

THE MIRROR

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Scholarships Take the Spotlight



SAAA Board Members Tauni Wallace and Tim Tracy along with President Ben Martinez presented the CAA Scholarship Award to Ryan De la Cruz Peterson at an event hosted by the City of Folsom. The city honored Ryan for his senior project which was the establishment of a memorial honoring fallen officers.



SAAA President Ben Martinez with scholarship recipient Ryan De la Cruz Peterson.

CAA Youth Scholarship winner Allison Gordon begins her first day at UC Berkeley with THE MIRROR.



Soar with the eagles...

2013 CAA Winter Convention and Tribute Dinner
San Francisco
December 4-7, 2013

CAA CPA Charles Schwager will be presented with the CAA George A. Weinstock Award at the CAA Tribute Dinner in San Francisco on Friday, December 6, 2013.

For more information on the Tribute Dinner and CAA Winter Convention, visit www.caaonline.org.



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PRESIDENT'S MESSAGE



Robert Michel

I mentioned **ESX** in my last column, but only briefly. What a great networking and learning opportunity. California was well represented, with over twenty members attending. And not only attending, but participating, and being acknowledged in special ways.

Our own **GEORGE DE MARCO** is actually the Chairperson for the entire event. George has been involved from the very beginning, and he has been instrumental in the growth and success of the show. This year, ESA recognized George's remarkable

contribution by selecting him to receive the prestigious Sara E. Jackson Memorial Award. The Jackson Award recognizes an ESA committee chairperson who displays outstanding leadership. Certainly, no one is more deserving than George.

California was well represented, with over twenty members

attending. And not only attending, but participating, and being acknowledged

in special ways...

Congratulations to all the winners, and thank you for the work you do on behalf of the industry.

Another Californian honored at ESX was **SHARON ELDER**, who was presented with the 2013 William N. Moody Award by The Security Industry Alarm Coalition (SIAC). Established in 2004, the William N. Moody Award recognizes individuals who are dedicated to alarm management issues. Sharon has successfully worked with officials in many Southern California communities. In the words of SIAC Executive Director, Stan Martin, "Having Sharon in Southern California is like having a SIAC employee or ambassador on the ground. She does a terrific job for us and the industry."

While on the subject of honorees, I must mention **JON SARGENT's** recent receipt of the False Alarm Reduction Association's (FARA) 2013 W. Rex Bell Associate Member of the Year Award. While it didn't happen at ESX, this is an important honor which recognizes outstanding FARA members for their contributions to FARA and the

communities they serve. Jon was selected because of his long term involvement with the false alarm issue, his service on the FARA Communications Committee and his participation in FARA Symposiums.

Congratulations to all the winners, and thank you for the work you do on behalf of the industry.

And congratulations to ESA, CSAA, AE Ventures and everyone who works so hard to make ESX the huge success it is.



ASSOCIATES CORNER

Move the "GateKeeper" Over to Your Side

Some of the most frustrating times for salespeople occur during their cold calling lead generation activities. Getting past the "gatekeeper" all too often becomes a monumental challenge. However, these people have been there forever, are there today and will be there tomorrow. So, understanding what their task is, and why, is critical for the salesperson to have a successful cold calling program. As we move forward our focus will

By Harvey Eisenstadt

be primarily on cold calling. Understand though, that much of the content in this article can also be applied to telemarketing.

Let's begin by recognizing the gatekeeper's responsibility. They are there to act as a buffer between their management personnel and the myriad of vendors and representatives that call on them daily. One of the most common cries in our business community today is "I'm too busy". Quite often this is not just an excuse but a reality so the gatekeeper is charged with the responsibility to identify what would be of value to their company to grant entrance to the caller.

This, of course, presents a problem since all too often the gatekeeper is not thoroughly familiar with the intricate operational details of their business to make the decision on what would be a call worthy of passing through to management. Here is where the salesperson, in their very first few minutes with the gatekeeper, must help them make that decision and move the gatekeeper over to their side. The operative here is to have them immediately identify with a benefit and/or value to their company. It does not have to be detailed nor should it be technical. It must resonate with the gatekeeper as something that might be of interest and value to management. So, where do you begin?

Your very first rule of thumb is to remember politeness. As you introduce yourself exercise courtesy and politeness employing a pleasant body language coupled with a soft caring tone in your voice. Even if the gatekeeper is abrupt and sometimes even rude, very politely acknowledge recognizing their negative response and immediately follow with a powerful benefit that should resonate positively with the gatekeeper. Persistence coupled with politeness will prevail more often than you might expect.

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Let them know you want to work with them and not around them. Even though they may be fairly low on the management scale, such as a receptionist, they like to feel important. Make them realize that you understand that you are not going anywhere without them. You should also let them know that you understand that they are just doing their job and you can truly appreciate that effort. Remind them again of another benefit of your product or service to their company and that their manager, owner or CEO would definitely want to learn more about how they can take advantage of the benefits of this product or service.

A very typical response from the gatekeeper might be "we already have a vendor for that product or service". Since you know that this could very well be their response and ultimately close the door for you, don't wait for that response. Bring it up first. You might say something like this. "You may already have a vendor providing this product or service and I understand that. However, (add another benefit here) we want your management to know about us so if something should change and you decide to bring in another vendor management will remember who we are". At that point ask for a meeting with the manager, owner or CEO.

Don't be surprised at how often you will get past the gatekeeper by exercising understanding, presenting benefits, being personal and doing it in a polite and persistence manner.

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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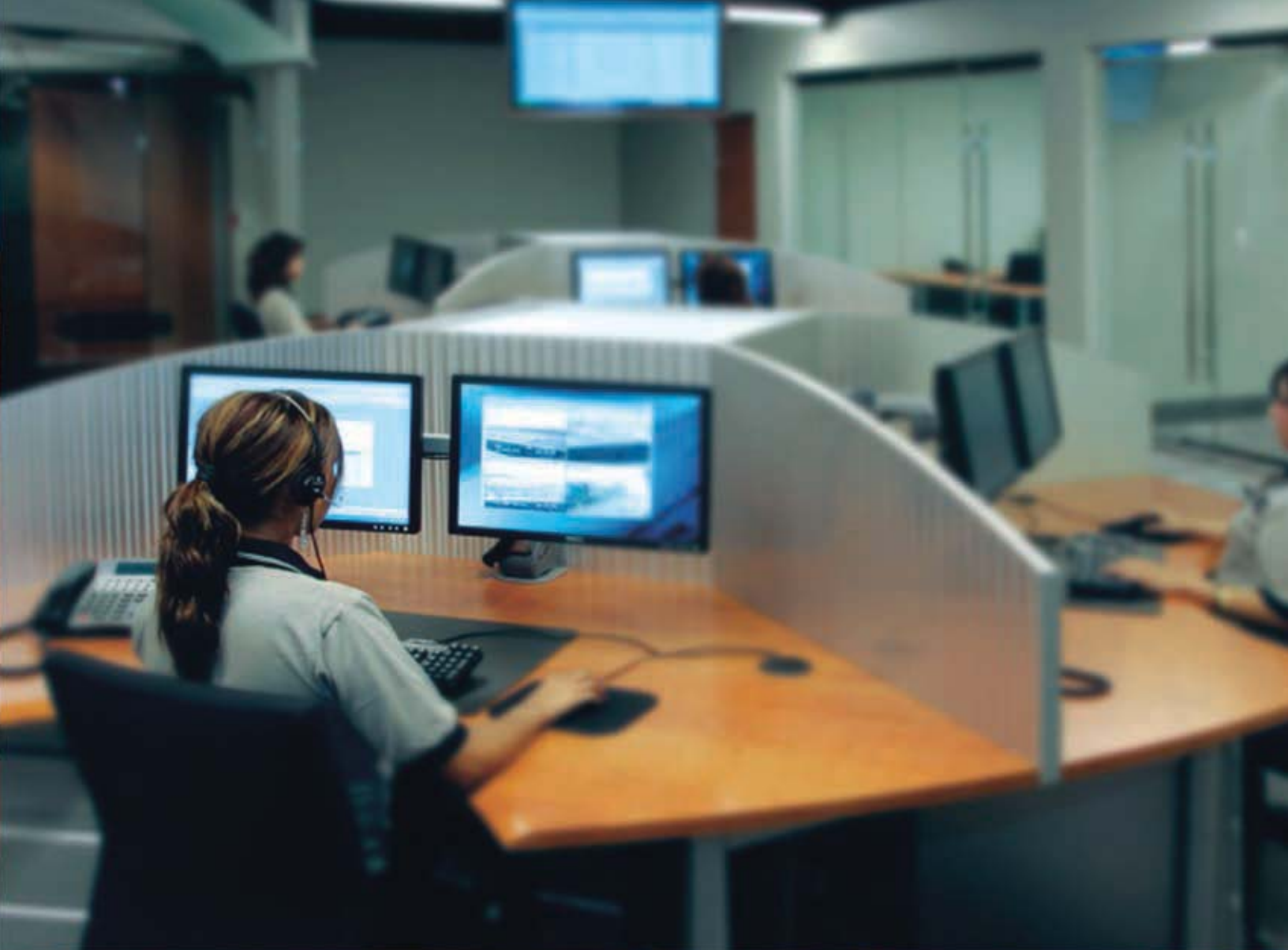
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LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2013

By Don Gilbert, Mike Robson, and Trent Smith

The Political Action Committee (PAC) is an important part of the CAA governmental relations program. In past years, CAA has raised over \$30,000 in its PAC to contribute to business-minded legislators. We want to establish this funding level as a goal for 2013 and encourage CAA members to contribute what they can to reach this goal.

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

CAA PAC FUND CONTRIBUTIONS

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

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ASSOCIATES NEWS

AES CORPORATION announced that Leonard Hanna has joined their sales team managing the Pacific West USA territory. Based out of Washington State, Leonard will be responsible for supporting existing customers and expanding the customer base within the region in conjunction with current rep firm Professional Sales Representatives (PSR), Inc. He will be focused on providing expert sales and service support to our valued partners, collaborating with the Pro Sales Reps staff to strengthen coverage in the 13 state territory (consisting of Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming). According to Tom Kenty, General Manager for AES-IntelliNet, "Leonard is an experienced fire and life safety expert who has managed many accounts throughout the country. Leonard comes with considerable knowledge and understanding of AES technology and opportunities in the marketplace. He is absolutely the right person for the job. We are delighted Leonard has decided to join our team." To learn more about AES-IntelliNet products and services, visit www.aes-intellinet.com.

ADI has expanded its custom AV product offering to include speaker solutions from Klipsch and security industry installers now have access to Klipsch's architectural speakers. With these high performance speaker solutions, dealers will be able to deliver a robust sound experience. "We are excited to work with ADI given the company's expertise and presence in the security industry," said Greg Topp, vice president of sales for Klipsch. "With their national footprint and strong distribution channel, ADI will serve as an extension of our brand and help us reach new customers." Andy Morra, Vice President of



performance speaker solutions, dealers will be able to deliver a robust sound experience. "We are excited to work with ADI given the company's expertise and presence in the security industry," said Greg Topp, vice president of sales for Klipsch.

"With their national footprint and strong distribution channel, ADI will serve as an extension of our brand and help us reach new customers." Andy Morra, Vice President of

marketing at ADI said, "Klipsch is a highly recognized brand with a premier line of products, and by adding them to our portfolio we are strengthening our offering and providing dealers with new opportunities." For more information, visit www.adiglobal.com.

Ascent Capital Group, Inc. announced that its primary operating subsidiary, **MONITRONICS INTERNATIONAL, INC.**, has signed a definitive agreement to acquire Security Networks, LLC. Security Networks provides monitored security system services to residential and commercial customers. Ascent's Chief Executive Officer, William Fitzgerald, commented, "Security Networks provides many of the characteristics that originally attracted us to Monitronics, including a high quality subscriber portfolio, a scalable business model, a very productive dealer affiliate network providing strong account growth, and attractive recurring monthly revenue that generates significant steady state free cash flow. Mike Haislip, President and CEO of Monitronics, stated, "We are very excited about this transaction and want to welcome the Security Networks dealer affiliates and customers on board. The combined company will have an impressive network of over 600 dealer affiliates nationwide and will service over one million subscribers." Richard Perry, President and CEO of Security Networks, added, "Monitronics is a well-respected company and one that has a proven track record of growth in the home security market. I am confident that this transaction is the right next step for our business, creating a compelling growth platform and offering greater value to our customers."

Chief Executive Magazine named **HONEYWELL** Chairman and CEO Dave Cote "2013 CEO of the Year," an honor that recognizes an outstanding corporate leader nominated and selected by peers. The award was featured on the cover of Chief Executive Magazine's July issue and can also be found at ChiefExecutive.net. "It's a great honor to be recognized as Chief Executive's CEO of the Year," said Cote. "I'm proud of Honeywell's performance and the terrific returns we've provided our shareowners. We've transformed Honeywell into a global growth company, led by common initiatives, behaviors, and processes." For more information, visit www.honeywell.com.

AES CORPORATION announced the promotion of Nazare Monsini to the position of Director of Manufacturing. In her new role Monsini is responsible for overseeing all manufacturing operations and directing production processes to ensure deliverables meet quality standards, are tested and shipped on-schedule, following fire and life safety industry compliance guidelines. Gary Shottes, company President, is pleased that Monsini accepted the position and is



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taking on the challenge. According to Shottes, "Naz has consistently demonstrated outstanding dedication to Manufacturing excellence while staying focused on the demanding needs of our customers for the highest level of quality and performance." To learn more about AES-IntelliNet products and services, visit www.aes-intellinet.com.

FIRE-LITE ALARMS launched a new line of indoor surface mount back boxes. The light weight boxes are easier to install and offer 1/2" and 3/4" conduit openings and V500 and V700 Wiremold® connection opening that provide more room for wiring. In addition, the ceiling mount versions are compatible with all indoor ceiling mount devices which helps reduce the amount of inventory you need to stock for installations. Our NEW back boxes are intended to replace our existing line of indoor back box skirts. For more information, visit www.firelite.com.

NAPCO announced its Napco's StarLink™ Future-Proof Universal Radio Series – new SLE-GSM3/4G model 3G/4G Network-Ready Radio - is available in distribution. The Napco SLE-GSM Series features an upgradable communication module so it can be upgraded anytime there are progressions in cell networks. The StarLink 3 still features universal full primary or backup event reporting from any panel brand, virtually anywhere, to any Central Station and requires no special equipment. For more information, visit www.napcosecurity.com/starlinkgsm.

The modern Chickamauga National Military Park Visitor Center, in Fort Oglethorpe, GA is guarded by **NAPCO Dual Technology**.



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SENTRYNET Summer Madness Promotion is an effort to jumpstart Summer RMR for its independent alarm installers. The promotion runs until September 30, 2013. Every dealer who grows their account base by 10 accounts will receive a cordless 18V power drill. Peggy Marie Page, Marketing Coordinator at SentryNet noted, "These contest have the goal to boost their RMR and provide them with the tools they need every day." "We know our success is dependent upon our dealer's success and we do everything we can to help them grow their business be it with contests, personal business

consulting or back office support." added David J. Avritt, President of SentryNet. For more information, visit www.sentrynet.com.

DMP now offers alarm communications designed to work over some of the latest-generation digital cellular data networks. The use of cellular alarm communications has increased dramatically in recent years since the alarm industry began offering communicators that worked over a digital cellular data connection. For more information, visit www.dmp.com.

DMP took home the top award in the Keypads for the Access Control/ID System's category for its recently released 7800 Graphic Touchscreen Keypad. The award recognizes the business impact of a product or service rather than just its features and functions. The award was presented June 19 at the ESX Electronic Security Expo in Nashville. For more information, visit www.dmp.com.

DMP has earned the California State Fire Marshal (CSFM) listing for the new XTLC, the newest version of the popular XTL™ 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 XTLN (Network Communication) and XTLN-WiFi (WiFi Communication), both CSFM approved. Together, these communication capabilities create the fastest-installing panel with the most secure alarm communication available. For more information, visit www.dmp.com



Associates News, continued on page 12



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ASSOCIATES NEWS, continued

HONEYWELL POWER announced a fire alarm communications panel that allows installers to easily select IP, GSM (cellular) or both for fire alarm reporting to a central station. The IPGSM-4G is compatible with any brand of fire alarm control panel. The IPGSM-4G offers installers the opportunity to upgrade current accounts and capture new business through this money-saving solution. "I think that the cost savings this fire communicator offers and changes in our country's telecommunications structure are going to lead more installers and AHJs (Authorities Having Jurisdiction) to use and accept the new IPGSM-4G in the coming months," says Ken Gentile, product marketing manager, Honeywell Power. "Installers have told us this device is really easy to use and once they've installed one, it has become a stock item for them." The IPGSM-4G is easy to install with no additional fire alarm panel configuration needed. All signals from the IPGSM-4G communicator are routed through Honeywell's AlarmNet Network Control Center to the appropriate central monitoring station. The AlarmNet Network is fully-redundant and monitored 24/7. For more information, visit www.honeywellpower.com/4grebate.

The **CONTROL CENTER**, RFI's 24-hour 5-Diamond UL Monitoring Center, is the First California Monitoring Center to implement the "Automated Secure Alarm Protocol (ASAP)." Director, Mary Jensby and Support Tech Manager, Mark Simpson finished the testing process with Richmond Virginia and received their official deployment paperwork in June, 2013. Currently, Simpson and Jensby are finishing their final phase of testing with Tempe Arizona and

will be able to communicate with them using the CAD (Computer Aid Dispatch) process by the end of the month. "ASAP" 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 (The Association of Public-Safety Communications Officials), CSAA (Central Station Alarm Association), and NLEts (Interstate Justice and Public Safety Network System). 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.



Nick Hernandez was recognized as a finalist for the 2013 Central Station Operator of the Year Award, and Mark Simpson as a Finalist for the 2013 Support Person of the Year Award. This was held at the CSAA Central Station Excellence Breakfast in Nashville, Tennessee in June, 2013. Every year, the awards recognize outstanding central stations and individuals that raise the bar for dedication, innovation and best practices in monitoring. The awards are co-sponsored by the Central Station Alarm Association and SDM Magazine. This year, two finalists and one winner were named in each of these categories. The **CONTROL CENTER** is proud of Nick and Mark for being selected as Finalists and for their good representation of RFI.



Nick Hernandez of RFI



Mark Simpson of RFI

A vertical advertisement for Control Center. At the top, it says "Control CENTER" with a logo and "Since 1979". Below that is the website "www.ControlCenterOnline.com" and the phone number "1-800-400-7347". The main text reads "Professional Scalable Monitoring Solutions Built on Technology". A list of services includes: Video Monitoring and Virtual Guard Tours, GPS (Location-Based Services), Claris360, Environmental Monitoring, Open/Close Monitoring, Fire and Life Safety Monitoring, Water Detection, and Elevator Monitoring. At the bottom, there is a photo of a person looking at a computer monitor displaying a security interface. Logos for CSAA, ESA, FARA, CAA, and UL are at the very bottom.

A horizontal advertisement for Avantguard. It features the "ag" logo and the word "avantguard" in a stylized font. Below this, contact information for Troy Iverson is listed: Vice President, Sales & Marketing, with email "t Iverson@agmonitoring.com". Direct, Toll Free, Fax, and Cell phone numbers are provided. The address is 4699 Harrison Blvd., Ste. 100, Ogden, UT 84403, with website "www.agmonitoring.com".

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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

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

dmichel@valleyalarm.com

GLASAA President

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SVAA MEETINGS

Please join us for the October SVAA General meeting:

♦ **October 16... SVAA Meeting** **Santa Clara**

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.



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

♦ **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

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.

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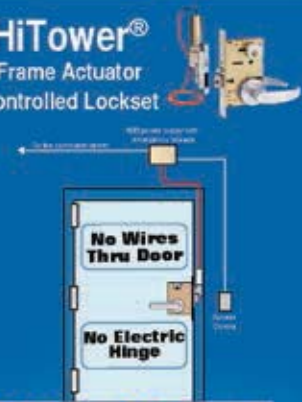
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**EAST BAY
ALARM ASSOCIATION**

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.

♦ August 13 General Meeting Richmond, CA

♦ Nov.12..... Holiday Party/Election..... Richmond, CA

Mike Salk
EBAA President

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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.

♦ October 17 .. General Meeting Stockton

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 at 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

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**REDWOOD
ALARM ASSOCIATION**

The next Redwood Alarm Association Meeting will be held on October 23 at Johnny Garlicks in Windsor, California. Dan Moran, Vice President of Sales with Link-Allen Benefit Group, will present on Obamacare and its effects on the alarm industry.

Elections will be held for the executive board at the meeting on October 23. 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.

To R.S.V.P to this meeting please contact Melanie Satterlee at (707)443-6366 or 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 23... 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 or contact Chuck Petrusha at chuck@advancedsecurity.us or 707-443-6366.

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Gary Buth and MaryAnne Nielsen with Stan Hellman of PSR and Hal Joiner of Northcoast Fire at the RAA meeting.

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2013 CAA Winter Convention
and Tribute Dinner
San Francisco

December 4-7, 2013



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.

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3491 Park Drive Suite 20-234
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www.sacalarm.org

By Ben Martinez, President

SAAA 2013 Meeting Schedule

- ♦ **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



CAA Secretary Rich Whitlock with scholarship winner Ryan De La Cruz Peterson, SAAA Treasurer Tauni Wallace, and SAAA President Ben Martinez.



ORANGE COUNTY ALARM ASSOCIATION

P.O. Box 2149, Newport Beach, CA 92659
800-339-1420
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. 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:

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. Visit our new website at www.alarmassociation.org for meeting information and registration forms, training opportunities, members list and a whole lot more.

PUBLIC SAFETY LIAISON

Security Industry Alarm Coalition (SIAC)

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



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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

SDSA CALENDAR

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

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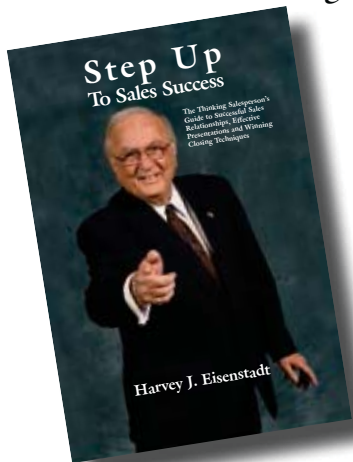
TOTAL MONITORING SERVICES, INC. will be hosting its 9th annual golf tournament at the beautiful Turkey Creek Golf Club. This year's tournament is full of fun and festivities with the proceeds supporting the TMS Scholarship fund. The TMS Golf Invitational & Scholarship Banquet was founded in 2005 with the goal of assisting the dependents of our own authorized TMS Dealers, and dependents of TMS employees with financial aid in furthering their higher education needs. To date TMS has been able to award over \$40,000 in scholarship money because of your continued support of our tournament! We are looking for your continued help and support so we can put on another successful tournament. Information about the event and Sponsorship information can be found on the attached flyer. We are looking forward to your support and thank you for the ability to put on this wonderful tournament each year. For more information, call Tim or Jason at 888-610-4377.



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2013 Training and Education Calendar

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Volutone Simi Valley
www.volutone.com

August 6
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August 8
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August 12
Fire-Lite Software Applications
Sacramento
www.firelite.com

August 13
Wireless Solved w/ David Grant
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August 14
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www.tri-ed.com

August 15
Wireless Solved w/ David Grant
Volutone Ontario
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August 20
Wireless Solved w/ David Grant
Volutone San Diego
www.volutone.com

August 21
PSR rep Christina Elliott hosting
ADI Boise, ID
www.prosalesreps.com

August 21
Thomasson Marketing Group featuring IP Datatel, Ray Tec and Rosslare
Tri-Ed Sacramento
www.tri-ed.com

August 22
Wireless Solved w/ David Grant
Volutone Las Vegas
www.volutone.com

August 27
Silent Knight Fire Drill
Salt Lake City, UT
www.silentknight.com

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

Aug 27 - 29
The evolution of NFPA 72
Fire Alarm Plan Review
Roseville
www.cafaa.com

August 28-29
Silent Knight Tech Ed
Salt Lake City, UT
www.silentknight.com

September 5
Austin Product Showcase
Holiday Inn Austin, TX
www.tri-ed.com

September 10
Silent Knight Fire Drill
Portland, OR
www.silentknight.com

September 11
Commercial AV Exposed
Volutone Van Nuys
www.volutone.com

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

September 11-12
Silent Knight Tech Ed
Portland, OR
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September 12
Fire-Lite Software Applications
Burbank
www.firelite.com

September 17
Customer Appreciation Day
See the Colorado Rockies take on the St Louis Cardinals
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September 18
Summer BBQ
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September 21-22
CPP, PCI and PSP
Certification Reviews
Chicago, IL
www.asisonline.org/education

September 23
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Harborside International Golf Club
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www.asisfoundation.org

September 24-26
Understanding the 2010 NFPA 72
Jump into Fire
Fire Alarm System Design
Merced
www.cafaa.com

September 24-27
ASIS 2013
Chicago, IL
www.asis2013.org

September 26
ASIS Foundation Night
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Chicago, IL

October 1
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October 2-3
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October 12
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October 12
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Houston, TX
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November 26-28
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CAA Past President John Hopper with THE MIRROR at the Maiden, NC Police Department.



Mike, Akemi and Kira Rae Schubert brought the digital version of THE MIRROR to their lunch meeting in Tahiti.



Stan Hellman of Pro Sales Reps reminded Marie Hellman of First Alarm that THE MIRROR was for reading, not wrapping, during a trip to Eureka.



Rick Sheets of Comcast taking a much needed break to read the latest news in THE MIRROR.



Jon and Christine Sargent delivered THE MIRROR to their son Sean aboard the USS Wayne E. Mayer.



John Kaloper of DSC, Jim Tolan of Seaport Security and Tim LeBlanc of TriStar Monitoring enjoying the company of the Lakers cheerleaders and THE MIRROR.



CAA Past President John Hopper visited the Maiden, NC Fire Department with THE MIRROR.



THE MIRROR was at Tri-Ed's grand opening with Debi Richardson of Tri-Ed, Tim LeBlanc of TriStar Monitoring, Vaughn Wells of Tri-Ed, Debbie Padilla TriStar Monitoring, and Ruben Barron of Tri-Ed.

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The Alarm Technician and Alarm Reduction

By Ron Walters

As an installation or service technician it is highly likely that YOU WILL PROVIDE THE ONLY INSTRUCTION to an alarm owner they will ever receive. This brief overview will help you in your mission to train your customers properly.

When you arrive at the job site introduce yourself and explain what your work will entail. Ask the customer to walk with you around the home so you will be able to point out any problems such as furniture that needs to be moved or fragile items that need to be secured. Then make certain that you put the customer on notice that you cannot make the alarm system operational until they have had training and inform them how long the training will take and on what day it will happen. All too often we are left in a position where the homeowner insists on keeping the training brief, and where only one person receives the training. While you may not always be able to train everyone at one time this is one of the primary reasons that the problem exists, so stress the need to train everyone.

When the installation is complete and you are ready to commence training, walk them through the installation and show them every point of protection, the location of the alarm panel, the location of the power supply and confirm that the power supply is NOT on a switched circuit. This tour serves a dual purpose. It educates the customer and also allows you to show how well you've cleaned up and further allows you to insure that everything is completed.

When you arrive at the keypad explain to the customer in clear language; avoid terms like arm and disarm and opt for on and off. Abort should be cancel and shunt should be bypass. Have the instruction manual in your hand and point out the pages for the proper way to turn the alarm on and off. The most difficult thing for customers to grasp is the concept of delay. This can be further complicated when you throw in home and away features that automatically take away the entry delay and or interior protection.

"Customer arms in the home or stay mode not considering that other family members have yet to come home." This can be further complicated by panels that automatically arm in the home or stay mode if the entry door is not opened and closed. Worse yet, the customer arms the system in the away mode (because they are leaving) while other members of the family are still in bed. When they wake up they will trip any interior protection.

Explain in detail the process your company uses when the alarm accidentally goes off. Drill the pass-code or pass-word into them and insist that they choose something they will always remember. Remember that if you've done your job well it may be months before they actually make a mistake and need to cancel an alarm. It is critical to inform them never to leave the home after the alarm is triggered until they have spoken to the monitoring station. **PROVIDE EVERY CUSTOMER WITH WRITTEN INSTRUCTIONS AND THE MONITORING STATION PHONE NUMBERS.** Have them tape those instructions inside a nearby by closet.

When you are completing the emergency call list use cellular numbers immediately after the premise number and never list a person who does not have a key and knowledge on how to use the alarm. Explain two-call verification, also know as ECV. If your company doesn't use ECV you should work to change that. If you have questions about ECV visit, www.siacinc.org where you will find information on this and many other issues.

Finally, if the alarm site is in a jurisdiction that has an alarm ordinance you should provide them with a copy of the key provisions of the ordinance. Things like fines for false dispatches, required registrations and renewals should also be covered in detail. Even if you are not required to, it is highly recommended that you provide each customer with a copy of the registration form and the key elements of the ordinance. While many companies consider covering these issues as a negative, almost all alarm ordinances require that YOU cover this material with the customer.

As the primary point of contact with the alarm owner YOU are both the critical and the weak link in the fight to reduce unnecessary dispatches. So the challenge has been made, become part of the solution and not part of the problem.

SPECIAL OFFER

To receive a FREE complete training package including check lists and tips please contact the author at training@siacinc.org. This package includes end users documents that you are able to personalize with your company's name and logo.

Ron Walters has been in the alarm industry for 29 years as a company owner in Miami and now as a Director with the Security Industry Alarm Coalition (SIAC). He is a frequent guest columnist for industry publications as well as a speaker and trainer on key industry issues. The views and opinions expressed in this column are those of the author and do not necessarily reflect those of SIAC or the publication this appears in.



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Mitch Reitman of SIC Consulting presented information on financial and business management programs at the NSA general meeting.

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By Larry Folsom, President

The Nevada Security Association would like to thank our very knowledgeable guest speakers for the July 2013 meeting, Matthew Brandon of Telular and Mitch Reitman of SIC Consulting. Matthew informed our members about the details of the sunset of the 2G technology and what our companies need to do to be ready. Mitch gave everyone an overview of tax law changes and how they affect our businesses and as individuals.

The NSA urges anyone wanting to perform life safety or security sales, installation, repair or monitoring in Nevada to check out the NSA website: www.nevadasecurityassociation.org for information on getting properly licensed. We post a fairly comprehensive list of required licenses and our board is happy to assist you in getting through the licensing process. The NSA is actively working with local AHJ's to streamline their licensing processes.

2013 NSA MEETING DATES

August 14..... NSA Board Meeting
September 18..... 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 702-551-4NSA (4672)

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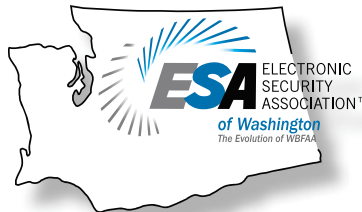
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APPRENTICESHIP PROGRAM

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By Margaret Spitznas, President

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

September 10 19th Annual Golf Tournament Liberty Lake, WA
September 11 19th Annual Security Tradeshow Airway Heights, WA

Please visit the WAESA website: www.waesa.org. If you are
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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 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.

ARIZONA MEETINGS

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



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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.

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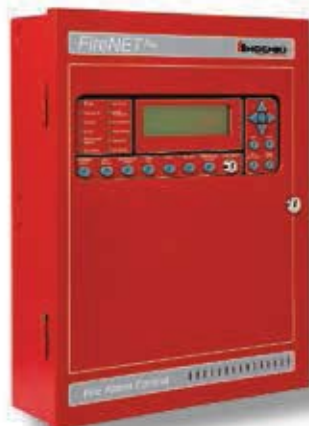
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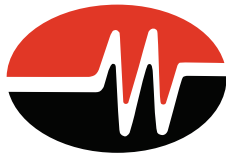
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WBFAA UATC Apprentice Class Begins in August

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

CERTIFICATION – FIRE/LIFE SAFETY TECHNICIAN - RENEWAL

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

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

CSLB Enforces Zero Tolerance

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

WBFAA UATC Offers Online Continuing Education

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

WBFAA UATC Invites Membership

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

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Electronic Security Association SECURE+ Initiative

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

ESA Member Buying Program

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

Security America Risk Retention Group

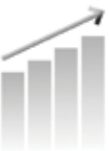
Security America Risk Retention Group (SARRG) is an insurance company developed by the ESA and administered through Marsh Insurance. Security America RRG was formed in 2003 to provide affordable and stable insurance coverage exclusively to ESA member companies. Security America RRG offers general liability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

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WESTERN STATES SECURITY ALLIANCE CALENDAR 2013 - 2014

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

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 Day at the Races	Del Mar Race Track, Sea Biscuit Room

SEPTEMBER

6	TMS Annual Golf Tournament	Lincoln, CA
10	WESA Golf Tournament	Liberty Lake, WA
11	WESA Security Tradeshow	Airway Heights, WA
12	SAAA Fire Forum	Sacramento
17	SDSA General Meeting	San Diego
18	NSA Membership Meeting	Las Vegas
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
23	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 General 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
12	SDSA Holiday Bash	San Diego
12	SAAA Holiday Party/Elections	Old Town Sacramento

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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

ISC West

April 2 - 4, 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



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