

THE MIRROR

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CAA/ESA Youth Scholarship Program

The California Alarm Association (CAA) members and CAA regional chapters are partnering to support the association's 2013 CAA/ESA Youth Scholarship Program, which will award college scholarships to 11 deserving high school students whose parents serve their communities as police and fire officials.

Scholarship winners will be selected for their performance in a number of categories, including academic achievement, national test scores, extracurricular activities, and an essay based on the theme, "What it means to me to have my parent or guardian involved in securing our community."

The CAA Youth Scholarship Program was launched in 1999 and each year members of the association and its regional chapters fund the program with donations. This year, Vivint is joining the CAA and its chapters to award \$20,000 in scholarships to 11 students. Eleven regional chapter winners will receive \$1,500 each, and one statewide winner will receive \$3,500. The CAA statewide winner will move on to the national-level scholarship competition through the Electronic Security Association (ESA) Youth Scholarship Program, also sponsored by Vivint. ESA's Youth Scholarship Program will award four top prizes: first-place - \$10,000, second place - \$5,000, third place - \$3,500, and fourth place - \$1,500.

The ESA Youth Scholarship Program began in 1996 to promote goodwill between the electronic security industry and police and fire officials. The ESA Youth Scholarship Program has awarded more than

\$300,000 in college scholarships to children of public safety officials.

In addition to supporting the national program, Vivint is working with several state industry associations, including the CAA, to increase the impact of local Youth Scholarship Programs. Vivint hopes to highlight the important work its colleagues in the security industry are doing in their communities, support law enforcement officers and their families, and increase awareness for the scholarship program so more students have the ability to participate.

"We are so pleased to partner with our colleagues at CAA to honor the important work police and fire officials do here in California," said Steve Dixon, vice president, customer experience and operations at Vivint. "As part of an industry committed to protecting families, we have a special appreciation for the work they do to keep our communities safe. This scholarship program is just one way we hope to show how much we value and support these officers and their families."

"Our relationship with public safety agencies is key to our shared mission of enhancing public safety in the communities we serve," said Bob Michel, CAA President. "The CAA/ESA Youth Scholarship Program is a favorite among our members and chapters, and we appreciate Vivint stepping forward with this extraordinary support."

For more information about eligibility and how to apply for the scholarship, please visit www.caaonline.org or call 800-437-7658, Ext. 3.



California was well represented by Dave and Ed Michel, Kristen Simmons, CAA President Bob Michel and ESC Chair George De Marco at the ESA Leadership Summit in Orlando.

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THE MIRROR

PRESIDENT'S MESSAGE



Robert Michel

Well, we are off and running. The new CAA Board of Directors has had a great planning and strategy meeting, and an operating system has been created. Meeting dates and formats are established, and committees have been formed.

Members can expect to see new programs and resources soon. Some have already begun. One committee that will be of great value to the members and the regional associations is the Membership Committee. This committee is chaired by Rich Whitlock, CAA Secretary. Committee members include CAA Southern V.P., Cathy Rempel; CAA Northern V.P., Tim Westphal; SAAA President, Ben Martinez; and Dee Ann Harn of RFI.

The committee is very enthusiastic about delivering improved member benefits and services, and sharing best practices with regional associations. I know this committee, and the dedicated professionals who serve on it, will deliver great results for the members. They will be very visible, and if anyone has ideas, comments or questions about membership or benefits, this is the committee to contact.

I will try to highlight one committee or one aspect of what the board is working on in each of these columns. Any member who has an idea or question, or who is interested in serving on a committee, is encouraged to contact me directly through the CAA office.

This is your association. Get involved!



CAA President Bob Michel, ESA Past President Dom D'Ascoli, Jeanne and David Michel, ESA of Florida President Steve Paley of Rapid Security Solutions and ESA President John Knox with *THE MIRROR* at the ESA Leadership Summit in Orlando.

PUBLIC SAFETY LIAISON

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

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MARCH 2013



ASSOCIATES CORNER

Don't Confuse Quality Persistence With Pressure

By Harvey Eisenstadt

One of the most common concerns of the salesperson is that they do not want to appear to be exerting excessive pressure or become annoying. This most often becomes evident when they think about following up with another e-mail or phone call introduction. Successful salespeople have learned that followup is critical and it can be achieved without appearing to be annoying or applying excessive pressure. These professionals have recognized the difference between persistence and politeness and how you can employ both in your followup protocol.

In today's business world we are confident that it will almost always take more than one attempt to make contact with a prospect before you get the opportunity to convert them into a customer. You must get the appointment before you can make the sale. Unfortunately, the mentality of too many prospects today is, too often, to ignore e-mails and not respond to phone messages.

Unquestionably, your competition is vying for these same prospects and experiencing these same non-responses. And it is quite clear that as competition grows, prospects are being turned off by this barrage of inquiries. The unfortunate result is that all too often the salesperson is satisfied, after one or two followup e-mails or phone calls, that the prospect is not interested in them or their product or service. They hesitate to make another attempt believing they will be annoying or appear to be exercising excessive pressure. They may be right but that does not have to be the conventional wisdom, and altering that thinking will depend on the message that the salesperson plans to deliver with that followup communication.

The salesperson must first identify that which will motivate the prospect to want to hear more about the product or service the salesperson has to offer. The answer can be found in one word: benefits. Prospects are too often inundated with sales messages promoting how wonderful their products are, or the fantastic company record they are proud to display. Prospects hear this all the time. What will motivate the prospect to want to hear more, and lead the salesperson closer to an appointment, is the prospect recognizing

the benefit and value to them of the salesperson's product or service. If the salesperson's message resonates with a benefit and value to the prospect, then the salesperson will get the opportunity to ask for the appointment. Now this may not happen after the first communication. However, if presented properly the salesperson can try many times after the first one or two. So, here is the way to get it done.

Make a bullet list of all the benefits and values to the prospect of your product or service. Make a second list of the known objections you have received when trying to make the appointment. The key to earning the attention of the prospect is to defuse the objections immediately and present some benefits and value that will resonate with the prospect. To defuse the objections, don't wait for them so that you have to be reactive. You must be proactive: introduce and defuse the objection.

Here is an example. You know that a favorite objection is "I am too busy. I don't have the time." Knowing this you might say, "I am sure you are quite busy and I clearly understand how valuable time is to you so I certainly will not take more than a few minutes of that valuable time for you to recognize the (and here introduce one or two benefits to them)." You can keep repeating this type of communication as often as necessary until you make contact with the prospect, each time addressing other known objections and introducing another benefit with each message or e-mail. As long as your messages are positive, polite, no more than a minute or two in length and providing valuable benefits and/or value recognizable by the prospect, you will not be perceived as applying unnecessary pressure or being annoying. In fact, this type of approach can be very successful in starting the process of building a quality relationship.

Remember to keep your message simple and polite, recognizing the objections while focused on the benefits to the prospect. More often this will resonate with the prospect as dedication and sincerity, and not pressure.

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

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LEGISLATIVE WATCH

PAC ALERT **\$20,000 GOAL FOR 2013**

By Don Gilbert, Mike Robson, and Trent Smith

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

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

CAA PAC FUND CONTRIBUTIONS

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

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ASSOCIATES NEWS

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credentials; and provide efficient, effective administration and audit records. "Real-Time Verification applications allow disconnected public and private enterprises to implement technology solutions independently or cooperatively for personal information collection, secure data processing, flexible vetting and certification processes, efficient credential issuance, and need-to-know information sharing," explains RTTG President and CEO Daniel Krantz. "Each shared solution is cost-effective, scalable, and secure." Real-Time Verification technologies deliver innovative identity management solutions for the most complex personnel assurance challenges via an easy to use application wizard. Installed locally or delivered as a turnkey, hosted and managed solution, RTTG's Web-based applications are readily deployed and easy-to-use without extensive training. RTV is at the core of each of RTTG's identity solutions, and drives its complete portfolio of identity management applications. For more information, visit www.realtimetg.com.



RTV Member Identity Page

At the 179 branches and 36 business centers of the Bank of New Zealand, a range of **ALTRONIX** products supplies power to analog and IP cameras and other security equipment. With more than a decade of experience with Altronix, the bank has experienced the highest levels of reliability using the company's products. "Since we first specified Altronix solutions, we have not experienced a single failure, which speaks for itself," said Karen Timpson, Security Operations Manager, Bank of New Zealand. For more information on Altronix's extensive line of products, visit www.altronix.com.

DIGITAL MONITORING PRODUCTS (DMP) has named Luke Barnhart as its new Regional Training Manager for the Mid-Atlantic and Northeast Regions, which includes Delaware, Kentucky, Maryland, North Carolina, eastern Pennsylvania, Virginia, and West Virginia. In this position he will provide DMP Dealer Development

Managers (DDMs) with technical training and support for authorized dealers regarding the design, installation, programming, troubleshooting, and operation of DMP systems. For more information, visit www.dmp.com

DIGITAL MONITORING PRODUCTS (DMP) has named Bob Barry as Dealer Development Manager for the New York City area. He will be responsible for developing new sales and providing on-going service to DMP-authorized dealers throughout the city, helping them to grow their businesses. For more information, visit www.dmp.com.



Bob Barry

CONTINENTAL ACCESS' Accelaterm CICP2800 Super-Speed 16-Door Controller supports 8-16 readers and 40,000 to a million cardholders. Virtually environment and power-outage proof, it has full-onboard lightning protection and fully-distributed processing and is powered by CA3000 v2.9 enterprise software. Continental Access' new CA3000 version 2.9 software not only provides robust access control functionality and seamless integration with alarms, locking and a growing list of video systems, but offers a host of many new sought-after features including; the ability to run the CardAccess 3000 and associated applications as



Continental's Accelaterm

Windows™ services and the ability to control access to the CardAccess GUI using Lightweight Directory Access Protocol (LDAP). For more information, visit www.cicaccess.com/controllers.

GAMEWELL-FCI by **HONEYWELL** is experiencing an increase in the number of aspiration, gas, and flame detection products its nationwide network of Engineered Systems Distributors of fire alarm and emergency communications systems are utilizing. Growth within certain markets that require specialty detection, including data centers and hospitals, mixed with increased education on diverse uses of these advanced detectors are seen as major contributing factors for this trend. "Data centers, hospitals, and industrial sites, like the gas exploration sites that continue to pop up here, have been our main clients for these," says David Roberts, senior VP for Advanced Cabling. Beyond the more common uses for specialty detection, both integrators agree demand will continue to rise as it becomes more widely known and better understood. Ramey asserts educating engineers and facility managers on benefits such as improved detection and long-term cost savings is important. As many states enact legislation mandating carbon monoxide detection in commercial residential facilities such as apartment complexes, nursing homes

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ASSOCIATES NEWS

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HONEYWELL announced it has appointed Gary Lederer to lead Honeywell Life Safety (HLS) – Fire Solutions Americas and oversee Fire Systems and System Sensor, both part of the Honeywell Automation and Control Solutions' Life Safety business. He will report to Honeywell Life Safety President Mark Levy. Under Lederer, Todd Rief will lead Honeywell Fire Systems Americas and Tom Potosnak will continue to lead System Sensor Americas. Lederer joined Honeywell in 2000 with the acquisition of the Pittway Corporation. He has held leadership positions at System Sensor and Honeywell Environmental and Combustion Controls and, most recently, led the HLS Europe, Middle East and Africa (EMEA) Fire Systems business. "Gary is an accomplished leader with many years of experience building our Life Safety business, introducing a broad range of fire system products to market and continuing to focus on our customers," said Levy. Rief began his career with Honeywell in 2007 and was most recently vice president of operations for Honeywell Fire Systems Americas. Potosnak joined System Sensor in 1998 and has led System Sensor Americas for the past four years.



Gary Lederer



Todd Rief



Tom Potosnak

GAMEWELL-FCI by **HONEYWELL** plans to host a series of seminars aimed to educate engineers, facility managers, security directors and Authorities Having Jurisdiction (AHJs) on emergency management planning, response and the most effective use of mass notification technologies. For more information, visit www.gamewell-fci.com

SAFE SECURITY announced that it has expanded its dealer program, SAFE Dealer Network, which includes a \$10,000 bonus for new dealers who sign up with SAFE by the end of the 2013 ISC West. Paul Sargenti, President and CEO of SAFE® Security, announced today that "The SAFE Dealer Network launched last April has been growing steadily, creating consistent revenue stream for SAFE and Dealers alike, and allowing expansion to accommodate

dealers in the continental United States. This organic growth is as important to SAFE as are the bulk acquisitions of accounts, and we are intent on keeping the program very active." Chancy Pray, SAFE Director of National Sales, comments "The success of our dealer program has a lot to do with how efficient we are with our processes. We have streamlined our application review and approval process, and offer immediate and daily funding." For more information, visit the company's website at www.safesecurity.com

ADI announced the recipients of its 2012 Vendor Partner Awards including Exacq Technologies as its Vendor of the Year in the United States. ADI also recognized vendors in the categories of New Product of the Year, Best Sales Support, Rookie Vendor of the Year, and Best Supplier Delivery Performance. Other honorees include Arecont Vision, Axis Communications, Lutron Electronics and Labor Saving Devices. "Each of these partners has demonstrated quality and innovation, and their dedication brings incredible value to ADI and our dealer base," said Michael Flink, President of ADI Americas. "We appreciate the commitment and contributions these vendors have put forth to strengthen the industry, and we are honored to recognize their successes." For more information about ADI, visit www.adiglobal.com.

MONITRONICS has won a 2013 Gold AVA Digital Award for their best-in-class training feature, MoniX, which highlights the strengths of their quarterly training seminar for new Monitronics dealers. The MoniX feature explains the importance of training – including critical sales, installation, funding and marketing support – as new dealers build a successful security company. "The Monitronics Experience (MoniX) is a real key to our program and our alliance with new Monitronics dealers," says Bruce Mungiguerra, Monitronics' Vice President Operations. "We ensure that they hit the ground running. We're very appreciative of this recognition, because it demonstrates our commitment to each of our dealers." AVA recognizes outstanding achievement by creative professionals involved in the concept, direction, design and production of media that is part of the evolution of digital communication.

POWER HOME TECHNOLOGIES CEO Ben Brookhart has been appointed to Make-A-Wish Eastern North Carolina's Board of Directors for fiscal year 2013, the chapter announced this week. A Monitronics authorized security dealer since 2011, Brookhart's company offers quality service in more than a dozen states and continues to be an active supporter of Make-A-Wish® efforts. Make-A-Wish® Eastern North Carolina grants the wishes of children with life-threatening medical conditions. Make-A-Wish Eastern North


Associates News, continued on page 12

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Associates News, continued

Carolina® has granted more than 2,500 wishes since its inception. The 17-member board helps chart the course for Make-A-Wish® Eastern North Carolina.

SILENT KNIGHT by **HONEYWELL** and integrator FSC Systems LLC announce a continuation of Farenhyt fire alarm system installations on the campus of Alfred University, Alfred, N.Y. In the process of upgrading its overall level of fire protection, the school has made use of more advanced detection, such as aspiration and carbon monoxide (CO), while taking advantage of the Farenhyt line's cost-saving retrofit qualities. The new systems' addressable technology provides detailed information on the type of issue detected and its exact location. This type of specific information is also displayed on remote annunciators installed with the new systems at entryways of buildings to quickly inform firefighters and facility/security officials. Visit www.farenhyt.com for more comprehensive fire alarm systems information.

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REDWOOD ALARM ASSOCIATION

By Chuck Petrusha

The executive board of the Redwood Alarm Association is comprised of President, Chuck Petrusha of Advanced Security Systems,



Stan Hellman of PSR, Jim Summer of Advanced Security Systems and Sean Cooke of All Guard Systems at the RAA meeting.

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

RAA MEETINGS

The next Redwood Alarm Association meeting is to be held on May 29th, 2013 from 11:30am to 1:00pm at Johnny Garlic's in Windsor, California. To R.S.V.P to this meeting please contact Melanie Satterlee at 707-443-6366 or melanie@advancedsecurity.us.

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



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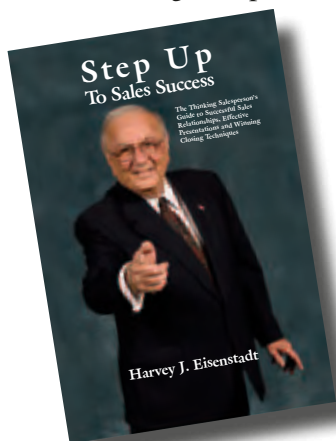
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March 19-20
Fire-Lite Systems
Bozeman, MT
www.firelite.com

March 26
Fire-Lite Systems
How to Conduct Risk Analysis
www.firelite.com

March 26-28
CAFAA
Fire Alarm Design
Jump into Fire
Documentation and Recordkeeping
Riverside
www.cafaa.com

April 2-3
Fire-Lite Systems
Denver, CO
www.firelite.com

April 12
Fire-Lite Software Applications
Denver, CO
www.firelite.com

April 23-25
CAFAA Training
Sacramento
www.cafaa.com

April 30
Fire-Lite Systems
Mass Notification and Fire Lite
A Perfect Fit
www.firelite.com

April 30 - May 1
Fire-Lite Systems
Anaheim
www.firelite.com

May 7
LG/Yamaha Training
Simi Valley
www.volutone.com

May 8
LG/Yamaha Training
Van Nuys
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May 9
LG/Yamaha Training
Cerritos
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May 12
Fire-Lite Software Applications
Anaheim
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May 12
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May 14
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May 15
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May 16
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May 21-22
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Jump into Fire
Fire Alarm Design and
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May 28
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June 4-5
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June 12
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July 12
Fire-Lite Software Applications
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July 16-17
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August 12
Fire-Lite Software Applications
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August 27-28
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September 10-11
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September 12
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October-12
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October 12
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October 15-16
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October 22-24
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Smoke Control
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November 5-6
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November 12
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November 12
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November 19-20
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November 19-20
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November 26-28
CAFAA
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December 10-11
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EAST BAY ALARM ASSOCIATION

EBAA MEETINGS

Our General Meetings are held at Chevy's, 3101 Garrity Way, Richmond. The meetings start at 11:30 a.m.

RSVP to 800-437-7658, Ext. 3 or info@caaonline.org.

- ♦ April 16..... Board Meeting TBD
- ♦ May 14..... General Meeting Richmond, CA
- ♦ August 13..... General Meeting Richmond, CA
- ♦ September 10..... Board Meeting TBD
- ♦ October 20..... Golf Tournament..... Oakland, CA
- ♦ November 12..... Holiday Party/Election..... Richmond, CA

EBAA elected the following Board of Directors:

Jon Sargent.....Tyco
Mike Salk.....Reed Brothers Security
Larry St. John.....Eclipse Insurance Services
Ron Lenz.....ADI
Bob Blunt.....RCB Systems
Naser RashidADT
David Ingham.....Sentry Alert
Tim Westphal.....Bay Alarm



GOLDEN GATE ALARM ASSOCIATION

By Gary Lowndes, President

GGAA Meetings

- ♦ May 2..... General Meeting South San Francisco
- ♦ August 2..... General Meeting South San Francisco
- ♦ November 7..... General Meeting South San Francisco

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

MID-CAL



MID CAL ALARM ASSOCIATION

MID-CAL Meetings

- ♦ May 9..... General Meeting Fresno
- ♦ August 8..... General Meeting Fresno
- ♦ November 7..... General Meeting Fresno

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

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GLASAA

Greater Los Angeles Security Alarm Association

By David Michel, President

GLASAA MEETINGS 2013

- ♦ April 16..... GLASAA General Meeting.....Los Angeles
- ♦ June 25 GLASAA Scholarship AwardsLos Angeles
- ♦ August 20 GLASAA Harbor Cruise.....Marina Del Rey
- ♦ October 3..... GLASAA Golf Tournament.....Moorpark
- ♦ December 10 GLASAA Holiday Party/ElectionsLos Angeles

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

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

GLASAA Meetings and Events

Please visit our website at www.glasaa.com

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

David Michel, GLASAA President
dmichel@valleyalarm.com

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SECURITY ASSOCIATION

By Sean Hamm, President

City of San Diego Permit Process

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

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SILICON VALLEY ALARM ASSOCIATION

Board Members SVAA 2013

President - Mark Simpson
Vice President - Ben Martinez
Secretary - Linda Gonzalez
Treasurer - YatCheong Au
Sgt of Arms - Larry Walker

SVAA MEETINGS

Please join us for the SVAA General meetings in 2013:

- ♦ April 3
- ♦ July 17
- ♦ October 16

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

SVAA Information

If you are not on our e-mail list please contact 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.

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INLAND EMPIRE ALARM ASSOCIATION

By Holly Hunt, President

IEAA is a professional association of alarm companies and leading industry specialists, focusing on bringing together the best resources possible for the mutual benefit of all members and associates. It is our goal to bring knowledgeable people together as a resource to better protect your business and your customers' safety. We are a valuable resource to the alarm industry and it is my desire to grow our chapter and make the Inland Empire Alarm Association a real asset to its members. We are going to be more active than ever and need your support. Please make time to come out and be a part of what I believe is the future of the alarm industry in California. Professional, Beneficial, Informational.

IEAA Meetings

- ♦ March 20 IEAA Meeting Anaheim
- ♦ September 17 IEAA Meeting Riverside
- ♦ November 12 IEAA Meeting Riverside

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

IEAA Board of Directors

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Chuck Landfried, Private Security
Grievance Committee Dale Williams, Pacific Alarm
Mark Creighton, Holmark Security Group

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

IEAA Membership

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

GREATER VALLEY ALARM ASSOCIATION

By Dana Buck, President

GVAA Meetings

- ♦ April 4..... General Meeting Stockton
- ♦ Oct. 17..... General Meeting Stockton

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



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www.sacalarm.org

By Ben Martinez, President

The SAAA hosted our 3rd annual Administrative forum at The Rio City Café with our guest speakers, Lilianne Chaumont of Chaumont Law, Mitch Reitman of SIC Consulting and Dan Moran of Link-Allen. The event was well attended with many questions about the legal issues that alarm companies face now and in future addressed by Lilianne Chaumont. How to keep your business on the straight and narrow with best business practices was the topic given by Mitch Reitman. Dan Moran, a last minute addition as a speaker spoke on "Obamacare 2014 how will it affect you and your business? Needless to say, this was one topic where I would advise all of our other chapters to have Dan speak about this to you as this was and is going to be, a real eye opener to say the least.

The SAAA board would like to thank you all for attending and a BIG thank you to our speakers and we hope to see you on April 18 for our 6th Annual Police Forum hosted by Chief Brobeck.

SAAA 2013 Meeting Schedule

- ♦ April 11 SAAA Police Forum Old Town Sacramento
- ♦ June 20 SAAA Monte Carlo Night Old Town Sacramento
- ♦ July 13 SAAA Day at the Lake TBD
- ♦ July 25 SAAA Access control/
Video/sound forum Old Town Sacramento
- ♦ August 22 SAAA Vendor Expo Old Town Sacramento
- ♦ September 12 SAAA Fire Forum TBD
- ♦ December 12 SAAA Holiday Party/Elections . Old Town Sacramento

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

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

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

Benny M. Martinez, SAAA President 2012
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By Steve Maris, President

PUBLIC SAFETY FORUM WITH IEAA

Our next program is the Public Safety Agency luncheon on March 20, 2013 at 11 a.m. at the Phoenix Club. This meeting is a combined Inland Empire and Orange County meeting and we will have agencies from throughout that area. Vendors, please join us in the sponsorship of this event which is complimentary to alarm companies, law enforcement, and fire services. Holley Hunt, IEAA Chapter President, and Steve Maris, OCAA Chapter President, are working closely on this event. We all share borders and want great relationships with the various agencies.

REST IN PEACE MY GOOD FRIEND MICHAEL KALLIO



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Michael Kallio, Director of Business Development for Mace CS, passed on January 10, 2013. Contributions to the Trust Account for Kalyn Janee Kallio can be made with checks payable to Rogena Kallio FBO Kalyn J Kallio, and mailed to: Wells Fargo Bank, N.A. 1499 North Main Street Walnut Creek, CA 94596

CAA/ESA YOUTH SCHOLARSHIP PROGRAM

The scholarship applications are available. They have been mailed to all agencies in Orange County. In addition, the application is available at www.alarmassociation.org. Utilize this tool to say hello to your local agency, invite them to attend the March 20 event and our Golf tournament on June 13. Both applications are available on www.alarmassociation.org.

Our Annual Golf Tournament is June 13 at the Tijeras Creek Golf Club in Rancho Santa Margarita. The money raised from this event has always funded our OCAA Youth Scholarship winner who receives a \$1,500 scholarship check in addition to money that we donate to the state CAA Youth Scholarship Program.

Sadly we lost a valued member of our OCAA Board with the passing of Michael Kallio of Mace CS. Michael leaves behind a wife and 16-year-old daughter preparing for college. The family has established a scholarship fund for Kalyn Kallio. The OCAA Board has made an initial donation of \$1,000.

We need your support to sponsor our Golf tournament and golf with us to make an additional donation. Sign up today!

We would like to welcome Archangel Security to the Orange County Alarm Association. Thank you for joining us.

Don't forget to sign up for ISC West! Go to www.caaonline.org for more information.

OCAA 2013 CALENDAR

- ♦ March 20 Public Agency Lunch.....Phoenix Club
- ♦ May 15 General MeetingOrange Hill Restaurant
- ♦ June 13 OCAA Golf Tournament.....Tijeras Creek Golf Club
- ♦ September 18 General MeetingOrange Hill Restaurant
- ♦ November 13 General MeetingOrange Hill Restaurant

CITY OF IRVINE PERMITS

The City of Irvine requires all alarm users to register their systems with a no fee permit. Alarm users may obtain an alarm permit application at the Irvine Police department website at www.irvinepd.org. The City also offers 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. The dates for 2013 are:

City of Irvine Alarm School Schedule:

April 16
July 16
October 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.

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Jeanne and Dave Michel with THE MIRROR at the ESA Board of Directors meeting in Orlando.

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THE MIRROR was with John McCann and Michael Joseph of Mace CS with Ron Walters of SIAC at the MaceXpo in Anaheim.



THE MIRROR was with Phil Raacke, Andrew Davis, CAA Vice President Cathy Remple, and Sara and Dario Santana at the MaceXpo in Anaheim.

Siegfried & Roy Rogers

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THE MIRROR was on Mt. Washington on January 28, the highest peak in northeast United States, and home of the world's worst weather. Schlep-ping THE MIRROR to the peak were David Raizen, Scarsdale Security Systems, President, Bill Oppenheim from ADI, Ronnie Widrow from SSS, Steven Mccloughlin, SSS, Jim Novack, SSS, Robert Melcher, SSS, and Jim Mahoney, SSS



Alarm Industry Attorney Glenn Gottlieb, wearing traditional Burmese "longyi," with THE MIRROR at the Shwedagon Pagoda, Yangon, Myanmar.

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They're IQ Certified...Are You?

By Dale Eller, Executive Director IQ Certification Program

Given today's challenging business climate most businesses are actively seeking a way to differentiate themselves from their competition. As executive director of the IQ Certification Program, I have seen many companies take advantage of the benefits of IQ Certification for this very purpose.

Those companies have quickly realized that IQ is good for their business, for their customers, for their technicians and for the industry. In a nutshell, the IQ program has helped develop positive relationships with the public safety community, positive revenue streams and positive customer feedback.

Just as the quality benchmarks for manufacturing, retail and service have improved their respective industries, IQ Certification raises the professionalism and profile of the security and life safety industry as a whole.

For instance, Lynn Comer, president of Shenandoah Valley Security and IQ Board member says, "From my own personal experience as an installing dealer, I strongly encourage all association members to take advantage of the IQ program. IQ is the outward symbol for an inward commitment to quality and by far one of the best marketing tools for a company – large or small – when conveying the message of quality to consumers."

CEO of Amherst Alarm and chairman of the IQ Board, Tim Creenan concurs. "I have used IQ successfully since 1998 in our marketing and sales process. We have benefited from improved installation procedures and business processes, financial benefits, false alarm reduction and so much more."

The IQ Certification Program was founded in 1997 by the NBFAA (now ESA) to raise the security industry's professionalism and improve alarm installation quality standards.

The program is based on common sense and on a simple principle: Security and life safety systems that are properly designed, installed by trained technicians using the finest equipment, monitored correctly and operated by trained users typically function without fault, failure or false alarms for years.

To achieve IQ Certification, security companies must voluntarily abide by a rigid set of installation, service and maintenance standards and operating procedures that set them apart from other alarm companies. These benchmarks include educating end users and system technicians. Fewer false alarms are the result!

To earn re-certification they must demonstrate annually that they are in compliance with all guidelines to the IQ Board, which is made up of security, law enforcement, fire, state regulatory and insurance industry representatives. Some of the owners of IQ Certified alarm companies believe so much in the IQ program that they are also board members.

"As an IQ Certified central station, attempting to verify all burglar alarm signals and using Enhanced Call Verification procedures has drastically helped reduce the amount of time spent dispatching false alarms," says Amanda E. Baumgartner, licensing manager at Rapid Response Monitoring and IQ Board member. "This makes it possible to have more operators available for when an actual alarm comes in, not to mention the amount of money saved in fines."

Steve Heggemann, manager of the Baltimore County Alarm Reduction Section and IQ Board member says, "When a company achieves IQ Certification, it tells the public safety community that they have made a formal commitment to an established false alarm reduction program. End user training and the proper installation of a well-



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designed alarm system are two of the keys to IQ's False Alarm Reduction Program."

"IQ was more than a voluntary standards program for our company," adds Comer. "It provided a tool to interweave quality in many facets of our business beyond sales and installation. I encourage all alarm companies to apply today."

For more information and to become IQ Certified, call 866-833-8302 or visit www.iqcertification.org.



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SentryCon 2013 Set for Mobile, AL

Mark your calendars for April 17-18, 2013 SentryCon in Mobile, AL. You can register and stay informed using the banner on the SentryNet website at www.sentrynet.com or go directly to www.sentrycon.us. Sponsors this year are Linear Corp - Platinum, the Silver sponsor is Honeywell and the Bronze Sponsor is Videofied. We will get started on Tuesday evening with a causal meet and greet in the hotel lobby. The classes on Wednesday and Thursday will focus on building your business from the inside out. Speakers include Duane Paulson of Linear, Gordon Hope and Brett Guillote of Honeywell and Deanna Blair of Videofied. Vendors will be at your service at our annual tradeshow on Wednesday afternoon. Vendors currently include Linear, Videofied and VIT Training. As always, we will spend Wednesday evening enjoying a taste of the local flare.

ESA Forms New Integration Leaders Group

The Electronic Security Association (ESA) announced the formation of its new Integration Leaders Group (ILG), under the direction of Chairman Joe Nuccio, CEO of ASG Security, and Vice Chairman Steven Firestone, executive vice president, Select Security. The group has been formed to provide the leadership of ESA with deeper insight into the priorities and interests of high revenue installation companies and to harness the brain and market power of these larger players in addressing the industry's biggest opportunities and challenges. Town hall meetings and follow-up reports will take place by web conference and at the Electronic Security Expo (ESX) in Nashville, TN, June 17-21. For more information, visit www.esaweb.org

ASIS 2013 – Registration Now Open

The ASIS International 59th Annual Seminar and Exhibits (ASIS 2013) will take place Sept. 24-27, 2013 at McCormick Place in Chicago. ASIS 2013 is anticipated to draw more than 20,000 security professionals from around the world for education, networking, and an expansive exhibit floor of security products and services. (ISC)2, the largest not-for-profit membership body of certified information security professionals worldwide, will co-locate its third annual Security Congress with ASIS 2013. Silicon Valley icon and philanthropist Steve Wozniak will deliver the first keynote address at this year's Seminar. Wozniak helped shape the computing industry with his design of Apple's first line of products, the Apple I and II, and influenced the popular Macintosh. Go to www.asis2013.org to register and make housing reservations for ASIS 2013.

ASIS NYC Continues to Expand

More than 2,500 security professionals convene each spring in New York City for the Annual New York City Security Conference and Expo. This year marks the 23rd anniversary of the event and welcomes the collocation of two IT-centric conferences and exhibitions—the Computer Forensic Show and CyBit. The co-located events will take place Wednesday, May 8-Thursday, May 9, 2013 at the Jacob K. Javits Convention Center. The ASIS NYC event combines education and networking opportunities, and direct access to suppliers of innovative security products and services. All conference sessions and exhibits will be open to registrants of each co-located event. Visit www.asisonline.org to register, and to learn more about programming, exhibits, and sponsorships.



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NSA President Larry Folsom (third from left) with the NSA Board of Directors.

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By Howard Wulforst, President

The NSA kicked off 2013 with a great membership meeting! The new President Larry Folsom thanked outgoing president Howard Wulforst for the strides made during his tenure. He plans to continue the momentum started only a few short years ago by Howard and past president Tom Wilson who the revived the dormant association. Larry welcomed our newest members: Andrew Speropoulos and Tim Sutcliffe of Protection One. We look forward to their participation! Guest speakers for the evening were Dan Hammack, Chief of Enforcement for the NV State Contractor's Board, Jennifer Turner, PIO for NV State Contractor's Board and John Busbee, Executive for the Plumbing, Heating, Cooling Contractor's Association. The presentation was informative and a lively discussion ensued which helped our members understand how to assist non-compliant companies to become compliant and how to level the playing field for all businesses in our industry.

Our Vendor in the Spotlight was Alarmax. John Rodda of Alarmax is the new NSA Associate Director. Under John's guidance we look to improving our collaboration with our Associate members.

In 2013 the main focus of the association will be to continue membership growth, bring in interesting guest speakers, partner with like-minded organizations, continue outreach to local AHJ's and address the concerns of the membership. Members volunteered to join various committees, which should provide excellent progress in these areas. Many hands make light work!

Next Membership Meeting: Wednesday, March 13th, 2013. Guest Speaker: Kathy Perkins, Crime Prevention Specialist for the Las Vegas Metro Police Department.

Next Event: NSA hosts Western States Luncheon during ISC-West – April 11, 2013. Join us for our complimentary luncheon and be inspired by the presentation of the NSA 2013 Youth Scholarships! As this event is usually standing room only, please contact Jeanne to RSVP.

2013 NSA MEETING DATES

NSA holds Board Meetings second Wednesday of every month (unless noted otherwise) at 5 p.m. and general membership meetings every other month at 6 p.m.

The meetings are held at The Cellar 3601 W. Sahara Ave. Las Vegas NV 89102.

March 13	NSA Membership Meeting	Las Vegas
April 11	Membership Luncheon @ ISC-West	Las Vegas
May 8	NSA Membership Meeting	Las Vegas
June 12	NSA Board Meeting	Las Vegas
July 10	NSA Membership Meeting	Las Vegas
August 14	NSA Board Meeting	Las Vegas
September 11	NSA Membership Meeting	Las Vegas
October 9	NSA Board Meeting	Las Vegas
November 8	NSA Year End Meeting & Party	Las Vegas
December 10	NSA Board Meeting	Las Vegas

For any and all inquiries please feel free to contact anyone on the Board for assistance. To be added to the Nevada Security Association E-Mail list, please send your request to Jeanne Palmer at admin@nevadasecurityassociation.org.

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



NSA Howard Wulforst speaks while Randy Purney and Don Blunt of S NV Fire look on.

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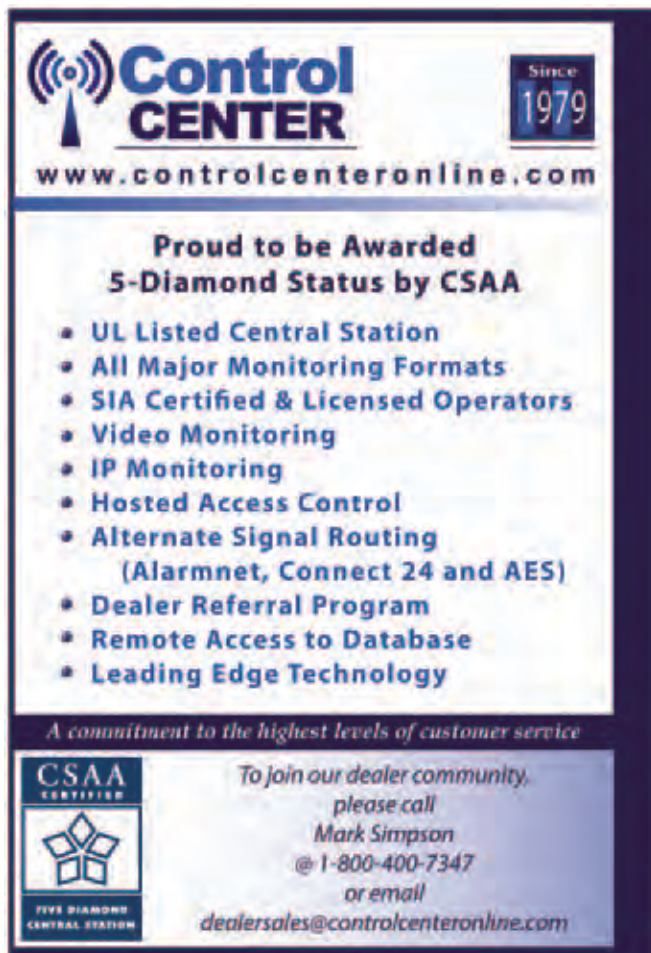
By Margaret Spitznas, President

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

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

WASHINGTON APPRENTICESHIP PROGRAM

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

ARIZONA MEETINGS

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



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By Dimitri Begeor

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.

OBFAA MEETINGS

Current OBFAA meetings for all members and non-members are:

May 23	OBFAA Meeting	Lake Oswego, OR
September 29	OBFAA Meeting	Lake Oswego, OR

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.

We would like to thank the Oregon Burglar and Fire Alarm Association members who were able to make it to our meeting. We hope you were pleased with the presentation by Larry Dennis of Turbo Leadership Systems. As our guest speaker, Mr. Dennis discussed Leadership's Role in the 6 Steps to Repeat Business. We would also like to thank the Multnomah County and City of Portland Alarm Coordinators for reports on their programs.

Our next meeting is scheduled for May 23, 2013. Keep an eye on your e-mails for details on location and guest speaker. We hope all of our members will be able to attend.

If you weren't able to attend the meeting, but would like to be part of the association's ongoing conversations, please join us on:

LinkedIn <http://www.linkedin.com/groups?gid=4782456>

Facebook <https://www.facebook.com/OBFAA?ref=stream>

PUBLIC SAFETY AGENCY MEMBERS

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

Multnomah County Sheriff's Office
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Portland Police Alarms Administration
Tigard Police Dept. Alarm Unit
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OBFAA Membership

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

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The Colorado Burglar & Fire Alarm Association (CBFAA) held their first 2013 meeting on January 8. New officers and Board members were elected and Attorney Robert J. Corry, Jr. explained Colorado's new marijuana law and how it could affect the security industry. Colorado has allowed medical marijuana use for several years, but has now adopted a law allowing recreational use of marijuana to adults 21 years of age or older. Adults are allowed to grow up to six marijuana plants and possess one ounce of marijuana and can assist another adult in growing six plants (only 3 of which can be flowering at a time).

The more than 800 medical marijuana dispensaries in Colorado now can make a choice between selling medical marijuana or marijuana for recreational use. The state legislature is authorized to pass up to a 15% tax on wholesale sales of marijuana.

Amendment 64 on marijuana is explicit - employers need not accommodate the use of marijuana in their employment, so drug testing of employees is still allowed. The law allows an owner to prohibit marijuana or its use on their property.

As Corry pointed out, they are now writing the rules on recreational use of marijuana and there will likely be some alarm requirements written into them for any of the wholesale sellers. The alarm companies should stay aware of what these rules are if they are interested in serving this market.

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

Please contact me if you have any questions.

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WBFAA UATC Apprentice Class Began in January

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

CERTIFICATION – FIRE/LIFE SAFETY TECHNICIAN - RENEWAL

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

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

CSLB Enforces Zero Tolerance


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

WBFAA UATC Offers Online Continuing Education

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

WBFAA UATC Invites Membership

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



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The Electronic Security Association (ESA) web presence helps consumers find the most qualified and trustworthy professionals for their home safety and automation needs. The website, www.Secure-Plusweb.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.

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WESTERN STATES SECURITY ALLIANCE CALENDAR 2013

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MARCH

- 13 NSA Membership Meeting Las Vegas
- 20 OCAA/IEAA Public Safety Forum Anaheim

APRIL

- 3 SVAA General Meeting Santa Clara
- 4 GVAA Meeting Stockton
- 9 10th Annual AIREF Golf Classic Las Vegas, NV
- 10-12 ISC West 2013 Las Vegas, NV
- 11 Membership Luncheon @ ISC-West Las Vegas
- 16 GLASAA General Meeting Los Angeles
- 17-18 SENTRYCON Mobile, AL
- 18 SAAA Police Forum Sacramento

MAY

- 1-4 CAA Convention Palm Springs Hilton
- 6-10 PSA-TEC 2013 Westminster, CO
- 8 NSA Membership Meeting Las Vegas
- 9 MID CAL Meeting Fresno
- 14 EBAA General Meeting Richmond
- 15 OCAA Meeting Orange
- 15 SDSA General Meeting San Diego
- 16 GGAA Meeting San Mateo
- 23 OBFAA Meeting Lake Oswego, OR
- 29 RAA General Meeting Windsor

JUNE

- 12 NSA Board Meeting Las Vegas
- 13 OCAA Golf Tournament Mission Viejo
- 17-21 ESA Summer Conference Nashville, TN
- 17-21 Electronic Security Expo Nashville, TN
- 25 GLASAA Scholarship Awards Los Angeles
- 20 SAAA Monte Carlo Night Sacramento

JULY

- 10 NSA Membership Meeting Las Vegas
- 11 GVAA Meeting Stockton
- 13 SAAA Day at the Lake Sacramento
- 17 SVAA General Meeting Santa Clara
- 25 SAAA Sound Forum Sacramento

AUGUST

- 1 GGAA San Mateo
- 8 MID CAL Meeting Fresno
- 13 EBAA General Meeting Richmond
- 14 NSA Board Meeting Las Vegas
- 20 GLASAA Harbor Cruise Marina Del Rey
- 22 SAAA Vendor Expo Sacramento

SEPTEMBER

- 10 IEAA General Meeting Riverside
- 11 NSA Membership Meeting Las Vegas
- 12 SAAA Fire Forum Sacramento
- 17 SDSA General Meeting San Diego
- 18 OCAA Meeting Orange
- 29 OBFAA Meeting Lake Oswego, OR

OCTOBER

- 3 GLASAA Golf Tournament Moorpark
- 9 NSA Board Meeting Las Vegas
- 16 SVAA General Meeting Santa Clara
- 17 GVAA Meeting Stockton
- 20 EBAA Golf Tournament Oakland

NOVEMBER

- 7 MID CAL Meeting Fresno
- 7 GGAA Meeting San Mateo
- 8 NSA Year End Meeting & Party Las Vegas
- 12 IEAA General Meeting Riverside
- 12 EBAA General Meeting Richmond
- 13 OCAA Meeting Orange

DECEMBER

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

CAA CONVENTIONS

- 2013 May 1-4 Palm Springs Hilton
- 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 2013

April 9

10th Annual AIREF Golf Classic, Las Vegas, NV, www.airef.com

April 9-11

ISC West 2013, Las Vegas, NV

May 6-10

PSA-TEC, Westminster, CO

June 17-21

ESA Summer Conference, Nashville, TN

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