

THE MIRROR

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Associates News10
Local Associations14
Training/Education15
Calendar46



Page 35



Page 38



Page 38



Page 32



Page 38



Page 36



Page 36



Page 38



Page 34



Page 39



Page 42



NSA Executive Director Jeanne Palmer with guest speaker Kathy Perkins of the Las Vegas Municipal Police Department, Treasurer John Perdichizzi, Vice President Greg Simmons, Secretary Jon Perry and Associate Director John Rodda Associate at the Nevada Security Association meeting.



CAA Vice President Rich Whitlock was welcomed to the OCAA/IEAA Public Safety Forum by Morgan Hertel of Rapid Response Monitoring and John Kaloper of DSC.



GLASAA President David Michel welcomed Long Beach Chief of Police Jim McDonnell and Russ Berkelew to the GLASAA meeting in March.

CAA Palm Springs Convention - May 1 - 4
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PRESIDENT'S MESSAGE



Robert Michel

I guess it is obvious that I am a big believer in the value of the work done by our local, state and national alarm industry associations.

Some of our most important work is promoting the partnership between our industry and police and fire agencies. The recent Public Safety Forum hosted by the Orange County Alarm Association (OCAA) and the Inland Empire Alarm Association (IEAA) is typical of the work being done in that area. Following is the text of my remarks at that event:

The public depends on the partnership between our industry and police and fire services everyday – Life safety systems in malls, shopping centers, offices, arenas, local, state and federal government buildings. Schools and universities. Fire alarms in homes and businesses. Surveillance and access systems in public and private areas. Airport, border and port security. Residential and commercial intrusion alarms, etc.

And what about the latest urgency: protecting our children in schools? Any effective solution to this critical problem certainly involves a partnership between electronic security systems and police and fire agencies.

Really, the partnership goes even further than the public. Which jail or police facility can operate without electronic surveillance, intrusion and access control systems? I know my company protects several police stations, and there are other people in this room who are doing similar work. William Berger, the United States Marshal from central Florida, who is responsible for protecting all the federal courts and judges in his area, told me that his job would not be possible without our industry's help.

So, I think the importance of working together is evident. I applaud all of you for being here. It takes a lot of work to put on an event like this, and a real commitment to attend.

Our industry associations promote professionalism and good citizenship with organizations like the Security Industry Alarm Coalition, Alarm Industry Research and Education Foundation, California Automatic Fire Alarm Association, Security Industry Association, Central Station Alarm Association, the Electronic Security Association, and all of our local and state associations. We train our members through accredited training programs like WBFAA and NTS. And we work with and support police, fire and regulation agencies like groups like California Peace Officers' Association, International Association of Chiefs of Police and the California Bureau of Security and Investigative Services.

And last, but certainly not least, FARA, whose president is our keynote speaker today. FARA is a national organization committed to reducing unwanted alarm dispatches.

There are differing opinions on the effect of unwanted alarms, and I won't get into that debate today, but there is no disputing the fact that: through a diligent internal effort, and by working effectively with municipalities and public safety agencies, the industry has greatly reduced the number of dispatches, and the impact of unwanted alarms on police and fire resources.

And I also believe that this that this attention has been so effective that there can be no question about the net positive effect of alarm systems in our communities.

I want to express my appreciation to OCAA, IEAA, all the people who worked so hard to put on this event, to FARA and keynote speaker, Kerri McDonald, and to all the representatives of our industry and police and fire departments who attended.



ASSOCIATES CORNER

The Successful Mentor

I am an enthusiastic believer in the power of mentoring and the positive results it produces for the salesperson and subsequently for their company. Personally, during my very successful and rewarding career, I have been blessed with fantastic mentors whose personal care and guidance were instrumental in helping me develop and strengthen my own personal selling skills and create my paths for opportunity and success. So,

what does it take to be a successful mentor and what is the task of the person that is being mentored?

First, I would like to offer my definition of mentor and this following simple catch phrase may say it all. "Mentors are your source of personal knowledge and guidance and not your vehicle for employing your actions." Simply stated, mentors are successful, smart and having your best interests as their challenge to provide you with the tools and knowledge for success drawn from the fruits of their own experience. The success that is achieved by the salesperson is dependent on how effectively the salesperson takes the action implementing the advice and guidance of their mentor.

So, how do you choose a mentor? Interestingly, there are many theories on who should be your mentor. The one I hang my hat on is this. "I want to be at the level of success where that person has reached." We all know someone like that, whether it is a relative, friend, coworker, manager or professional consultant. Find the mentor who you feel has the credentials to provide you with the guidance, knowledge and motivation to move you forward successfully.

Just as the successful salesperson has learned to listen very carefully to what the prospect was saying, the successful mentor not only listens carefully to what the salesperson is telling them but also asks many questions. The questions will get the salesperson to open up and provide the mentor with valuable information about the sales-

person and how they face their challenges. However, this question and answer dialogue provides even a greater value to the salesperson mentor relationship. By asking the appropriate questions, the salesperson not only answers the questions but ultimately identifies with the answers as tools and knowledge they already know for moving forward successfully.

The most productive mentors will actually inspire the salesperson to create their own paths of choice directly from the responses they provide to the questions from the mentor. Yes, we all really know what we have to do and the actions we must employ to address our challenges and achieve success. The right mentor will bring all this out, and then the commitment to success will lie directly with the salesperson.

Now the salesperson must take action. The mentor is your guide, not your vehicle. Your mentor will make recommendations and it is incumbent upon the salesperson to implement those recommendations. The mentor is not there to respond to your leads, make your calls or visit your prospects. That is the action the salesperson must take with the guidance and knowledge promulgated by the mentor. An effective mentor will want to know what action the salesperson has taken as a result of a plan or concern that was discussed by the mentor and salesperson. The successful mentor will strengthen the salesperson's conviction that they can do what they believe they can do.

Mentoring can, and should be, very rewarding to both the salesperson and the mentor. Having been the recipient of some wonderful mentors and more recently being a mentor to others, I can say without hesitation that the success that is achieved is celebrated by all.

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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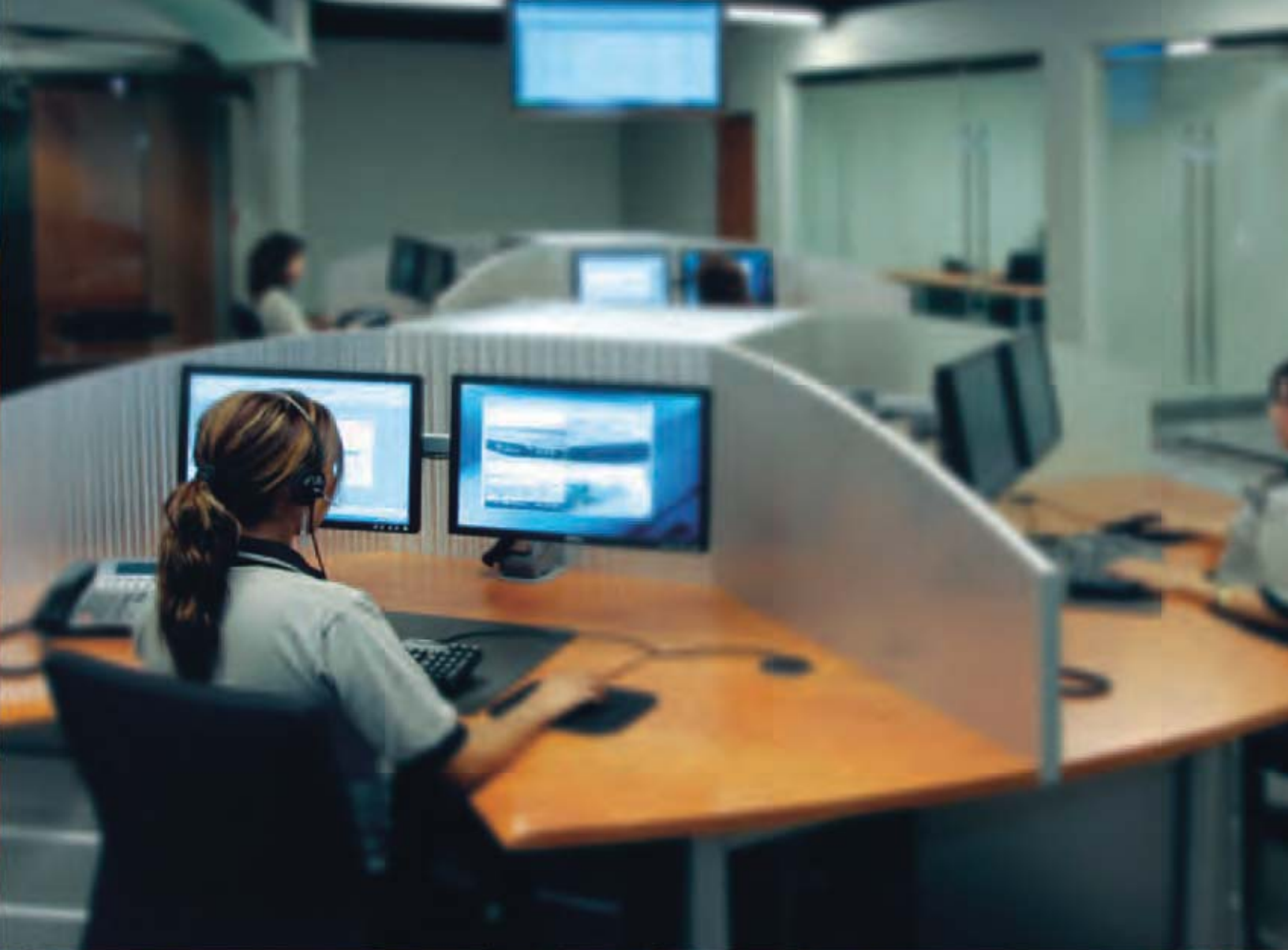
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LEGISLATIVE WATCH

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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SILENT KNIGHT BY HONEYWELL will host 15 seminars throughout the U.S., focused on the latest NFPA testing requirements for fire alarm and life safety systems, as well as new codes and business opportunities surrounding carbon monoxide (CO) detection and emergency communications systems. This free, three-hour seminar is packed with educational content for

dealers, integrators, electrical contractors, and any facility managers who perform their own fire alarm testing and maintenance. Continuing Professional Development (CPD) and Continuing Education Unit (CEU) credits will be given to seminar attendees. Guest Speaker Warren Olsen, CFPS CBO, Fire Protection Consultant, and Partner of FSCI-Fire Safety Consultants, Inc., will discuss the proposed NFPA 4: Standard for Integrated Fire Protection and Life Safety System Testing, and the changes it will affect for systems' testing procedures, documentation, frequencies and more. Seminar leaders will discuss the positive aspects of integrating ECS with UL-listed fire alarm systems, relative NFPA 72 codes and the best installer opportunities for this combined approach. To register for a Silent Knight seminar, visit www.silentknight.com.

SILENT KNIGHT has introduced the IntelliKnight 5820XL-EVS, a standalone system combining addressable fire alarm and emergency voice systems in one package, eliminating the standard use of a costly and confusing "side-car" voice control system. As the only fully-integrated system of its kind to be made available through security equipment distributors, the 5820XL-EVS offers facility managers a single solution, built on proven technology with all the benefits of a non-proprietary system. Installers will gain efficiencies from this new system's inheritance of Silent Knight same simple installation procedures and design flexibility. "Both fire alarm and emergency communication systems are defined by NFPA 72 as Life Safety Systems, so it makes sense to combine these systems into one control," says Loren Schreiber, Silent Knight product



marketing manager. "The EVS part of this system enables you to set the priority of messages. Through programming, critical emergency communications can override a fire alarm message," says Schreiber. "This critical piece, which is an NFPA requirement, can prevent a manual fire alarm from being pulled and emptying a building full of people outside to a dangerous situation." For more information, visit www.SilentKnight.com.

MARKS USA Custom Lockset Division has developed the Loc-Down™ Classroom Intruder ANSI/BHMA F110 Function Leverset with Clutch Design (MARKS USA Function DB). MARKS USA has incorporated all of the standard features of their Survivor Series Locksets (Clutch System, Super Strength Retractor, Long Life Lever Support Springs and a Life Test of over 3 Million Cycles) with their new Life Safety Classroom Intruder Function. At the first sign of trouble outside, lock down a classroom instantly with MARKS USA's Loc-Down™ Intruder Locksets. Typical Classroom function cylindrical locksets are designed to be locked or unlocked from the exterior with the interior always in an open position, but allows in emergency life safety situations the teacher to secure the classroom without stepping into the hallway to lock the outside handle. For more information, visit www.marksusa.com.

The **TRI-ED** Roadshow coming to Orlando on May 15. This free one-day event will be held at the Rosen Centre, 9840 International Drive in Orlando. The Roadshow kicks off at 8 a.m. with registration and breakfast, followed by a variety of training classes and a tabletop Expo. The schedule permits participants the flexibility of attending trainings or networking with manufacturers. Space is limited so attendees are encouraged to pre-register at www.tri-ed.com. "These one day events are instrumental in educating our dealers on the rapidly changing technologies taking place in our industry, particularly within the IP video arena," says Pat Comunale, Tri-Ed President and CEO. For more information, please visit www.tri-ed.com.



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Visitors to the **DMP** booth #23023 at ISC West will have the opportunity get their hands on the new DMP 7800 Graphic Touchscreen Keypad, which offers users an interactive experience with their



DMP security system. The recently released XR150/XR350/XR550 Access, Burglary, and Fire Panel Series, the fastest DMP panels ever, will also be available for demonstration. A wide variety of other products will also be available including

alarm access management software, virtual receivers, wireless and fire devices. For more information, visit www.dmp.com.

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PC, or any Networkx™ lock, which can make a world of difference in threatening situations. There is no need to open the door and no keys are required. At the first sign of trouble outside, lock down a classroom instantly with one-button activation. Trilogy Networkx™ is absolutely the right choice for applications in schools, universities, hospitals, government buildings, airports and as of recently, resorts too. For more information, visit www.alarmlock.com.

SAFE SECURITY announced that it has acquired approximately 11,000 security alarm monitoring subscriber accounts representing \$500K of Recurring Monthly Revenue (RMR) from Utah-based Pinnacle Security. "This completes Phase II of the Pinnacle account transaction, and when added to the prior close last month brings the total amount acquired from Pinnacle to about \$1.6M of RMR," said Paul Sargenti, SAFE's President and CEO who founded the company in 1988. "These acquisitions typify the tremendous support we've received from our partners at ICV Capital Partners and our lender group lead by the Bank of America and consisting of US Bank, Bank of Montreal, Madison Capital, and One West Bank." Investment banking services for both Phase I and Phase II of the Pinnacle acquisition were provided Security Performance Partners. For more information, visit the company's website at www.safesecurity.com.

Paul Sargenti, President and CEO of **SAFE SECURITY**, announced that Bank of America leads a five bank syndicate that has refinanced SAFE Security's senior debt facility. The new facility provided by the Bank of Montreal, One West Bank, Madison Capital, and US Bank in addition to the Bank of America provides SAFE Security with \$130 million of capital to pursue its growth strategy. "In concert with our equity partners at ICV, this expansion of our senior credit lines will provide the capital that SAFE needs to execute its long term growth strategy and stay on track with strategic acquisitions and geographic expansion," said Sargenti, who founded the company in 1988. "It also gives us financial flexibility to provide the finest security services and monitoring to our customers nationwide. For more information, visit the company's website at www.safesecurity.com.

MACE SECURITY INTERNATIONAL has hired Troy Bruce as Director of Sales. Mace CEO John McCann said; "Our opportunity and mission is to fully leverage the Mace Brand throughout all of its business segments and Troy's addition to the team will help us achieve that goal. Troy will not only work with our current dealer/partners but he will also enhance Mace's positioning in the market place by identifying new independent alarm dealers, security system installers, and system integrators. For more information, visit www.mace.com.

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INDUSTRY NEWS

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April 9, 2013

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- Maria Malice, COPS Monitoring and Arizona Alarm Association President
- Michael Keegan, Magnasphere and Mission 500 honoree

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**REDWOOD
ALARM ASSOCIATION**

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

RAA MEETINGS

♦ May 29

The next Redwood Alarm Association meeting is to be held on May 29, 2013 from 11:30a.m. to 1:00p.m. at Johnny Garlic's in Windsor, California.

Ron Davis, President of Davis Mergers and Acquisitions Group, will be the speaker. Ron is the industry's longest running "broker" or "finder," exclusively representing the sellers of alarm companies. His topic will be "Across the Fields of Yesterday...to your opportunities for tomorrow!" Ron explores what successful sellers do to prepare their alarm companies to sell for the maximum amount, and what buyers look for when evaluating a seller's company.

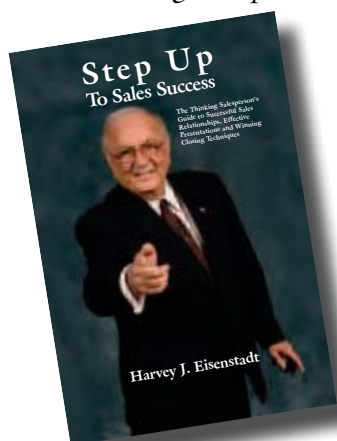
To R.S.V.P to this meeting please contact Melanie Satterlee at (707)443-6366 or melanie@advancedsecurity.us.

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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2013 Training and Education Calendar

April 2
Altronix
Digital Watchdog
Rutherford Controls Counter Day
Tri-Ed Orange
www.tri-ed.com

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

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

April 17
Toshiba
Digimerge
STI, Russound
Honeywell Power
Triplett Counter Day
Tri-Ed Orange
www.tri-ed.com

April 23
Clinton Electronics Counter Day
Tri-Ed Orange
www.tri-ed.com

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

April 24
IQinVISION Counter Day
Tri-Ed San Diego
www.tri-ed.com

April 25
Pelco
NVT Counter Day
Tri-Ed Orange
www.tri-ed.com

April 28
Grand Opening Celebration of
New Sacramento Branch Location
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April 30
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April 30 - May 1
Fire-Lite Systems
Anaheim
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May 7
LG/Yamaha Training
Semi Valley
www.volutone.com

May 8
LG/Yamaha Training
Van Nuys
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May 9
LG/Yamaha Training
Cerritos
www.volutone.com

May 12
Fire-Lite Software
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May 12
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Phoenix, AZ
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May 14
LG/Yamaha Training
San Diego
www.volutone.com

May 15
LG/Yamaha Training
Ontario
www.volutone.com

May 16
LG/Yamaha Training
Van Nuys
www.volutone.com

May 21-22
Fire-Lite Systems
Phoenix, AZ
www.firelite.com

May 21-23
CAFAA
Jump into Fire
Fire Alarm Design and
Documentation
Recordkeeping
San Diego
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May 28
Fire-Lite Systems
Intelligibility
What it is and how to test
for it
www.firelite.com

June 4-5
Fire-Lite Systems
Portland, OR
www.firelite.com

June 12
Fire-Lite Software
Applications
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June 12
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Las Vegas, NV
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June 18-19
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Las Vegas, NV
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June 25-26
Fire-Lite Systems
Seattle, WA
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June 25-27
CAFAA Training
Huntington Beach
www.cafaa.com

July 12
Fire-Lite Software Applications
Pleasanton
www.firelite.com

July 16-17
Fire-Lite Systems
Pleasanton
www.firelite.com

August 12
Fire-Lite Software Applications
Sacramento
www.firelite.com

August 27-28
Fire-Lite Systems
Sacramento
www.firelite.com

September 10-11
Fire-Lite Systems
Burbank
www.firelite.com

September 12
Fire-Lite Software Applications
Burbank
www.firelite.com

September 24-26
NFPA 72 Jump into Fire
Fire Alarm System Design
Merced
www.cafaa.com

October 1-2
Fire-Lite Systems
Portland, OR
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October-12
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October 12
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Houston, TX
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October 15-16
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October 22-24
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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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San Antonio, TX
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November 26-28
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Jump into Fire
Fire Alarm Systems Design
Hayward
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December 10-11
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December 12
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GOLDEN GATE ALARM ASSOCIATION

By Gary Lowndes, President

GGAA Meetings

- ♦ May 16 General Meeting South San Francisco
- ♦ August 1 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.



EAST BAY ALARM ASSOCIATION

By Mike Salk, President

EBAA MEETINGS

Our General Meetings are held at Chevy's, 3101 Garrity Way, Richmond. The meetings start at 11:30 a.m. For further information contact EBAA President Tim Westphal 925-808-4371. RSVP to 800-437-7658, Ext. 3 or info@caaonline.org.

- ♦ May 14 General Meeting Richmond, CA
- ♦ August 13 General Meeting Richmond, CA
- ♦ November 12 Holiday Party/Election Richmond, CA

Mike Salk
EBAA President



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GLASAA

Greater Los Angeles Security Alarm Association

By David Michel, President

GLASAA MEETINGS 2013

- ♦ April 16..... General Meeting Burbank
- ♦ June 25 Scholarship Awards Los Angeles
- ♦ August 13 Harbor Cruise Marina Del Rey
- ♦ October 3..... Golf Tournament..... Moorpark
- ♦ December 10 Holiday Party/Elections Los Angeles

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

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

GLASAA Meetings and Events

Please visit our website at www.glasaa.com

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



Gina Franco of Post Alarm with Tony Smith of Security Finance at the GLASAA meeting.



CAA Executive Director Jerry Lenander, CAA Vice President Cathy Rempel, GLASAA President David Michel, CAA Past President Jon Sargent and CAA President Bob Michel at the GLASAA meeting.



Mark Sepulveda of USA Alarm Systems with Long Beach Police Chief Jim McDonnell.



CAA Legal Counsel Lessing Gold and Sandy Gold welcomed Chief Jim McDonnell to the GLASAA meeting.

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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. 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.

Visit our website: www.sandiegosecurityassociation.org

CAA Palm Springs Convention - May 1 - 4

Registration, hotel and information:

www.caaonline.org

CAA Office: 800-437-7658 ext. 3

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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. 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

♦ September 19 IEAA Meeting Riverside

♦ November 14 IEAA Meeting Riverside

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

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.



IEAA was well represented at the OCAA/IEAA Public Safety Forum with Davin Roos of ASG, Cristine Gainennie of Irvine Police Department, Dale Williams of Pacific Alarm Service, Morgan Hertel and Devin Williams of Rapid Response Monitoring.

Oscar Resendiz of Riverside County Department of Public Social Services and Richard Jimenez of IE Alarms welcome FARA President Kerry MacDonald of the Riverside Police Department as the keynote speaker for the OCAA/IEAA Public Safety Forum.



MID-CAL

Alarm
Association

MID CAL ALARM ASSOCIATION

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

MID CAL MEETINGS

♦ May 9 General Meeting Fresno

♦ August 8 General Meeting Fresno

♦ November 4 Mid Cal Gold Tournament.....Fresno
Fort Washington Golf Club



Holley Hunt with IEAA Past President Steve Sopkin of Mijac Alarm and IEAA Executive Director Sylvia Jimenez.



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GREATER VALLEY ALARM ASSOCIATION

By Dana Buck, President

GVAA Meetings

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

GVAA MEETINGS

- ♦ April 4..... General Meeting Stockton
- ♦ July 11..... General Meeting Stockton
- ♦ October 17 General Meeting Stockton



SACRAMENTO AREA ALARM ASSOCIATION

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

By Ben Martinez, President

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 18..... Police Forum..... Old Town Sacramento
- ♦ June 20 Monte Carlo Night Old Town Sacramento
- ♦ July 13 Day at the Lake Sacramento
- ♦ July 25 Access/Video/Sound Forum ... Old Town Sacramento
- ♦ August 22 Vendor Expo Old Town Sacramento
- ♦ September 12 ... Fire Forum..... Sacramento
- ♦ December 12 Holiday Party/Elections..... Old Town Sacramento

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

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

Benny M. Martinez, SAAA President 2012
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SILICON VALLEY ALARM ASSOCIATION

SVAA MEETINGS

Please join us for the SVAA General meetings in 2013:

- ♦ April 2
- ♦ July 17
- ♦ October 16

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 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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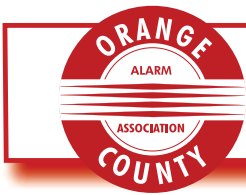


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ORANGE COUNTY ALARM ASSOCIATION

P.O. Box 2149, Newport Beach, CA 92659
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www.alarmassociation.org

By Steve Maris, President

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.

OCAA 2013 CALENDAR

- ♦ May 15..... General Meeting Orange Hill Restaurant
- ♦ June 13 OCAA Golf Tournament..... Tijeras Creek Golf Club
- ♦ September 18.... General Meeting Orange Hill Restaurant
- ♦ November 13 General Meeting Orange Hill Restaurant

City of Irvine Alarm School Schedule:

April 16 – 9:00 AM

July 16 – 9:00 AM

October 15 – 9:00 AM

For more information on Alarm School, please contact:

Irvine Police Department

Cristine Gaiennie, Regulatory Affairs Supervisor

949-724-7066

cgaiennie@cityofirvine.org

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

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:

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.



Ted Link of
ABA Alarm
Company with
Tim LeBlanc
of TriStar
Monitoring.

Lynn Chen of
Earl Security
with Deanna
Blair of Video-
fied at the
OCAA/IEAA
Public Safety
Forum.



Phea Phan
of National
Monitoring
Center with
Gary Gravett of
Connect-Air at
the public safety
forum.



Chuck Landfried of Private Security meets with Jeffrey Mook and Julie Shippee of GMS at the OCAA/IEAA event in Anaheim.



Mike Salk of Reed Security, Bob and Jeanne Michel of Valley Alarm and CAA Past President Ted Willie at the OCAA/IEAA Public Safety Forum.



CAA President Bob Michel spoke to more than 150 people from alarm companies, vendors and public safety agencies at the event in Anaheim.



SVAA President Mark Simpson of RFI Enterprises with Matthew Brandon of Telguard at the OCAA/IEAA Public Safety Forum.



Tatiana Abramek of NMC welcomed more than 150 people to the OCAA/IEAA Public Safety Forum along with Amanda Garner and Rebecca Meeks of the Garden Grove Police Department.



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Where in the World Is THE MIRROR?

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

Take a photo and email it to info@caaonline.org with description and identification.



Holy smoke! That's Rick Gombar of Rick Gombar Insurance delivering the new Pope his first copy of THE MIRROR.



THE MIRROR was with Sylvia Jimenez at Santa Anita Park to celebrate her birthday with Karen Michel, Raychel Perez, Dave Michel, Jeanne and Bob Michel, Dana Scroggins, Holley Hunt and Richard Jimenez.



THE MIRROR and THE MONITOR were at ESA National Headquarters with Pat Allen, Training and Certification Sales Manager, Tennessee ESA training coordinator LJ Lynes, Kerry Eppler, Training and Certification Coordinator and Michelle Yungblut, Vice President of Training and Certification.



THE MIRROR TJ Lynes of the Tennessee ESA with ESA Vice President Michelle Yungblut at ESA Headquarters in Texas.



Viva THE MIRROR at the Certified Fire Protections March Party in Las Vegas with TriStar Monitoring. Raising the roof were (back row) Carlos Cervantes, Robin Bussey, Tim King, Debbie Padilla and Tim LeBlanc of TriStar Monitoring, Becky Sartain and Doug Sartain. Front row includes Brandy Larson, Rene Murillo, Juan Caballero, Miguel Cervantes, Oscar Nuno and Annie Wong.



John Kaloper of DSC, Debbie Padilla of TriStar Monitoring and Gary Gravett of Connect-Air with THE MIRROR at the OCAA/IEAA Public Safety Forum.



Phea Phan of National Monitoring Center, Julie Shipee of GMS, Florida ESA Vice President Jeff Martin and Jeffrey Mook of GMS with THE MIRROR at the GLASAA meeting.



Mitch Reitman of SIC Consulting made sure THE MIRROR was with his son Joseph at his Bar Mitzvah in Dallas along with Jeanne and Bob Michel of Valley Alarm and Robbie and Merlin Guilbeau of ESA.

Phil Raacke of San Marino Security, Andrew Davis and Cathy Rempel of American Security Integrators and Sara and Dario Santana of Layer3 Security with THE MIRROR at the Mace CS Expo in Anaheim.



THE MIRROR was with Mark Sepulveda, David Michel, Jon Sargent, Chief Jim McDonnell and Bob Michel at the GLASAA meeting at the Los Angeles Police Academy.




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Where in the World Is THE MIRROR?

continued



THE MIRROR was with CAA Associate Director Sam Aviles of Fire-Lite, Tataina Abramek, Phea Phan and Todd Shuff of NMC, CAA President Bob Michel and Bob Dialto of NMC at the OCAA/IEAA Public Safety Forum.



Hal and Diane Lewis made sure they had THE MIRROR with them when they visited Snowmass, CO.


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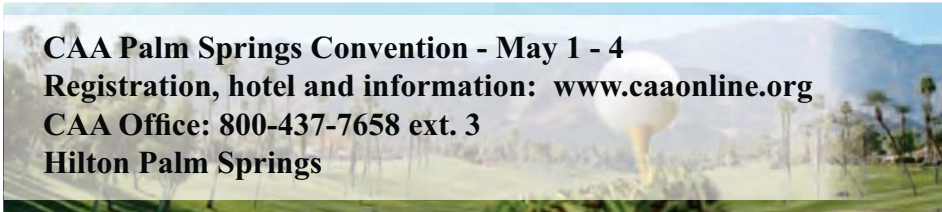
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INDUSTRY NEWS

Mission 500 Honors Leaders

Mission 500, a charitable organization engaging security professionals to sponsor needy children through the World Vision organization, announced the winners of its annual Humanitarian and Corporate Social Responsibility (CSR) awards. The award is designed to honor companies in the security industry who make important contributions to those in need.

Systems Integrator Convergent Technologies is being honored with the 2013 Mission 500 CSR award. Convergent encourages their colleagues to live these on a daily basis, whether at home, work, or in their communities and they regularly share their values and beliefs with their clients and business partners. One of these values, "they believe in balanced lives," supports their belief that it is important for all of us to balance our time, energy, and commitments across our families, our business, and our communities. On Convergent day 2012 alone they donated over \$730,000 in their colleagues' time, material and services.

Michael Keegan is the recipient of the 2013 Mission 500 Humanitarian award. The purpose of the Mission 500 Humanitarian Award is to honor individuals in the security industry who make important contributions to those in need. Michael has been involved in the security industry for more than 27 years; currently, he serves as the Vice President of the Board of Directors for Teton Youth and Family Services (TYFS) in Jackson, Wyoming. For the past three years, he has organized and spearheaded a golf tournament that unites the community and raises more than \$35,000 each year for the TYFS programs.

SIA OnLine TV

The Security Industry Association (SIA) has created a monthly online TV series entitled "SIA Today." This powerful and informative series will be featured on the newly created Global Security Technology TV Channel (GST TV). The series will focus on the state of the ever-changing security industry, including new industry and technology trends. It serves as a significant B2B environment for the SIA membership, as well as for all leaders in the global security and technology space. Dr. Tom Cellucci, former Chief Commercialization Officer for the U.S. Department of Homeland Security (DHS), and Dr. Ann-Christine Langselius, former marketing and sales vice president for the Swedish Defense & Security Government Agency, are the co-founders of GST TV Channel. "The SIA Today online TV series on GST TV will achieve three major goals and objectives for SIA," said SIA's CEO Don Erickson. "First, it offers our members the benefit of a global forum to inform others of their physical security solutions used to protect critical infrastructure. Second, it fulfills our strategic objective of furthering the SIA brand within the industry. Lastly, it will help to provide our members with timely information from key government decision makers." For more information, visit www.siaonline.org.

TriEd Opening

Tri-Ed will celebrate the grand opening of its Sacramento branch on April 25. Visit www.tri-ed.com for more information.


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By Larry Folsom, President

2013 NSA MEETING DATES

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

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.

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!

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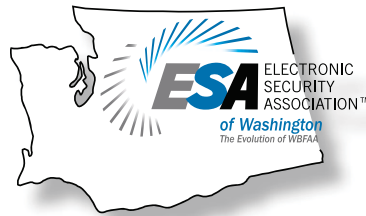
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Susan Brenton, Executive Director
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Beginning May 1, 2013, the state Board of Technical Registration will issue certificates (licenses) to alarm businesses and agents who satisfactorily pass a criminal 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

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By Dimitri Begeor

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OBFAA MEETINGS

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.

The next OBFAA 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 www.linkedin.com/groups?gid=4782456

Facebook www.facebook.com/OBFAA

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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 began in January, 2013. Visit www.WBFAA.net for information or call the WBFAA UATC at 800-809-0280. Classes are 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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May 21-23

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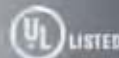
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Electronic Security Association SECURE+ Initiative

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.

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.

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Security Industry Alarm Coalition



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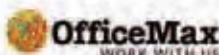
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David Koenig Earns Prestigious Weinstock Award

The Electronic Security Association (ESA) announced that David Koenig of Capital Fire & Security in Madison, WI as the winner of the 2012 Morris F. Weinstock Person of the Year. The announcement came during the association's 2013 ESA Leadership Summit in Orlando, FL. The Weinstock award recognizes an individual for their outstanding achievement and ongoing efforts on behalf of the association.

Koenig's dedication to the security industry, his distinguished performance for the advancement of the industry, his leadership roles on both the national and state levels, his work on several ESA committees, and his tireless support of the association led to his selection as this year's Morris F. Weinstock Person of the Year.

"This great honor is a tribute to everything David has done for ESA and the security industry," said Dan Budinoff, recipient of last year's Morris F. Weinstock Person of the Year award. "I can't think of a better person to succeed me as the winner of this award."

He has served as treasurer of ESA since 2007 and continues to be instrumental in the financial stability and preservation of the association. "David's knowledge, experience, and leadership have had a significant impact on our association and the industry," said ESA President John Knox. "We are proud to honor David with this award for the countless hours he has dedicated to ESA as a volunteer leader." This year's ESA Weinstock/Jackson Award celebration will be held in Nashville, TN on June 18, 2013.

The Weinstock award was first presented in 1970 to honor the lifetime volunteer work of the ESA co-founder and past president Morris F. Weinstock and recognizes volunteer leadership for ESA. The award is sponsored by Interlogix, ESA's exclusive Diamond Executive Strategic Partner.



ESA Honors Those Who Impacted the Security Industry

The Electronic Security Association (ESA) honored outstanding individuals and chapters for their dedication to the electronic security industry during the sixth annual ESA Leadership Summit in Orlando, FL. The Diamond Awards Celebration sponsored by Interlogix, ESA's Diamond Executive Strategic Partner, acknowledges Chartered Chapters and their members who have made significant contributions to the industry in the past year. The winners displayed remarkable geographic diversity, with chapters honored from New Jersey, New York, Utah, Virginia, Arizona, and Tennessee.

The newly named New Jersey Electronic Security Association (NJESA), formerly known as the New Jersey Burglar and Fire Alarm Association, was selected as the Chapter of the Year. This award recognizes NJESA for expanding its membership by attaining numerous new regular and associate members; working diligently with the New Jersey State legislature on important industry issues; and having a major impact on licensing regulations that affect the security industry in New Jersey.

Lynn Comer, president of the Electronic Security Association of Virginia (ESA of Virginia), was presented the Chapter President of the Year Award. Comer shows dedication to the industry through her extensive work on behalf of her chapter and ESA. Comer currently serves as ESA of Virginia president, chair of the ESA Government Relations Committee, and on the Board of Directors for the Installation Quality certification program. Comer's leadership and vision has been instrumental to the growth of her chapter. Since 2010, ESA of Virginia's membership has doubled. In addition, Comer has been actively involved in state legislative issues and taken the initiative to help ESA of Virginia reach its goals.

Michelle Best of the Electronic Security Association of Utah (ESA of Utah) won Executive Director of the Year due to her clear vision and plan of action for her chapter. Best is a well-rounded leader who takes her role within the industry seriously. She serves on the ESA Alliance Council and is an active member of several professional groups.

Dale Eller of ITZ Solutions was named the ESA/NTS Instructor of the Year, awarded in honor of Paul F. Baran, who was an avid leader of NTS training and certification. Eller has had a major influence on the direction of ESA's National Training School (NTS). During his time as an instructor for NTS, Eller has displayed a constructive philosophy toward the alarm profession; strong technical proficiency; and an advanced understanding of technical, sales and business concepts.

Other honors awarded during the Diamond Awards Celebration included the Chapter Newsletter of the Year, presented to the Tennessee Electronic Security Association (TNESA) for its publication THE MONITOR and the Chapter Website of the Year presented to the Arizona Alarm Association (AzAA).

For more information about the 2013 ESA Leadership Summit, please visit www.esa-summit.com.

The advertisement is framed to look like a movie theater. At the top, a white banner with blue text reads "You've read the book... ...now see the movie!". Below this is a stage with red curtains. In the center of the stage is a large, glowing "IQ CERTIFIED" logo. Below the stage, a black box contains white text: "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!". At the bottom, there is a white box with the "IQ CERTIFIED" logo again, the website "www.iqcertification.org", the phone number "866.833.8302", and the text "Watch all the videos on: www.youtube.com/iqcertification".

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APRIL

- 2 SVAA General Meeting Santa Clara
- 4 GVAA Meeting Stockton
- 9 10th Annual AIREF Golf Classic Las Vegas
- 10-12 ISC West 2013 Las Vegas
- 11 NSA Luncheon @ ISC West Las Vegas
- 16 GLASAA General Meeting Burbank
- 17-18 SENTRYCON Mobile, AL
- 18 SAAA Police Forum Old Town Sacramento

MAY

- 1-4 CAA Palm Springs 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 Old Town Sacramento

JULY

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

AUGUST

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

SEPTEMBER

- 19 IEAA General Meeting Riverside
- 11 NSA Membership Meeting Las Vegas
- 12 SAAA Fire Forum TBD
- 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

NOVEMBER

- 4 MID CAL Golf Tournament Fort Washington Golf Club
- 7 GGAA Meeting San Mateo
- 8 NSA Year End Meeting & Party Las Vegas
- 14 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 Old Town 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 10-13 San Francisco
- 2015 May 13-16 Palm Springs Hilton
- 2015 December 9-12 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

June 17-21

Electronic Security Expo, Nashville, TN

Nov. 20-21

ISC East 2013, New York, NY

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