Fort Washington Golf Club



Hoping their picture would appear in THE MIRROR were Alan Pepper, Charles Schwager, Bill Collins, Mark Sepulveda, David Michel, Jeanne Michel and Bob Jennison at the GLASAA Golf Tournament.



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The good friends from Galpin Ford took THE MIRROR for leisurely reading at the GLASAA Golf Tournament.





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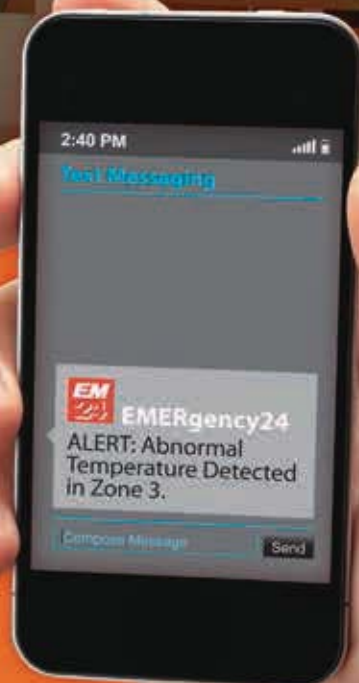
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**REDWOOD  
ALARM ASSOCIATION**

If you have any questions or want to participate in the Redwood Alarm Association please contact Chuck at (707)443-6366.

#### 2014 RAA MEETINGS

- ♦ January 22... RAA General Meeting ..... Windsor
- ♦ May 28..... RAA General Meeting ..... Windsor
- ♦ October 22... RAA General Meeting ..... Windsor

For more information regarding RAA, its membership and participation, please visit [www.redwoodalarmassociation.org](http://www.redwoodalarmassociation.org) or contact Chuck Petrusa at [chuck@advancedsecurity.us](mailto:chuck@advancedsecurity.us) or 707-443-6366.



**ORANGE COUNTY  
ALARM ASSOCIATION**

P.O. Box 2149, Newport Beach, CA 92659  
800-339-1420  
[www.alarmassociation.org](http://www.alarmassociation.org)

#### For more information on Alarm School, please contact:

Irvine Police Department  
Cristine Gaiennie, Regulatory Affairs Supervisor  
949-724-7066  
[cgaiennie@cityofirvine.org](mailto:cgaiennie@cityofirvine.org)

#### OCAA 2013 CALENDAR

- ♦ Nov. 13 ..... General Meeting ..... Orange Hill Restaurant

#### 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](http://www.irvinepd.org). The City also offers 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. Classes are 9 a.m. - 10 a.m. and fee is \$15.

For information contact:

Cristine Gaiennie  
Regulatory Affairs Supervisor  
Irvine Police Department, 949-724-7066  
[cgaiennie@cityofirvine.org](mailto:cgaiennie@cityofirvine.org)

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

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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 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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We recently interviewed Peter Saar of Safe Side Security. *He can be reached at 530-662-1144 or by email at [psaar@safeside.com](mailto:psaar@safeside.com)*

**What was your first job in the electronic security industry? What year?**

I was hired by Hilliard Communications in 1981 as an installer. I was brought onto the team to work on local systems.

**How did you hear about the CAA and why did you decide to join the organization?**

In 1983 I started my own company, Safe Side Security and earlier this year in June, we celebrated our 30<sup>th</sup> anniversary. I started going to regional association meetings in 1984 and 1985 when my company was first growing. I ended up joining the local associations as well as the CAA because of the benefits I was receiving from the general meetings.

**What impact has the CAA and your local regional chapter association had on your business?**

Through the regional meetings and conventions I have always been well informed on our industry in regards to the new laws, ordinances, new technologies, services and training.

**What benefit do you receive from the associations that you DID NOT expect?**

I knew the CAA represented good benefits for members, but what I didn't expect was the support we all received from bigger companies. For example, having Jon Sargent going to bat for us all statewide. Alone, how could we have this representation in these cities? We need bigger companies to be able to have representatives help us as well.

**What would you share with others about why they should join their local association chapter, the CAA and our national organization, ESA?**

Strength in numbers. Alone you don't stand a chance in keeping up with the industry and the ordinances, laws, etc. You can read the magazines and go to all the meetings scheduled, but there is never enough time for that. Other alarm companies are going through the same battles you are. Interactions and learning from each other is worth more than anything. Keep your friends close and your enemies closer.

**The CAA and affiliated associations offer programs and activities in the following areas. Please comment on relevance to your membership and your company:**

— **Training and Education**

All of my technicians are involved in the WBFSA Apprenticeship program.

— **Regional Meetings and Networking**

Being informed of local issues and important updates.

— **CAA Conventions**

I wish I could take everyone from Safe Side to the conventions. Always very informative. The industry lawyers and accountants who are there and the time you get is valuable. The "big guys and trend setters" are there.

— **Public Safety Liaison and Ordinance Management**

So valuable to all of us, big or small companies. Jon Sargent going to bat for us.

— **Public Policy and Legislative Advocacy**

Really critical to support the PAC Fund, so people cannot sneak things under our noses.

— **Licensing and Regulation Overview**

Updates are hard to find out on your own unless you want to spend hours surfing the internet. We can find all this information through the association!

**What has been the biggest change you have seen in the security industry and what do you think is on the horizon for us?**

I believe the biggest change has been the integrations. There are pros and cons to these changes such as smart phone interaction, but also the integration of lifestyles. I don't think life safety should be in lifestyles which is why I want to stay put with the integration that we're seeing. However, as new technology is presented our older systems are in new stages and the possibilities are endless.

**What leadership positions have you held in the associations (State, Regional and National)?**

Vice President of the SAAA and have held many regional meetings as well.

**What do you think is the most important part of our association?**

It all comes down to the Political Action Committee. It is truly important... critically important to everyone in the industry.

**When you are not working what do you enjoy doing?**

Traveling! I took a break for 10 years as an early retirement with traveling to my home, Brazil. I was back and forth every two months allowing myself to take a break from the everyday schedule in the company. We had the best four years our company has ever seen and I was able to enjoy my personal life as well.

**Cocktail of choice?**

**... Red or White?**

My favorite, a simple but perfected Caipirinha, the national cocktail of Brazil. It's hard to find a good one here in the States. I'm not a wine drinker, so when I want to step away from the cocktail I'll drink a German beer, mostly a pilsner.



# Go the Extra Step on Background Checks

Go the extra step on background checks. You never know who might be trying to slip by you and slip something from one of your customer's homes or businesses. We know because we've been serving in the security industry for many years.

SIAC is a strong supporter of background checks for individuals working in the electronic security industry. When customers trust us with their homes, possessions and personal safety, it's incumbent on us as an industry to ensure our employees have a clean background.

And your company should do more than a "simple" check. It should do a "thorough" check. There are cases, certainly rare, where a bad apple has gotten through the screening process. That's



not good for the company that hires that individual or the security industry as a whole.

The customer model in our industry is based on trust. Customers trust we will do the right thing – Protect their homes and businesses to the best of our abilities.

The quality of the individuals we hire is enhanced when states mandate background checks. SIAC supports this. At the same time, we also recognize that our industry is not perfect. Problems arise in the hiring process sometimes, even for police departments.

A mistake is not an indictment of the company doing the hiring or the industry as a whole. Instead, it is a wake-up call to always be vigilant and take extra steps so electronic security companies go above and beyond the call of duty to give customers the greatest assurance possible regarding their safety.

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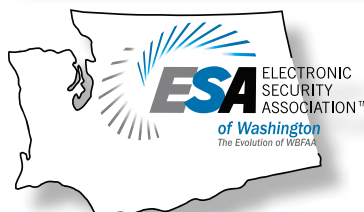
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Christina Connor of DMP and Margaret Spitznas of Washington Alarm and President of WAESA give a thumbs up at the WAESA golf tournament helping to raise money for scholarships for children of law enforcement officers and firefighters.

## ESA OF WASHINGTON



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Please visit the WAESA website: [www.waesa.org](http://www.waesa.org). If you are a member and would like to link your website, please contact Reta Waldrop at [retawaldrop@waesa.org](mailto:retawaldrop@waesa.org).

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Bob Harris of Attrition Busters provided a comprehensive workshop for the OBFAA class on "Beating the Completion."

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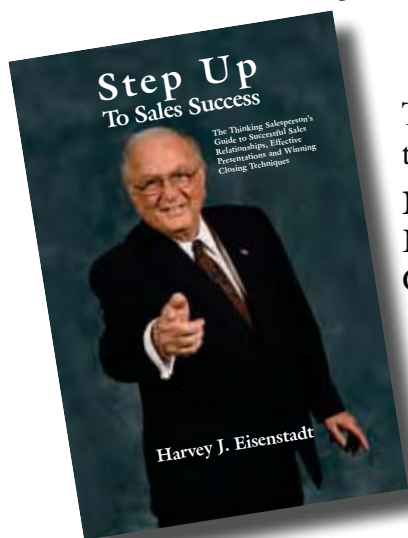
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By Dimitri Begeor

### OBFAA MEETINGS

Meetings are Noon - 1:30 p.m. at the Fairfield Inn 6100 SW Meadows Rd, Lake Oswego, OR 97035. Sandwiches can be ordered for \$10 each. Please contact the OBFAA for more information.

On October 8 and 9 the OBFAA held classes on "Beating the Competition" by the renowned Bob Harris, President of Attrition Busters. We had a full capacity crowd on both days that included a keynote address on "How to beat the Cable Companies." The second day was an all-day session on "Beating the Competition" followed by "Overcoming Customer Challenges." This was followed by a social hour hosted by the OBFAA. Bob Harris has been saving customers from competitors for more than 25 years. Bob knows how to make the art of "Added Value" and "Experience based on Perception" work. It's not all about the lowest price. Look Bob up on [www.attritionbusters.com](http://www.attritionbusters.com) for more information.

This was the last event the OBFAA will host for 2013. Please watch for our 2014 schedule.

### OBFAA LOGOS

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
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- 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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### By Larry Folsom, President

The Nevada Security Association has had a busy fall schedule. September saw us hosting guest speaker Las Vegas Metro Police Sheriff Doug Gillespie.

He was a great speaker and our members were duly impressed by him and all that Metro does for our community. The Sheriff continues to be open to the NSA for questions and suggestions on how we can keep our community safe.

Our October meeting came right on the heels of the September meeting and our guest speaker was Clark County Fire Department Senior Deputy Chief Girard Page. There have been many changes in recent months to the Fire Protection Bureau and Chief Page walked us through those changes and listened thoughtfully to member's comments and questions. The NSA is happy to be a conduit for the voices of local fire and life safety businesses.

November will see us hosting our annual Poker Tournament to benefit our 2014 Youth Scholarship Program. Our new location is the upscale Anthem Country Club in Henderson, NV. We have



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many generous sponsors and eager participants and our new location should provide an atmosphere of fun.

In December we will have only a board meeting and wish everyone Happy Holidays!

January 8, 2014 – Mark the Date! We will kick off 2014 with our first regular meeting of the year!

#### 2013 NSA MEETING DATES

November 8	NSA Year End Meeting & Party	Henderson, NV
December 10	NSA Board Meeting	Las Vegas, NV

Member meetings are held at Marilyn's Café in the Tuscan Suites & Casino located at 255 E. Flamingo Road, Las Vegas.

**MARK YOUR CALENDARS FOR THESE INFORMATIVE AND FUN EVENTS! PASS THE WORD TO INDUSTRY COLLEAGUES!**

The NSA is actively working with local AHJ's to streamline their licensing processes. Anyone wanting to perform life safety or security sales, installation, repair or monitoring in Nevada should view our website for proper licensing information. We post a fairly comprehensive list of required licenses and our board is happy to assist you in getting through the licensing process.

Contact NSA: [admin@nevadasecurityassociation.org](mailto:admin@nevadasecurityassociation.org) or call 702-551-4672 Website: [www.nevadasecurityassociation.org](http://www.nevadasecurityassociation.org)



The NSA October meeting was attended by NSA Past President Howard Wulforst of Stanley Security, NSA Executive Director Jeanne Palmer, NSA President Larry Folsom of American Video & Security, NSA Secretary Jon Perry of Sting Alarm, Clark County Fire Department Senior Deputy Chief Girard Page, NSA Vice President Greg Simmons of Eagle Sentry and NSA Treasurer John Perdichizzi of ASAP Security.



The September meeting included NSA Executive Director Jeanne Palmer, NSA Associate Director John Rodda of Alarmax, NSA Past President Howard Wulforst of Stanley Security, Las Vegas Metro Sheriff Doug Gillespie, NSA Vice President Greg Simmons of Eagle Sentry, NSA Treasurer John Perdichizzi of ASAP Security.

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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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## ARIZONA LICENSING

The State Board of Technical Registration have issued 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.

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## WBFAA UATC Apprentice Class Set for January

The WBFAA UATC first semester apprentice course will begin January 22, 2014. Visit [www.WBFAA.net](http://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.

## 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](http://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](http://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](mailto: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. [www.dir.ca.gov/DAS/ElectricalTrade](http://www.dir.ca.gov/DAS/ElectricalTrade)

## 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](http://www.wbfaa.net) or [www.wbfaatraining.net](http://www.wbfaatraining.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](http://www.wbfaa.net) or call the WBFAA UATC at 800-809-0280.



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## Electronic Security Association SECURE+ Initiative

The Electronic Security Association [www.esaweb.org](http://www.esaweb.org) (ESA) web presence helps consumers find the most qualified and trustworthy professionals for their home safety and automation needs. The website, [www.SecurePlusweb.org](http://www.SecurePlusweb.org) showcases ESA member companies who have joined the SECURE+ Initiative. These companies install security systems, along with lifestyle-enhancing features, such as remote control of lighting, air conditioning and heating, making their customers' lives not only safer, but simpler, more energy-efficient and more convenient. For more information about the SECURE+ Initiative, go to [ESAweb.org](http://ESAweb.org) or contact the ESA Member Service Center at 972-807-6801.

## ESA Member Buying Program

The ESA Member Buying Program, designed to save you and your company significant amounts of time and money, now offers collective buying power through our Buying Group Alliance, made up of more than 250,000 businesses. ESA members are seeing immediate value and reporting an average of 20% savings. "We are thrilled to deliver another valuable member benefit to ESA member companies and their employees. Members taking advantage of this program may be able to pay for their ESA membership many times over by saving significant money on products and services they already buy," said Knox. Electronic Security Association members can register for the ESA Member Savings Program by going to [www.esaweb.org](http://www.esaweb.org).

## Security America Risk Retention Group

Security America Risk Retention Group (SARRG) is an insurance company developed by the ESA and administered through Marsh Insurance. Security America RRG was formed in 2003 to provide affordable and stable insurance coverage exclusively to ESA member companies. Security America RRG offers general liability including errors & omissions insurance specifically tailored to meet the needs of electronic life safety, security, and systems professionals throughout the country. Domiciled in Vermont, Security America RRG is registered in all 50 U.S. states. For information visit [www.securityamericarrg.com](http://www.securityamericarrg.com), call 866-315-3838 or e-mail [info@securityamericarrg.com](mailto:info@securityamericarrg.com).

## NTS Expands Online Courses

The ESA National Training School has expanded its catalog of online training courses including technician and business management courses. For information, visit [www.esaweb.org](http://www.esaweb.org).



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# WESTERN STATES SECURITY ALLIANCE CALENDAR 2013 - 2014

Send your events to CAA Mirror: [info@caaonline.org](mailto:info@caaonline.org)

## NOVEMBER

4	MID CAL Golf Tournament	Fort Washington Golf Club
7	GGAA Meeting	San Mateo
8	NSA Year End Meeting & Party	Las Vegas
12	EBAA General Meeting	Richmond
13	OCAA General Meeting	Orange
14	IEAA General Meeting	Riverside

## DECEMBER

4-7	CAA Winter Convention	San Francisco
10	GLASAA Holiday Party/Elections	Los Angeles
10	NSA Board Meeting	Las Vegas
12	SDSA Holiday Bash	San Diego
12	SAAA Holiday Party/Elections	Old Town Sacramento

## CAA CONVENTIONS

2013	December 4-7	San Francisco
2014	May 7-10	Palm Springs Hilton
2014	December 3-6	San Francisco
2015	May 13-16	Palm Springs Hilton
2015	December 2-5	San Francisco



**Soar with the eagles...**  
**2013 CAA Winter Convention**  
**and Tribute Dinner**  
**San Francisco December 4-7, 2013**



CAA CPA Charles Schwager will be presented with the CAA George A. Weinstock Award at the CAA Tribute Dinner in San Francisco on Friday, December 6, 2013.

For more information on the Tribute Dinner and CAA Winter Convention, visit [www.caaonline.org](http://www.caaonline.org).

**SPONSORSHIPS AVAILABLE**

**Tommy LaSorda:**  
**Keynote Speaker at the**  
**CAA Winter Convention**

**SEE DETAILS ON PAGE**  
**1 OF THIS ISSUE OF THE**  
**MIRROR**



## Industry Events 2013

### Nov. 5-6

SIA Executive Conference: Securing New Ground/Security 500  
New York City, NY

### Nov. 20-21

ISC East 2013 and SIA Awards Gala, New York City, NY  
[www.isceast.com](http://www.isceast.com)

## Industry Events 2014

### ESA Leadership Summit

January 19-23, 2014

### AIREF Golf Classic

April 1, 2014, Las Vegas, NV

### ISC West

April 2 - 4, 2014, Las Vegas, NV

### YSP West

April 2, 2014, Las Vegas, NV

### ESA Professional Groups Kickoff Reception

June 23, 2014, ESX, Nashville, TN

### ESA Summer Conference

June 23-27, 2014, Nashville, TN

### Electronic Security Expo

June 24-26, 2014, Nashville, TN

### ESA Board of Directors Meeting

June 27, 2014, Nashville, TN

## PUBLIC SAFETY LIAISON

### Security Industry Alarm Coalition (SIAC)

Visit [www.SIACinc.org](http://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.

[Security Industry Alarm Coalition](http://www.SIACinc.org)

### 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](mailto:bsis@dca.ca.gov)  
Web Homepage: ..... [www.dca.ca.gov/bsis](http://www.dca.ca.gov/bsis)



CONTACT THE CAA  
California Alarm Association  
333 Washington Blvd., Suite 433, Marina del Rey, CA 90292  
TEL 800/437-7658 FAX 800/490-9682 [www.CAAonline.org](http://www.CAAonline.org) [info@CAAonline.org](mailto:info@CAAonline.org)  
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South San Francisco, CA 94080  
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