

# THE MIRROR

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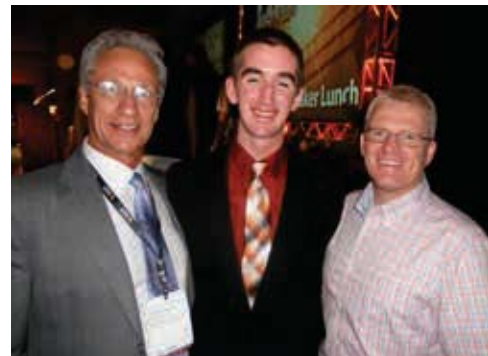


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## 2013 Scholarship Winners



IEAA President Holley Hunt of Bosch Security Systems (far right) presented a \$1,500 scholarship to Brandi Hess who wrote about how her father Wayne Hess of the Riverside City Fire Department helps secure the community.



ESA Vice President Bob Michel and Steve Dixon of Vivint congratulate Cameron Hein of Pinckney, MI for winning the ESA Youth Scholarship top prize of \$10,000. The presentation was made at ESX in Nashville.



CAA/OCAA Youth Scholarship winner Morgan O'Brien with her father Mitchell O'Brien of the Huntington Beach Police Department received her award at the OCAA Dave Keays Memorial Golf Tournament.



Madeline Holcombe, whose father Ranald works for the LAPD, received a \$2,500 scholarship in the CAA/GLASAA Youth Scholarship Program. Along with her family were GLASAA President Dave Michel, Lisa Davis of Vivint and CAA President Bob Michel.

## ESX Is A Winner

The CAA was in the house at ESX Nashville to celebrate Sharon Elder of NMC receiving the SIAC William Moody Award. On hand were David Michel, Bob Michel, Woodie Andrawos, Jerry Lenander, Bob DiAlto, Sylvia Jimenez, Ed Michel, Richard Jimenez and Jon Sargent.



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## PRESIDENT'S MESSAGE



Robert Michel

Just returned from ESX in Nashville. Great meeting, great training, great exhibits, great networking and great fun. If you are not a regular at ESX you should become one – it is an incredible growth experience.

I have been thinking a lot lately about the huge changes that are taking place in our industry. For most of my career, I have thought that the most exciting and transformational period for the industry was the era when I came into the business in the early 70's. The sunset of McCullough loops and direct wire. The advent of the digital dialer. The end of brass strikers, ball-traps, lacing and foil. New electronic devices and control panels. But my thinking has changed lately. I believe, in fact I think I know, that we are in the most exciting period right now. It seems as though the electronic revolution has finally discovered the security industry. Things are changing at light speed. Remote control, smart phone apps, cloud based services, true integration, etc. And that is just the equipment side.

New major players are entering the business. Welcome to the jungle! Some of the old "majors" have changed. And some of the smaller players have become large – huge even. CAA welcomes all. Working together we can protect the industry and the public. And most of the new entries seem to understand that the rules were established to ensure those protections. But some seem intent on creating loopholes and special operating rules for themselves. It is our job, as an association and as an industry, to ensure that the consumer is protected, and that the highest degree of professionalism is maintained.

Training will be more important than ever, and it will be more and more difficult to keep up with advances in technology. Bundling and the huge new market will attract other big players. There is an incredible "Oppor – Threat" before us. An opportunity, and a threat – change and grow, or get left behind.

Our associations are more important than ever. They will need to change and grow also. CAA is working hard at being the association for the future. Our board members, committees and Executive Director's office are all committed to that effort. Look for exciting announcements coming soon. And, as always, if you have any thoughts or ideas, please contact me directly.

## PUBLIC SAFETY LIAISON

### Security Industry Alarm Coalition (SIAC)

Visit [www.SIACinc.org](http://www.SIACinc.org) for alarm management resources for alarm companies, law enforcement and public safety policy development officials. Resources include model ordinance, ECV information and alarm school materials.



Security Industry Alarm Coalition



## ASSOCIATES CORNER

### The Buying Decision Process

One of the most controversial concerns confronting the salesperson is to identify how the prospect is going to make their buying decision. It is because of this subconscious concern being harbored by the salesperson that all too often they fail to recognize how the real decision making is processed. Much to the chagrin of the salesperson, prospects do not always make their buying decisions the way the salesperson

By Harvey Eisenstadt

believes they do. Couple this with the fact that more often than not what the prospect is telling you is merely what they want you to hear and not what is actually acting as the basis prompting their decision. Regardless of what you are selling, and to whom you are selling, prospects will almost always make their purchasing choice employing the same decision criteria. The salesperson's challenge is to first understand this process and how the prospect reaches their decision to purchase, or arrives at another decision which may be to go to a competitor or not purchase at all. When the salesperson understands

this thought process, they will then be in the enviable position of directly addressing the prospect's decision process criteria and begin to enjoy a boost in their sales success. So, let's take a look at two of the critical criteria that have a direct influence on the prospect's purchasing decision.

The first critical criteria the salesperson must recognize is that the prospect will almost always lead with their personal or emotional reasons for wanting to learn more about why they should consider your product or service. Here the prospect has to very quickly identify with the benefit and/or value of what they are hearing to them. Their decision to purchase will not be satisfied unless they begin with their recognition of what the product or service can do for them. The salesperson must deliver this decision-influencing statement in their initial comments, or in the first paragraph if they are communicating via e-mail or printed matter. The prospect will not move to the second criteria unless they have satisfied this personal or emotional temptation which has been said so often as "what's in it for me."

Once the prospect has satisfied their personal or emotional temptation, they now have to recognize how they will employ this product

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or service to reap the benefits or value of what it offers to them and how it satisfies their needs. This is the second critical criteria of what you might refer to as the one-two punch. The prospect now has to validate their personal reasons with facts. What will the results of these benefits be to my business or to me personally? How will it increase my sales? How will it secure my facilities? How will it reduce my overhead? These are just some of the questions that your product or service must answer for the prospect. You can probably add some of your own depending on the product or service you are selling.

It is at this juncture that you focus on the product or service details that identify with what you learned are the needs of the prospect, and specifically answer these questions. Provide them with the fact-based justification to support what you have initially introduced as the benefits and value of your product or service to them.

Once you have united these two critical criteria, first by engaging them personally or emotionally to identify with the benefit or value to them, and then next by having them recognize how these benefits and value will be achieved, you have presented the prospect with the critical criteria for their decision-making process, moving them forward towards the decision to purchase from you.

You have significantly increased the probability that they will say yes when you ask for the order.

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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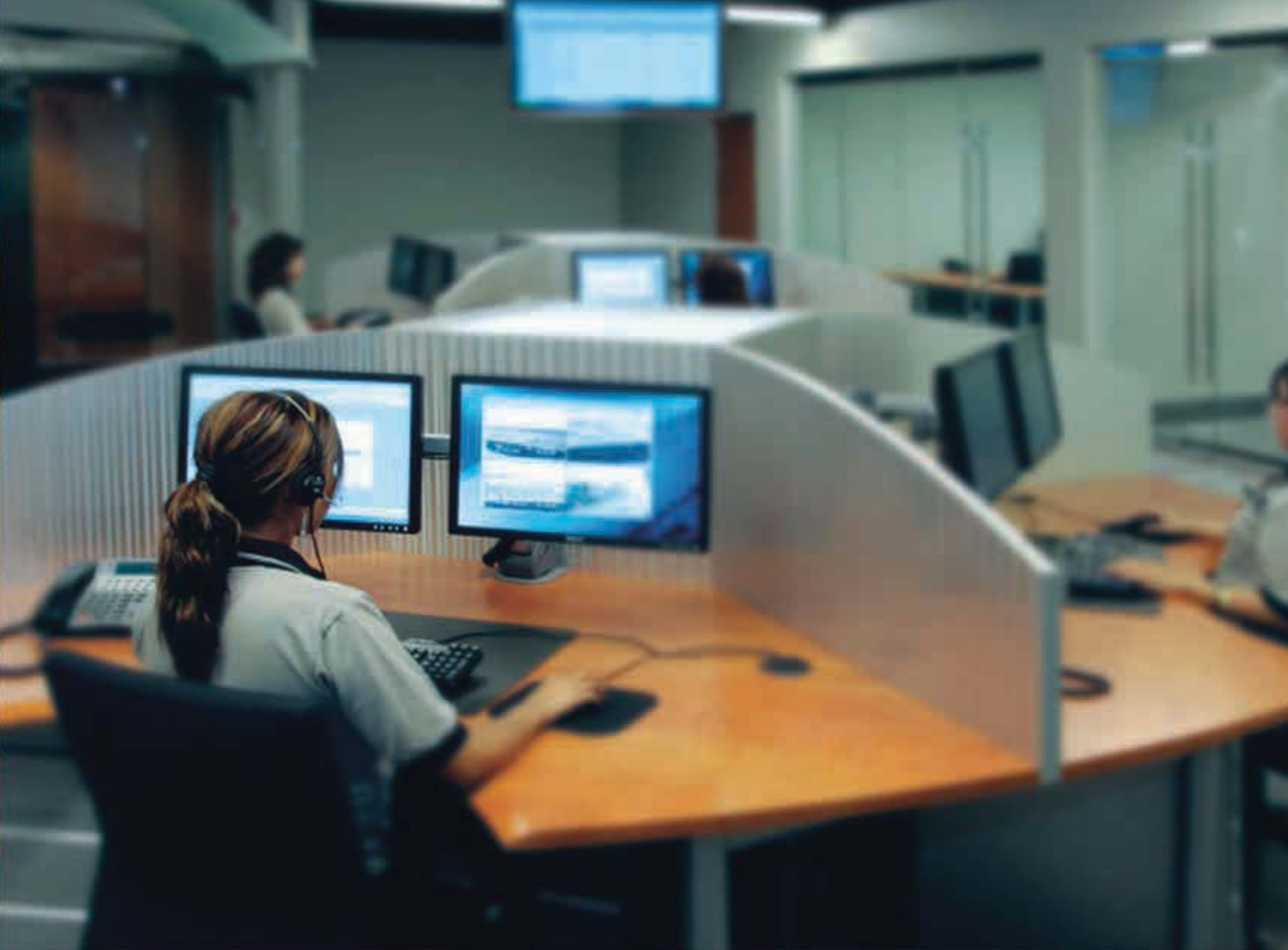
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# LEGISLATIVE WATCH

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

*By Don Gilbert, Mike Robson, and Trent Smith*

(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**

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# ASSOCIATES NEWS



**VOLUTONE** scored another big win in the Security world as they hosted the 2nd Annual So Cal Surveillance & Intrusion Event at their Van Nuys Superstore location. There were more than 25 dealers, vendors and staff including no less than 30 major surveillance and intrusion companies such as Digital Watchdog, 2GIG, Versiton, and IC Realtime who presented expo style displays,

trainings and one-on-one product discussions. "Volutone is without a doubt the leader in driving dealers and awareness to our product," said one of the show vendors. Other highlights included Volutone's dynamic "Wireless and Alternative Power Solution" display and tower, music by the Black Canyon Band, and the famous In-N-Out Burger truck. "Our 2nd Annual Surveillance Event topped even my expectations for reaching our dealers and making the type of impact that Volutone is known for," said Vice President Trevor Hansen. For more information, visit [www.volutone.com](http://www.volutone.com).

**BOSCH SECURITY SYSTEMS** announced its request-to-exit detectors have opened more than 2.5 million doors across the U.S. as the company celebrates the product family's 20th anniversary. The detectors are installed in airports, office buildings, government facilities, hospitals, retail stores and in many other applications throughout

the nation. The performance of the DS150i Series and DS160 Series Request-to-exit Detectors continues to exceed the rigorous demands of their applications. Improvements in the design of the products made in recent years resulted in a 40 percent increase in reliability—helping to reduce service calls once the detectors are installed. The DS150i and DS160 devices detect motion in their coverage area and signal an access control system or door control device. They can be used with single or double doors and are wall or ceiling mountable. For more information, visit [www.boschsecurity.us](http://www.boschsecurity.us).

**BOSCH SECURITY SYSTEMS** has created a new inside sales team to better service its customers with a more pro-active and focused approach. The team of 12 associates is dedicated to working closely with customers to help them create high-quality solutions using products from the company's broad portfolio of systems for communications, video surveillance, access control, and intrusion and fire detection. "Bosch is introducing new products at a rapid pace, and the inside sales team is helping to make customers aware of the tremendous value these innovative solutions can bring to them and their clients," said Jim Musshafen, director of sales operations, Bosch Security Systems, Inc. "This group is unique among security industry manufacturers and demonstrates how Bosch is continually evolving to lead in the service and support offerings we provide our dealers." For more information, visit [www.boschsecurity.us](http://www.boschsecurity.us).

**BOSCH SECURITY SYSTEMS** signed a new agreement with Ingram Micro Inc. to make its products available to the distributor's channel partners in the U.S. Customers of Ingram Micro's Physical Security business unit will now have access to Bosch's broad portfolio of products and systems for communications, video surveillance, intrusion detection and access control. "The rapid adoption of IP-based systems is driving new opportunities for IT resellers and systems integrators to expand their offerings to include physical security and communications solutions for their customers," said Jeremy Hockham, President of Sales – Americas, Bosch Security Systems, Inc. "As a result of this agreement, more businesses will benefit from the unique features and reliable performance that our systems deliver; and, our channel partners will gain access to Ingram Micro's robust training resources and vast knowledge and experience in IP technology, integration and data storage." The Ingram Micro Physical Security business unit makes it easier for IT resellers and traditional security dealers to transition to IP security technology. For more information, visit [www.boschsecurity.us](http://www.boschsecurity.us).

**UNITED CENTRAL CONTROL (UCC)** announced a strategic partnership with CheckVideo to offer a robust menu of monitored video services to UCC customer accounts. UCC and CheckVideo



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# ASSOCIATES NEWS

have already begun to provide accredited video surveillance services sales and technical training to the UCC dealer network. "The opportunity in video is enormous. Video alarm verification is just the tip of the iceberg," said Mark Matlock, Senior Vice President, UCC. In partnership with CheckVideo, UCC will offer video services including video detection and response, video alarm verification, virtual guard tours, access control and business optimization. For more information, visit [www.teamucc.com](http://www.teamucc.com) and/or [www.checkvideo.com](http://www.checkvideo.com).

**DMP** has released the newest version of the XTLC™ Wireless Burglary Control Panel. The new XTLC has CDMA Cellular technology on-board allowing dealers to increase the life of their installations. This new model is in addition to the recently added XTLCN (Network Communication) and XTLCN-WiFi (WiFi Communication). Together, these communication capabilities create the fastest-installing panel with the most secure alarm communication available. For more information, visit [www.dmp.com](http://www.dmp.com).

With a **NAPCO** Gemini Panel at the heart of a full iBridge interactive connected home automation system, controlling locking, security, video, temperature and/or lighting, homeowners will now have complete access control capabilities of their Kwikset SmartCode locks. Each account's Z-Wave device settings and home automation schedules are backed-up &/or restored from the Cloud, easily with iBridge's dealer-saver remote features. iBridge Systems, integrating popular Kwikset Locks, provide a great new source of RMR for dealers, for new and

existing alarm accounts, and a more-cost-effective means of competing with any large company, cable or telephone service provider. For more information, visit [www.napcosecurity.com](http://www.napcosecurity.com)

The **SAFE** Car, empowered with **FST21** technology, provides an unprecedented level of control, convenience and security that's in keeping with the newest lifestyle and technological capabilities. **SAFE** Cars are essentially roaming WiFi hotspots that afford their owners unprecedented access to the vehicle and its functions. **SAFE** Cars provide the peace of mind that comes from knowing your car cannot be stolen, who is in it, where it is, how fast it is traveling, and more. "This partnership forged between **SAFE** and **FST21** represents technology at its best," says Lana Corbi, Executive Vice President of **SAFE**. "Incorporating **FST21** technology into our own allows us to deliver more than either of us can do alone. Together, we're even greater than the sum of our parts." For more information, visit [www.SAFE-US.com](http://www.SAFE-US.com).

The **CONTROL CENTER**, **RFI**'s 24-hour 5-Diamond UL Monitoring Center, is soon to be the first California monitoring center to implement the Automated Secure Alarm Protocol (ASAP). This is the next generation for the processing of information from alarm monitoring stations needing emergency dispatch. This protocol was founded through the joint partnership of APCO (Association of Public-Safety Communications Officials), CSAA (Central Station Alarm Association), and NLETS (Interstate Justice and Public Safety Network System). PSAP is the call center responsible for processing requests for emergency responding agencies (police,

fire, ambulance, and other). The protocol reduces the two-to-three minute relay currently in place by allowing a computer at the dispatch center to process data. ASAP is a public-private partnership designed to eliminate telephone calls from alarm companies, eliminate miscommunications by alarm company operators and 9-1-1 PSAP call-takers, and reduce 9-1-1 processing time by two-to-three minutes or more. The reduction in 9-1-1 processing time has the potential for an equivalent reduction in response times by public safety first responders, resulting in a likelihood of increased law enforcement apprehensions made, fires extinguished more quickly and lives saved. For more information, visit [www.rfi.com](http://www.rfi.com).

**MONITRONICS** welcomed Kristin Clark as its new Senior Director of Marketing where she will oversee Monitronics' marketing and lead generation efforts and assist with customer relationship marketing activities. She has worked in the security industry for 14 years, most recently for two years as Vice President of Marketing for Devcon Security. Clark spent 12 years as Director of Media and Market Planning for Brink's/Broadview Security, where she oversaw strategic marketing for new customer acquisition and helped manage the rebranding of Brink's Home Security to Broadview Security. "Kristin brings a wealth of industry experience to the Monitronics team," said Mike Haislip, Monitronics President and CEO. "Her positive-minded leadership and industry insight will be valuable as we move forward with new corporate marketing campaigns to drive new premium leads to the Monitronics Dealer Program."



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The **ELECTRONIC SECURITY ASSOCIATION (ESA)** recently awarded \$20,000 in scholarships to students from Michigan, Arizona, California and Ohio as part of the association's annual Youth Scholarship Program. This year, with Vivint's sponsorship of \$10,000, ESA was able to increase the prize amounts and expand the awards to include third and fourth place scholarship winners. Cameron Hein of Pinckney, Mich. received top honors with a first-place scholarship of \$10,000; Courtney DuBois of Chandler, Ariz., won \$5,000 for second place; Allison Gordon of Carlsbad, Calif. took home the third-place \$3,500 scholarship; and Ellen Bley of North Bend, Ohio was awarded a \$1,500 scholarship for fourth-place. Since the ESA Youth Scholarship Program was created in 1996, the association and its affiliated Chartered Chapters have donated more than \$390,000 in scholarship funds to children of police officers and firefighters. "The men and women that serve this country each and every day as police officers or firefighters are heroes and national treasures," said ESA President John Knox. "The work they do in protecting our communities can never be appreciated enough. Awarding scholarships to these fine students is one of the ways we can thank our deserving public safety partners." For more information, visit [www.ESAweb.org](http://www.ESAweb.org).

**AVANTGUARD** will be hosting this year's PERS Summit at the Deer Valley Resort in Park City, UT from September 10-12. AvantGuard will provide alarm dealers with the information and tools they need to successfully market and manage their Personal Emergency Response System (PERS) businesses. "They didn't belong to any association, and the security conferences and trade shows really aren't tailored to those dealers whose primary business is PERS," stated Troy Iverson, VP of Sales and Marketing for AvantGuard. The keynote speakers are Elizabeth Smart and Kristen Simmons. "We also have some exciting new technology companies representing mobile PERS and telehealth," says Iverson. Attendees will gain valuable information and connections from the presentations and networking opportunities that the 2013 PERS sponsors will provide. For more information on becoming an event sponsor, please visit the PERS Summit website at [www.perssummit.com/sponsors](http://www.perssummit.com/sponsors).

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# 2013 Training and Education Calendar

## JULY

July 10  
PSR rep Christina Elliott  
hosting  
ADI Bothell, WA  
[www.prosalesreps.com](http://www.prosalesreps.com)

July 10  
Onion CCTV Monitor  
Counter Day  
Tri-Ed Riverside  
[www.tri-ed.com](http://www.tri-ed.com)

July 11  
PSR rep Christina Elliott  
hosting  
ADI Kent, WA  
[www.prosalesreps.com](http://www.prosalesreps.com)

July 12  
PSR rep Christina Elliott  
hosting  
Tri-Ed Kent, WA  
[www.prosalesreps.com](http://www.prosalesreps.com)

July 12  
Fire-Lite Software  
Applications  
Pleasanton  
[www.firelite.com](http://www.firelite.com)

July 16  
Toshiba Training  
Tri-Ed Sacramento  
[www.tri-ed.com](http://www.tri-ed.com)

July 16-17  
Fire-Lite Systems  
Pleasanton  
[www.firelite.com](http://www.firelite.com)

July 17  
Summer BBQ  
Tri-Ed Denver  
[www.tri-ed.com](http://www.tri-ed.com)

July 17  
Cooper Notification  
Solutions Counter Day  
Tri-Ed Sacramento  
[www.tri-ed.com](http://www.tri-ed.com)

July 18  
Summer IP Training Day  
Tri-Ed San Diego  
[www.tri-ed.com](http://www.tri-ed.com)

July 18  
Kantech & Digimerge  
Tri-Ed Sacramento  
[www.tri-ed.com](http://www.tri-ed.com)

July 23  
PSR rep Christina Elliott  
hosting  
ADI San Leandro  
[www.prosalesreps.com](http://www.prosalesreps.com)

July 23  
Speco Technologies  
Tri-Ed Sacramento  
[www.tri-ed.com](http://www.tri-ed.com)

July 23  
Vitek IP Training  
Tri-Ed Riverside  
[www.tri-ed.com](http://www.tri-ed.com)

July 24  
PSR Stan Hellman hosting  
ADI San Francisco  
[www.prosalesreps.com](http://www.prosalesreps.com)

July 25  
Pelco Counter Day  
Tri-Ed Riverside  
[www.tri-ed.com](http://www.tri-ed.com)

July 25  
PSR rep Stan Hellman  
hosting  
ADI Santa Clara  
[www.prosalesreps.com](http://www.prosalesreps.com)

July 25  
PSR rep Christina Elliott  
hosting  
ADI Wilsonville, OR  
[www.prosalesreps.com](http://www.prosalesreps.com)

July 26  
PSR rep Christina Elliott  
hosting  
Tri-Ed Beaverton, OR  
[www.prosalesreps.com](http://www.prosalesreps.com)

July 30  
GRI Counter Day  
Tri-Ed Riverside  
[www.tri-ed.com](http://www.tri-ed.com)

July 31  
Summer BBQ  
Tri-Ed Denver  
[www.tri-ed.com](http://www.tri-ed.com)

July 31  
Summer BBQ  
Tri-Ed Denver  
[www.tri-ed.com](http://www.tri-ed.com)

## AUGUST

August 12  
Fire-Lite Software  
Applications  
Sacramento  
[www.firelite.com](http://www.firelite.com)

August 14  
Summer BBQ  
Tri-Ed Denver  
[www.tri-ed.com](http://www.tri-ed.com)

August 21  
PSR rep Christina Elliott  
hosting  
ADI Boise, ID  
[www.prosalesreps.com](http://www.prosalesreps.com)

August 27-28  
Fire-Lite Systems  
Sacramento  
[www.firelite.com](http://www.firelite.com)

Aug 27 - 29  
The evolution of NFPA 72  
Fire Alarm Plan Review  
Roseville  
[www.cafaa.com](http://www.cafaa.com)

**SEPTEMBER**

September 5  
Austin Product Showcase  
Holiday Inn Austin, TX  
[www.tri-ed.com](http://www.tri-ed.com)

September 10-11  
Fire-Lite Systems  
Burbank  
[www.firelite.com](http://www.firelite.com)

September 12  
Fire-Lite Software Applications  
Burbank  
[www.firelite.com](http://www.firelite.com)

September 17  
Customer Appreciation Day  
See the Colorado Rockies take  
on the St Louis Cardinals  
Tri-Ed Denver  
[www.tri-ed.com](http://www.tri-ed.com)

September 18  
Summer BBQ  
Tri-Ed Denver  
[www.tri-ed.com](http://www.tri-ed.com)

September 21-22  
CPP, PCI and PSP Certification  
Reviews  
Chicago, IL  
[www.asisonline.org/education](http://www.asisonline.org/education)

September 23  
ASIS Foundation Golf  
Tournament  
Harborside International Golf  
Club  
Chicago, IL  
[www.asisfoundation.org](http://www.asisfoundation.org)

September 24-26  
Understanding the 2010 NFPA  
72  
Jump into Fire  
Fire Alarm System Design  
Merced  
[www.cafaa.com](http://www.cafaa.com)

September 24-27  
ASIS 2013  
Chicago, IL  
[www.asis2013.org](http://www.asis2013.org)

September 26  
ASIS Foundation Night  
Willis Tower, 99th Floor  
Chicago, IL  
October 1-2  
Fire-Lite Systems  
Portland, OR  
[www.firelite.com](http://www.firelite.com)

## OCTOBER

October 12  
Fire-Lite Software  
Applications  
Portland, OR  
[www.firelite.com](http://www.firelite.com)

October 12  
Fire-Lite Software  
Applications  
Houston, TX  
[www.firelite.com](http://www.firelite.com)

October 15-16  
Fire-Lite Systems  
Houston, TX  
[www.firelite.com](http://www.firelite.com)

October 21-22  
Conducting Corporate  
Investigations  
Scottsdale, AZ  
[www.asisonline.org/education](http://www.asisonline.org/education)

October 21-23  
Video Surveillance:  
Applications and Advances  
Scottsdale, AZ  
[www.asisonline.org/education](http://www.asisonline.org/education)

October 22-24  
Jump into Fire  
Smoke Control  
Electrical Requirements  
Burbank  
[www.cafaa.com](http://www.cafaa.com)

October 23-24  
Investigative Interview  
Methods  
Scottsdale, AZ  
[www.asisonline.org/education](http://www.asisonline.org/education)

October 24-25  
Cloud Computing:  
Security's Transformation  
Technology  
Scottsdale, AZ  
[www.asisonline.org/education](http://www.asisonline.org/education)

## NOVEMBER

November 5-6  
Fire-Lite Systems  
Denver, CO  
[www.firelite.com](http://www.firelite.com)

November 12  
Fire-Lite Software Applications  
Denver, CO  
[www.firelite.com](http://www.firelite.com)

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

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

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

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

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

## DECEMBER

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

December 12  
Fire-Lite Software Applications  
Dallas, TX  
[www.firelite.com](http://www.firelite.com)

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

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

### SDSA CALENDAR

- ♦ August 29 ... SDSA Meeting.....Del Mar Race Track
- ♦ Sept.17 ..... SDSA General Meeting .....San Diego
- ♦ Dec. 11 ..... SDSA Holiday Bash.....San Diego



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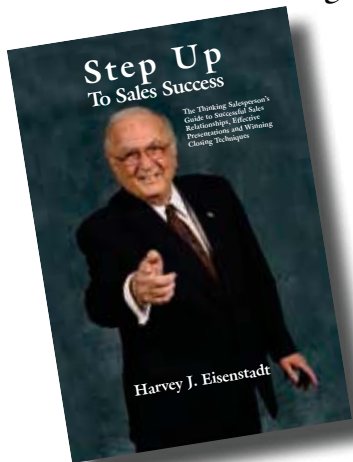
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# GLASAA

Greater Los Angeles Security Alarm Association

By David Michel, President

## GLASAA MEETINGS 2013

- ♦ August 13 .... Harbor Cruise ..... Marina Del Rey
- ♦ October 3..... Golf Tournament..... Moorpark
- ♦ Dec. 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.org](http://www.glasaa.org)

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

David Michel

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

GLASAA President



Paul and Ingrid Eisenstadt of Protection Alarms with Christopher Baskin of ATW and Heather Klotz-Young of SDM following the PERS Forum at the GLASAA meeting.



Lisa Davis of Vivint, Bob Jennison of Post Alarms, Los Angeles County District Attorney Jackie Lacey, CAA President Bob Michel and Charles Schwager of BPSD at the GLASAA meeting.



Gabrielle, Savannah, Ranald, Madeline and Commie Holcombe celebrate the CAA/GLASAA Youth Scholarship Award of \$2,500.



Lisa Davis of Vivint, who donated \$10,000 to the CAA Youth Scholarship Program, addressed the GLASAA meeting.



Bob and Dave Michel with CAA/GLASAA Youth Scholarship recipient Erica Chui and her mother and Lisa Davis of Vivint at the annual awards event.



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## SVAA MEETINGS

Please join us for the SVAA General meetings in 2013:

- ♦ 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@caonline.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.



## INLAND EMPIRE ALARM ASSOCIATION

By Holley Hunt, President

IEAA is a professional association of alarm companies and leading industry specialists, focusing on bringing together the best resources possible for the mutual benefit of all members and associates. It is our goal to bring knowledgeable people together as a resource to better protect your business and your customers' safety. Please make time to come out and be a part of what I believe is the future of the alarm industry in California. Professional, Beneficial, Informational.

## IEAA Meetings

- ♦ July 15-17..... Annual International Crime Conference .....Riverside Marriott
- ♦ Sept. 19..... IEAA Meeting .....Riverside
- ♦ Nov. 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

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## 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

## SAAA 2013 Meeting Schedule

- ♦ July 18..... Monte Carlo Night .....Sacramento
- ♦ Sep. 12 ..... Fire Forum.....Sacramento
- ♦ Dec.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  
O: 800-230-1654 x 136, C: (510) 750-0252  
bmartinez@gcsmonitoring.com



## Dana Scroggins

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**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 Mike Salk 510-652-2477. RSVP to 800-437-7658, Ext. 3 or [info@caaonline.org](mailto:info@caaonline.org).

- ♦ August 13 .... General Meeting ..... Richmond, CA
- ♦ Nov.12..... Holiday Party/Election..... Richmond, CA

Mike Salk  
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## MID-CAL



## MID CAL ALARM ASSOCIATION

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

### Save the Date! November 4, 2013

Join the Mid Cal Alarm Association of the Inaugural Mid-Cal Golf Tournament. Golf will be played at the Fort Washington Country Club in Fresno, CA.

### MID CAL MEETINGS

- ♦ August 8 ..... General Meeting ..... Fresno
- ♦ Nov. 4 ..... Mid Cal Golf Tournament..... Fort Washington Golf Club



Mid Cal Alarm Association scholarship winner Jacob Elliot with his father Todd of the Kern Country Probation Department and his mother Mersha.

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## REDWOOD ALARM ASSOCIATION

The fall Redwood Alarm Association meeting is scheduled on October 23 at Johnny Garlicks in Windsor, California. The program topic will be based around ObamaCare and its effects on the alarm industry. The executive board of the Redwood Alarm Association is currently comprised of President, Chuck Petrusha of Advanced Security Systems, Secretary, Sean Cooke of All Guard Systems, and Vice President, Yaqui Lara of Allied Alarms. However, during this meeting elections for the executive board will be held.

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

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

### 2013 RAA MEETINGS

♦ October 22... RAA General Meeting ..... Windsor

### 2014 RAA MEETINGS

♦ January 22... RAA General Meeting ..... Windsor

♦ May 28..... RAA General Meeting ..... Windsor

♦ October 22... RAA General Meeting ..... Windsor

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



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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](mailto:danab@alamoalarm.com) for more information.

♦ July 11 ..... General Meeting ..... Stockton

♦ October 17 .. General Meeting ..... Stockton



GVAA President Dana Buck presented Lauren Penix with the CAA/GVAA scholarship award of \$1,500. Pictured are her father Ronald Penix, Battalion Chief for the Lodi Fire Department, Lauren and Buck. "She was very happy and appreciative and it was very cool to present her the scholarship check with her father present," said Buck. "He was very proud of his daughter, a very smart young woman who is heading to UCLA to start the next chapter of her life."



At the Redwood Alarm Association's quarterly meeting in May, Marissa Greenband was presented the CAA/ESA Youth Scholarship. Pictured from left to right are John Filardo (Vanguard), Sean Cooke (All-Guard), Mitch Reitman (SICC), her father Eric Greenband of the Sonoma County Sheriff's Department, Chuck Petrusha (Advanced Security Systems, Marissa Greenband, her mother Debbie Greenband, Matthew Vogt (Deep Valley), and Riley Sullivan (All-Guard).



## GOLDEN GATE ALARM ASSOCIATION

By Gary Lowndes, President

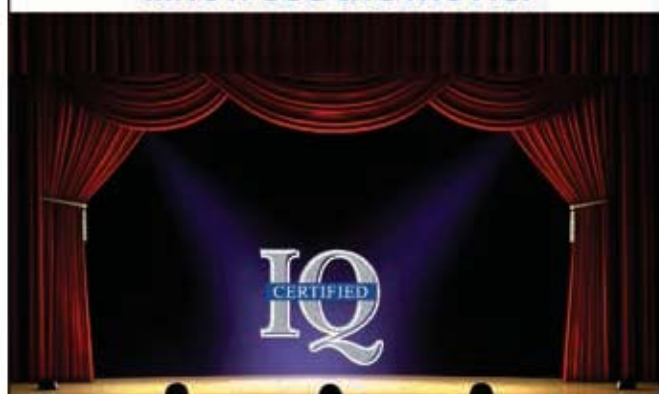
### GGAA Meetings

♦ August 1 ..... General Meeting ..... South San Francisco

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

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

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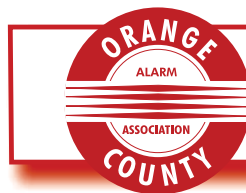
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## ORANGE COUNTY ALARM ASSOCIATION

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www.alarmassociation.org

By Steve Maris, President

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

Irvine Police Department  
Cristine Gaiennie, Regulatory Affairs Supervisor  
949-724-7066 cgaiennie@cityofirvine.org

### OCAA 2013 CALENDAR

- ♦ Sept. 18..... General Meeting .....Orange Hill Restaurant
- ♦ Nov. 13 ..... General Meeting .....Orange Hill Restaurant

### CITY OF IRVINE PERMITS

The City of Irvine requires all alarm users to register their systems with a no fee permit. Alarm users may obtain an alarm permit application at the Irvine Police department website at [www.irvinepd.org](http://www.irvinepd.org). The City also offers quarterly Alarm Awareness Classes to help defray the cost of false alarm fines. For more information about the City's alarm program you can contact the Alarm Coordinator at 949-724-7066. Classes are 9 a.m. - 10 a.m. and fee is \$15. The dates for 2013 are:

July 16

October 15

For information contact:

Cristine Gaiennie, Regulatory Affairs Supervisor  
Irvine Police Dept. 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](mailto:OCAAlarmAssoc@aol.com). Visit our new website at [www.alarmassociation.org](http://www.alarmassociation.org) for meeting information and registration forms, training opportunities, members list and a whole lot more.



Bob Michel, Tatiana Abramek, OCAA President Steve Maris and form Irvine Chief Charles Brobeck presented CAA/OCAA Youth Scholarship winner Morgan O'Brien and her father Mitchell O'Brien of the Huntington Beach Police Department received her award at the OCAA Dave Keays Memorial Golf Tournament with an award of \$3,000.



The understated foursome from GLASAA at the OCAA golf tournament included Bob Michel, Bob Jennison, Ed Michel and Charles Schwager.



Michael Joseph of Mace CS presented Bert Ross of CMS with the Michael Kallio Spirit Award with OCAA President Steve Maris.



Sharon Elder of NMC welcomed Amanda Garner of the Garden Grove Police Department and SDSA Present Sean Hamm to the OCAA golf tournament.



The members of the OCAA presented \$3,000 to the Michael Kallio's daughter's trust fund. On hand were Michael Joseph of Mace CS, CAA President Bob Michel, Rogena Kallio, Chief Charles Brobeck and Kalyn Kallio.

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# ESX in Nashville 2013 - A Very Memorable Time for the Industry



Morgan Hertel of Rapid Response Monitoring with CSAA Executive Director Steve Doyle at ESX Nashville.



CSAA Past President Bud Wulforst with ESA Vice President Ralph Sevinor at ESX Nashville.



Rob Blair of Blair & Co., Deanna Blair of Videofied, Jesse Foglio of First Response Systems and Chuck Donati of DMC Security Services paused on the ESX Nashville trade show floor.



Spreading the good news about associations at ESX Nashville were Tennessee ESA Executive Director Penny Brooks with THE MONITOR, California Alarm Association Executive Director Jerry Lenander with THE MIRROR and CASIA Executive Director Pat Remes with THE SENTINEL.



SIAC presented the William Moody Award to Sharon Elder of National Monitoring Center (Second from left) in recognition of her volunteer efforts on behalf of the industry in California. On hand for the award at ESX Nashville were Jon Sargent of Tyco Integrated Security, former Irvine, CA Police Chief Charles Brobeck and Ron Haner of The Alarm Center.



The ESA Pub Crawl came to a slow end at Tequila Cowboy on Broadway in Nashville.



The ladies of ESA started their day with coffee and catching up on association news with THE MONITOR, THE SENTINEL and THE MIRROR.



David Hood of First Alarm with Pat Allen of ESA and Mark Schiavone of The Baying Group review member benefits at the ESA booth at ESX Nashville.



Association newsletters were required reading at the ESA booth at ESX Nashville for Pat Remes of CASIA, Michelle Marinace, Jeanne Michel of Valley Alarm and ESA Past President Dom D'Ascoli.

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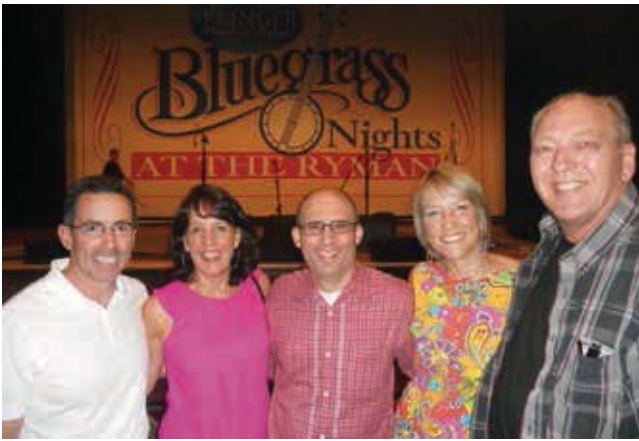
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## More ESX 2013 Activities



Celebrating Bluegrass Nights at the Ryman during ESX Nashville were Michael Keegan of Magnasphere, Mary Beth Shaughnessy of ISC, Steve Paley of ESA of Florida, Tracy Larson of WeSuite, and THE MONITOR Editor Jerry Lenander (Not pictured: Vince Gill).



Dave Lyons of System Sensor, Ken Nelson of Interlogix and Jaclyn Scion of ESA spread the good news of THE MIRROR at the ESA Pub Crawl in Nashville.



Lauren De Marco, Kristen Simmons and ESA Sara Jackson Award recipient George De Marco with Julie De Marco and THE MIRROR at ESX Nashville.



Valley Alarm's Ed, Dave, Jeanne and Bob Michel go their hillbilly on with THE MIRROR at ESX Nashville.

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CAA President Bob Michel with Keith Baird of Honeywell, Brandon Savage of Point Protects and presenter Kristen Simmons.



*THE MIRROR was with the ISC fan club at the ESA Pub Crawl in Nashville.*

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*Pam Benke and Henry Laik of Telguard with CAA Associate Director Sam Aviles of Fire-Lite with THE MIRROR at ESX Nashville.*



*THE MIRROR was with ESA Past President Mike Miller and CAA President Bob Michel when they visited Hikvision in China.*



*Dave Michel of Valley Alarm found a California Bear in Nashville and delivered THE MIRROR.*



*Jeanne Michel of Valley Alarm with ESA Scholarship Chair Kelly Bond of Alarm Capital Alliance at ESX Nashville.*

## CAA Palm Springs Convention Activities



*Sigi Ruiz of DSC  
with Sara Santana  
of Layer3 at CAA  
Palm Springs  
Convention.*



*Charles Schwager,  
Jeanne and Bob  
Michel, Bert Ross,  
Jennifer Holloway,  
Nancy Schwager and  
Rudy Alava caught  
the aloha spirit at the  
CAA Palm Springs  
Convention.*



*The CAA Palm Springs attendees sang and danced into the night.*

*Richard Ramos,  
Dana Scroggins  
and Scott Simmons  
discussed song choices  
for karaoke at the  
CAA Palm Springs  
Convention.*



*Kids showed they got talent at the CAA  
karaoke event.*



*Crooner William Wilke of GMS  
entertained the crowd at the CAA  
Palm Springs Convention.*



*Nathalie Henkner and Sean Hamm of Five Alarm  
Security presented duets under the desert sky.*

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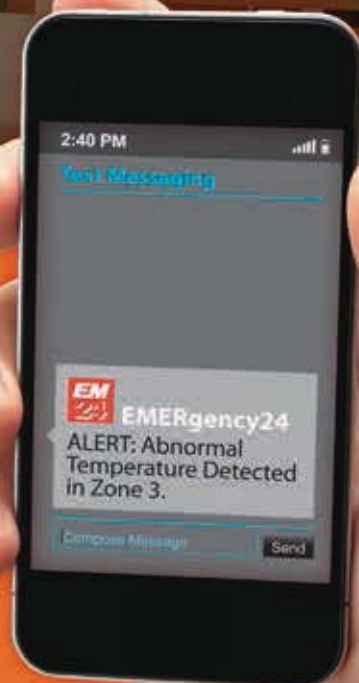
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THE MIRROR was at the 20th Annual Sacramento Asian Peace Officers Association Awards Dinner with Rick Fong former BSIS Deputy Chief, Jon Sargent of Tyco Integrated Security, Randy Kajioka, President of the Asian Peace Officers Association, and Jeff Mason, outgoing BSIS Chief.

## Ladies Who Lunch... Read THE MIRROR

THE MIRROR was at La Vallauris for the annual CAA ladies lunch.



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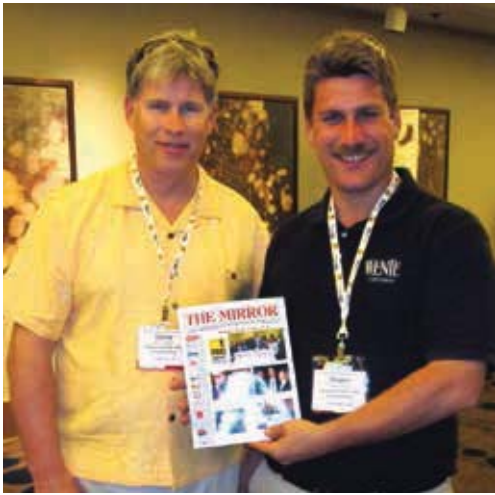
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Gene and Grant Jordan of Advanced Security Engineering with THE MIRROR at the CAA Palm Springs Convention.



Mark Ingram brought The Mirror with him to FST21's corporate office in Israel with CEO and Major General Aharon Zeevi Farkash and Vice President of Sales and Marketing Daniel Peled.



Rick Gombar of Gombar Insurance Services recently spread the good news from THE MIRROR with his colonial cousins.



Joe and Terry Petrillo of SDS said farewell to the CAA Palm Springs Convention but took THE MIRROR.

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Bert Ross of CMS  
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Jon Sargent delivered news on  
the 2013 George A. Weinstock  
Award to Nancy and Charles  
Schwager of BPSD.



### The Mirror in Palm Springs





CAA Executive Director Jerry Lenander delivered THE MIRROR to Jason Van Meter, Tony Wilson and Bert Ross at world famous Hinano's in Venice Beach.



Sandy and Lessing Gold found that Flipper loves THE MIRROR (and not just for wrapping fish).



Sandy Gold of MSK at the U.S. Capitol Building.



CAA Legal Counsel Lessing Gold of MSK at the U.S. Senate Foreign Relations Committee meeting room.



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*By Larry Folsom, President*

### 2013 NSA MEETING DATES

July 10..... NSA Membership Meeting  
 August 14..... NSA Board Meeting  
 September 11 ..... NSA Membership Meeting  
 October 9 ..... NSA Board Meeting  
 November TBD..... NSA Year End Meeting & Party  
 December 10 ..... NSA Board Meeting

Mark your calendars for these informative and fun events!

Member meetings take place at: Marilyn's Café at the Tuscany,  
 255 E. Flamingo Rd, Las Vegas, NV 89169

For more information or to RSVP: [admin@nevadasecurityassociation.org](mailto:admin@nevadasecurityassociation.org)  
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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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By Margaret Spitznas, President

Please visit [www.waesa.org](http://www.waesa.org) for a calendar of events.

July 9 ..... Seattle Annual Golf Tournament ..... Renton, WA  
September 10 ..... 19th Annual Golf Tournament ..... Washington  
September 11 ..... 19th Annual Security Tradeshow ..... Airway Heights, WA

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

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



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Guest speaker was Herb Weisbaum, Consumer Expert from KOMO News Radio.



ESA of Washington Margaret Spitznas thanks the Board of Directors for their volunteer service.

Scholarship winner Jennifer Holmes with her mother and father Raymond Holmes, an officer in the Olympia Police Department.





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## ARIZONA LICENSING

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](http://azleg.gov) under "Bills" go to "Bill Info" then the bill number. AzAA will be sending out more information on this bill soon.

## ANNUAL CONVENTION

Ben Cornett will be the keynote speaker at the 2013 AzAA Annual Convention which will be held August 21 – 23 at the beautiful Talking Stick Resort in Scottsdale. There will be two days of presentations specifically designed for security company owners and top management, technicians and alarm coordinators from the jurisdictions. Speakers will include Gary Pollack with Interlogix on NFPA Code Changes and Carbon Monoxide Gas Detection, Craig Nadeau on alarm.com and many more!

The Convention will begin with the AzAA Annual Golf Tournament on August 21 at the Talking Stick Resort. That afternoon from 4:30 p.m. to 7:30 p.m. will be the Opening Reception and exhibit show which is open to everyone. Don't miss the Law Enforcement Appreciation Dinner on August 22. It's a great opportunity to meet with the Police Chiefs and Alarm Coordinators from jurisdictions around the state. "You Be the Judge" should be a fun presentation on August 23. You will hear two lawyers argue a case and then you decide who wins! For a complete schedule and to register, please visit [www.azalarms.org](http://www.azalarms.org).

## ARIZONA MEETINGS

For information on meetings, please contact the Arizona Alarm Association at 480-831-1318 or [suebrenton@aol.com](mailto:suebrenton@aol.com).



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## OREGON BURGLAR & FIRE ALARM ASSOCIATION



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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

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.

LinkedIn [www.linkedin.com/groups?gid=4782456](http://www.linkedin.com/groups?gid=4782456)

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### 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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- Washington County Sheriff's Office

### OBFAA Membership

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

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

### WBFAA UATC Apprentice Class Begins in August

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

### CERTIFICATION – FIRE/LIFE SAFETY TECHNICIAN - RENEWAL

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

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

### CSLB Enforces Zero Tolerance

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

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## Electronic Security Association SECURE+ Initiative

The Electronic Security Association <http://www.esaweb.org/news/108472/www.esaweb.org> (ESA) web presence helps consumers find the most qualified and trustworthy professionals for their home safety and automation needs. The website, [www.SecurePlus-web.org](http://www.SecurePlus-web.org) <http://www.secureplusweb.org/> showcases ESA member companies who have joined the SECURE+ Initiative. These companies install security systems, along with lifestyle-enhancing features, such as remote control of lighting, air conditioning and heating, making their customers' lives not only safer, but simpler, more energy-efficient and more convenient. For more information about the SECURE+ Initiative, go to [ESAweb.org](http://www.esaweb.org) or contact the ESA Member Service Center at 972-807-6801.

## ESA Member Buying Program

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

## Security America Risk Retention Group

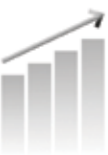
Security America Risk Retention Group (SARRG) is an insurance company developed by the ESA and administered through Marsh Insurance. Security America RRG was formed in 2003 to provide affordable and stable insurance coverage exclusively to ESA member companies. Security America RRG offers general liability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

## NTS Expands Online Courses

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



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

# WESTERN STATES SECURITY ALLIANCE CALENDAR 2013 - 2014

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

## JULY

9	Seattle Annual Golf Tournament	Renton, WA
10	NSA Membership Meeting	Las Vegas
11	GVAA Meeting	Stockton
15-17	Annual International Crime Conference	Riverside
17	SVAA General Meeting	Santa Clara
18	SAAA Monte Carlo Night	Sacramento

## AUGUST

1	GGAA Meeting	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
21-23	AzAA Annual Convention	Scottsdale
29	SDSA Meeting	Delmar Race Track, Sea Biscuit Room

## SEPTEMBER

10	19th Annual Golf Tournament	Washington
11	19th Annual Security Tradeshow	Airway Heights, WA
11	NSA Membership Meeting	Las Vegas
12	SAAA Fire Forum	Sacramento
17	SDSA General Meeting	San Diego
18	OCAA Meeting	Orange
19	IEAA General Meeting	Riverside
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
22	RAA General Meeting	Windsor

## NOVEMBER

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

## DECEMBER

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

## CAA CONVENTIONS

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

## Industry Events 2013

**Nov. 20-21**

ISC East 2013, New York, NY

## Industry Events 2014

**ESA Leadership Summit**

January 19-23, 2014

**AIREF Golf Classic**

April 1, 2014, Las Vegas, NV

**YSP West**

April 2, 2014, Las Vegas, NV

**Electronic Security Expo**

June 24-26, 2014, Nashville, TN

**ESA Summer Conference**

June 23-27, 2014, Nashville, TN

**ESA Professional Groups Kickoff Reception**

June 23, 2014, ESX, Nashville, TN

**ESA Board of Directors Meeting**

June 27, 2014, Nashville, TN



## BSIS Address and Telephone Numbers

Bureau of Security and Investigative Services  
2420 Del Paso Road, Suite 270, Sacramento, California 95834.

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

Main Number: .....916/322-4000  
Toll Free Number: .....800/952-5210  
Licensing Fax Number: .....916/575-7290  
Enforcement Fax Number: .....916/575-7289  
Email: .....[bsis@dca.ca.gov](mailto:bsis@dca.ca.gov)  
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California Alarm Association

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