

THE MIRROR

PUBLISHED BY THE CAA FOR THE WESTERN STATES SECURITY ALLIANCE

VOLUME XXII, NUMBER 12 — DECEMBER 2013

www.CAAonline.org



Associates News	10
Local Associations	18
Training/Education	22
Calendar	46



Page 42



Page 46



Page 48



Page 44



Page 40



Page 46



Page 43



Page 48



Page 43



WBFAA UATC
Apprentice Training Program

Page 50



Page 52

Chula Vista Police Chief David Nejarano with CAA Vice President Cathy Rempel, SIAC's Steve Keefer, and Jon Sargent of Tyco Integrated Security at the IACP Annual Conference in Philadelphia. The IACP adopted an alarm management position paper.



CAA President Bob Michel of Valley Alarm with IEAA President Holley Hunt of Bosch Security Systems welcomed Riverside Police Department Chief Sergio Diaz and Program Manager Karen Haverkamp to the IEAA Holiday Party at the Mission Inn.

The Mid-Cal Alarm Association welcomed more than 120 golfers to their first tournament to raise funds for industry programs.



The most revolutionary solution in MOBILE MONITORING



MPERS emergency response anywhere in the country - from any MPERS device

TotalTrack™



We locate any cell phone - no app required



Vehicle tracking with complete geo-fencing and crash detection



Protecting children anywhere they go

- From one user-friendly portal, track virtually **any** GPS device
- U.L. monitoring center with over 35 years of experience
- National PSAP integration for emergency dispatch **anywhere** in the country
- The **myTotalTrack.com** portal can be placed on **your** company's website
- Connect your own products or choose from our list of turnkey solutions
- **Every** customer's existing cellphone becomes a potential source of RMR

Mobile Monitoring - the next **huge RMR opportunity!**

Get on track now at **myTotalTrack.com**

myTotalTrack.com
(888) 664.4697


powered by **ATW**
est. 1977

CALIFORNIA ALARM ASSOCIATION BOARD OF DIRECTORS

OFFICERS

President

Robert Michel, Valley Alarm

Northern Vice President

Tim Westphal, Bay Alarm Company

Southern Vice President

Cathy Rempel, American Security Integrators

Secretary

Rich Whitlock, Safe Side Security

Treasurer

David Michel, Valley Alarm

Sergeant at Arms

Chuck Petrusha, Advanced Security Systems

REGIONAL PRESIDENTS

Mike Salk, *East Bay Alarm Association*

Gary Lowndes, *Golden Gate Alarm Association*

David Michel, *Greater L.A. Security Alarm Assn.*

Dana Buck, *Greater Valley Alarm Association*

Holley Hunt, *Inland Empire Alarm Association*

Mike Matson, *Mid Cal Alarm Association*

Steve Maris, *Orange County Alarm Association*

Chuck Petrusha, *Redwood Alarm Association*

Ben Martinez, *Sacramento Area Alarm Association*

Mark Simpson, *Silicon Valley Alarm Association*

Sean Hamm, *San Diego Alarm Association*

Sam Aviles, *Associates Director*

Jon Sargent, *Large Company Representative*

PAST PRESIDENTS

John Hopper, Sentry Alarm

Matt Westphal, Bay Alarm Company

Jon Sargent, Tyco Integrated Security

Patty Hartman, Burgarello Alarm

Tony Smith, Security Finance Associates

George Gunning, USA Alarm Systems

Frank Burke, USA Alarm Systems

Pam Alva, Allied Security Alarms, retired

Ted Willie

Roger Westphal, Bay Alarm Company

Richard A. Beunk, Comseco of California, retired

Rod Uffindell, Denalect Alarm Company

Jack McAboy, retired

Harold France, retired

Bruce Westphal, Bay Alarm Company

Paul Worsley, Valley Burglar & Fire

Alarm Co. (deceased)

George A. Weinstock, retired

Everett Westphal, Bay Alarm Co. (deceased)

Frank Meiners, retired

William Swinney, retired

Robert Leeper, retired

Jerry J. Linder (deceased)

EX OFFICIO

Jerry Lenander, Executive Director

Lessing E. Gold, Legal Counsel

Charles Schwager, CPA

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

No articles herein may be reproduced without written permission of the California Alarm Association. The Association is not responsible for any errors or omissions in advertising.

Editorial: Copy is due the 10th of the month preceding publication. **Advertising:** Space reservations due the 10th and copy due the 15th of the month preceding publication.

For Editorial and Advertising information, contact:

Jerry Lenander, Editor

California Alarm Association

333 Washington Blvd. Ste. 433

Marina del Rey, CA 90292

TEL 800/437-7658 FAX 800/490-9682



www.facebook.com/CAAonline
www.twitter.com/CAA_online



Web Site: www.CAAonline.org
info@caaonline.org

© Copyright 2013 by the California Alarm Association

MORE CAA EVENT PHOTOS INSIDE THIS ISSUE



Attendees viewed product exhibits at the Tri-Star Monitoring grand opening in Corona.



Riverside Police Chief Sergio Diaz addressed the IEAA Holiday Party.



Deanna Blair of Videofied and CAA Executive Director Jerry Lenander brought *THE MIRROR* to the grand opening of Tri-Star Monitoring.



CAA Past Presidents Jon Sargent took a turn at the Wanamaker organ, the world's largest, at Macy's in Philadelphia during the IACP conference.



CAA Past President Rod Uffindell of Denalect Alarm checked in at the IEAA lunch meeting.



ASSOCIATES CORNER

It's Time to Step Outside Your Comfort Zone

By Harvey Eisenstadt

I am confident that no one has to be made aware of the chaotic economy and the myriad of changes that are occurring daily in the business world. Consequently, the compelling business world diversity such as buying habits, product innovation and customer service present a plethora of new challenges that the salesperson must overcome to achieve success. To overcome this diversity and prosper from the opportunities of these new challenges, today's salesperson must step out of their comfort zone and reach out for the prospects in these new and somewhat different areas of opportunity.

It is certainly no secret that, all too often, salespeople will focus their attention on those prospects who fall into their comfort zone. These prospects are usually from an influential perspective that provides the salesperson with that feeling of comfort. The salesperson, in most instances, is comfortably assured to be confronted with little resistance. I want to make it perfectly clear that there is

nothing wrong with this strategy for a salesperson just getting started. However, once that comfortable circle of opportunities has been exhausted, then the time has arrived for the salesperson to step outside that comfort zone and face the real challenges of today's business world. To grow and be successful, in this ever changing chaotic economy, the salesperson must reach out to that vast market that exists beyond their comfort zone.

Salespeople are as normal as any other human beings on this earth. They will take any steps and employ any action necessary to avoid the pain of rejection. Consequently they will continue to call on their customers, prospects and opportunities that fall into the neighborhood that comprises their comfort zone. This action results in the simple realization that as long as they remain in their comfort zone, then they are not taking advantage of the many other opportunities that are available to grow their business. In essence, this is a clear description of Einstein's theory of lunacy. "Keep doing today what you did yesterday and expect different results."

As this chaotic economy begins to unravel and the business world takes on the look of opportunities for growth potential, so must the salesperson break out of their comfort zone and learn to address what till now has appeared to be that uncomfortable situation. To put this into the simplest terms, the comfort zone camouflages the fear of rejection. The salesperson must overcome this fear, and to accomplish this task they can begin by accepting the realization that you cannot lose something you never had. You cannot lose a sale you have never consummated. Yes, you may have lost an opportunity; however, if you step out of your comfort zone you will find there are many more opportunities available for you to challenge. This, of course, is not a simple task for the salesperson who has been locked into their com-

continued next page

Permanent, Temporary & Emergency Security Services
Anywhere in 4 hours or less Guaranteed!

- Alarm Response
- Fire Watch Officers
- Security Officers (Armed & Unarmed)
- Investigative Services
- Patrol Services
- Off Duty Law Enforcement Officers (Active & Retired)

Our Licensed and Insured Veteran Industry Security Providers are Available 24/7, 365
Call Today Toll Free: 866-980-6565

PRIVATE SECURITY
E-Mail: Dispatch@privatesecurityusa.com
PPO 12810

EMERGENCY COVERAGE is our specialty

BOLIDE TECHNOLOGY GROUP
an ISO 9001:2000 certified corporation

Full Line of CCTV / Alarm Cable up to CMP Rated
RG59, RG6, Cat5e, Cat6, 18/2, 22/2, 22/4, 22/6
Available in 500ft, 1000ft | UL Listed | Plenum

Full Line IP Camera

Free Network Management Software

CCTV Accessories
Connectors | Power Supplies | Compression Tools

Website: <http://www.bolideco.com>
888 South San Dimas Ave., San Dimas CA 91773 Tel: (909) 305-8889 | Fax: (909) 305-0998

David Rogers
Director of Sales, West
800.641.4282 x109
cell 417.860.7617
drogers@dmp.com

Audrey Pierson
Dealer Development Manager
N. California & Hawaii
800-641.4282 x452
Cell 417.827.2698
apierson@dmp.com



Matt Standiford
Dealer Development Manager
Southern California
800.641.4282 x570
cell 417.827.2664
mstandiford@dmp.com

Robert Putica
Dealer Development Manager
LA Basin
800-641.4282 x573
Cell 417.425.4293
rputica@dmp.com

– Ask us about our Cellular and Network Solutions –

2500 N. Partnership Blvd., Springfield, Missouri 65803
Phone 800-641-4282 • Fax 800-743-5724
www.dmp.com info@dmp.com

fort zone for any length of time. However, this is a task, or I would rather refer to it as a habit, that must be broken if the salesperson expects to move forward with growth and prosperity.

As with any habit, breaking it is an extremely difficult challenge. So, the secret to accomplishing this is in small steps. Expand your comfort zone in small increments, learning from your mistakes and using this knowledge to strengthen your skills with that which is successful. Don't avoid those opportunities where there is a potential for rejection. Step up to these with confidence, veracity and diligence. When successful, make it a habit to continue to practice that which led to success. When failure does occur, consider it an educational step and learn from your mistakes. You must identify why you were not successful, and even more importantly determine what must be done to correct and overcome this failure. As you employ the tools and knowledge to correct and overcome what was previously a mistake, you consequently strengthen your selling skills and begin to experience more success, in essence expanding that original comfort zone. Likewise, as your comfort zone continues to expand, many more doors of opportunity that were previously closed to you will begin to open.

Simply stated, as we approach the New Year, resolve to make the decision to step outside of your comfort zone and enjoy the experience of growth in your success rate, even in these challenging times.

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

CUSTOM SECURITY DECALS AND SIGNS

Go with the Best Since 1949

All of our custom manufactured products are quality engineered For long term Outdoor Durability.

- **Very competitive pricing.**
- **Knowledgeable, helpful and courteous customer service staff.**
- **Dependable delivery.**

Quality Beyond Compare

Yard Signs and Stakes



Window and Door Decals



J.C. Gury Company Inc.

530 East Jamie Avenue, La Habra, CA 90631

Call (800) 903-3385 or FAX (800) 556-5576

www.jcgury.com

Service and Technology You Can Trust



"Everything we do is inspired by our belief that relationships with our customers make a difference; and that when we work together we transform good ideas into great results."

Providing UL approved monitoring services since 1984



We invite you to discover the difference personalized service makes here at GCS.

(800)230-1654 - www.gcsmonitoring.com

Denis Cooke, President



Dedication to Innovation.
It's How We've Built Our Reputation.

We're Invested in Securing Your Investment.

Some may be content to just keep up with technology, but at NMC, we're not satisfied unless we're the pioneers. For more than three decades our team of dedicated, knowledgeable experts have helped us become the nation's premier 3rd party monitoring company by introducing the most sophisticated tools and practices in the industry. In our industry technology moves fast – we know, because we're leading the way.

You've invested years of work and resources in your company and we understand your need to protect those assets. Our newest innovations provide advanced access and instant updates to your customers' accounts – virtually anytime and anywhere.

Our job is to concentrate on the security of your business and investment, so you can concentrate on your job: growing your business.



www.NMCcentral.com
877-353-3031



Examples of NMC's Innovative Technologies and Practices:

- 2 fully-redundant central monitoring stations to provide uninterrupted service throughout the United States, including Hawaii
- UL2050 listing provides our dealers with opportunities in the high security market
- Monthly Executive Summary Report – a valuable tool to help alarm company executives better manage business, including account growth, traffic and other relevant business matters
- MASmobile – a smartphone application allowing dealers to view system status summaries, events and much more
- AlarmAccount.com enables end-users to view and/or maintain their account information securely
- MASweb – 24-hour access to dealer accounts through the web including wireless access
- Remote Video Monitoring utilizing MASvideo and SureView
- Dedicated Data Conversions team for incredibly easy new dealer transition

Call us today to find out how you can have the nicest, most professional team in the business representing you with your customers.

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.

Payable to: CAA PAC

Mail to: CAA PAC, c/o Richard Eichman, CPA
1127 11th Street, #300, , Sacramento, CA 95814

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

VISA/MASTERCARD: To make donation with your VISA/MasterCard call the CAA office at 800/437-7658.



**Get Involved in ESA's
Public Awareness Campaign Today!**



**Are you helping consumers and business owners
Connect, Protect and Control their homes and businesses?**

Learn more at www.secureplusweb.org

Working with security integration companies, manufacturers and service providers, the Electronic Security Association (ESA) established the SECURE+ Initiative as a way of increasing public awareness of the lifestyle-enhancing features offered by ESA Members.



CONNECTING YOU TO THE FUTURE

Connectivity tailored to your needs. Rapid Response gets you information, support and solutions immediately!

RapidWeb3k™, our online service, provides access to your account database via any Internet-capable device for essential connectivity in the office or in the field.

RapidLink3k™ an SQL database residing on your computer and linked to our Monitoring Center, delivers instant access, up-to-date activity information, full-featured account management and reporting.

Auto-Notification, Answering and Tech Center Services transmit detailed activity reports by SMS, email and fax, connect you and your subscribers, and expedite onsite testing.

VPN Connectivity provides real-time account access allowing you to view activity as the operator processes incidents.

It's here today!



800.558.7767
www.rrms.com

AL: 440 AR: E 2004 0004

CA: ACO 5498 FL: EF0000954

IL: 127-001246 OK: 648 OR: 0183 RI: 5875

TN: 834 TX: B09590 TX Fire: ACR-2020 VA: 11-2850

Motorola, BlackBerry, HTC, Verizon and Sprint are registered trademarks of their respective companies

DIGITAL MONITORING PRODUCTS (DMP) announced several deep discounts on cellular upgrade solutions for all DMP panel lines. In addition, DMP announced it will no longer be shipping 2G GSM units to dealers in North America after December 2013. In keeping with its practice of providing upgrade paths to more-current technologies, DMP is offering dealers deep discounts on upgrades to the newer CDMA and HSPA+ communicators that they use for migrating their customers to the new technology. For more information, visit www.dmp.com.

GAMEWELL-FCI by **HONEYWELL** introduced the 4-Warn/CO detector by combining both fire and carbon monoxide (CO) detection into one device. Local Gamewell-FCI Distributor, Signature Building Systems, continues to utilize the 4-Warn/CO detector to ensure these facilities meet new requirements for commercial sleeping establishments. The 4-Warn/CO detector is used with an addressable sounder base that sends those required in-room alerts, using separate, distinctive signals for fire and CO. When utilized as part of a Gamewell-FCI E3 Series® fire alarm and emergency communication system, the 4-Warn/CO detector's sounder base can employ a one-of-a-kind silencing feature to temporarily shutdown audible fire or CO alerts when an emergency notification is issued. This exclusive silencing feature eliminates the common communication intelligibility issues caused by multiple audible alerts sounding simultaneously. For more information, visit www.gamewell-fci.com.

AMERICAN DYNAMICS, part of the Security Products business unit of **TYCO**, introduced the latest version of its VideoEdge VMS which includes new features to help prevent crime and more effectively monitor active, high-traffic environments. American Dynamics identified critical features that are important to ensure the safety of patrons and employees, while securing company property. In retail, for example, loss prevention professionals require reliable video analytics and integration with Point of Sale systems that provide real-time access to intelligence to help pinpoint suspicious transactions backed up by indisputable video. VideoEdge provides these results in seconds, allowing retailers to run exception reports and visualize the data to realize a sharp decrease in theft. "There are some applications where the demands placed on the video management system are core to daily operations," said Shahar Ze'evi, Senior Product Manager for American



Dynamics. "VideoEdge is built on a robust foundation that provides the most security-critical features like analytics and security unification while ensuring continuity with worry free video failover." The VideoEdge VMS is available through American Dynamics' worldwide distribution channel.

NOTIFIER by **HONEYWELL** introduced a new intelligent version of its FAAST (Fire Alarm Aspiration Sensing Technology) detector, made to provide very early warning of smoke for high-value and critical facilities, as well as within extremely challenging applications. The intelligent FAAST detector's ability to directly integrate with NOTIFIER fire alarm systems enables it to supply more detailed alarm, fault and trouble information, thereby simplifying system monitoring, maintenance and overall design. FAAST's very early warning of smoke is crucial for facilities focused on minimizing property damage and business disruptions.

The FAAST detector continuously draws air samples into its sensor. Its exclusive dual sensing technology uses a highly sensitive blue LED (light-emitting diode) to sense smoke, while an infrared laser quickly distinguishes other airborne particulates that could otherwise cause a false alarm. Five programmable alarm levels, the most offered by any aspiration detector, allow optimum flexibility in setting detector sensitivity levels and warnings for site-specific requirements. For more information, visit www.notifier.com.

MACE CENTRAL STATION announced a new partnership program with Videofied. Mace CS is a strong believer in Videofied products and their new indoor panel. Videofied's motion viewers have proven extremely reliable in indoor environments and this enhanced protection is a measure above traditional alarm panels. Michael J. Joseph, Vice President for Mace Central Station said; "We believe that this establishes a new level of excellence in central station false alarm prevention. The proven reliability of their indoor system and this partnership with Videofied allows us to pass a substantial cost savings on to our dealers. Mace authorized dealers can buy Videofied directly from Mace." For more information, visit www.macecs.com.

MONITRONICS INTERNATIONAL, INC. has made The Dallas Morning News' list of "Top 100 Places to Work" in the Dallas-Fort Worth area for the third straight year. Monitronics ranked 25th among 30 selections in the "large" category for companies with 500 or more employees in Dallas-Fort Worth. They've made the Dallas Top 100 every year since entering the competition in 2011. "It's an honor for Monitronics to be recognized once again as a top place to work by our own employees," said Mike Haislip, Monitronics President and CEO. "Being selected to the Dallas Top 100 for the third straight year is special because it means we're achieving our goal of building a high-performance workplace that empowers us to make a positive impact on our customers' lives each day". Monitronics has focused internal efforts on increasing employee involvement and meeting high-performance objectives through mutual trust and respect at every level of the company. For more information, visit www.monitronics.com.

FIRE-LITE ALARMS by **HONEYWELL** offers an IP (Internet Protocol) Communicator that has enabled Georgia's DeKalb County School District to avoid thousands of dollars in fire alarm



Sharon Elder
Vice President of Sales
selder@NMCcentral.com

P 800.353.3031 F 949.631.6470

NMCcentral.com

transmission fees for its 144 buildings. An improvement in overall reliability was also obtained. DeKalb County School District buildings were covered by a myriad of conventional and addressable fire alarm systems from different manufacturers. The district moved to communicating all fire alarm information over its existing fiber IP lines using Fire-Lite Alarms' Advanced IP Digital Alarm Communicator Transmitter. "We had fiber everywhere we needed it," said Chuck Hutcheson, systems manager in the infrastructure and security department at DeKalb County Schools. "The fiber has paid for itself many times over." The IP Communicator sends comprehensive contact-ID event information from any Honeywell-branded fire alarm control panel. For more information, visit www.firelite.com.

NAPCO COMMERCIAL 24V addressable, conventional and wireless systems, for fire, burglary or access, now offers speedier setup & installation with new Quick-Start faster programming and reliable UL Commercial Grade Wireless Fire & Burglary Devices. There's a new fire-only program menu & standard fire alarm system preset template you can build on. Auto-Learn discovers and identifies the addressable devices on loops for you. It will preload descriptions and list the quantity of modules, sensors & relays for each. 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. Learn about the new enhancements and features in Napco Commercial Systems. 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. For more information, or to register for classes, visit www.napcosecurity.com/seminars.

PROFESSIONAL SALES REPRESENTATIVES, LLC announced that they now represent RBtec in all 13 states in their territory. RBtec is a technology company specializing in perimeter security solutions, including the development, manufacturing, integration, and installation of quality electronic perimeter security systems, geared for the medium to high-risk industrial and homeland security markets. Their fence and buried perimeter intrusion detection systems provide high reliability, low maintenance and low false alarm rates, which reduce the routine stresses on security personnel and enhances their effectiveness during the critical moments of a real alert. "We are excited to announce our partnership with RBtec and adding their perimeter security solutions to our intrusion line", said Andy Applegate, the VP of Sales for PSR. "RBtec has supplied their solutions to over 1000 security projects worldwide, and we are looking forward to support our customers by offering these fine products". For more information, visit www.rbtec.com.

SILENT KNIGHT announced the new SK-F485C, a UL listed SBUS wire to fiber converter that can be used with all Silent Knight addressable fire alarm control panels. Used in pairs, the SK-F485C provides a seamless conversion of the SBUS data to fiber and back again. This UL 864 listed module is compatible with the IntelliKnight 5820XL, 5808, and 5700 addressable fire alarm control panels. The SK-F485C mounts inside of the 5820XL and 5895XL cabinets

or 5815RMK remote mounting cabinet. For more information, visit www.silentknight.com/products.

COPS MONITORING announced that Catherine Tallman has been promoted to Operations Director and will be responsible for the Special Projects division operating in COPS' New Jersey and Texas central stations. Catherine, or "Kat", is a 13-year veteran of COPS Monitoring and was recently recognized as an industry leader in Security Systems News' "20 under 40" class of 2013. Sarah Brooks, PMP joins COPS Monitoring as Director of Information Technology overseeing information systems, software programming, network architecture and telecommunications across its six central stations and off-site data center. Sarah's experience includes IT positions at Thomson Reuters, Bank of America-Merrill Lynch, TD Bank, and other prominent organizations. She has a Bachelor of Arts in English from Penn State University and achieved qualification as a Project Management Professional (PMP) from the Project Management Institute in 2009. She also attended the New Jersey Institute of Technology's IT Management Master's program, earned her Paralegal Certificate from Rutgers University, and has a Six Sigma Green Belt certification. For more information, visit www.copsmonitoring.com.



Kat Tallman



Sarah Brooks

SAFE SECURITY announced that it has acquired more than 16,000 CastleRock Security residential and commercial alarm monitoring subscriber accounts from Alarm Funding Associates. "These accounts fit very nicely into our US and Canada footprint," said Paul Sargenti, SAFE's President and CEO who founded the company in 1988. "With this acquisition we have more than doubled our account base since 2012. We are well equipped to assimilate them and look forward to providing the highest standard in security services to these new subscribers." The addition of this RMR to SAFE's existing portfolio parallels the organic growth from its dealer program, SAFE Dealer Network. The national dealer program offers a lucrative revenue channel for dealers who want to work with a company with a reputation for integrity in the industry. Offering competitive rates, marketing support, training resources, and an assurance of expert subscriber management, SAFE also has the capital resources and business infrastructure to maintain its reputation in the industry for stability and reliable funding. For more information, visit www.safesecurity.com.

BPSID BARKIN,
PERREN,
SCHWAGER &
DOLAN, LLP
CERTIFIED PUBLIC ACCOUNTANTS

CHARLES H. SCHWAGER, CPA

21700 Oxnard Street, Suite 950
Woodland Hills, CA 91367
www.bpsdcpa.com

PH: 818.719.9020 ext.205
FAX: 818.702.0273
cschwager@bpsdcpa.com

INDUSTRY NEWS



Tri-Star Monitoring officially opened their central station in Corona.



SAAA President Ben Martinez thanks ADI and invites attendees at the ADI Expo to join the CAA.

ag | avantguard

Troy Iverson
Vice President
Sales & Marketing
Iverson@agmonitoring.com

Direct: 801.781.6108
Toll Free: 877.206.9141
Fax: 801.781.6133
Cell: 801.940.2813

4699 Harrison Blvd., Ste. 100 • Ogden, UT 84403
www.agmonitoring.com



Ron Lenz of ADI (center) presented a donation to the CAA for industry programs to SVAA President Mark Simpson and SAAA President Ben Martinez at the ADI Expo.

TELGUARD | CELLULAR ALARM SOLUTIONS FOR 3G/4G NETWORKS

HENRY D. LAIK
Director, Strategic Accounts
Direct: 678 264 2028
Cell: 678 234 9611
Fax: 678 945 7758
Email: hlaik@telular.com

MATTHEW BRANDON
Sales Representative
Pacific Coast Region
Direct: 678 909 4608
Fax: 678 945 7758
Email: mbrandon@telular.com

TELGUARD HEADQUARTERS
3225 Cumberland Blvd SE • Suite 300
Atlanta, GA 30339
Phone: 800 229 2326; Option 5
Fax: 678 945 7758
www.Telguard.com

Mark Simpson, President of the Silicon Valley Alarm Assoc and Larry St. John from the EBAA were manning the booth for the CAA....they were signing people up for joining the CAA.





BUY-IN ONLINE
AT SENTRYNET.COM

Countdown to Cozumel #2

Earn Cabins for the whole crew

2015 SENTRYNET DEALER CRUISE II

CARIBBEAN
SPRING 2015
COZUMEL MEXICO

JOIN 200+
INDUSTRY PEERS

YOU'VE WORKED HARD
IT'S TIME TO PLAY!

SentryNet dealers will set sail for **Cozumel, Mexico** from **New Orleans** in Spring 2015. Don't miss the boat! This opportunity is all about building your business, growing your recurring revenue and then celebrating! It's about working hard, then playing hard!

Our Cruise promotion runs for 16 months, starting **October 1, 2013** through **January 31, 2015**. See sentrynet.com for rules and registration. Don't delay! **Get your company growing and your staff excited** about this unique opportunity that can be completely free, compliments of SentryNet! Make plans now!

EARN CEU's

This is the perfect time to Grow Your Business and sail to success, so make plans to attend!

Call 1.800.932.3304

2015 SentryNet Dealer
Conference | Mexico



SENTRYCON
CRUISE II
SPRING 2015
COZUMEL MEXICO

Call Kurt Erdman at 1-800-932-3304 or get more info about the cruise & how to earn points at <http://www.sentrynet.us/conference/cruise>

AL 004802 • AR 81066 • CA 002844 • DE 00040916 0023 • FL 890001066 • GA 0019622 • IL 00040916 0023 • MD 0071468
MI 00000000 0023 001067 • OK 000 • OR 00100 • TN 0000010279 • TX 00079184/005538 • VA 00479 • WI 00100 • WA 000



Napco StarLink3 Radio:

Future-Proof all your accounts with the only future-proof, universal radios.



Napco StarLink™ Universal Radios are field-upgradable to protect your accounts into the future, from 5G, 6G, 10G, & from bygone telco lines. Proven reliable, and for use on any brand alarm system, too. Try it—you'll like it! We're so sure, we're offering 3-months service FREE!

- Full event reporting from any panel*, virtually anywhere in US
- Ultra affordable primary or backup reporting for every account
- Reports to any Central. NO radio activation fee.
- Full High-Speed Napco Panel up/downloading**
- Smart Phone App for Remote Arm/Disarm any panel brand*** (option)
- Optional Email/Text/SMS messages alerts
- Future-Proof Plug-In, Upgradable Communicators - SLe Radios will conform to progressions in carrier networks for the long run
- Takeover Feature - Allows you to reroute to another central station without going to the panel

Try it & Get 3-Months Free! Ask about StarLink3 Radio "Try-Me" Promo!, super pricing & plans—call 1-800-643-9445 or go to www.napcosecurity.com/contact/starlink for details.



Learn More: Take a Napco New Technologies Class at your distributor or online. Register at www.napcosecurity.com/learnmore

* Supports any panel using Contact ID or 4/2 ** Downloading Requires high-speed cable *** Requires a keyswitch input, StarLink is a trademark of Napco. Subscription plan required. 13 Month StarLink Service Free "Try-Me" Promotion from Napco requires purchase plus online registration of a SLE GSM/3/4G Radio, and other restrictions apply - see full details on www.napcosecurity.com/contact/starlink. Introductory promotion may be ended without notice. Void outside US &/or where prohibited.

Which is Better...Blind or Video?

By Keith Jentoft, Videofied

If you sat a bunch of preschoolers around the table and asked, "Which is better...blind or video?" They all know the answer. If your follow-up was, "Which is better...pay more or pay less?" They still know the answer. In the same way, the rule book for a financially successful alarm business is not complicated.

A better product at the same cost beats the competition, even in the RMR business. Video verified alarms just hit this milestone – faster police at the same cost as a blind alarm. The business of selling, installing, and monitoring burglar alarms just got better because video (and video monitoring) now costs the same as going "blind." Dealers can sell greater security and increase their RMR without increasing their costs. Which is better? Ask your customers, "Which is better...faster police or slower police?" Video verified alarms are better at the same price.

As costs for video cameras have come down they are found everywhere, from cell phones to car bumpers. Now they are on PIR motion detectors. The latest wireless camera/PIRs, called MotionViewers, send alarm videos to the central station for immediate review and dispatch. MotionViewers cost the same, are installed the same, and work the same as the wireless PIRs dealers have used for years – but they have also contain a battery powered color video camera. These aren't CCTV cameras with power cords and signal cables needing bandwidth, network connections and static IP addresses that increase cost and installation time of the classic burglar alarm.

Alarm installers went "wireless" to minimize installation costs (and make more money) and the wireless MotionViewers fit this same business model; they make more money. But unit price and installation costs are only part of the financial model, what about monitoring? Higher monitoring costs kept video alarms as a niche product and have been a major barrier to video verification moving into the "mainstream" alarm business. That recently changed.

Leading central stations now monitor indoor video verified alarms using MotionViewers for the same cost as a traditional blind system. Indoor MotionViewers are efficient and cost effective in the central station, in part because they don't depend upon the varied flavors and complexities of DVRs and CCTV cameras. The PIR trips, the video clip is sent as part of the alarm – simple and clean. A better product at the same price means a competitive edge and video verified alarms deliver faster police response – an eyewitness is better than a blind alarm signal.

Video verification is not just for new installs, there is a simple upgrade path for the installed base. Progressive central stations are providing training sessions and webinars to educate installers on easy video upgrades for existing alarms. In fact, Telular just announced an upgrade kit that combines the Telular cell communicator and a video verification into a single package for existing alarm systems. This means that installers can use video verification to "sweeten the pot" as they work to move their customers away from POTS lines.

The marketing focus group really becomes as simple as asking a table full of preschoolers, "Which is better...video alarms or blind alarms?" Your customers know the answer.

Keith Jentoft is President of RSI Video Technologies can be reached at 651-855-7802 or email to: kjentoft@videofied.com.

Keep Your Subscribers **CONNECTED** to Their Security Systems



EMERgency24 notifies homeowners when an alarm event happens via cell phone, e-mail account or a text messaging device, including:

- Arm/Disarm System
- Device Activation
- Access to Dangerous Area
- Power Failure
- Departure of Elderly/Infirmed
- Abnormal Temperatures
- Hold-up
- Medical Alerts
- Moisture/Leaks
- Opened Pool Door

Call us today at 1-800-800-3624 to learn more

EMERgency24

CHICAGO | THE WOODBRIDGE | LOS ANGELES | MILWAUKEE | WASHINGTON DC



DECEMBER 2013

Growing Business Means Growing Responsibility to Manage Alarms Properly

As companies grow in the security industry, their responsibility to market, sell, install, service and monitor alarm systems to the highest quality standards also grows. Every company counts when we look at improving alarm management practices, but the plain facts are that if you have a bigger footprint, you affect more customers.

That means good installations play a larger role in lowering the rate of unnecessary alarms, and improving the standing of the industry as a whole. Other benefits include an improved public image for our industry, as well as the perception (and reality) that these professionally installed systems are reliable.

We are also demonstrating to our law enforcement partners that we take alarm management seriously despite the ever growing number of systems installed every year. When police have to respond to fewer alarms, they are able to spread their resources elsewhere. That helps the local community ensure greater public safety.

Two security companies have recently been singled out in the trade press for their growth – Per Mar Security acquiring two companies in Indiana, and Vivint, which was ranked No. 2 in Inc. magazine's Hire Power Awards, honoring the biggest U.S. job creators over the past 18 months. They are good examples of the health in our industry, and good reminders that as your company grows, so does your responsibility to be a good steward for alarm management practices.

Whether a company grows through acquisition or organically, those extra installations become more visible to others. SIAC is prepared to help with education and outreach so our industry as a whole continues to improve alarm management practices and build on successes. For more information, visit www.siacinc.org.

Security Industry Alarm Coalition (SIAC)

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

Security Industry Alarm Coalition

IACP Comes Out in Support of Alarm Licensing

At the recent annual IACP (International Association of Chiefs of Police) meeting in Philadelphia, the general membership endorsed a resolution on licensing requirements for companies and individuals in the alarm business. The resolution was proposed through the IACP – Private Sector Liaison Committee where SIAC's Stan Martin chairs the Alarm Sub-Group.

Mandatory licensing with criminal background checks for key alarm company employees was considered a public safety issue by IACP. It also ensures higher quality employees and installations. That means alarm systems operate the way they are intended, with far fewer complaints from consumers or problems with the systems.

Importantly, the IACP, in its resolution, sends a strong message to state legislative bodies that it is a critical public safety issue which needs attention in states that do not have alarm licensing laws and/or criminal background checks.

SIAC believes this is another important step forward in this public/private partnership, having the IACP standing behind a measure that helps winnow out bad actors. It's good for law enforcement, the alarm industry and the citizens we serve.

SIAC salutes IACP for this resolution, and looks forward to positive results in the years to come.

Robert Brisley Appointed IQ Public Safety Director

The Installation Quality (IQ) Certification Board has appointed Captain Robert Brisley as one of the organization's new public safety directors.

Brisley is the Public Information Officer in the Office of Media & Public Affairs for the Charlotte Fire Department. He joins Peggy Anderson, the licensing specialist for the Delaware State Police and Steve Heggeman of the Baltimore County Alarm Reduction Team to represent the public safety sector on the board. He is a member of the National Information Officer's Association, the International Association of Firefighters, and the International Association of Fire Chiefs.

"Rob has already brought to the IQ board some great ideas," said Tim Creenan, chairperson of IQ and CEO of Amherst Alarm. "We are proud to have someone with all his credentials and devotion to the cause on our team."

For more information on the IQ Certification Program, visit www.iqcertification.org.



**You've read the book...
...now see the movie!**



We admit, there is no book, but we do have a set of guidelines. There's no movie, but we do have a series of short videos that explain the IQ Certification program and show you how it can help you improve customer satisfaction and retention, reduce repair costs, increase sales and take your business to the next level.
Watch 2 minutes with IQ on YouTube!



www.iqcertification.org • 866.833.8302
Watch all the videos on www.youtube.com/iqcertification



ISC WEST

THE GLOBAL LAUNCHPAD

for

WHAT'S NEW IN SECURITY



- Breakthrough Product Launches • Innovative Technologies
- Business Critical Education • Exclusive Networking Events
 - Business and Life Saving Security Solutions
 - 1,000 Exhibitors and Brands All In One Location

APRIL 2-4 2014 | SANDS CONVENTION CENTER LAS VEGAS

REGISTER NOW AT ISCWEST.COM
SIA EDUCATION@ISC APRIL 1-3



MEMBER SAVINGS PROGRAM



This free 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 encourage you to register for this free value-added program & start saving today!



Suppliers include:

GRAINGER

||||| SALES AND SERVICE

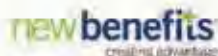
Facility Maintenance Products
5% discount on all catalog items
and FREE standard shipping



Uniform & Site Services
Average 60% off uniform rental
rates & 25% off catalog pricing



Fuel
Save 3.5-4.5 cents per gallon
on fuel for your business fleet



Discount Health Services
Save up to 40% on Health,
Dental, Vision and Pet Care



Small Parcel Auditing
Guaranteed REFUNDS on all
FedEx & UPS failed shipments



Telecom Audit
Receive a 10% discount. Right
size your existing plans



Freight Shipping
Minimum of 70% discount on
LTL and freight shipments



Payroll Services
Minimum 25% off of payroll
processing services



Tires
23% off light truck/SUV/car
tires & 44% off commercial tires



Office Supplies
40%-70% off the "Top 300 Items"
and minimum 12% discount



Office Supplies
Save up to 90% off everyday low
prices & FREE next-day delivery



Uniforms & Site Services
National rental rates and 25% off
on uniform purchasing



Register today at

www.ESAweb.org/MemberSavingsProgram

For more information, please contact the ESA Member Service Center at 1-888-447-1689

ESX Nashville

go with the
BEST
www.esxweb.com
Registration Launching in December

June 23 - 26, 2014
Music City Center, Nashville, TN

education: 24-26

expo: 25-26

association activities: 22-26



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 with description and identification.



Members of the EBAA with THE MIRROR at the general meeting and luncheon.



Swains Island in American Samoa was visited by THE MIRROR with Don Parrish, Alex Jennings (whose family owns the island) and Bob Bonifas of Alarm Detection Systems of Aurora, IL.



Diane and Hal Lewis of Alarms Unlimited checked out vacation homes in Newport, RI with THE MIRROR.



CSAA Past President Bob Bonifas with THE MIRROR on Maota Savall Island, part of the Cook Islands.

THE MIRROR got a royal welcome to Schneider Electric and Pelco Headquarters along with Matt and Tim Westphal of Bay Alarm, Bob and Jeanne Michel of Valley Alarm, Jon Sargent of Tyco Integrated Security and Tauni Wallace of PSR.



Di and Bob Cotterman of A Better Alarm Systems traveled to Paris with THE MIRROR.



Bob Cotterman at the Eiffel Tower with THE MIRROR.

IEAA President Holley Hunt, Executive Director Sylvia Jimenez and Jamie Kristen of Mace CS put the squeeze on CAA Treasurer Dave Michel with THE MIRROR at the IEAA Holiday Party.



Debbie Padilla and Tim LeBlanc delivered THE MIRROR to the grand opening of Tri-Star Monitoring.

key to success



Two choices...same size!



Intuitive and easy to use!

Save time and money with Honeywell's new 6100 Series Keypads.

Our 6100 Series Custom Alpha and Fixed-Language Display Keypads are fast and easy to install, simple to use and feature a sleek, modern look at great price points—making them the go-to choice for any VISTA® installation. It also fully integrates with Honeywell Total Connect™ Remote Services.

VISTA Intelligent Programming (VIP), a new, intuitive menu-based option for common functions, saves time and money on installations.* Graphic icons make operation a snap. The stylish, compact housing and dynamic graphic interface blend with any residential or commercial setting. And the impressive seven-model line-up gives you the flexibility to meet all of your customers' needs, budgets and lifestyles.

It's your key to closing more sales with VISTA!

Honeywell

*VIP programming option available with Custom Alpha versions only, which currently work with Honeywell's VISTA-20P control panels.

For more information, please visit www.honeywell.com/security or call 1-800-467-5875

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 with description and identification.



CAA Vice President with THE MIRROR with the world's largest pipe organ at Macy's Philadelphia during the IACP conference.

Jimmy Harrison of Gentex, Matt Standiford of DMP, and Gary Gravett of ConnectAir were welcome to the grand opening of Tri-Star by Debbie Padilla.



THE MIRROR was awarded the top prize when it visited ISC Expo headquarters in Norwalk, CT. On hand for the presentation were Luigi Buttafuoco, Brian Bernstein, Sherida Sessa, Mary Beth Shaughnessy, Trish Moubayed and CAA Executive Director Jerry Lenander.



Mark Simpson with THE MIRROR at land's end in Cabo San Lucas.



THE MIRROR was with Dana Scroggins of Optex, Riverside Police Department Officer Vicente DeLa Torre and IEAA Executive Director Sylvia Jimenez.

Hal and Diane Lewis of Alarms Unlimited with THE MIRROR at Gay Head Lighthouse in Martha's Vineyard.



The Ladies of the IEAA with THE MIRROR after the holiday party.





Alarm installers are you moving your customers from 800 Dial-Up to IP?

Introducing the only secure IP address forwarding service made just for the alarm industry. Get all the features you enjoyed with 800 Dial-up such as number ownership and on demand forwarding. Let **Keep Your IP** give you the peace of mind of knowing that as your business grows and merges into the new Internet IP based world, you will be able to direct that growth as you desire.

WWW.KEEPYOURIP.COM





Think Signs. Think Maxwell.

Helping security professionals build their business since 1977 with personalized service and high quality products ...all at competitive prices.



MAXWELL
...building a better sign™

MAXWELL SIGN & DECAL DIVISION
800-472-7336
 signs@maxwellmfg.com
 www.maxwellmfg.com




SECURITY SIGNS • DECALS... AND MORE

©2012 Maxwell Signs Division, Inc. All rights reserved.

HiTower®

Frame Actuator
Controlled Lockset



No Wires Thru Door
No Electric Hinge

Shane Geringer
 Vice President, Sales
 shane@sdccsecurity.com



SDC
Security Door Controls

We lower your cost and you grow your business.



mace®

CENTRAL STATION

As a full-service security & life-safety alarm monitoring partner, we deliver the competitive edge needed by today's independent security dealers... nationwide.



Scalable infrastructure for uninterrupted service & monitoring over internet IP, cellular GSM/GPRS, and AES radio networks



Advanced automation platform with web portals and SmartPhone app's keep customers connected and informed



Highly-trained staff for interactive monitoring with two-way voice and video verification services



We have you covered. Call us today.

877.484.9026

macecs.com







INLAND EMPIRE ALARM ASSOCIATION

By Holley 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. 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.

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.

2014 IEAA MEETINGS

- ♦ February 27 General MeetingRiverside
- ♦ April 16..... General MeetingRiverside
- ♦ September 18..... General MeetingRiverside
- ♦ November 20 General MeetingRiverside

The IEAA Holiday Party generated joy and donations for the Riverside Police Department Teen2Teen Program.



Members of the IEAA, CAA and Riverside Police Department celebrated the department's Teen2Teen Program at the IEAA Holiday Party.



All in One. Always Connected.

THE IQ PANEL

The world's first true "All-in-One" security and home automation platform, the IQ Panel is a 7" Android touchscreen with a built in camera and 5 wireless radios with no external antenna.

Now Available at

Volutone

<ul style="list-style-type: none"> Android The world's most popular mobile operating system Interactive Services Control the system from a smartphone or tablet Alerts When something needs your attention, you'll know Language Support Five different languages built in, with more on the way Panel Camera Disarm photos, alarm videos, and video memos 	<ul style="list-style-type: none"> 6 Radios Security, Wifi, Cellular, Z-Wave, Image Sensor, and Bluetooth Quick Install A smart way to pair sensors faster than ever before Custom Text to Speech Type custom sensor names with the Android keyboard Home Control Control Outlets, Locks, Lights, and Thermostats Severe Weather Alerts Allow customers to receive important weather alerts
---	--

Simi Valley
170 W. Cochran St.
Simi Valley, CA 93065
800-795-5111
simivalley@volutone.com

Van Nuys
6843 Valjean Ave.
Van Nuys, CA 91406
888-298-7888
vannuys@volutone.com

Cerritos
16315 1/2 Pluma Ave.
Cerritos, CA 90703
888-332-9600
cerritos@volutone.com

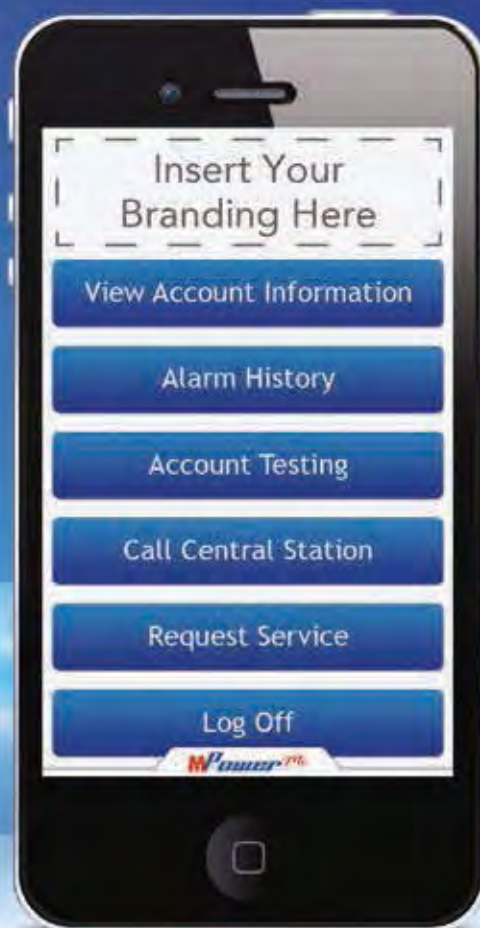
Ontario
320 S. Miliken Ave. Ste E.
Ontario, CA 91761
800-339-9981
ontario@volutone.com

Irvine
23015 Del Lago Dr. B-1
Laguna Hills, CA
855-353-3111
irvine@volutone.com

San Diego
4229 Ponderosa Ave. Ste A
San Diego, CA
800-700-2057
sandiego@volutone.com

Las Vegas
799 Middlegate Rd.
Henderson, NV 89011
866-795-5111
lasvegas@volutone.com

Satisfy your customers' *app*etite.



Introducing your company's smartphone access.

Offer your customers **Mpower Me** access with your company brand and give them the peace of mind that could improve customer satisfaction, reduce attrition, and increase referral sales.

Read more at copsmonitoring.com/appetite.

Contact Betty Hudson at 800-367-2677 x 1256 to get your own private label computer, tablet, and smartphone subscriber access. Available only at COPS Monitoring.

Also ask about account transfer incentives, competitive volume pricing, funding programs, expert marketing support, and equipment purchase discounts.

Providing nationwide wholesale alarm monitoring and dealer services from
New Jersey | Florida | Arizona | Tennessee | Texas | Maryland

800.367.2677 | Fax: 856.629.4043 | info@copsmonitoring.com | copsmonitoring.com

CA: ACO6132 • DE: 05-85 • FL: EF20000481 • IL: 127-001299 • MD: 107-840 • TN: 632/1626 • TX: Burg: B11561/17961 • TX File: ACR-2215 • VA: 11-1941



COPS
Monitoring
Your Hometown Central Station

Sigifredo Ruiz
Territory Sales Manager
(702) 528-8985 cell
sruiz@dsc.com

John Kaloper
Territory Sales Manager
(949) 870-0480
jkaloper@dsc.com

Cyndie Powers
Territory Sales Manager
(209) 217-4394
cypowers@dsc.com

Elias Melendrez
Technical Sales Trainer
(951) 237-9112
EMelendrez@tycoint.inc

Bob Verstreter
Technical Sales Trainer
(530) 218-3116
bverstreter@tycoint.inc

DSC®

DIGITAL SECURITY CONTROLS LTD.
An ISO 9001 Registered Company

3301 Langstaff Road, Concord
ON, Canada L4K 4L2
www.dsc.com



Sacramento Area Alarm Association
3491 Park Drive Suite 20-234
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

2014 SAAA MEETINGS

♦ January 9..... SAAA Admin/Technology Forum Sacramento

♦ March 6..... SAAA Police Forum Sacramento

♦ May 1..... SAAA CCTV Forum Sacramento

♦ June 19 SAAA River Boat Cruise..... Sacramento

♦ August 21 SAAA Life Style vs. Life Safety Sacramento

♦ October 24... SAAA Fire Forum Sacramento

♦ Dec.11..... SAAA Holiday Party 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
O: 800-230-1654 x 136, C: (510) 750-0252
bmartinez@gcsmonitoring.com

**Free the equity you've built
to realize your dreams**

**Alarm Capital Alliance has completed over
750 portfolio acquisitions. Talk to us first.**

ACCOUNT & COMPANY ACQUISITIONS
TO HELP YOU GENERATE CAPITAL NOW

INDEPENDENT DEALER PROGRAM
TO BUILD YOUR BUSINESS FOR THE FUTURE



**ALARM
CAPITAL
ALLIANCE**

Start the conversation today
Call **888.885.8656**
Visit **alarmcapital.com**



COMMITMENT



SERVICE



FLEXIBILITY

Fire / Burg
Medical PERS
Area Of Rescue
Two-Way Audio
Video Verification
Elevator Monitoring



Alarmnet
Telguard
Connect 24
AES-Intellinet
Internet Monitoring
Interactive Services

Providing Security Services Since 1971

Interpreter Service - Over 180 Languages
Guard Dispatch Service ~ Offsite Disaster Recovery
Dedicated Dealer Owned Toll-Free & IP Numbers
Dealer Customized Voicemail & Call Answering
Dealer Account Access and Service Tools

Your Company In Good Company

800-839-7212

www.gmscentral.com

ACO # 5198





EAST BAY ALARM ASSOCIATION

By Mike Salk, President

East Bay Alarm Association had its general meeting Tuesday, November 12. A larger group gathered to hear legislative and industry updates from CAA headquarters, and an informative discussion from guest speaker, John Palladino of Link-Allen Benefit Company, addressing the latest developments of ObamaCare and its effects on California employers. A lively session of question-and-answer took up the remainder of the meeting, and all present expressed appreciation for adding some clarity to a current hot topic.

See what the EBAA has to offer at our next general meeting on Tuesday, January 14, 2014!

2014 EBAA MEETINGS

- ♦ January 14... General MeetingRichmond
- ♦ March 11 General MeetingRichmond
- ♦ May 13 General MeetingRichmond
- ♦ July 8 General MeetingRichmond
- ♦ Sept. 9 General MeetingRichmond
- ♦ Nov. 11 General MeetingRichmond

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 Mike Salk 510-652-2477. RSVP to 800-437-7658, Ext. 3 or info@caonline.org.

Mike Salk
EBAA President



Contra Costa Sheriff David Livingston expressed his appreciation for the CAA Youth Scholarship Program which his son Christopher won this year.

EBAA meeting on Nov 12th at Chevy's



SIAC's Jon Sargent addressed the EBAA general meeting luncheon.



The EBAA meeting attracted more than 40 industry leaders.



John Palladino spoke to the EBAA meeting about the impact of the Affordable Care Act.

**Custom Insurance
for the Alarm and
Communication Industry**

**"IP/VOIP alarm
Network INSURANCE"**

MICHAEL J. KELLY Insurance Agency
Owner, Agent & Broker Lic. # 0582597
Custom Program - Founder 1174 Palomino Rd.
Santa Barbara, CA 93105


800-329-5355
Fax 805-569-8864



Web: <http://www.alarmchannel.com/>
email: Tac@alarmchannel.com




WHICH IS BETTER... BLIND OR VIDEO FOR THE SAME PRICE?

VIDEOFIED MONITORING PARTNERS DRIVE VIDEO VERIFICATION INTO THE MAINSTREAM

Videofied® indoor, wireless MotionViewers® cost about the same as a blind PIR to **buy** and **install**. Now, they also cost the same to **monitor**! The central station partners below will provide indoor Videofied® monitoring and also offer a full range of incremental interactive services such as smartphone arm/disarm and remote look-in to the MotionViewer® cameras. Your "traditional alarm business model" still works—except you create higher value accounts with video verification and interactive services.



Visit partners.videofied.com for more information about Videofied monitoring.

With Remote
Look-In™



- ✓ Monitored by Central Station
- ✓ Faster Emergency Response
- ✓ Fewer False Alarms
- ✓ Lowers Losses
- ✓ Remote Arm/Disarm
- ✓ Smartphone Interactive



videofied.

Made by RSI VIDEO TECHNOLOGIES

Please visit videofied.com or call 877-206-5800 for more information about the easy, affordable upgrade from your blind PIRs to Videofied.

www.videofied.com

©2013 RSI Video Technologies. All rights reserved.

MID-CAL



MID CAL ALARM ASSOCIATION

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

- ♦ Feb. 20 General Meeting Fresno
- ♦ May 22 General Meeting Fresno
- ♦ August 7 General Meeting Fresno
- ♦ No.r 6 General Meeting Fresno



Happy Faces on Hand for the MCAA Golf Tournament in Fresno.





Bridge their *on-the-go* life and home for new RMR

Everyone wants to be in control and in two places at once.

Never home, there's work, the kids, the pets, dad's and then some, all pulling in different directions. That's why there's iBridge. The easy remote services you provide your eager accounts, to bridge where they are and where they'd really like to see or be, 24/7, while providing real home security & more... video, home automation &/or energy management.

It's easier. It's more affordable. It's less equipment.

All it takes is the Free iBridge App used on any smart phone or tablet, and one bus-mount iBridge Module (it's internet- and z-wave ready). It retrofits any Gemini System; and our award-winning WiFi Touchscreen's purely optional. That makes you more competitive. Choose any central station, you're in control. Using standard Z-Wave™ Devices, we typically get twice the range, so it's more reliable & easier to install. Without rolling a truck, you can service, edit and configure iBridge from your own smart device. Then, all backs up to the Cloud; names, custom scenes, scheds., triggers, etc.

Do any or all iBridge Home Services: Customize your offering.

First, put your name right on it (free). Then, choose: Remote Security System Control with triggered notifications; HD Streaming Video (live & stored); Energy Management &/or Z-Wave Automation, i.e., lighting, appliances, thermostats, even locks. These game-changing services will make your security accounts easier to close, retain and far more lucrative.

iBridge ... Simply more profitable for you.

Let us show you how to get started. Take a free class near you or online, register at www.napcosecurity.com/seminars. Ask your distributor or Napco sales rep 1-800-645-9445.



Interactive Services for the Connected Home



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 sharbou@sdasecurity.com for more information.

SDSA MEETINGS 2013

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

2014 SDSA MEETINGS

♦ February 25. SDSA General Meeting San Diego

♦ May 20..... SDSA General Meeting San Diego

♦ August 28 SDSA Day at the Races Del Mar

♦ Sept. 16 SDSA General Meeting San Diego

♦ Dec. 11 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 hgongalezreed@pd.sandiego.gov. If you have any questions please contact Hilda Gonzalez Reed at hgongalezreed@pd.sandiego.gov or 619-531-2247.

Visit our website: www.sandiegosecurityassociation.org



The fall meeting of the Redwood Alarm Association Meeting was held on October 16 at Johnny Garlic's in Windsor, California. The meeting was well attended and featured guest speaker, John Palladino, Vice Senior Vice President with Link-Allen Benefit Group. John provided a dynamic presentation about the new Affordable Healthcare policy and its effects on the alarm industry.

RAA held their biannual elections for the board of directors. The following officers were elected: President, Sean Cooke of All Guard Systems, Vice President, Yaqui Lara of Allied Alarms, Secretary/Treasurer, Chuck Petrusha of Advanced Security Systems. The new executive team will take over January 1, 2014. Past officers were thanked for their service.

The next meeting is scheduled for January 22, 2014 at Johnny Garlic's in Windsor, California.

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... General Meeting Windsor

♦ May 28..... General Meeting Windsor

♦ October 22... General Meeting Windsor

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.



2014-2015

Sean Cooke, President
Redwood Alarm Association
(800) 255-4273
scooke@allguardsystems.com



By Gary Lowndes, President

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



TRI-ED

Connectivity • Security • Solutions

North America's Largest Independent Security Distributor

Intrusion • IP Video • CCTV
Access • Fire • Audio
Communications
Hardware



Please contact us at any of
our nine locations across California:

Burbank
632 North Victory Blvd.
Burbank, CA 91502
Tel 818 848 7305

Garden Grove
13831 Seaboard Circle
Garden Grove, CA 92843
Tel 714 265 4000

North Hills
16699 Roscoe Blvd.
North Hills, CA 91343
Tel 818 895 8830

Orange
1836 North Case St.
Orange, CA 92865
Tel 714 464 1842

Riverside
1600 Chicago Ave., Suite R-15
Riverside, CA 92507
Tel 951 781 2300

Rocklin - Technical Sales
3625 Cincinnati Ave.
Rocklin, CA 95765
Tel 916 543 4000

Sacramento
920 Striker Ave., Suite B
Sacramento, CA 95834
Tel 916 563 7560

San Diego
7876 Convoy Crt.
San Diego, CA 92111
Tel 858 292 9559

GLASAA

Greater Los Angeles Security Alarm Association

By David Michel, President

GLASAA MEETINGS 2013

♦ Dec. 10 GLASAA Holiday Party/Elections Los Angeles

GLASAA Meetings and Events

Please visit our website at www.glasaa.org

GLASAA MEETINGS 2014

♦ Feb. 18 GLASAA General Meeting Los Angeles

♦ April 15 GLASAA General Meeting Los Angeles

♦ June 17 GLASAA General Meeting Los Angeles

♦ August 19 GLASAA General Meeting Los Angeles

♦ October 2 GLASAA Golf Tournament Los Angeles

♦ Dec. 9 GLASAA Holiday Party 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.

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

David Michel

dmichel@valleyalarm.com

GLASAA President



All meetings are held at Fiorillo's Restaurant – Santa Clara, 638 El Camino Real, Santa Clara, CA 95050. Please RSVP to info@caaonline.org or call the CAA office at 800-437-7658, Ext. 3.

SVAA 2014 MEETINGS

♦ January 22... General Meeting Santa Clara

♦ April 23..... General Meeting Santa Clara

♦ July 23..... General Meeting Santa Clara

♦ October 22... General Meeting Santa Clara

SVAA Information

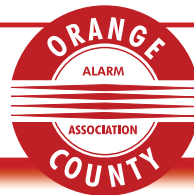
If you are not on our e-mail list please contact Mark Simpson at 408-882-4260 or msimpson@rfi.com. It is so important to get involved with your local associations more than ever and to keep up to date on all the new information.

We have the capital! CapitalSource Security Lending Group

With deep industry expertise and approximately \$800 million in committed financing, our security financing team understands the complexities of the security market and provides creative financing to accelerate growth and/or facilitate acquisitions. **Contact us today.**



Will Schmidt • 314.259.4206
wschmidt@capitalsource.com



ORANGE COUNTY ALARM ASSOCIATION

P.O. Box 2149, Newport Beach, CA 92659

800-339-1420

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

2014 OCAA MEETINGS

♦ January 15... General Meeting Orange

♦ March 19 General Meeting Orange

♦ May 21 General Meeting Orange

♦ June TBD Golf Tournament Orange

♦ Sept. 17 General Meeting Orange

♦ Nov. 19 General Meeting Orange

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 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

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.



Dana Scoggins of Optex, OCAA President Steve Maris of Spectrum Security, CAA Vice President Cathy Rempel and ADI's Steve Brackett at the OCAA general meeting in Orange.

B:more



Get more for your business and your customers with B Series Control Panels.

Designed to simplify installation and increase your profits, B Series panels are modern Internet appliances with built-in IP communication, DNS support for remote access and central station communications, and an app for mobile operation which now supports Android and Apple iOS devices. They are the first intrusion control panels compatible with IPv4 and IPv6, and they feature an on-board USB connection and plug-in communication modules for easy adoption of new technologies.

Learn more at www2.boschsecurity.us/BSeries



BOSCH

Invented for life



ALARMWATCH
ADVANCED CUSTOMER SECURITY

Monitoring Facility
Castle Business
Development Center

P.O. Box 867
Merced, CA 95341

209.723.2667
800.927.6673
Fax 209.722.1107

MATTHEW HOFFMAN
President
matth@alarmwatch.com

GREATER VALLEY ALARM ASSOCIATION

By Dana Buck, President

2014 GVAA MEETINGS

- ♦ January 9..... General MeetingStockton
- ♦ April 10..... General MeetingStockton
- ♦ July 10..... General MeetingStockton
- ♦ October 9..... General MeetingStockton

GVAA meetings start at noon on the second Thursday of every third month (once a quarter) inside the restaurant at the Clarion Inn and Suites (4219 E. Waterloo Rd, Stockton, CA) @ Highway 99 & Waterloo Rd (Hwy 88). Please contact Dana Buck at 209-369-7749 or by email at danab@alamoalarm.com for more information.

Get Electrified

With Access Hardware Supply and ASSA ABLOY



For electrified door hardware, ASSA ABLOY Group brands Adams Rite, Corbin Russwin, HES, Rixson, Sargent, Securitron and Yale lock the competition out in the cold. All bases are covered with a broad selection of electric strikes – including the new HES 8300 Fire-Rated Electric Strike, electrified exit devices, cylindrical and mortise locksets, magnetic locks, power supplies and more – all manufactured to the highest standards by companies who are proven winners.

When it comes to product knowledge, service and inventory, Access Hardware Supply has all the bases covered. Our hardware pros have the answers and recommendations you need, and can ship orders fast. If necessary, we can even visit your location to determine the right security products for your particular application. With over 25 years in the door hardware business, we have customer service and support down to a science. It's our number one priority.

Access Hardware Supply and ASSA ABLOY: For the security your clients need, deserve and expect.




ASSA ABLOY
The global leader in door opening solutions

ACCESS HARDWARE SUPPLY
14359 Catalina Street, San Leandro, CA 94577
Phone: (855) 847-5691 • Fax: (800) 435-8233
www.accesshardware.com

Check out the
entertaining and
informative HES
8400 Electric
Strike Video!





TMS
**TOTAL MONITORING
SERVICES INC.**

*Locally owned and operated in
Northern California
UL S-8219-1*

TIM M. SPROUL
President / CEO

(916) 480-4800
(888) 610-4377 Toll Free
(888) 610-4399 Fax
tsproul@tmscentral.com
Lic. #ACO 5715

stability flexibility branding training alliance

be your own brand



SCOTT JOHNSON
Regional Sales Manager
Western Region

sjohnson@monitronics.com
800.490.0333 ext 3297
972.571.5227
www.monitronics.net

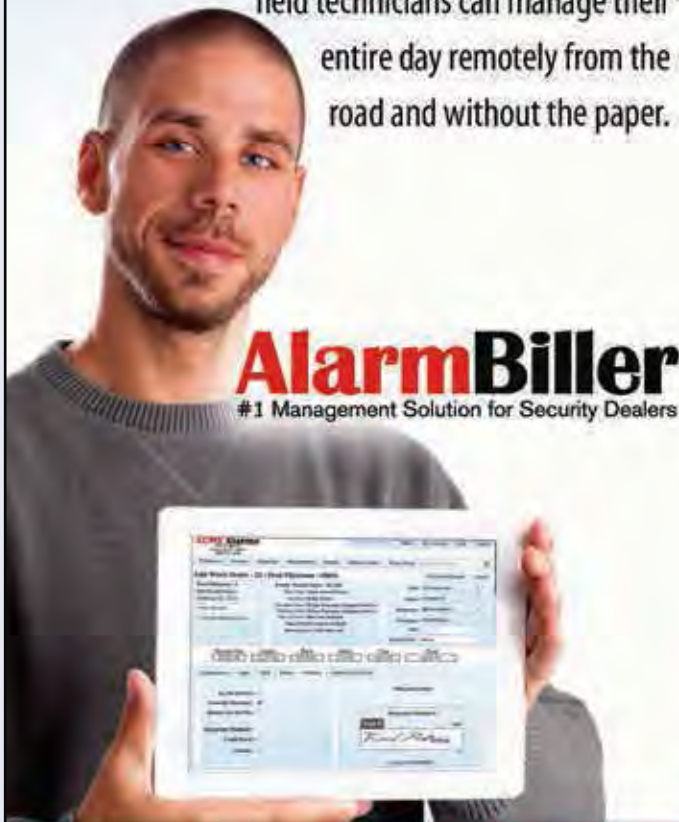


Now your technicians can

FORGET THE PAPER!

AlarmBiller is the perfect solution for security dealers to run and operate their business. Set up is quick and the simple, intuitive interface makes usage a breeze. Streamline invoicing, payment processing and work order management.

As a 100% web based solution your field technicians can manage their entire day remotely from the road and without the paper.



AlarmBiller
#1 Management Solution for Security Dealers

Sign Up for Your FREE Trial!
www.AlarmBiller.com | (855) 5-BILLER

Available through Select Business Partners

From Personal Software, the makers of
SedonaOffice
The #1 Personal Software for Security Companies

2013-2014 Training and Education Calendar

December 10
Silent Knight Fire Drill
Santa Clara, CA
www.silentknight.com

December 10-11
Fire-Lite Systems
Dallas, TX
www.firelite.com

December 11-12
Silent Knight Tech Ed
Santa Clara, CA
www.silentknight.com

December 12
Fire-Lite Software
Applications
Dallas, TX
www.firelite.com

2014

February 11 - 12
Fire-Lite Systems
Albuquerque, NM
www.firelite.com

February 13
Fire-Lite Software
Applications
Albuquerque, NM
www.firelite.com

February 25 - 26
Fire-Lite Systems
Phoenix, AZ
www.firelite.com

February 27
Fire-Lite Software
Applications
Phoenix, AZ
www.firelite.com

February 25 - 26
Fire-Lite Systems
San Antonio, TX
www.firelite.com

February 27
Fire-Lite Software
Applications
San Antonio, TX
www.firelite.com

March 25 - 26
Fire-Lite Systems
Modesto, CA
www.firelite.com

March 27
Fire-Lite Software Applications
Modesto, CA
www.firelite.com

April 8 - 9
Fire-Lite Systems
Boise, ID
www.firelite.com

April 10
Fire-Lite Software Applications
Boise, ID
www.firelite.com

April 29 - 30
Fire-Lite Systems
Denver, CO
www.firelite.com

May 1
Fire-Lite Software Applications
Denver, CO
www.firelite.com

May 13 - 14
Fire-Lite Systems
San Luis Obispo, CA
www.firelite.com

May 15
Fire-Lite Software Applications
San Luis Obispo, CA
www.firelite.com

June 3 - 4
Fire-Lite Systems
Seattle, WA
www.firelite.com

June 5
Fire-Lite Software Applications
Seattle, WA
www.firelite.com

July 22 - 23
Fire-Lite Systems
Orange County, CA
www.firelite.com

July 24
Fire-Lite Software Applications
Orange County, CA
www.firelite.com

July 29 - 30
Fire-Lite Systems
Salt Lake City, UT
www.firelite.com

July 31
Fire-Lite Software Applications
Salt Lake City, UT
www.firelite.com

August 26 - 27
Fire-Lite Systems
Memphis, TN
www.firelite.com

August 28
Fire-Lite Software Applications
Memphis, TN
www.firelite.com

September 9 - 10
Fire-Lite Systems
Spokane, WA
www.firelite.com

September 11
Fire-Lite Software Applications
Spokane, WA
www.firelite.com

September 23 - 24
Fire-Lite Systems
Burbank, CA
www.firelite.com

September 25
Fire-Lite Software Applications
Burbank, CA
www.firelite.com

October 7 - 8
Fire-Lite Systems
San Jose, CA
www.firelite.com

October 9
Fire-Lite Software Applications
San Jose, CA
www.firelite.com

October 28 - 29
Fire-Lite Systems
Portland, OR
www.firelite.com

October 30
Fire-Lite Software Applications
Portland, OR
www.firelite.com

November 4 - 5
Fire-Lite Systems
Dallas, TX
www.firelite.com

November 6
Fire-Lite Software Applications
Dallas, TX
www.firelite.com

December 2 - 3
Fire-Lite Systems
Las Vegas, NV
www.firelite.com

EE SYSTEMS GROUP Inc.
ePIR-TECH

ADVANCED SECURITY • SAFETY TECHNOLOGY

ePIR® - EE988DPG, EE986D, EE977DMC, EE905D

eLEDing® - EE836DE, EE860DT, EE810-50W/SRLH

MORE PRODUCTS LINE

www.eesgi.com

at **ADI sgi SES**

We recently interview Grant Jordan, from Advanced Security Engineering.

How long have you been at your current company?

7 years – Played helper roll throughout high school.

What was your first job in the industry and with what company?

Technician in college, summer job. Started to learn the trade. Graduated college and started working full time as tech and then migrated into sales 2-3 years later.

When were you first aware of CAA or other trade associations and what were the circumstances? Which association?

When I got exposed more to the association at the winter convention in 2009. First exposure was when I went into sales. I was able to see the benefits and meet many people in the industry. Have been to all winter conventions and try to attend most regional meetings as well.

What association programs or events did you participate in?

Winter convention every year, spring convention, AIREF golf tournament and East Bay Alarm Association.

What specific and tangible benefit did you expect from the association?

Didn't know what to expect as a young buck, but what I've gotten out of it was the education about the industry and what is going on. Networking has been the biggest component and we can compare notes on what is or is not working. Being able to have a network of peers to tackle this together.

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

Going in I had the mentality that other companies in this space are competition, and then realizing that we can help each other and learn from each other to both succeed. A lot of the politics and licensing and the behind the scenes stuff that the CAA does with the PAC, is something that I would never have known about but it is very vital to our industry.

Tell us about one specific benefit you received from your involvement?

As a younger member of the CAA, I was able to be a part of the Young Security Professionals which helped me get more involved and relate to some peers around me within the industry.

What leadership positions have you held in the associations?

I haven't been involved with any positions yet; however, as I get more involved with the association, I am able to be more involved with the regional level and seeing what else I can do to help.

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

Having a unified front as a smaller company is really beneficial and important. We're able to fight things together like the PAC and SIAC. If we all had to do this on our own it would be very difficult and now we're able to take things on as a stronger team. It gives us a global perspective on what is happening within the industry.

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
 - Great training classes and educational opportunities at convention and regional meetings
- Regional Meetings and Networking
 - Being able to know people within the industry from other dealer companies as well as creating relationships with many of the vendors throughout the industry.
- Public Safety Liaison and Ordinance Management
 - Great that someone is standing up for us. Very supportive of what is being done for us.
- Licensing and Regulation Overview
 - BSIS attends and it is good to see the playing field being leveled and everyone doing business the right way.

PERSONAL BIO:

Grant graduated from Cal Poly San Luis Obispo with a degree in Industrial Technology. He is currently single with no kids. On his free time, he likes to root for the San Francisco 49ers and New York Giants. He's also an avid golfer and plays soccer when he can.



Grant with his father Gene Jordan.



Grant added his voice to the ESA Young Security Professionals entry into the CAA Palm Springs Convention karaoke event.



Grant Jordan (second from left) at the CAA Palm Springs Convention Golf Tournament.

SUPPORT



As the security industry evolves, we're always a step ahead. Our exclusive eContract application eliminates the common errors that come with hard-copy paperwork. eContract centralizes your funding and gives your customers a clean, professional presentation. At Monitronics, we give you more.

866.535.8577 | monidealerprogram.com



NEW MEXICO ELECTRONIC SECURITY ASSOCIATION



PO Box 35286
Albuquerque, NM 87176
505.350.4370
www.nmesa.org
Gary Scheffler
Executive Director
email to: ExecDirNMESA@gmail.com

NMESA OFFICERS

PRESIDENT:
Rich Rosley
A-Tech Security
rrosley@atechsecurity.com
505-821-5777

VICE PRESIDENT:
Joseph Salazar
ATI Security
joseph@atisecurity.net
505-473-0508

SECRETARY/TREASURER:
Andrew Lehrer
SGI
alehrer@securitygeneral.com
505-923-9914

BOARD OF DIRECTORS:
Paul Glenn
Alarm Research
alarmresearch@msn.com
505-291-9358
Chris Ipiotis
Security & Access Systems
cipiotis@securityandaccess.com
505-823-1561
Steve Berniklau
Home Security Systems/ICSS
steveb@icssnm.com
505-888-2954

24636 Brighton Dr.
UNIT B
Valencia, CA 91355

Dave Middleton
Regional Sales Manager

Phone: 1-800-645-5516 ext. 101
Fax: 631-297-7201 • Mobile: 661-342-7516
dmiddleton@specotech.com
www.specotech.com

PARAGON
MONITORING CENTER

Our business is monitoring your business.
EST. 1984

JEFF MARTIN 866.936.6648
FAX 877.849.9068

A Videofied™ Central Station since 2007
jeff@wemonitor.org www.wemonitor.org

Step Up To Sales Success

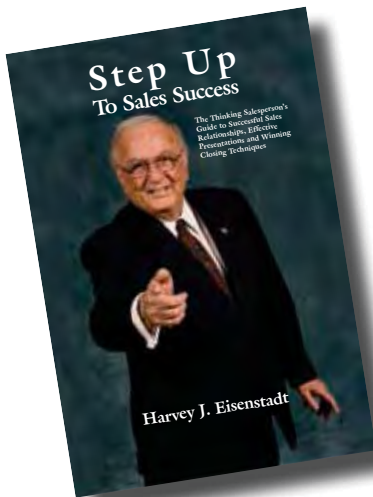
A New Book by Harvey J. Eisenstadt

The Thinking Salesperson's Guide to Successful Sales Relationships, Effective Presentations, and Winning Closing Techniques

This book is a useful tool for any sales person or management team that wants to propel their business and sales experience forward. Contains over 50 years of selling experience.

BULK ORDERS

Discounts are offered for orders of 20 or more books including shipping. Contact Syncomm Management Group at 800-490-9680 for more information.



FAX COMPLETED FORM TO 800-490-9682 OR MAIL TO:

SYNCOMM MANAGEMENT GROUP

333 Washington Blvd., #433, Marina del Rey, CA 90292

CALL 800-490-9680 TO ORDER BY PHONE

EMAIL TO: info@snnonline.com

☐ Please send me _____ copies at \$20 each. TOTAL DUE: \$ _____

☐ Please charge our VISA/MC/AMEX:

CREDIT CARD # _____ EXP DATE _____

NAME ON CARD _____ BILLING ZIP _____ SEC CODE _____

SHIP TO: NAME _____ EMAIL _____

ADDRESS _____

CITY _____ ST _____ ZIP _____

TEL _____ COMPANY _____

Year End Considerations – Reasonable Compensation

By Mitch Reitman, S.I.C. Consulting

Most companies in our industry are S Corporations for Federal Tax Purposes. This is a good decision on the part of the shareholders as it typically minimizes tax consequences, especially if the company sells assets.

While an S Corporation generally pays no tax on its net income, its shareholder employees are usually taxed on the net income of the corporation. Shareholder employees should be aware of the Internal Revenue Service's position on reasonable compensation. The IRS Code (Sections 3111 and 3301) states that employers must pay employment taxes on wages paid to their employees. The IRS further defines officers of a corporation "who perform more than minor services for a corporation", as employees.

Many shareholders of S Corporations are unaware of this rule and chose to simply pay taxes on the net income of the corporation. In doing so, a shareholder may be avoiding the proper withholding and payment of payroll taxes. This is a hot topic with the IRS. This is especially true for closely held S Corporations, especially those with one or two stockholders.

The IRS has audited several S Corporations in the past few years and assessed taxes and penalties against stock holders of these entities. It is important to note that the IRS has taken the position

that the stockholders must take reasonable compensation from the Corporation. If you are an owner/employee of an S Corporation, you should discuss your compensation (or lack of it) for 2013 with your tax practitioner to determine that it is reasonable.

Some owners of closely held S Corporations try to "disguise" distributions as loan repayments. You should note that the taxpayers have the burden of proving that these were in fact loans. The Tax Court has found that four major factors are necessary to support the taxpayer's position that these were in fact loans. 1. There must be a written agreement to support the loan. 2. The shareholder should charge interest (and report the interest as income). 3. The Company should provide collateral for the loan. 4. There should be a fixed repayment schedule.

As I mentioned above, this is a hot topic for the IRS. Many taxpayers are unaware of the reasonable compensation requirements and may find out about this topic the hard way. Talk to your tax practitioner before year end so that you can make the proper corrections and pay the resulting payroll taxes now. Waiting until after year end, or worse, after an audit, may cause you to incur huge penalties and interest.

Mitch Reitman is a Principal with S.I.C. Consulting, which provides tax preparation and consulting services to the security, fire, and systems integration exclusively. He can be reached at 817-698-9999.

▶ Recording at the edge
▶ Uninterrupted onsite recording
▶ Unify camera management
▶ Secure video footage

VIDEO SURVEILLANCE RECORDING SOLUTION PROVIDER

plustek
SECURITY
PlustekSecurity.com

IP and PoE over coax
- with eBridgePLUS... only from Altronix.

eBridgePLUS - IP/PoE over Coax Adapters

- High-performance and cost effective solution to transmit IP video/data and power over coax cable up to 1500 ft.
- Eliminates labor and costs of deploying new cable utilizing existing coax infrastructure
- Supports IP cameras, accessories and access control devices
- Ports provide PoE (IEEE 802.3af) and/or PoE+ (IEEE 802.3at)
- Ethernet connectivity facilitates local and remote programming and status monitoring (multi-port versions)

Altronix
More than just power.™

info@altronix.com
altronix.com
1.888.258.7669

MADE IN THE U.S.A.
LIFETIME WARRANTY

ARIZONA ALARM ASSOCIATION



2158 N. Gilbert Rd., #116
Mesa, AZ 85203
Ph: 480-831-1318
www.azalarms.org

BOARD OF DIRECTORS

Maria Malice, President
COPS Monitoring
602-267-9669 or
800-367-2677 x1109
mmalice@copsmonitoring.com

Ben Wilson, Vice-President
Safeguard Security & Communications
480-609-6249
blwilson@safeguard.us

Julia Bogen, Secretary
Cox Communications
julia.bogen@cox.com

Tom Eggebrecht, PhD, Treasurer
Bonds Alarm Co., Inc.
602-955-3990
teggebrecht@bondsalarm.com

Steve Compton, Past President
Safeguard Security & Communications
480-609-6249
sdcompton@safeguard.us

Paul Brooke, Director
Titan Alarm, 602-680-4567
pbrooke@titan-alarm.com

Kevin Campbell, Director
Future Design Communications
(FDC)
520-440-7790
kevin@fdcsecurity.com

Candi Hurtt, Director
Interlogix
candace.hurt@interlogix.com

Charlie Lester, Director
ADI, 623-581-2559
charlie_lester@adi-dist.com

Kent Rini, Director
Crimebusters, 602-753-1512
kent@crimebustersaz.com

Kelly Beutel, Public Safety Director
Mesa Police Department
Public Safety Communications
Alarm Enforcement Unit
480-644-2699
kelly.beutel@mesaaz.gov

Susan Brenton, Executive Director
susan@azalarms.org

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.

ARIZONA MEETINGS

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



VYANET

SECURITY & TECHNOLOGY

WE ARE THE MOST QUALIFIED BUYER

Very competitive multiples and terms

Our team has over 30 years experience in acquisitions

We ensure that your Name, Brand, and Legacy stay intact

We'll help you increase the value of your business before you sell

Smooth pre-sale transition including free monitoring and management assistance

After sale opportunities include an attractive dealer program and advisory board

**Ask about our free monitoring
program for future sellers**

Give Tom Rankin a confidential call:



(818) 335-5507 and visit www.vyanet.com

ESA OF WASHINGTON



23607 Highway 99, Suite 2C
Edmonds, WA 98026
phone 425-788-6162
fax 425-771-9588
www.waesa.org
info@waesa.org
Reta Waldrop, Executive Director
Jillanne Arthur, Chapter Administrator

OFFICERS

PRESIDENT

Margaret Spitznas,
Washington Alarm Inc.
206-328-3288
mspitznas@washingtonalarm.com

VICE CHAIRMAN

Shannon Woodman,
Washington Alarm Inc.
206-328-3288
swoodman@washingtonalarm.com

SECRETARY

Phill Moran, ITDES
253-569-9855
Phil.moran@ITDES.com

TREASURER

Jamie Vos, Security Solutions NW
360-647-9540
jamie@securitysolutionsnw.com

PAST PRESIDENT

Michael Miller,
Moon Security Services
509-545-1881
consult@moonsecurity.com

BOARD MEMBERS

Leonard Hanna, March Networks
lhanna@marchnetworks.com

Bob Hanley,
Certified Security & Sound
509-922-9111
bob@certifiedsecurity.com

David Ewton, Bosch
206-375-0363
David.ewton@us.bosch.com

Marjory Earle, Froula Alarm Systems
206-575-1962

Marjory.earle@mindspring.com

ALARM RESPONSE MANAGER

Ron Haner, Alarm Center, Inc.
360-456-1441
ron@alarmcenterinc.com

APPRENTICESHIP PROGRAM

Executive Director Stella McDonald
stella@waesa.org

By Margaret Spitznas, President

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

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

WASHINGTON APPRENTICESHIP PROGRAM

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

WANTED:

Burglar Fire Alarm Integration Business & Accounts

**SELL TO US OR OUR QUALIFIED
BUYERS. WE HAVE THE EXPERIENCE
TO MAKE THE TRANSACTION
QUICK AND HASSLE FREE.**

Ready to pay top dollar with a fast closing.

Call Now! (800) 354-FUND (3863)
Visit www.afssmartfunding.com for a
FREE Business Valuation

Call Rory Russell at AFS Now!

AFS
ACQUISITION &
FUNDING SERVICES

TEXAS BURGLAR & FIRE ALARM ASSOCIATION



Texas Burglar & Fire Alarm Association
P.O. Box 59982 Dallas
TX 75229-1982
TEL 877-908-2322

ExecutiveDirector@tbfaa.org www.tbfaa.org
Michelle Best, Executive Director
385-229-2120

EMERGENCY 24 First in Computerized Monitoring

Chicago Washington D.C. Detroit Milwaukee Los Angeles

Kevin C. McCarthy
National Sales Manager - Ext. 6035

999 E. Touhy Ave., Suite 500, Des Plaines, IL 60018
Local (773) 725-0222 • Nationwide 1-800-827-3624 • Fax (773) 286-1992
URL: www.emergency24.com • Email: kevin@emergency24.com

Chicago Washington, D.C. Detroit Los Angeles Milwaukee

**TriStar
Monitoring LLC**

Debbie Padilla
VP of Sales

Cell 1-714-943-6354
Direct 1-888-568-3076
Debbie@TriStarMonitoring.com

1255 Graphite Dr.
Corona, CA 92881
1-888-790-0922
TriStarMonitoring.com

NSA NEVADA SECURITY ASSOCIATION



NEVADA SECURITY ASSOCIATION

www.nevadasecurityassociation.org

NSA BOARD MEMBERS

PRESIDENT

Larry Folsom
American Video & Security
702.896.4643
lfolsom@avsdigital.com

VICE PRESIDENT

Greg Simmons
Eagle Sentry
702.736.8880
gsimmons@eaglesentry.com

VICE PRESIDENT

Scott Wulforst
Stanley Security Solutions
775.359.7901
scott.wulforst@sbdinc.com

SECRETARY

Jon Perry
Sting Alarm
702.737.8464
jperry@stingsystems.com

TREASURER

John Perdichizzi
ASAP Security
702.870.8880
Johnp@asapnv.com

SERGEANT AT ARMS & PAST PRESIDENT

Howard Wulforst
Stanley Security Solutions
702.252.4200
Howard.Wulforst@sbdinc.com

ASSOCIATE DIRECTOR

John Rodda
Alarmax, (702) 940-5000
JRodda@Alarmax.com

EXECUTIVE DIRECTOR

Jeanne Palmer
Nevada Security Association, 702-551-4672
205 N. Stephanie Street, Suite D #170
Henderson, NV 89074
Jeanne.Palmer@nevadasecurityassociation.org

By Larry Folsom, President

The Nevada Security Association has had a busy fall schedule. In November, we held our Annual Poker Tournament to benefit our 2014 Youth Scholarship. This year we held it at the beautiful Anthem Country Club in Henderson, NV. We thank our sponsors for their tremendous support of this event: ADI, Alarmax, Tri-Ed Distribution, CNB Technology, E-Line Technology, Optex, I-View Now, Napco, Interlogix and Volutone.

In December we will hold a board meeting and some of our members will be attending the California Alarm Association Winter Convention in San Francisco. Look for us there! Also, on January 8, 2014 we will kick off 2014 with our first regular member meeting of the year! Please join us in 2014 as we work toward bringing you guest speakers and events that enhance your business and help our community.

Member meetings take place at: Marilyn's Café at the Tuscany, 255 E. Flamingo Rd, Las Vegas, NV 89169. Look for our 2014 meeting and events schedule on our website: www.nevadasecurityassociation.org

2013 NSA MEETING DATES

December 10 NSA Board Meeting Las Vegas, NV

The NSA urges anyone wanting to perform life safety or security sales, installation, repair or monitoring in Nevada to check out the Business Info link in the side bar of the NSA website: www.nevadasecurityassociation.org. This link provides information on getting properly licensed in Nevada. We post a comprehensive list of required licenses with links. Our Licensing Committee and all of our board members are happy to assist you in getting through the licensing process. The NSA is actively working with local AHJ's to streamline their licensing processes.

Website: www.nevadasecurityassociation.org

Contact NSA: admin@nevadasecurityassociation.org or call 702-551-4672



Focus was the key at the NSA Poker Tournament.



Howard Wulforst of Stanley Security with THE MIRROR at the 2013 NSA Poker Tournament Fundraiser with Lida Jones.



Third place winner Scott Jones of Volutone and his wife Lida.



NSA Vice President Greg Simmons (center) presented winner's checks to first place winner Ray Ladesic of Eagle Sentry and runner-up Bob Gasner of Sting Alarm.



THE MIRROR was on hand at the ADI Expo in Las Vegas when ADI made a donation to support the programs of the industry.



OpenEye®

Quality customer service, brought to you by ReportStar®

“

ReportStar helps us provide superior customer service. ReportStar verifies the operation of recorders and cameras on a daily basis. The reports that it generates allow us to make proactive calls to our customers when issues arise.

”

Pamela Noll
VP Sales & Marketing
Allied Alarm Services, Inc.

Differentiate yourself from the competition and offer your customers something truly unique. The ReportStar cloud-based service communicates directly with OpenEye recorders to keep you and your customers updated on the health of their system. Information from all of your installations is at your fingertips—schedule e-mail and SMS notifications of critical alerts, receive periodic system operation reports, and much more!

Enable ReportStar on all OpenEye recorders.

GET AN ACCOUNT TODAY!

www.openeye.net/reportstar

OREGON BURGLAR & FIRE ALARM ASSOCIATION



OBFAA Offices
800/692-3798
Fax: 503/684-6481
Please check our website at
www.obfaa.com
LinkedIn [www.linkedin.com/](http://www.linkedin.com/groups?gid=4782456)
groups?gid=4782456
Facebook [www.facebook.com/](http://www.facebook.com/OBFAA)
OBFAA

BOARD OF DIRECTORS

PRESIDENT
AJ GOMEZ
VICE PRESIDENT
JESSE FOGGIO
SECRETARY-TREASURER
Roberta Phillips
COMMUNICATIONS
DIMITRI BEGEOR
REGULAR MEMBER
EARL RICKARDS
ASSOCIATE MEMBER
JIM ESSAM
PAST PRESIDENT
JEFF MARTIN
AT LARGE MEMBER
BILL GLASBRENNER

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.

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.

PUBLIC SAFETY AGENCY MEMBERS

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

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

OBFAA Membership

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

Dimitri Begeor
503-630-8961
800-722-0364 ext. 8961



DIMITRI BEGEOR
Director of
Dealer Development

503.630.8961
503.630.8944 Fax
800.722.0364 ext 8961
begeord@cuaccess.net

www.csmul.com
PO Box 1005
Estacada, OR 97023

24-Hour  Listed UUFx Central Station

Oregon State Fire Marshal Advisory

As communication changes from analog to digital telephone technologies, Oregon State Fire Marshal Mark Wallace issued an advisory to consumers to be sure these new technologies are compatible with their fire and sprinkler alarm systems. With new digital communication technology such as digital subscriber lines (DSL), voice over internet protocol (VoIP), and wireless, the signals may or may not be received correctly by an alarm monitoring station.

Any alarm signals that are missed or reproduced inaccurately may result in the alarm not being received or handled properly by the alarm monitoring system. "If your business or organization has already switched phone systems or is thinking about switching, I encourage you to contact your alarm company and confirm that the communication technology you want to switch to is compatible with your alarm system," says State Fire Marshal Mark Wallace.

For more information, contact your alarm monitoring company. You can also visit the websites for the OBFAA www.obfaa.com/blog or WAESA at www.waesa.org.

OBFAA Issues Communications Guide

The OBFAA has issued an overview on alarm communications and the pros and cons of different channels. The document can be viewed at www.obfaa.com.

COLORADO BURGLAR & FIRE ALARM ASSOCIATION, INC.



Susan Brenton, Executive Director
Colorado Burglar & Fire Alarm Association
PO Box 24604
Denver, CO 80224-0604
303-805-0885
susan@coloradoalarms.org
www.coloradoalarms.org

BOARD OF DIRECTORS

PRESIDENT
Andrea Van Dyke
Safenet, Inc.
303-985-9186
andrea.safenetalarms@gmail.com
safenet@comcast.net
VICE PRESIDENT
Jordan Jackson
Security Central Co.
303-721-0111
Jordan@securitycentral-inc.com
SECRETARY/TREASURER
Frank Lawrence
Integrated Systems, Inc.
303-698-2698
Flawrence@RMSSI.com
BOARD MEMBERS AT LARGE
Sofia Aguilar
A-1 Security Systems
303-587-7344
saguilar@a-1security.com

Larry Halpern
Safe Systems, Inc.
303-444-1191
larry@safe-systems.com
Jennifer Porter
Advanced Alarm Co.
719-599-5051
jenn@advancedalarm.com
Bill Roberts
ADI
303-777-1660
william.roberts@adiglobal.com
DIRECTOR OF GOVERNMENT RELATIONS
Bob Pence
bobpence@eazy.net
EXECUTIVE DIRECTOR
Susan Brenton
303-805-0885
susan@coloradoalarms.org



Nationwide Monitoring

ONLY
\$ **2.50**
per month

AWARD WINNING
TECH SUPPORT
& Customer Service

CALL US...

NEW TO LEARN MORE

FREE TEXT MESSAGING OF ALARM, TROUBLE, OPENING AND CLOSING SIGNALS TO THE PRIMARY KEYHOLDERS. Our swift response to all signals along with great customer service is provided to you for only \$2.50 per account. Now occupying our new and much larger Central Station Headquarters and in our 41st year.

We invite you to grow your business with us utilizing the great features listed below - all for only \$2.50 per account. CALL US!... AND REMEMBER THE FIRST FEW MONTHS ARE ON US!

CSAA Five Diamond Central Station
Commitment to highest standards

Receivers include multiple Sur-Guard w/IP models, DMP, Silent Knight IP, Bosch IP, AlarmNet and ITI

Fast & Accurate Response Times

Free Texting of All Signals
including Open & Close

Free Virtual Operator - Place your accounts on Test via Smartphone App

Free Dealer Access to Account Data

Unbeatable Customer Service

Emergency Reports Every 24 hours
via Email-FREE

No Setup Fees, Minimums or Hidden Charges

1-800-318-9486

visit our website to learn more

www.allamericanmonitoring.com

Licensed
in all
Required States



Certified
Central
Station





Dana Scroggins

Regional Sales Director
Western U.S. and Western Canada

Contact

Tel: (800) 966-7839 ext.124
Cell: (951) 249-5414
dscroggins@optexamerica.com

Richard Ramos

Territory Sales Manager
Northwestern U.S. / Western Canada

Contact

Tel: (800) 966-7839 x 147
Cell: (909) 560-7969
rramos@optexamerica.com

Corporate Headquarters

13661 Benson Ave., Chino, CA 91710 USA
Tel: (800) 966-7839
Fax: (909) 628-5560
www.optexamerica.com

UTAH ALARM ASSOCIATION



358 South 700 East B#602
Salt Lake City, UT 84102
801/280-8005 FAX 801/282-9507
www.utahalarm.org

EXECUTIVE BOARD

PRESIDENT

Nathan B. Wilcox
General Counsel
Vivint, 800-216-5232 Toll Free
nwilcox@vivint.com

VICE PRESIDENT

Jacob Menke
President
Zions Security, 801/770-2806
jake@zionssecurity.com

SECRETARY

Brek Grover
Dealer Services Manager
AvantGuard Monitoring Centers
801-781-6109
bgrover@agmonitoring.com

TREASURER

Richard Kramer
Commercial Sales Manager
ADT
rkramer@adt.com

BOARD MEMBER AT LARGE

Ed Bruerton
President
Anchor Alarm
801-943-8001

BOARD MEMBER AT LARGE

Linda Ferguson
Operations/Safety
ADT Commercial Security
801-799-5625
lferguson@adt.com

NEVADA ASSOCIATION OF SECURITY PROFESSIONALS



ABOUT NASP
Nevada Association of
Security Professionals
P.O. Box 50911
Sparks, NV 89435-0911

NASP BOARD OF DIRECTORS

PRESIDENT

Todd F. Harrington
RFI Communications & Security

VICE PRESIDENT

Larry Tracy
Aleph America Corporation

TREASURER

Michaun Burgarello
High Standard Alarm

SECRETARY

Scott Wulforst
Stanley Security Solutions

SERGEANT AT ARMS

Jackie Vye
ADI - Reno

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.

Todd Harrington
775-852-3555
tharrington@rfi.com

CALIFORNIA AUTOMATIC FIRE ALARM ASSOCIATION



TEL 888/607-5959
www.CAFAA.com info@CAFAA.com
P.O. BOX 1459
FREMONT, CA 94538-0013

CAFAA OFFICERS AND BOARD

PRESIDENT

Kevin Green
Pyro-Comm Systems

VICE PRESIDENT NORTH

Tony Locatelli
Cupertino Electric

VICE PRESIDENT SOUTH

Jay Levy
Hochiki America Corporation

SECRETARY

Skip Vandeventer
Simplex

TREASURER

Jim Edon
ADI

DIRECTORS

Bill Hopple, Hopple & Co.

Darcelle Curtis, Notifier

Michael Reeser,
Santa Rosa Fire Equipment Service Co.

John Sullivan,
The Engineered Monitoring Systems

John "CC" Biggs,
Intrepid Electronics

Patrick Ward,
Aon Fire Protection Engineering

Joel Reitz, Siemens

John Strohecker,
Cosco Fire Protection



Director Marketing/Business Development

Jeffrey Mook
Direct: 800.839.7212
Cell: 714.943.2914
Fax: 800.836.9272

17951 Lyons Circle
Huntington Beach, CA 92647
jmook@gmscentral.com
www.gmscentral.com



Dennis Dop
Vice President
ddop@videofied.com

RSI VIDEO TECHNOLOGIES

4455 White Bear Parkway
Suite 700
White Bear Lake, MN 55110

Tech Sup/Cust Svc > 877-206-5800

Fax > 651-762-4693

www.videofied.com

SMELL IT: With a very early warning smoke detector

FireNET VAPOR®



When a fire strikes, very early warning high-sensitivity aspirating smoke detection is the only solution for protecting personnel and property. FireNET Vapor® actively samples the air for the smallest particles of smoke to detect fire at the earliest stage while reducing the occurrence of nuisance alarms.

FireNET Vapor® provides reliable detection in a wide range of demanding environments including, but not limited to, IT facilities, coal mines, clean rooms, airports, correctional facilities and residences. Available in multiple configurations to suit your needs.

SMOKE IT: With a clean and fast suppression system

FireNET XTINGUISH™



This UL Listed, environmentally-friendly aerosol extinguishes fire by breaking the chemical chain reaction of the fire, without oxygen depletion. Quick design, easy installation, and minimal maintenance make FireNET Xtinguish™ ideal for your total-flooding extinguishing applications. Available in multiple configurations to suit your needs. FireNET Xtinguish™ is a "green" product and carries an EPA SNAP listing.



Please check our website for more listing information.



714-522-2246
sales@hochiki.com
www.hochiki.com

HOCHIKI
america corporation

7051 Village Drive, Suite 100
Buena Park, CA 90621-2268 USA

Please see our website to locate the Regional Sales Manager nearest you.
http://www.hochikiamerica.com/contact_us.php

WBFAA UATC APPRENTICE TRAINING PROGRAM

WBFAA BOARD OF DIRECTORS

The officers and board of the WBFAA are made up of the following industry people.

PRESIDENT

Shane Clary, Bay Alarm Company

SECRETARY/TREASURER

Ron Lander, Ultrasafe Security Specialists

IMMEDIATE PAST PRESIDENT

George Gunning, USA Alarm Systems

DIRECTOR

John Hopper, Sentry Alarm

DIRECTOR

Doug Shackley, Pacific Auxiliary Fire Alarm

DIRECTOR

Kevin Green, Pyro-Comm

DIRECTOR

Nan Snow, Apprenticeship Development Group

DIRECTOR

Mathew Westphal, Bay Alarm Company

DIRECTOR

Beverly Cramer, VFS Fire & Security Services



SPONSOR OF THE
**FIRE/LIFE SAFETY
CERTIFICATION PROGRAM**
**UNILATERAL
APPRENTICESHIP AND
TRAINING COMMITTEE
(UATC)**

**THE WBFAA
APPRENTICESHIP PROGRAM**

www.WBFAA.net

facebook



David-Link

Dotty Kaufenberg
Business Development Manager

1300 John Reed Court, Suite B
City of Industry, CA 91745
Telephone: 888.755.9418 x107
Fax: 888.755.9419
Email: dotty@davidlinkusa.com
www.davidlinkusa.com

Mace Central Station, Inc.

Jamie Kristen
Business Development
Specialist

401 W. Lincoln Ave.
Anaheim, CA 92805
877.484.9026 (office)
714.956.6316 (direct)
714.365.8835 (cell)
jamie.kristen@macecs.com
corp.mace.com
www.mace.com
www.macecs.com

Mace Central Station, Inc.

Michael J. Joseph
Vice President,
General Manager
ACC 6711, ACE 31823

401 W. Lincoln Ave.
Anaheim, CA 92805
800.228.0580 (main)
714.956.6353 (direct)
(800) 707-8818
michael.joseph@macecs.com
corp.mace.com
www.mace.com
www.macecs.com

WBFAA UATC Apprentice Class Set for January

The WBFAA UATC first semester apprentice course will begin January 22, 2014. Visit www.WBFAA.net for information or call the WBFAA UATC at 800-809-0280. Class is open to employees of member companies who have an apprentice registered with the State of California.

CERTIFICATION – FIRE/LIFE SAFETY TECHNICIAN - RENEWAL

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

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

WBFAA UATC 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.wbfaatrain-ing.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.

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



avantguard
MONITORING

With some **CENTRAL STATIONS**, it's all about the RMR...

With others, they *talk talk talk* about technology...

With **AvantGuard**, it's all about the people!

(Oh yeah, we've got all that too.)

WHEN IT MATTERS

TRUST A HERO



Scan the QR code
to meet some of
our heroes!

COMMERCIAL DRYER CATCHES FIRE IN ASSISTED LIVING FACILITY

On October 7th, at 8am, an assisted living facility commercial dryer caught fire. Fearful that the fire would reach the patients, an employee pulled the fire alarm.

Scan the QR code to see how AG's team member Jillian's fast action saved the assisted living facility and their patients.



www.agmonitoring.com

855-228-2568

ELECTRONIC SECURITY ASSOCIATION

EXECUTIVE COMMITTEE

ESA PRESIDENT

John Knox
Knox Integrated Systems
865-966-9687
jknox@alarmcontractor.com

TREASURER

David Koenig
Capital Fire & Security
608-442-8777
dmkoenig@execpc.com

SECRETARY

JON SARGENT

Integrated Security
510-780-7807
jonsargent@tyco.com

VICE PRESIDENT

Bob Michel
Valley Alarm
818-285-1500
rmichel@valleyalarm.com

VICE PRESIDENT

Roy Pollack
Devcon Security Services, Inc.
954-926-5200
rpollack@devconsecurity.com

VICE PRESIDENT

Marshall Marinace
Marshall Alarm Systems Inc
914-962-4699
marshall@marshallalarm.com



6333 North State Highway 161, Suite 350
Irving, TX 75038
Phone: (972) 807-6800
Toll free: (888) 447-1689
Fax: (214) 260-5979
www.alarm.org
National Training School (NTS)
866/636-1687

VICE PRESIDENT

Ralph Sevinor
Wayne Alarm Systems Inc
781-595-0000
rsevinor@waynealarm.com

IMMEDIATE PAST PRESIDENT

Charles (Dom) D'Ascoli
Smoky Mountain Systems Inc.
828-369-6067
dom@smnet.net

LEGAL COUNSEL (EX OFFICIO)

Bryan Lawrence
Buchanan Ingersoll & Rooney PC
412-562-8830
bryan.lawrence@bipc.com

ESA EXECUTIVE DIRECTOR

Merlin Guilbeau
ESA
972-807-6810
Merlin.Guilbeau@ESAweb.org

Electronic Security Association SECURE+ Initiative

The Electronic Security Association 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 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 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.

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, call 866-315-3838 or e-mail info@security-america.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.



Be Smart.



Be Strategic.



Be Secure.

*Plan For Liability With Security America Risk Retention Group.
Insurance For Companies Who Protect Our Homes and Businesses.*

Developed with industry expertise, Security America RRG offers affordable and stable insurance for alarm dealers, system integrators, central stations and locksmiths. Discover the potential savings on your policy plan and find security knowing we are re-insured by A.M. Best 'A' rated companies.

For a 'no-fuss' quote, please call 866.315.3838 or visit us on our website at www.securityamericarrg.com.



ALARM.COM®

Glen Guldbeck

Account Executive West
(818) 599-3579 Mobile
gguldbeck@alarm.com

Gem's *Transmit/Receive* *Wireless CCTV Kit*

Smart Wireless Video

2400-DACWRS

**2.4GHz Digital
AV Senders**

Great Picture 300 Feet



Enjoy Audio / Video programs without annoying interference

The digital video sender is designed at 2.4GHz covering more than 80 channels via hopping mode for CCTV utilization. It can transmit crisp clear video signal wirelessly through walls or ceilings at high quality D1 (VGA+) resolution.

Using video cables to connect the video transmitter with your video source (e.g. Cable TV, Satellite Receiver, Set-top Box, VCD, DVD, LD, VCR, Surveillance camera or Camcorder, etc.) and the video receiver unit with any AV playback devices (e.g. another TV, Monitor, PC, Notebook PC, etc.), make the ID code pairing and then just plug in the power in the power adapters for both transmitter and receiver units to enjoy the amazing video transmission convenience.

Applications:

Home Surveillance

- Remote monitoring of live video from a camcorder or CCD camera
- Recording via external device connection with receiver

Features:

- High D1 resolution transmits crystal clear video without messy cables
- High photo frame rate brings smooth wireless video reception
- Security ID coded communication ensures privacy
- Digital wireless technology avoid interference
- Lenient CE/FCC regulation under wireless digital transmission secures practical range under legality
- Simple and quick installations enable DIY market
- Video can be recorded remotely via external device connection with receiver
- Worldwide PAL/NTSC video format is applicable



GEM Electronics - 920-A Windsor Street - Windsor, CT 06095 - Toll Free: 888-436-4195 - Tel: 860-683-0392 - Fax: 860-683-0396
e-Mail: gembpitcher@aol.com - Web: www.gemelec.com

WESTERN STATES SECURITY ALLIANCE
CALENDAR 2013 - 2014

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

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
19-23	ESA Leadership Summit	Orlando, FL

2014

JANUARY

9	GVAA General Meeting	Stockton
9	SAAA Admin/Tech Forum	Sacramento
14	EBAA General Meeting	Richmond
15	OCAA General Meeting	Orange
22	SVAA General Meeting	Santa Clara, CA
22	RAA General Meeting	Windsor

FEBRUARY

18	GLASAA General Meeting	Los Angeles
20	MCAA General Meeting	Fresno
25	SDSA General Meeting	San Diego
27	IEAA General Meeting	Riverside

MARCH

6	SAAA Police Forum	Sacramento
11	EBAA General Meeting	Richmond
19	OCAA General Meeting	Orange

APRIL

1	AIREF Golf Classic	Las Vegas, NV
2-4	ISC WEST	Las Vegas, NV
10	GVAA General Meeting	Stockton
15	GLASAA General Meeting	Los Angeles
16	IEAA General Meeting	Riverside
23	SVAA General Meeting	Santa Clara, CA

MAY

1	SAAA CCTV Forum	Sacramento
7-10	CAA SUMMER CONVENTION	Palm Springs
13	EBAA General Meeting	Richmond
20	SDSA General Meeting	San Diego
21	OCAA General Meeting	Orange
22	MCAA General Meeting	Fresno
28	RAA General Meeting	Windsor

JUNE

17	GLASAA General Meeting	Los Angeles
19	SAAA River Boat Cruise	Sacramento
23-27	ESX NASHVILLE	Nashville, TN

JULY

8	EBAA General Meeting	Richmond
10	GVAA General Meeting	Stockton
23	SVAA General Meeting	Santa Clara, CA

AUGUST

7	MCAA General Meeting	Fresno
19	GLASAA General Meeting	Los Angeles
21	SAAA Life Style vs. Life Safety	Sacramento
28	SDSA Day at the Races	Del Mar

SEPTEMBER

9	EBAA General Meeting	Richmond
16	SDSA General Meeting	San Diego
17	OCAA General Meeting	Orange
18	IEAA General Meeting	Riverside

OCTOBER

2	GLASAA Golf Tournament	Los Angeles
9	GVAA General Meeting	Stockton
22	SVAA General Meeting	Santa Clara, CA
22	RAA General Meeting	Windsor
24	SAAA Fire Forum	Sacramento

NOVEMBER

6	MCAA General Meeting	Fresno
11	EBAA General Meeting	Richmond
19	OCAA General Meeting	Orange
20	IEAA General Meeting	Riverside

DECEMBER

3-6	CAA WINTER CONVENTION	San Francisco
9	GLASAA Holiday Party	Los Angeles
11	SDSA Holiday Bash	San Diego
11	SAAA Holiday Party	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

Industry Events 2014

ESA Leadership Summit
January 19-23, 2014, Orlando, FL

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

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



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 info@CAAonline.org
Jerry Lenander, Executive Director director@caaonline.org

Timeless
mesh radio
technology



2G-on

2G-off



You have no
idea when they
are coming to
your town.

2G phase outs could strike at any time. They've already started in many cities. Yours could be next. With an AES-IntelliNet wireless mesh alarm communications system, you get 100% reliable, long-range communication between the protected premise and monitoring service. Our technology is scalable, sustainable and easy to manage, with no monthly telecommunication fees. Switch now before you and your customers get caught in the dark.



NOBODY

Sells **MORE** Security than ADI
But ADI Sells alot **MORE!**

Visit the ADI location near you:

CALIFORNIA

ADI - Carson
1007 Dominguez Street
Suites E & F
Carson, CA 90745
Ph: 310.523.2840 • Fax: 310.523.1874

ADI - Fresno
230 W. Fallbrook Ave.
Unit 103
Fresno, CA 93711
Ph: 559.437.1444 • Fax: 559.437.1440

ADI - North Hollywood
7260 Radford Avenue
North Hollywood, CA 91605
Ph: 818.764.4202 • Fax: 818.765.4005

ADI - Orange
1635 North Batavia Street
Orange, CA 92667
Ph: 714.283.0110 • Fax: 714.283.0305

ADI - Riverside
1737 Atlanta Avenue
Riverside, CA 92507
Ph: 951.787.6790 • Fax: 951.787.6854

CALIFORNIA (cont'd)

ADI - Sacramento
709W Del Paso Road
Sacramento, CA 95834
Ph: 916.929.8700 • Fax: 916.921.9102

ADI - San Diego
9610 Ridgehaven Court
Suite B
San Diego, CA 92123
Ph: 858.268.9641 • Fax: 858.268.0280

ADI - San Leandro
2371 Verna Court
San Leandro, CA 94577
Ph: 510.352.8700 • Fax: 510.352.8706

ADI - Santa Clara
487 Mathew Street
Santa Clara, CA 95050
Ph: 408.986.8200 • Fax: 408.988.5501

ADI - South San Francisco
441 Victory Avenue
South San Francisco, CA 94080
Ph: 650.871.2300 • Fax: 650.871.7703

ARIZONA

ADI - Phoenix
3710 East University Drive
Suite 5
Phoenix, AZ 85034
Ph: 602.437.2878 • Fax: 602.437.9373

COLORADO

ADI - Denver
700 West Mississippi Avenue
Bldg. E, Unit 3, 4 & 5
Denver, CO 80223
Ph: 303.777.1660 • Fax: 303.777.3453

IDAHO

ADI - Boise
9999 West Emerald Street
Building A
Boise, ID 83704
Ph: 208.375.1502 • Fax: 208.375.6487

NEVADA

ADI - Las Vegas
5818 West Spring Mountain Rd.
Suite 207-211
Las Vegas, NV 89146
Ph: 702.362.8788 • Fax: 702.362.6337

ADI - Reno
525 Vista Boulevard
Sparks, NV 89434
Ph: 775.355.5066 • Fax: 775.355.5063

OREGON

ADI - Portland
25977 Canyon Creek Road
Suite A
Wilsonville, OR 97070
Ph: 503.570.9088 • Fax: 503.570.0445

UTAH

ADI - Salt Lake City
3759 West 2340 South
Unit E
Salt Lake City, UT 84120
Ph: 801.972.8787 • Fax: 801.972.8805

WASHINGTON

ADI - Bothell
22121 17th Avenue S.E.
Olympic Bldg., Suite 103
Bothell, WA 98031
Ph: 425.485.3938 • Fax: 425.488.0279

ADI - Kent
7112 South 212th Street
Kent, WA 98032
Ph: 253.872.7128 • Fax: 253.872.7119

ADI

YOUR BUSINESS DESERVES MORE

more products more locations more savings more support



intrusion



fire



video surveillance



ip solutions



access



power



audio/video



network systems



telephony



central vacuum



tools & hardware



wire & cable

For orders, call 1.800.233.6261 • For Systems Sales & Support, call 1.800.234.7971 • On-line catalog @ www.adiglobal.com/us