

THE MIRROR

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WBFAA UATC
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NSA President Howard Wulforst received a donation from John Miller of ADI at the ADI Expo Las Vegas.



IEEA President Holley Hunt with Riverside Police Department Chief Sergio Diaz and FARA President Kerri McDonald at the November meeting.



EBAA members benefitted from the Business Management Forum.

EBAA Business Management Forum panelists included moderator Mike Salk, Bob Mitchell, Tim Tracy, Keith Buerke, Bob DiAlto and Larry St. John.



Larry St. John with CAA Past President Rod Uffindell of Denalect at the EBAA Business Management Forum.

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THE MIRROR is published monthly by the California Alarm Association, a California not for profit association, for the Western States Security Alliance.

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PRESIDENT'S MESSAGE



John Hopper

Mirror Highlights from 2012

We report every month on continuing programs such as scholarship awards and regional and national meetings and events in our region and our industry. Here are some other significant news highlights that appeared in the Mirror through 2012.

January: We said thanks to our sponsors for the 2011 Winter Convention, and welcomed new Associate member Volutone to CAA and GLASAA.

February: Jon Sargent and Matt Westphal were named to the Alarm Company Operator Disciplinary Review Committee as part of the Dept. of Consumer Affairs. The industry lost Dave Keays, a founder of CSSS (now MACE).

March: U.S. Marshall William Berger was announced as the speaker for the CAA Palm Springs Convention. SIA held its Ride for Education. CAA welcomed new Associate member Creative Security Company to CAA and SVAA. ISC West was held in Las Vegas.

April: Donors begin to pour in for the CAA PAC Fund. We begin to gear up for the Palm Springs convention and golf at Escena.

May: Patty Hartmen is announced as the 2012 recipient of the George A. Weinstock Award. The CAA holds its annual Palm Springs convention.

June: We said thanks to our sponsors of the 2012 Palm Springs convention. Harvey Eisenstadt publishes his new book. IQ releases four video sequels. ESX holds its annual conference.

July: The CAA welcomes new Associate member Senstar Inc. Kerri McDonald is named president of FARA.

August: ESA elects John Knox as president for 2012-2014. The CAA PAC Fund donor list grows. The industry lost industry veteran John Akouris. WBFAA UATC Board of Trustees welcomes new members Bev Cramer and Nan Snow.

September: Arizona signs state licensing law. ASIS holds its annual convention. The industry begins to gear up for ISC East and then reschedules due to Hurricane Sandy.

October: Governor Jerry Brown signs CAA sponsored legislation relating to alarm company licensing. Sheriff Arpaio is announced as keynote speaker for the CAA Winter Convention. The CAA welcomes new member Cox Home Security.

November: IACP holds its conference and elects new president Craig Steckler of Fremont. There is now a significant list of CAA PAC Fund donors. The industry lost security pioneer Jack Weinstock.

December: The CAA is gearing up for the annual winter convention. The industry lost Robert Elliott of Texas, an active member of the CSAA, NFPA, FARA and IACP.

**We look forward to another eventful year at the CAA,
and wish you all a very Happy New Year.**

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ASSOCIATES CORNER

Be Responsive — Be Successful

By Harvey Eisenstadt

Every salesperson is challenged with growing sales, adding more customers and increasing revenue. Let's face it: that is why you are in business and that is why you've chosen sales as your profession. Unfortunately, too many salespeople do not stop and ask themselves the question "why am I not growing according to plan or goal? Where are my weaknesses and how do I identify and strengthen them?"

Professional salespeople are the possessors of many strengths and weaknesses and in this article I am going to discuss the weakness that seems to get too little attention. That is the act of "responsiveness." In the many workshops I've conducted and the individuals I have tutored and mentored, the act of being responsive seems to take on a variety of interpretations, all of which miss the critical definition, meaning and value of being responsive. To be responsive is the action of reacting now, not later, not tomorrow but now. This act plays a critical role in many of the steps of the sales process, and we'll take a look at one of those steps in this article and the critical value of being responsive. The content of what I will describe and discuss comes directly from discussions in my workshops and individual classes.

Leads are the lifeline for sales success. Unless you have a plan and a marketing program for creating leads, your chances of success are significantly minimized. Leads must be recognized with a mentality that says someone has made a decision to buy from me and my challenge now is to prove to them they made the right decision. The weakness exhibited too

often is the lapse of time that expires between receiving a lead and responding. As time moves on, the quality of the lead diminishes.

You want to grow your company. You want to increase sales. However, all too often, leads are being neglected or ignored because you fail to implement a plan to respond promptly to those leads and you become "too busy to get to the lead." Now, what happens to those leads that you neglected? That's right - they go right to your competitor. Based on the assumption that sales teams receive leads daily, salespeople should have a consistent plan to follow up these leads. Leads are costly to cultivate and too important to address randomly.

To be sure that every lead is addressed responsively, that is now not later, your plan should be based on the average volume of leads you receive daily. Yes, daily, not weekly. Recognizing that the critical action for following up a lead is to get the appointment, each response should not require more than just a few minutes. Using this as a barometer multiply the number of leads you receive daily by, let's use three minutes, to determine how much time you must set aside each morning to respond to leads. So, for ten leads per day you need a dedicated thirty minutes of response time each day. Since leads do come in during the day, you should also allow for some time at the end of the day for this response to leads. If you believe you cannot set aside this valuable time, then it is time to rethink your entire sales program.

With a solid plan you can not only preserve the integrity of the lead but also set your appointments so that you avoid conflicts. Your plan should include a very brief response with benefits and value confirming to the prospect that they made the right choice to contact you. You are not selling your product or service at this time but you are creating that very important first impression. You should also respond to all leads rather than cherry picking and making assumptions as to qualifications. It only takes a couple of minutes to respond and identify the value of the lead. Remember, leads are the lifeline of a successful business. Responsiveness is the critical action for success.

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

To be responsive is the action of reacting now, not later, not tomorrow but now. This act plays a critical role in many of the steps of the sales process...

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LEGISLATIVE WATCH

PAC ALERT **\$20,000 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 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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ASSOCIATES NEWS

NOTIFIER has expanded its line of amplifiers to provide more flexible options for powering its fire alarm and emergency communications systems' audio announcements for maximum intelligibility across a multitude of environments. The addition of new 100 watt



and 125 watt amplifiers enables NOTIFIER systems to provide better audio solutions for larger buildings, outdoor areas, and industrial applications with high levels of ambient noise. NOTIFIER's

amplifiers allows the output of its voice communications systems to be easily tailored to virtually any application. "Voice evacuation systems are an expanding part of our business, and having a full range of options helps designers choose components that fit the individual applications," explains Pete Smith, Strategic Product Manager. "And our new high-power amps will be great tools for applications where bulk or distributed audio is needed." Case studies and more technical documentation are available on www.notifier.com.

SAFE SECURITY announced that Chancy Pray has been named SAFE's new Director of National Sales. Pray previously held the position of Regional Sales Manager at SAFE. He has 20 years of experience in the alarm industry including his tenure at SAFE, eight years in Operations, and twelve years in Sales and Marketing. "Chancy Pray has been an integral part of our sales team and is credited with bringing several dealers to our growing dealer and bulk purchase programs. As Director of National Sales, his energy and extensive sales experience will continue to enhance our position and reach." SAFE President and CEO Paul Sargenti said. "Chancy has the tools necessary to make our programs for dealers very attractive, such as competitive multiples, reliable and fast funding, flexible growth planning, and the best customer support services in the industry."

PROFESSIONAL SALES REPRESENTATIVES announced that six new team members have been hired to strengthen their footprint in the 13 Western states and give greater support to their customers and manufacturer partners. The sales team now includes Sierra Wallace, Pat Kirby, Skeet Butler, Diane Butler, Taylor Tandy, and Jason Copeland. Scott Crown, the President of Pro Sales Reps, said, "These are exciting times at PSR. We feel honored to attract such talented professionals and quality people to our family. With these additions to our team, we will be able to have an even deeper influence to serve our community." To view more information about

Pro Sales Reps' team, including the new hires, please visit the PSR website at www.prosalesreps.com

CHECKVIDEO announced today the appointment of Chris Brown as Vice President. A security industry veteran, Brown will drive strategic alliances with key CheckVideo remote monitoring partners and resellers. "Chris is a recognized expert in the development and delivery of managed video services," said John Estrada, CEO, CheckVideo. "He brings proven experience in managing high-growth, video-driven services businesses, and we are very pleased to welcome him to the CheckVideo team." For more information, visit www.checkvideo.com.

SENTRYNET's latest application allows SentryNet dealers and technicians the ability to access critical account information from any wireless connection with their latest mobile application - SNapp 2.0.

DIGITAL MONITORING PRODUCTS (DMP) announced the Pan & Tilt IP video camera used with SecureCom Wireless Video Services is now available. Video recording can be triggered to begin automatically when the camera analytics sense motion in both day or night view. End users have the ability to remotely view and record video via the DMP Virtual Keypad™ App as well as email video clips. "With the increase of

mobile apps and IP video, DMP offers more services for dealers to reach home and business owners as well as increased RMR opportunities," said Vice President of Sales, Mark NeSmith. Using the Virtual Keypad App, users can monitor cameras via



an Apple® or Android® device, whether they are in the next room or across the country. Cameras can be programmed to automatically begin recording when they sense motion, and the user can receive email alerts of video clips or watch live streaming video from their device at 10 FPS. For more information call 800-641-4282 or visit www.dmp.com.

MONITRONICS announced that Bruce Mungiguerra has been promoted to Vice President of Operations. Bruce will continue with his current responsibilities and will be responsible for all aspects of both Dealer and Customer operations including Customer Care, Central Station, third party relationships and the Monitronics Dealer Program. Mungiguerra joined the Monitronics team in 2006 as director of Consumer Sales, bringing with him more than 17 years of operations, sales, and call-center leadership experience.

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INDUSTRY NEWS



Honeywell announced it is donating more than \$600,000 in first responder products to aid in relief and recovery efforts in areas devastated by Hurricane Sandy.

Honeywell Provides Aid to Sandy First Responders

Honeywell announced it is donating more than \$600,000 in first responder products to aid in relief and recovery efforts in areas devastated by Hurricane Sandy. Honeywell will donate more than 19,000 personal protective products including protective footwear, gloves, hoods and helmets, designed to weather the most arduous conditions first responders face every day. The protective gear will be distributed via the Nassau County Office of Emergency Management in Long Island, New York, to first responder teams in affected areas in New York and New Jersey.

“As the world’s leading provider of personal protective equipment, we are deeply committed to worker safety and to helping those on the front lines of rescue and recovery efforts remain safe,” said Honeywell Chairman and Chief Executive Officer Dave Cote. “Honeywell employees work and live in these communities, these are our own hometowns and we feel a sense of responsibility to support the first responders there.”

Honeywell also announced the Honeywell Humanitarian Relief Fund (HHRF) has been deployed to support employees who have been affected by the devastating hurricane. Support will initially include immediate cash assistance for food, clothing, and shelter to employees who have been temporarily displaced. Honeywell will also match employee contributions to HHRF dollar for dollar.

“With a significant presence in the tri-state area, many of our employees have felt the impact of Hurricane Sandy’s destruction,” Cote added. “The fund will help with longer-term needs once the extent of the damage has been assessed and local efforts turn to rebuilding.”

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The Mirror was with Rick Gombar of Rick Gombar Insurance when he sat with his legal counsel in Washington DC.



CAA President John Hopper with THE MIRROR in the Austin baggage claim.



ESX mascot Simone Sevinor and THE MIRROR with Massachusetts State Senator Bruce Tarr.



NSA President Howard Wulforst with the Mirror at the 2012 NSA Poker Party in Las Vegas.



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Training and Education Calendar

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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
3 p.m. – 9 p.m.
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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
dmichel@valleyalarm.com

6th Annual GLASAA GOLF TOURNAMENT: Thanks to our sponsors, players and volunteers





EAST BAY ALARM ASSOCIATION

By Tim Westphal, President

We had a great turnout to the EBAA business management forum meeting on November 13, 2012. 35 guests showed up at Chevy's in Richmond to participate in the business management forum. Panel members Bob Mitchell - Bay Alarm, Tim Tracy - Honeywell, Keith Buerke - Grand Central Station, Bob Di Alto - NMC, Larry St. John - Eclipse Insurance had a great discussion moderated by Mike Salk - Reed Brothers Security. Industry pertinent issues were discussed and it was a very productive meeting. An election was held and the new board members for 2013 will be Mike Salk, Ron Lenze, Bob Blunt, Naser Rahid, Jon Sargent, Tim Westphal and new addition David Ingham.

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



Rick and Amy Quintero of Detect All Security & Fire at EBAA Business Management Forum.



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SILICON VALLEY ALARM ASSOCIATION

By Julie Anne Buller, President

SVAA MEETINGS

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.



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GOLDEN GATE ALARM ASSOCIATION

By Gary Lowndes, President

GGAA Meetings

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MID CAL MEETINGS

♦ December 4 11 a.m. ADI Fresno



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SACRAMENTO AREA ALARM ASSOCIATION

Sacramento Area Alarm Association
3491 Park Drive Suite 20-234
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www.sacalarm.org

By Ben Martinez, President

SAAA MEETINGS

♦ December 13 ...SAAA Annual Holiday Party

SAAA 2013 Schedule

- ♦ February 7SAAA Administrative Forum
- ♦ April 11SAAA Police Forum
- ♦ June 13SAAA Monte Carlo Night
- ♦ July 13SAAA Event Rivercats ball game TBD
- ♦ July 25SAAA Access control/Video/sound forum
- ♦ August 22SAAA Vendor Expo
- ♦ October 10SAAA Fire Forum
- ♦ December 12 ...SAAA 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
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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 MEETINGS

♦ **December 17Holiday Party**

Visit the new website: www.sandiegosecurityassociation.org/

Cathy Rempel

President, San Diego Alarm Association

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GREATER VALLEY ALARM ASSOCIATION

By Dana Buck, President

GVAA Meetings

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

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IEAA members brought give to support the Riverside Police Department holiday drive.



INLAND EMPIRE ALARM ASSOCIATION

By Holly Hunt, President

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. We are a valuable resource to the alarm industry and it is my desire to grow our chapter and make the IEAA a real asset to its members. We are going to be more active than ever and need your support. 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.

At our recent November meeting, we were honored to have several very important people with us from the Riverside Police Department including Chief Sergio Diaz who was very happy to receive all of the toys collected for the Riverside Police Officers Association holiday toy drive. Additionally we were all introduced to FARA President Kerri McDonald from the Riverside Police and learned a bit about what they are doing to help reduce the impact of alarm management programs in the region. FARA is a national organization that is dedicated to promoting the effectiveness of alarm systems in local jurisdictions. Our Chapter in Riverside is very active and is working with law enforcement and private security companies to help manage the City of Riverside's alarm program.




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We would like to extend a warm welcome to Kerri McDonald to our chapter and thank all the officers and guests who attended this meeting.

IEAA Meetings

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. We need you to be involved. If you have thought about it and 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 an 11 a.m. lunch meeting on the second Tuesday of the month at a nice meeting restaurant in the Riverside area. You eat, we talk.

Our next meeting is on Tuesday January 8, 2013 (If the Mayan Calendar is wrong of course!).

Important meeting changes. We are going with an afternoon luncheon meeting format for the next few meetings.

Meeting time is 11 a.m.

Old Spaghetti Factory

3191 Mission Inn Ave, Riverside

December is dark for us. We wish you and your family the best this holiday season and will see you in January 2013.

Please feel free to contact Sylvia Jimenez of the IEAA for upcoming details at 951-264-5664.

IEAA Events

Thank you to all! Our Holiday toy drive was a success and we are happy that we could help to make a difference in the lives of so many needy children this year. Thank you!

IEAA Board of Directors

PresidentHolley Hunt, Bosch Security Systems
Vice PresidentGreg Sipple, Siemens
SecretaryRay Cloutier, Southwest Alarm
Sergeant at ArmsDale Williams, Pacific Alarms
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Jayson Keyz, Alarm Drafting.com
Chuck Landfried, Private Security

Grievance Committee

Dale Williams, Pacific Alarm
Mark Creighton, Holmark Security Group

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.

2013 IEAA MEETINGS

- ♦ January 8, 2013
- ♦ March 12, 2013
- ♦ September 10, 2013
- ♦ November 12, 2013

Warmest regards,
Holley Hunt
Bosch Security Systems, Inc.
IEAA President

Simon & Garfield

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By Steve Maris, President

OCAA 2013 CALENDAR

- ♦ **January 16**
 - Board Meeting – General Meeting
 - Alternative Alarm Communications Update
 - Orange Hill Restaurant
- ♦ **March 20**
 - Agency Lunch
 - Police & Fire Appreciation Lunch – Vendor Displays
 - Phoenix Club
- ♦ **May 15**
 - Board Meeting – General Meeting
 - CCTV New Products
 - Orange Hill Restaurant
- ♦ **June 13**
 - OCAA Golf Tournament
 - Tijeras Creek Golf Club
- ♦ **September 18**
 - Board Meeting – General Meeting
 - Orange Hill Restaurant
- ♦ **November 13**
 - Board Meeting – 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. 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.



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Thank you!



**REDWOOD
ALARM ASSOCIATION**

By Chuck Petrusha

The Redwood Alarm Association held their last meeting on October 24, 2012 at Johnny Garlic's in Windsor, California. Grant Barnes of Schneider Electric spoke about Surveillance IP Integration Made Simple.

The next Redwood Alarm Association meeting is to be held on January 23, 2013 from 11:30 a.m. to 1 p.m. at Johnny Garlic's in Windsor, California. To RSVP to this meeting please contact Melanie Satterlee at 707-443-6366 or melanie@advancedsecurity.us.

The executive board of the Redwood Alarm Association is comprised of President Chuck Petrusha of Advanced Security Systems, Secretary Sean Cooke of All Guard Systems, and Vice President Yaqui Lara of Allied Alarms. If you have any questions or want to participate in the Redwood Alarm Association please contact Chuck at 707-443-6366.

RAA MEETINGS

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.



RAA welcomed David Jones of Advanced Electronics Security, Grant Barnes of Schneider Electric, Debbie and Ron Kent of Safe Guard, and Stan Hellman of Pro Sales Reps.

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IN MEMORIAM

Robert Dale Elliott, the President of Allstate Security Industries, Inc. for 45 years recently passed away. He started Amarillo Burglar Control in 1967 and merged his companies into Allstate Security Industries, Inc. (ASI) in 1977. He served as Region 1 Director of the Texas Burglar and Fire Alarm Association. He was an active member of the Central Station Alarm Association, National Fire Protection Association, FARA and International Association of Chiefs of Police.



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PUBLIC SAFETY LIAISON

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 among alarm users, alarm companies and public safety agencies to address alarm management issues. We only succeed with the support of companies, associations and people like you.

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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Security Industry Alarm Coalition (SIAC)

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NSA NEVADA SECURITY ASSOCIATION



By Howard Wulforst, President

On November 1 the NSA had a table at the ADI EXPO in Las Vegas. We got to meet and greet many local industry members and invite them to join us. ADI also presented the NSA with a generous donation toward the 2013 NSA Youth Scholarship Program. Thanks ADI!

On November 9 the NSA had its final meeting of the year. It was our annual Holiday Poker Party. A great time was had by all! Congratulations to our poker tournament winners: Anthony Smith and David Williams both of GeoVision.

Thanks to all our sponsors for the event: ADI, GeoVision, Interlogix, Napco, Optex, Rosslare, Tri-Ed/Northern Video, Honeywell Genesis Cable, Alarmax, LogicMark, Elk Products, and Sting Alarm.

Current President Howard Wulforst looked back at our year and ahead to 2013. He thanked Duncan from Eagle Sentry and Phil from Alarmco for their time and effort representing the NSA on the Clark County Code Review committee. Our productive year accomplished the posting to our website of current licensing information to aid businesses, posting of consumer tips, teaming up with CrimeStoppers of Nevada, meeting with JHA for fire and police agencies in Southern NV on various topics, commenting to the Public Utilities Commission regarding new 10-digit dialing, hosting the Western State Luncheon at ISC-West and awarding two scholarship to deserving Nevada students. Take advantage of the momentum and join the NSA today!

NSA MEETINGS

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

♦ **December 12Board Meeting**

♦ **January 16Membership Meeting**

Guest speaker for our January meeting will be from the Nevada Contractors Board. Bring your questions and get answers!

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.

NSA BOARD MEMBERS

New board members for the 2013-2014 term, beginning January 1, were elected:

President – Larry Folsom of American Video & Security

Vice President – Greg Simmons of Eagle Sentry

Secretary – Jon Perry of Sting Alarm

Treasurer – John Perdichizzi of ASAP Security

Sergeant-At-Arms – Howard Wulforst of Stanley Security

Associate Director - John Rodda of Alarmax



NSA Poker Tournament winners. L to R, NSA Associate Member John Rodda of Alarmax, 1st place winner Anthony Smith of GeoVision, 2nd Place winner David Williams of GeoVision, and NSA President Howard Wulforst.



Seated at table are John Perdichizzi of ASAP Security, Bob Sulliman of Alarmco, Steve Marquez of United Lock & Security. In back Charlie Lester of ADI, Robert Garringer of Tri-signal Integration, John Miller of ADI and Jim Kardeke of A & B Security.

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By Margaret Spitznas, President

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

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

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- 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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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 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.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 or call the WBFAA UATC at 800-809-0280.

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Electronic Security Association Launches Website for SECURE+ Initiative

The Electronic Security Association (ESA) has launched a new web presence to help consumers find the most qualified and trustworthy professionals for their home safety and automation needs. The website, 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.

"Consumers are looking for experienced integrators. The SECURE+ designation identifies qualified ESA member companies that have demonstrated expertise in the installation and operation of systems that include features to enhance control and convenience," said Merlin Guilbeau, ESA Executive Director and CEO.

In addition to providing a list of SECURE+ member companies, the new website also provides specific information about various products and solutions that give homeowners remote control of their electronic security system, including camera systems, lighting, appliances and intelligent climate controls.

For more information about the SECURE+ Initiative, go to ESAweb.org or contact the ESA Member Service Center at 972-807-6801.

Security America Risk Retention Group

Security America Risk Retention Group (RRG) 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, call 866-315-3838 or e-mail info@security-america.com.



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WESTERN STATES SECURITY ALLIANCE
CALENDAR 2012 - 2013

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

DECEMBER

4	Mid Cal General Meeting	Fresno
5-8	CAA Winter Convention	San Francisco
11	GLASAA Holiday Party	Van Nuys
12	SAAA Holiday Party	Sacramento
13	CAFAA General Meeting	Hayward
17	SDSA Holiday Bash	San Diego

CAA CONVENTIONS 2012, 2013 and beyond

2012	December 6-8	San Francisco
2013	May 2-4	Palm Springs Hilton
2013	December 5-7	San Francisco
2014	May 8-10	Palm Springs Hilton
2014	December 4-6	San Francisco
2015	May 14-16	Palm Springs Hilton
2015	December 3-5	San Francisco

Industry Events 2013

January 31- February 1

CAFAA ANNUAL CONFERENCE, Hilton Palm Springs

February 18 - 20

ESA Leadership Summit, Orlando, FL

April 9-11

ISC West 2013, Las Vegas, NV

May 6-10

PSA-TEC, Westminster, CO

June 17-21

ESA Summer Conference, Nashville, TN

June 17-21

Electronic Security Expo, Nashville, TN

BSIS Address and Telephone Numbers

Bureau of Security and Investigative Services

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

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

Main Number:	916/322-4000
Toll Free Number:	800/952-5210
Licensing Fax Number:	916/575-7290
Enforcement Fax Number:	916/575-7289
Email:	bsis@dca.ca.gov
Web Homepage:	www.dca.ca.gov/bsis

2013

JANUARY

8	IEAA General Meeting	Riverside
16	OCAA Meeting	Orange
31-Feb 2	CAFAA Annual Meeting	Palm Springs

FEBRUARY

7	SAAA Administrative Forum	Sacramento
18-20	ESA Leadership Summit	Orlando
19	GLASAA General Meeting	Los Angeles

MARCH

12	IEAA General Meeting	Riverside
20	OCAA Meeting	Orange

APRIL

11	SAAA Police Forum	Sacramento
16	GLASAA General Meeting	Los Angeles

MAY

6-10	PSA-TEC 2013	Westminster, CO
15	OCAA Meeting	Orange

JUNE

13	OCAA Golf Tournament	Mission Viejo
13	SAAA Monte Carlo Night	Sacramento
18	GLASAA Scholarship Awards	Los Angeles

JULY

13	SAAA Rivercats Game	Sacramento
25	SAAA Forum	Sacramento

AUGUST

20	GLASAA Harbor Cruise	Marina Del Rey
22	SAAA Vendor Expo	Sacramento

SEPTEMBER

10	IEAA General Meeting	Riverside
18	OCAA Meeting	Orange

OCTOBER

3	GLASAA Golf Tournament	Moorpark
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NOVEMBER

12	IEAA General Meeting	Riverside
13	OCAA Meeting	Orange

DECEMBER

10	GLASAA Holiday Party/Elections	Los Angeles
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2371 Verna Court
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