

# THE MIRROR

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## Local Associations Had a Busy Summer



Bob and Brigitte Jennison of Post Alarm Systems, Dave Michel of Valley Alarm, Steve Smith of Axis Communications and Bert Ross of CMS aboard the Fantasea Yacht for the GLASAA Dinner Cruise.



Members of the CAA enjoy THE MIRROR during the 7th inning stretch at the Los Angeles Angels of Anaheim game.



Sean Cooke of All-Guard, Hal Joiner of Northcoast Fire and Matthew Vogt of Deep Valley Security pause for a photo op at the Redwood Alarm Association general meeting.



CAA members pause with THE MIRROR during the Downtown Los Angeles Art Walk.



Brian Vincent of Systems Depot, Bob Verstre of DSC and other Sacramento Area Alarm Association members enjoy a BBQ Meal at the SAAA Monte Carlo Night.



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# LEGISLATIVE WATCH

## California State Legislative Report July 16, 2013 – August 12, 2013

### Current Status of Watched Bills

AB 56 - Bill would require the installation of CO alarms or detectors within educational occupancies under certain restrictions. Since the last report the bill has had a further revision. No committee action has been taken and the bill still is holding on action by the Senate Committee on Appropriations.

AB 462 - Bill as introduced would require that an automatic fire sprinkler system be installed in Residential Care Facilities. Since the last report there has been no action.

AB 972 - The Bill as amended prior to the last report would require that certified payroll records on projects that require a certified electrician to provide the electrician's state certification number below the individual's name. Since the last report there has been no action.

AB 1076 - Bill as amended would authorize panic buttons to be installed in educational occupancies. Since the last report there has been no action.

AB 1140 - Bill would make changes to the Prevailing Wage Law. Since the last report there has been no action.

AB 1236 - Bill would amend the requirements for licensed contractors organized as a limited liability company (LLC). Since the last report this Bill has passed the full Senate 29 to 0. There was a number of abstentions. The Bill has now been enrolled and awaits the Governor to either sign into law or veto. There is no organizations in opposition to this Bill.

AB 1333 - This bill would require that any contract between a public entity and a private entity that has a value of \$250,000 (USD) or greater that has an evergreen clause be reviewed by the public entity and be rescinded if it is found that the private entity is not paying the prevailing wage for the work being performed. Since the last report there has been no action.

AB 1336 - This bill would extend the statute of limitation for civil action for failure to pay prevailing wages brought by specified joint labor-management committees from 180 days to 24 months after the wages were due. Since the last report there has been no action.

SB 556 - This bill provides that a public agency that contracts for labor or services with a contractor is jointly and severally liable for any damages caused during or in connection with the performance of work performed under the contract if certain circumstances exist that cause a member of the public to believe that the contractor or his employee was an agent for the public agency. Since the last report there has been no action.

*Current Status of Watched Bills, continued on page 8*



**Soar with the eagles...**  
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**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](http://www.caaonline.org).**





## ASSOCIATES CORNER

### When Business Gets Slow!

Staying busy month after month is clearly a challenge for most businesses. However, using your time wisely during those periods when you are experiencing a slowdown in business is critical to the future growth of your business. Simply stated, the best way to strengthen your business next month is to grow your opportunities this month. Waiting till next month is too late. You need to jumpstart tomorrow today. Here are a few ways to address these challenges.

By Harvey Eisenstadt

Stay in touch with your existing customers. All too often salespeople forget a cliché which is so important to business growth. That cliché is "your best opportunity for new business is your existing customer." I am so disheartened to learn how many salespeople do not have a plan to stay close to those who have done business with them in the past. These are new business opportunities where you are already known. You have already been through and passed their decision-making process. They are not only your opportunity for new business but also your source for quality referrals. Develop your plan to contact these customers on a regular basis. Depending on your business, it might be once a month, once a quarter or once every six months. Develop the plan that will work best in your business. Create the plan and work it. Pick up the phone and call them to reestablish and strengthen your relationship. Yes, pick up the phone and call. E-mails and other electronic communications are not personal enough. Depending on how many existing customers you have you may want to set aside a few hours each week to get to all of them. You only need a few minutes to thank them for their business, introduce something new and ask for referrals. During a slow period make more calls.

Accelerate your networking opportunities. There are many networking groups where you can talk to other business people and

create new opportunities for yourself. There are local business networks, professional networks, industry related associations and networks and a myriad more I am sure you can locate in your region of business opportunities. These groups are specifically created for business people to meet business people and generate leads for new business opportunities. Join these groups, attend their events and be prepared with your sixty second "elevator pitch" to immediately grab the attention of the other person. Since you want to speak to as many other business people as possible at each of these events, you want the other person to instantly identify with the benefits and value of the product or service you represent. Once they can identify where your business can be helpful to them, the process of exchanging business references begins. Even if that person is not a qualified prospect they may know someone who is and will pass your contact information on to them. Networking should not be viewed as a one-time exercise employed only when you are experiencing a slow business period. For networking to be effective you should be seen as often as possible at these events. Add networking into your complete marketing program.

In the first paragraph I talked about staying in touch and following up with your existing customers. Now let's take a look at following up leads. Here is another cliché to remember. "Leads are the lifeline for a successful business." Yes, without leads there are no opportunities for appointments and ultimately sales. What salespeople should remember about leads is "if someone has contacted you they have already made the decision they want to buy from you. It is your challenge to prove to them they made the right decision." So, why do so many salespeople never make that second call to follow up on a lead? It's perplexing but it is a reality. Some statistics have it as high as 80% of the leads never get a second call. Well, now you are experiencing a slow period, so why not dig out all those leads that were never effectively addressed

*continued next page*

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and make that second and third call. Couple persistence with politeness and benefits, and you will be surprised at how many of those leads turn into quality appointments. Move yourself from being one of the 80% to one of the 20% and watch your business opportunities grow.

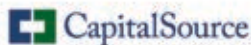
It is hard to find a business that does not experience a period that can be referred to as a "slowdown" or "sales slump." However, the smart businessperson or salesperson does not spend their time brooding over this slow sales time or finding excuses such as "it's a weak market" or "there is no business to be had." They accelerate their effort to find new business opportunities and watch their business grow. Be one of the smart people and go forth.

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

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# LEGISLATIVE WATCH

## **\*PAC ALERT\*** **\$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 2012 and encourage CAA members to contribute what they can to reach this goal.

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

## **CAA PAC FUND CONTRIBUTIONS**

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

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## THANKS TO OUR CAA PAC FUND DONORS

### *Current Status of Watched Bills, continued from page 3*

#### **United States Congress:**

No changes on the Bills reported at the last meeting. The Congress is in summer recess.

**Safe Building Code Incentive Act (SBCIA)** – Would provide financial incentives for states to adopt and enforce building codes. This Bill would provide qualifying states with an additional four (4) percent of Stafford Act grant funding available for post-disaster assistance if builders and contractors use nationally recognized model building codes. Specifically, states would need to adopt and enforce the International Residential Code (IRC) from the two most recent editions. This Bill is supported by the International Association of Fire Chiefs (IAFC) and the California State Fire Marshal has brought it to the attention of the Northern and Southern California Fire Prevention Officers Associations.

**Electronic Life Safety and Security Systems Federal Background Check Act of 2013** – No change in the status of this bill since my last report. This is the Bill that the ESA is the principal sponsor of.

**Online Communication and Geolocation Protection Act (H.R. 983)** – This Bill has been authored by Rep. Zoe Lofgren (CA-19). This legislation would prohibit the interception, disclosure and use

of geolocation information by the government except under specified exceptions. This Bill would also prohibit the disclosure of geolocation information to the government by an entity providing services unless one of these exceptions apply. The exceptions include conducting foreign intelligence surveillance, consent has been obtained from the individual, the information is already in the public domain, emergency assistance or a warrant has been obtained. Since various alarm companies provide asset tracking services and PERS that may involve location information, and this location may be disclosed to public safety (governmental) entities, this Bill may require watching.

**Fire Sprinkler Incentive Act of 2013 (FSIA)** – This Bill would encourage commercial building owners to invest in life saving fire safety upgrades. Would provide tax incentives for building owners to install fire sprinkler retrofits. A version of this Bill has been in the Congress since 2003. The Bill however has no provisions for the installation of an automatic fire alarm system. The Bill is being supported by the National Fire Sprinkler Association (NFSA), American Fire Sprinkler Association (AFSA), National Fire Protection Association (NFPA) and the Congressional Fire Services Institute (CFSI). The alarm industry needs to push for a balance approach to fire protection, detection and suppression.



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# ASSOCIATES NEWS

**VOLUTONE DISTRIBUTOR INC.** opened the doors to their 7th location this week. The new self-shop location opened in the Irvine area and is fully operational. Volutone is rapidly expanding in Southern California due to the custom integration channel showing steady growth and the expanded product lines that have been secured in 2013. Volutone President Trevor Hansen says that "Volutone is already a leader in A/V distribution, it's the addition of verticals such as Intrusion, Surveillance, Networking and Commercial A/V technology that really sets us apart from the pack. Our self shop model for our new locations and dedicated training rooms offer expanded customer choices while extending our superior customer service". The Official grand opening set for October 29, 2013. For more information, visit [www.volutone.com](http://www.volutone.com).


**SENTRYNET** announced that SentryCon 2014 will be held in Tunica Mississippi at Harrah's, April 22-24, 2014. The event will have its kickoff on the 22nd at the Hollywood Café. "This years theme, "Find Your Rhythm," speaks not only to the location of this year's event, but also the class subjects to be offered" notes Peggy Marie Page, Event Planner for SentryNet. "We aim to help independent dealers find their place in this changing economy and industry." A tradeshow will be held on the 23rd followed by a very exciting live performance that is sure to entertain everyone. For more information, visit [www.sentrycon.us](http://www.sentrycon.us).

**SILENT KNIGHT BY HONEYWELL** introduced a new detector, created to sense both fire and carbon monoxide and eliminate the common use of multiple devices for cost-savings. The Farenhyt IDP-FIRE-CO detector's four different sensing elements increase the unit's sensitivity, while minimizing nuisance alarms. The marriage of fire and CO detection into one device eliminates the traditional

installation of separate fire and CO detectors, notification devices, a monitor module and all the necessary junction boxes. This reduction in materials leads to reductions in labor and overall cost. This multi-criteria detector comprises four separate sensors that look for smoke, CO, light/flame and heat to quickly identify and verify a true fire event. Per NFPA 72: National Fire Alarm & Signaling Code, the tones sent to alert for fire versus CO must sound different. The B200S sounder base offers four options of alerts, which can be easily programmed through the Farenhyt fire alarm system's control panel. For more information, visit [www.farenhyt.com](http://www.farenhyt.com).

One of the northeast's largest warehouse and distribution centers turned to **FIRE-LITE ALARMS BY HONEYWELL** to manage a new fire protection system for the 450,000-square-foot facility, owned by A. Duie Pyle. "We were replacing an old system that had outlived its useful life," explained David Korash, maintenance supervisor at the Westfield, Mass., warehouse complex. "We were looking to replace it with a system that would serve us for many years to come and be trouble-free and reliable, and not be tied to one vendor for monitoring." A variety of high-intensity strobes from System Sensor were installed on all ceilings and several walls. To ensure proper coverage, Alarm New England installed stacks of strobes, placing some 8 to 10 feet off the ground, and then another series of strobes 18 to 20 feet off the ground. To support the large number of strobes and long wire runs, the integrator installed six Fire-Lite Alarms remote power supplies throughout the complex. The whole building is fully covered by sprinklers, with its new fire alarm system monitoring water flow at each riser and at an adjacent pump house dedicated to the sprinkler system. For more information, visit [www.firelite.com](http://www.firelite.com).

**FIRE-LITE ALARMS BY HONEYWELL** announced a new iPad® App and video, designed to demonstrate the Emergency Command Center's (ECC) multitude of mass notification capabilities and layout configurations. Both the App and video can serve as sales tools for installers, as well as an invaluable training kit for end users. The "Fire-Lite ECC" App can be downloaded through the Apple® iTunes Store®. The application offers an interactive model of the ECC primary operator console's keypad interface. The ECC mass notification system integrates with virtually any brand of fire alarm system. "The video is a good, fast-paced intro to the ECC system," says Elizabeth Richards, marcomm manager, Fire-Lite Alarms. "The App started out as a replacement for the heavy demo kits our sales people used to carry around. Once we started developing it, we found there were so many more functions we could roll into it for the benefit of integrators and end users." For more information, visit [www.firelite-ecc.com](http://www.firelite-ecc.com).



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**NOTIFIER BY HONEYWELL** introduced the First Command emergency communication system (ECS), designed to seamlessly interface with virtually any commercial fire alarm to provide a system for broadcasting live and pre-recorded general messages and emergency alerts. By leveraging the code-required intelligible, survivable, fully-supervised qualities of new and existing fire alarm



systems, First Command offers small, standalone facilities an ECS that is both economical and highly-reliable. "The demand for a suitable ECS for smaller buildings like churches and offices

and theatres is steadily rising," states Marissa Guillen, Marketing Communications Manager, Notifier. "Our goal was to make a flexible system that people could depend on and easily understand how to operate just by looking at it." First Command's scalable design allows the system to be tailored to fit the needs of a single building, with ample capacity for future expansions. Every First Command system can support a combination of up to eight remote control panels and microphone consoles, which can be installed at easy access points throughout a facility. For more information, visit [www.notifier.com](http://www.notifier.com).

**WI-EX** announced the company is changing its name to **ZBOOST** as part of its ongoing commitment to superior customer service. The name change along with the new website will help consumers more easily find the award winning line of zBoost products. The change is part of zBoost's goal to provide easy-to-use cell phone signal booster kits that put an end to dropped calls, choppy voice and slow data. "As with many brands that are different from the parent name, our customers already refer to us as zBoost. zBoost has always provided a high impact of search queries for Wi-Ex.com and with zBoost as our name, it will be easier for consumers to find us on their phones, online or in retail stores," said Karen Reynolds, president of zBoost. "With the increased reliance on mobile devices, consumers are more aware of the challenges of a poor cell phone signal. We see an increase in the need for cell phone signal boosters and in turn, an increase in searching for our company, because of the growing reliance on smartphones and tablets." The complete zBoost product line consists of signal boosting technology for the home, office, commercial buildings, car and travel. Units come kit complete with an easy set-up solution. All zBoost products protect the carrier network using patented technology.

**ASCENT CAPITAL GROUP INC.** announced its primary operating subsidiary, Monitronics International, Inc., has completed the previously announced acquisition of Security Networks, LLC for total cash consideration of \$482.9 million (after giving effect to certain closing adjustments) plus 253,333 newly issued shares of Ascent Series A common stock. The cash portion of the Security Networks purchase price was funded by cash on hand at Ascent and new debt consisting of \$103.5 million of Convertible Notes issued by Ascent, \$175.0 million of New Senior Notes issued by Monitronics and an Incremental Term Loan of \$225.0 million issued under Monitronics' existing Credit Facility.

**ELPAS**, part of the Security Products business unit of Tyco announced the availability of its new, innovative Low Profile Asset Tag designed for security professionals who need to enhance laptop

security when physical locking options are not feasible. The Low Profile Asset Tag unifies traditional Electronic Article Surveillance (EAS) with real-time active location-based tracking systems (RTLS) to help guard against any unauthorized transfers of high-value mobile IT assets such as handheld devices and laptop computers. The Low Profile Tag is designed to trigger tamper detection alarms, asset removal warnings, and entrance and exit notifications. "Throughout the world there is an increase in theft of mobile IT assets. The Elpas Low Profile Asset Tag links users to assets and designated building areas without the need for additional software on the mobile asset," said Michael Wasserstein, General Manager of Elpas. The Elpas Low Profile Asset Tag is part of Elpas' growing portfolio of application specific Active RFID Tags. Facilities can leverage one scalable location tracking system and infrastructure for asset management, staff protection, as well as infant abduction protection. Elpas location-based tracking solutions provide safety, security and visibility throughout any facility to help reduce costs and increase ROI.

**ONVIF** announced the Release Candidate for Profile G, the specification designed to store, search, retrieve and playback media on devices or clients that support recording capabilities and on-board storage. As with Profile S, Profile G now brings video playback into the Profile concept. Having global interface specifications, with specific functionalities easily identified by Profiles, makes it easier for end users, integrators, consultants and manufacturers to harness the opportunities offered by network video technology. "The introduction of Profile G will complete the circuit between live video and the other half of the equation, which is video storage," said Steven Dillingham, Chairman of ONVIF's Profile G Working Group and Software Engineer for Vidsys. "This further refines the level of interoperability among ONVIF-conformant products," he added. For more information, visit [www.onvif.org](http://www.onvif.org).

**BOSCH SECURITY SYSTEMS, INC.** has made web searching easier for customers. The Bosch website has been completely redesigned and now offers easier navigation to the product, solution, and technical information that customers require. The new Bosch site features resources to support customers as they create, support and maintain top quality security installations. These include online tools for system design, product selection and configuration, as well as technical articles and video tutorials, web-based training, vertical market solution examples and much more. "We have combined direct feedback from our customers and the experience and knowledge of our web development and product expert teams to create an

*Associates News, continued on page 12*

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# ASSOCIATES NEWS, continued

online resource that provides more value to the industry,” said Daniel Gundlach, Vice President of Marketing – Americas, Bosch Security Systems, Inc. “The website delivers faster access to the technical and educational information that can help security dealers, integrators, distributors and consultants in their efforts to win new opportunities and achieve business growth.” For more information, visit [www.boschsecurity.us](http://www.boschsecurity.us)

**NAPCO SECURITY** is a member of ZWave Alliance with its iBridge line of Interactive Remote Services. NAPCO iBridge™ Online Remote Services Product is a slimline, android-based Tablet Computer, internet-enabled and uses 802.11 WiFi, and will put security and more at the fingertips of security accounts. iBridge will provide them with the ability to interact and control their Napco security system, view live video cameras and recordings, control thermostats and lighting, all from one easy-to-use tablet/touchscreen. Z-Wave unifies all your home electronics into an integrated wireless network, with no complicated programming and no new cables to run. Any Z-Wave enabled device can be effortlessly added to this network, and many non-Z-Wave devices can be made compatible by simply plugging them into a Z-Wave accessory module. In seconds, your device gets joined to the network and can communicate wirelessly with other Z-Wave modules and controllers. For more information, visit [www.napcosecurity.com](http://www.napcosecurity.com).

**JMG SECURITY SYSTEMS** announced the hiring of Mark Milkovich as Director of Marketing. Milkovich joins JMG Security Systems from GMR Marketing, where he served as Senior Manager of Sports and entertainment Marketing working on the MillerCoors account. He brings with him years of experience in brand marketing, strategic thinking, media planning, sports/entertainment marketing, digital marketing, and partnerships. Prior to working on the MillerCoors account, he served as Account Manager Sports Marketing,



assisting in the successful launch of the Microsoft Xbox. In his role at JMG Security Systems, Milkovich will bring his extensive marketing experience to JMG's marketing and sales teams to further strengthen JMG's 360 degree approach to brand marketing. “Mark brings energy, understanding, and creativity to our business, and we are thrilled to have him join the JMG team,”

says JMG Founder and CEO Ken Jacobs. “Mark is a very talented executive with the ability to understand the entire marketing mix. Mark's hire is a confirmation of JMG's commitment to growing the JMG brand in the security systems market, which continues to grow at record levels.”

The Fire Museum of Maryland is now protected by a new **GAMEWELL-FCI E3 Series®** fire alarm and emergency communication system. The Fire Museum of Maryland holds the world's third-largest collection of fire industry-related artifacts, including antique fire apparatus, fire-fighting equipment, fire alarm systems and an archive of more than 10,000 images and documents. While focusing its attention on future expansions to accommodate a new visitor center, office space and larger archives room, the museum was severely hampered by a failing fire alarm system, offering limited protection. For more information, visit [www.gamewell-fci.com](http://www.gamewell-fci.com) or visit the Fire Museum of Maryland website at [www.firemuseummd.org](http://www.firemuseummd.org).

Maxxess announced the appointment of Jeff Wood as Regional Sales Manager for the Northeast Region. Wood will be responsible for Maxxess' sales in a thirteen state area. Prior to joining Maxxess, Wood was Director of Business Development at Kratos Defense and Security Solutions where he focused on Strategic Accounts & National Transportation Security projects. Before Kratos, he spent 15 years as the Senior Regional Manager for Lenel Systems International, driving the single most profitable region and developing some of their largest accounts including The World Trade Center Reconstruction Project and The Port Authority of New York & New Jersey. Wood is also US Navy Veteran. Nancy Islas, Maxxess President, said “With almost 30 years of experience in selling and specifying security systems, Jeff is well known and respected throughout the security industry. He has established relationships with key partners, consultants and end users and he has a deep understanding of customer needs. Jeff will not only help drive revenues in the Northeast, he will be a valuable member of our management team. We intend to utilize his experience to grow the organization.”

**UNITED CENTRAL CONTROL, INC.** has chosen the General Manager of Central Station Operations at CVS, James Beaty to head its business development initiatives. UCC selected Beaty as part of its efforts to continue developing the products and services electronic security dealers seek. “James is a natural idea man with a proven track record. He makes a great addition to the UCC Team,” said Teresa Gonzalez, President of UCC. “We are excited to have James aboard,” said UCC's Mark Matlock, Senior Vice President of Marketing and Sales. “It's always good to see the world through a different lens, especially with the dramatic changes in the alarm industry right now. James will bring a fresh new perspective.” Beaty comes to UCC with 30-plus years in the electronic security industry, including 20 years managing and developing proprietary alarm programs with UL central stations for two major retailers. He successfully developed proprietary programs to meet specific retail loss prevention initiatives, including specific initiatives designed to combat Organized Retail Crime. He is also a founding member of the Proprietary Council for the CSAA.

The **BOSCH GROUP** has recognized 18 of the company's top inventors throughout history. William DiPoala, Principal Development Engineer of Sensors for Bosch Security Systems is included in this prestigious group of individuals alongside Robert Bosch and the inventor of the high-voltage magneto ignition system. DiPoala's inventions have earned him 24 patents in the U.S. “With more than nine percent of sales invested in research and development, Bosch has a very strong foundation for innovation,” said Falk Hermann, Vice President of Intrusion Systems Business Unit, Bosch Security Systems. “Bosch products are truly ‘Invented for life’ and William's work has helped to improve security for home and business owners worldwide while decreasing false alarms, a major benefit for our customers and a significant step forward for our industry.” Bosch detectors feature a variety of innovative technologies to deliver excellent catch performance while virtually eliminating false alarms.

**AES CORPORATION** announced that Marcos Lozano has added responsibility as Regional Sales Manager for the states of Texas and Oklahoma. Based out of the company's regional office near Houston, Marcos will serve existing customers and develop new business within the region. Marcos has more than 12 years of experi-



ence in the security and fire alarm industry. According to Tom Kenty, General Manager for AES-IntelliNet, “Marcos has the personality and enthusiastic customer-driven attitude we need to best serve our Texas and Oklahoma market. I am confident he is an ideal match for this position and this will be evident in his relationships with our customers. We are very pleased that Marcos has taken on this added responsibility.” For more information, visit [www.aes-intellinet.com](http://www.aes-intellinet.com).

**MONITRONICS INTERNATIONAL, INC.** is the recipient of the Consumers’ Choice Award for excellence in business and customer service among Dallas-Fort Worth headquartered alarm system companies. Monitronics is recognized in the categories of Home Alarm Security Systems and Business Security Alarm Systems. “This is once again a great honor for Monitronics to be recognized by our valued customers,” said Rob Washington, Monitronics’ Vice President of Customer Care. “We have an obligation to protect nearly one million customers 24 hours a day with best-in-class monitoring and excellent customer service. Our goal is to earn this award each year by continuing to earn their trust.” Monitronics offers monitored home and business security system services in the U.S., Canada and Puerto Rico. Based in Dallas, Monitronics’ Customer Care center provides technical and billing support and equipment operating assistance. Its award-winning Alarm Response Center provides round-the-clock monitoring with Five Diamond Certification from the Central Alarm Association (CSAA).

**MAXXESS SYSTEMS** installed eFusion security systems that provide integration to KONE Access control interface. In conventional access control elevator systems, there is a card reader in the car or near the car and the passenger presents a card containing his or her floor access permissions. The security system limits the access to the floors that the passenger can reach. KONE provides a destination-based dispatch solution. The Maxxess system verifies the cardholder has access permission to that floor and then directs the user to the elevator car that will provide the cardholder with the shortest travel time to that floor. Nancy Islas, President of Maxxess, stated that “we have installed the KONE Access control system at the Samrya Twin Towers in Qatar. We are very excited to be able to offer our customers better security, faster elevator travel and reduced energy costs with our eFusion solutions.” Islas continued, “This is another example of how Maxxess is providing our customers with industry-leading innovative systems that improve user satisfaction and save them money. For more information, visit [www.maxxess-systems.com](http://www.maxxess-systems.com).

The ESX Award Winning 7800 Graphic Touchscreen gives your customers a new and better way to control their **DMP** security system. With the latest software updates, the keypad does even more. It is now their gateway to a variety of home automation and control features. “Touchscreens are everywhere,” said Vice President of Sales, Mark NeSmith. “Customers will appreciate the functionality of an interactive keypad screen that offers simple one touch Z-Wave control, along with added benefits of combining arming/disarming functions with Z-Wave devices. For more information, visit [www.dmp.com](http://www.dmp.com).

**POTTER ELECTRIC SIGNAL COMPANY, LLC** of St. Louis, Missouri USA, announced the PFC-6006 Sprinkler Monitoring Panel. The PFC-6006 is the solution to the industry need for a fire alarm panel created specifically to handle flow, pressure, and tamper

switch notifications. Jeff Hendrickson, V.P. of Product Management for the Fire/Security division of Potter said “Panels designed for



sprinkler monitoring applications are virtually nonexistent. DACT only dialers are severely limited and a traditional fire alarm panel with a DACT is overkill and costly. Potter’s new Sprinkler Monitoring Panel is ideally suited to monitor a fire sprinkler system.” The Potter PFC-6006 also meets the new requirements of NFPA 72 2013 which calls for systems monitored with phone lines to be backed up by an alternate means of communication. In addition to communicating over IP right out

of the box, the PFC-6006 can also send emails with status updates or to download configuration files. Email can also drive service and revenue with reminders that an inspection or test is due.

Renee Mallonee, dealer marketing manager at **MONITRONICS INTERNATIONAL**, has been named to Security Systems News’ “20 under 40” Class of 2013. The seventh annual Security Systems News “20 under 40” recognizes talented young people who stand out in the security industry. Winners are chosen for demonstrating hard work, ambition, creativity and leadership – qualities Mallonee values as she leads Monitronics’ dealer marketing division. “It’s a great



honor to represent Monitronics on such a distinguished list of industry professionals,” Mallonee said. “We strive as a team to resonate with our dealer audience through relatable and consistent messaging. Recognition like this reassures us that what we’re doing is working.” Mallonee successfully manages brand strategy and execution across diversified marketing mediums which include print and web media, multifaceted and tiered direct

marketing campaigns, press releases, video production, national tradeshows and events. She has directed the dealer brand’s social strategy through multiple avenues including its blog, Facebook and Twitter accounts. For more information, visit [www.monitronics.com](http://www.monitronics.com).

**TRI-ED** is pleased to continue its comprehensive Technology Roadshow training program throughout 2013. Dealers and integrators will want to mark their calendars for the Tri-Ed Roadshow coming to Dallas on Thursday, September 12. This free one-day event will be held at the Dallas Addison. The Roadshow kicks off at 8 a.m. with registration and breakfast, followed by a variety of training classes and a tabletop Expo. The Expo Hall will be open from 11 a.m. to 3:30 p.m. The schedule permits participants the flexibility of attending trainings or networking with manufacturers. “These one day events are instrumental in educating our dealers on the rapidly changing technologies taking place in our industry, particularly within the IP video arena,” says Pat Comunale, Tri-Ed President and CEO. For more information, please visit [www.tri-ed.com](http://www.tri-ed.com).

## Where in the World Is THE MIRROR?

Are you travelling with THE MIRROR? Paris? London? Chicago?  
Take a photo and email it to [info@caaonline.org](mailto:info@caaonline.org) with description and identification.



Jeanne Michel of Valley Alarm takes a photo with her digital version of THE MIRROR at Dodger Stadium.



Irene Matson and THE MIRROR wanted to wish Mike Matson of Matson Alarm a very Happy Birthday!



Members of the CAA took advantage of the 7th inning stretch for a photo op with THE MIRROR at the Angels game in Anaheim.



Jay Levy of Hochiki America Corporation and Ivy Moon of SDI Fire with THE MIRROR at the GLASAA Dinner Cruise.



Tim Leblanc of Tristar Monitoring, CAA President Bob Michel and Debbie Padilla of Tristar Monitoring at the GLASAA Dinner Cruise in Marina del Rey, CA.



Members of the California Alarm Association made sure THE MIRROR was present at the NMC Suite at Angel Stadium.



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Are you travelling with THE MIRROR? Paris? London? Chicago?  
Take a photo and email it to [info@caaonline.org](mailto:info@caaonline.org) with description and identification.



THE MIRROR with CSAA Past Presidents

Steve Brackett from ADI, John Kaloper from DSC and Dan Van Hart of the CAA office using THE MIRROR as a life preserver on the GLASAA Harbor cruise.



Dave Michel of Valley Alarm in Juneau AK with THE MIRROR.



THE MIRROR made its way to City Hall in Juneau AK with the help of Dave Michel of Valley Alarm.



A venti drip for Dave Michel and A tall dark roast for THE MIRROR at Pike Place home of Starbucks.



Salmon dinner for two in Alaska's first city Ketchikan with Dave Michel of Valley Alarm and THE MIRROR.

Avid freight train rider Dave Michel of Valley Alarm scales a boxcar with THE MIRROR in Skagway, AK.



Dave Michel from Valley alarm brought the sunshine and THE MIRROR to Seattle.







George and Linda Weinstock try to keep warm and cozy with *THE MIRROR* in the Arctic. Brrr!



Group of lovely ladies at Bob Bonifas' place on Powers Lake. They took *THE MIRROR* out for a spin on one of Ed Bonifas' planes! From left: Kathy Carter, Rhoda Bitton, Janice Christiansen, Vita Lowitt, Stacey Sevinor, Michel Fiore, Kathrin LaFontaine, Laurie Wulforst.



*THE MIRROR* was in Belfast Northern Ireland with Harvey Eisenstadt and his family at his son Jay's wedding to Stefanie. Here is the Eisenstadt clan from left to right: Grandson Christopher, Harvey, sons Jay, Paul and Steve; getting ready for the ceremony.

Bert Ross of CMS and Les Gold of Mitchell, Silberberg & Knupp LLP take *THE MIRROR* along on the GLASAA Harbor Cruise in Marina del Rey.



Jon Sargent of Tyco and his wife Christine take *THE MIRROR* out to the beautiful island of Hawaii. ALOHA!



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# GLASAA

Greater Los Angeles Security Alarm Association

By David Michel, President

## GLASAA MEETINGS 2013

- ♦ Oct. 3..... GLASAA Golf Tournament ..... Moorpark
- ♦ Dec. 10 ..... GLASAA 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

Lili Hadsell, Chief of Police, of Baldwin Park sent out a letter expressing his desire to temporarily suspend a provision of the Baldwin Park Municipal Code related to alarm systems. The purpose of this suspension is to allow the city to evaluate the False Alarm Ordinance and the False Alarm Reduction Program. For more information, call City of Baldwin Park PD at 626-960-4011.

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.org](http://www.glasaa.org) if you would like to contribute by serving on a committee.

David Michel  
[dmichel@valleyalarm.com](mailto:dmichel@valleyalarm.com)  
GLASAA President

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**INLAND EMPIRE  
ALARM ASSOCIATION**

#### 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.

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 will be holding their next meeting on Thursday, September 19, 2013 at the Old Spaghetti Factory in Riverside. The meeting will start at noon and end around 2 p.m. The special guest speaker will be Lilianne Chaumont of Chaumont Law Inc. To RSVP for this event, email info@inlandempireassociation.org or call Sylvia Jimenez at 800-559-9060.

#### 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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Go to [www.asisfoundation.org](http://www.asisfoundation.org) for details.



## GREATER VALLEY ALARM ASSOCIATION



## EAST BAY 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

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.

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

Mike Salk  
EBAA President

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

#### MID CAL MEETINGS

♦ Nov. 4 ..... Mid Cal Golf Tournament..... Fort Washington Golf Club

## Universal Video Monitoring Software

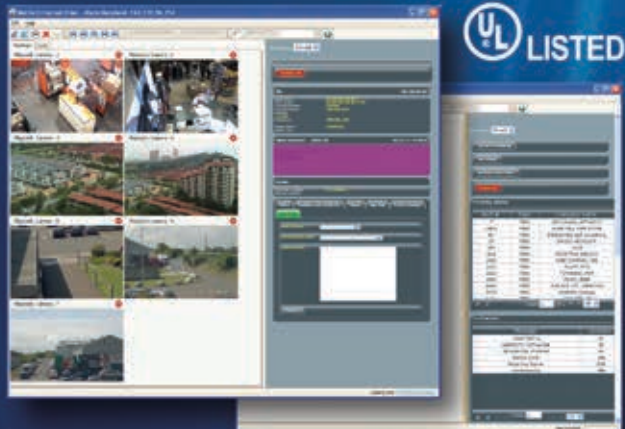
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### Security Industry Alarm Coalition (SIAC)

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



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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:  
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.



## REDWOOD ALARM ASSOCIATION

The next Redwood Alarm Association Meeting will be held on October 23 at Johnny Garlits in Windsor, California. 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, elections will be held for the executive board at the October 23rd meeting.

Dan Moran, Vice President of Sales with Link-Allen Benefit Group, will speak about Obamacare and its effects on the alarm industry. 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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## GOLDEN GATE ALARM ASSOCIATION

By Gary Lowndes, President

### GGAA Meetings

♦ 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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Sacramento Area Alarm Association  
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  
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David James & Mary Densby of RFI, along with Bob Di Alto of GMS try their luck at hitting a Black Jack on SAAA's Monte Carlo Night.



Pete Saar, Jamie Saar and Rich Whitlock of SafeSide Security, and David Leiker of Speco Technologies chat over drinks and their 'winings' at SAAA's Monte Carlo Night.



Robert Brundange of SafeSide Security, Devin Williams of Rapid Response, and Irene Tellez of Tri-Ed enjoy the Monte Carlo Night out!



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*By Sean Hamm, President*

It was a balmy warm summer day at the Del Mar Racetrack on August 29 and the San Diego Security Association was there in force to meet, greet and make millions....well...sort of. While none of us were able quit our day job on a winning horse bet, we enjoyed the view and camaraderie where the "surf meets the turf".

The mission of the event was to promote membership for the San Diego Security Association by inviting new dealers in the San Diego County area. The -sold-out event included ADT, Alarm 2000, American Security Integrators, ASCI, Bay Alarm, C&R Systems, Checkvideo LLC, Earl Security, Five Alarm Security, Grah Lock and Safe, GMI, HCI, Highlander Security Systems, Layer3 Security Services, Mijac Alarm, Premier Security Services, Protection One, Ranch & Coast Security, Rancho Santa Fe Security, Redhawk Fire and Security, SDA Security, Security 101, Sentinel Security Systems, Stanley Security Solutions, Time and Alarm Systems, Valley Alarm, and Watchlight Security.

A huge thank you to our **Platinum Sponsors**: Brivo, DMP, Linear, DSC, and Tri-ED and to our gold sponsors: Clinton Electronics, Alarm.com, Optex, Telguard, NMC, Axis, Tri-Star Monitoring and Windy City Wire and to our Silver Sponsors: Rapid Response, UCC, Bay Alarm, CMS, ADT, TMG, GMS, Samsung, System Sensor and Honeywell. Read more about the event in October's issue.

With such a great summer event turnout, we are keeping the momentum going into the fall with our General Meeting on September 17 at the University Club where Les Gold, alarm-industry attorney extraordinaire will be briefing us on the most current issues facing dealers in this industry. There will also be a valuable Q&A after the presentation. Don't miss it! For more information, contact President, Sean Hamm, Five Alarm Security [shamm@fivealarmsecurity.com](mailto:shamm@fivealarmsecurity.com).

We are already cruising into the Holidays, almost time to start listening to the Holiday music, join us on December 12 for fun and festivities at Tom Ham's Lighthouse. Sponsorship opportunities are available, but limited, so if you are interested, contact Shandon Harbour, SDA Security [sharbour@sdasecurity.com](mailto:sharbour@sdasecurity.com) for more information. Tom Ham's Lighthouse is an iconic landmark right on the San Diego Bayfront. Come see the new facelift on the restaurant and join us in toasting to another year of industry successes. We look forward to celebrating with you!

#### **City of San Diego Permit Process**

The San Diego Security Association and SIAC have been working cooperatively with the City of San Diego to assist with their fire alarm program, and now their burglar alarm program. The police are requesting alarm companies to submit their active burglar, panic and holdup alarm customer lists to the San Diego Police Department. The preferred method is to send your excel customer list electronically by email to Hilda Gonzalez-Reed at [hgonzalezreed@pd.sandiego.gov](mailto:hgonzalezreed@pd.sandiego.gov). If you have any questions please contact Hilda Gonzalez Reed at [hgonzalezreed@pd.sandiego.gov](mailto:hgonzalezreed@pd.sandiego.gov) or 619-531-2247.

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

#### **SDSA CALENDAR**

- ♦ Sept. 17 ..... SDSA General Meeting ..... San Diego
- ♦ Dec. 12 ..... SDSA Holiday Bash..... San Diego

## **2013 CSAA International Annual Meeting**

**October 11-16, 2013**

**Fairmont's Le Chateau Frontenac**

**Quebec City, Canada**



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- **First-class social events for networking with international invitees, Authorities Having Jurisdiction (AHJs) and fellow attendees**
- **AAA Four Diamond property named to Travel & Leisure magazine's 2012 list of the 500 World's Best Hotels**



**For more information visit: [www.csaaintl.org](http://www.csaaintl.org)**



# INDUSTRY NEWS

**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).

Word is continuing to spread and as more alarm companies hear about the **IQ CERTIFICATION PROGRAM**, renewals and new applications continue to grow. Among the companies renewing their IQ Certification were:

- Alarm 2000 of Cardiff, CA
- Gates Security/Swag Corporation of Thousand Oaks, CA
- General Monitoring Services, Inc. of Huntington Beach, CA

"As the leading best practices program in the industry, IQ Certification serves as a way for consumers to distinguish those companies that have implemented proactive steps to provide quality system installations and end user education," said Tim Creenan, chairman

of the IQ Program. "The companies that have renewed or achieved certification are seeing the many benefits IQ Certification provides." For more information on the IQ Certification Program, visit [www.iqcertification.org](http://www.iqcertification.org) or call 866-833-8302.




*NUUO celebrates its new US office in Brea, CA with a Grand Opening party. From Left to Right, Mike Napal of Globus INC, John Gulas of Bargain Byte, Bob Magbole of BAS, Jim Short of RSM NUUO, Shannon Conner of Fox & Assoc, Brett Henderson of Vivotek USA, Debbie Fox of Fox & Assoc, Melissa Hirt of Hirt & Assoc, Chris Lanier of LRG, Klaus Lee VP Sales at NUUO, Wolf Shih COO at NUUO and Bernie Stafford of Ultimate Security.*



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# 2013 Training and Education Calendar

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  
www.silentknight.com

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

September 17  
Counter Day: Digital  
Watchdog / Altronix  
Tri-Ed Union City  
510-487-1731  
www.tri-ed.com

September 17  
Counter Day - Watchnet  
Quick Pack ENC-04KIT-  
211RBF  
Tri-Ed Sacramento  
916-928-5766  
www.tri-ed.com

September 17  
Customer Appreciation Day  
See the Colorado Rockies  
take on the St Louis  
Cardinals  
Tri-Ed Denver  
www.tri-ed.com

September 18  
Counter Day: Watchnet  
Tri-Ed Union City  
510-487-1731  
www.tri-ed.com

September 18  
BBQ & Counter Day:  
Tri-Ed Denver  
888-874-3347  
www.tri-ed.com

September 21-22  
CPP, PCI and PSP  
Certification Reviews  
Chicago, IL  
www.asisonline.org/  
education

September 23  
ASIS Foundation Golf  
Tournament  
Harborside International  
Golf Club  
Chicago, IL  
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  
Willis Tower, 99th Floor  
Chicago, IL

September 26  
Counter Day: Channel Vision  
Tri-Ed Sacramento  
916-928-5766  
www.tri-ed.com

October 1  
Silent Knight Fire Drill  
Seattle, WA  
www.silentknight.com

October 1-2  
Fire-Lite Systems  
Portland, OR  
www.firelite.com

October 2-3  
Silent Knight Tech Ed  
Seattle, WA  
www.silentknight.com

October 12  
Fire-Lite Software  
Applications  
Portland, OR  
www.firelite.com

October 12  
Fire-Lite Software  
Applications  
Houston, TX  
www.firelite.com

October 15-16  
Fire-Lite Systems  
Houston, TX  
www.firelite.com

October 16-17  
Silent Knight Tech Ed  
Sacramento, CA  
www.silentknight.com

October 21-22  
Conducting Corporate  
Investigations  
Scottsdale, AZ  
www.asisonline.org/education

October 21-23  
Video Surveillance: Applications  
and Advances  
Scottsdale, AZ  
www.asisonline.org/education

October 22-24  
Jump into Fire  
Smoke Control  
Electrical Requirements  
Burbank  
www.cafaa.com

October 23-24  
Investigative Interview Methods  
Scottsdale, AZ  
www.asisonline.org/education

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

October 29  
Silent Knight Fire Drill  
Austin, TX  
www.silentknight.com

October 29  
Silent Knight Fire Drill  
Los Angeles, CA  
www.silentknight.com

October 30-31  
Silent Knight Tech Ed  
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October 30-31  
Silent Knight Tech Ed  
Los Angeles, CA  
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November 5-6  
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www.firelite.com

November 12  
Fire-Lite Software Applications  
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www.firelite.com

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www.firelite.com

November 12  
Fire-Lite Software Applications  
San Antonio, TX  
www.firelite.com

November 19-20  
Fire-Lite Systems  
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www.firelite.com

November 19-20  
Fire-Lite Systems  
San Antonio, TX  
www.firelite.com

November 26-28  
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Jump into Fire  
Fire Alarm Systems Design  
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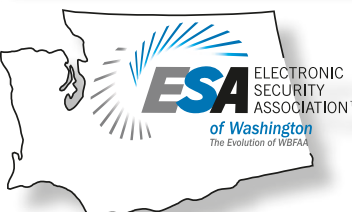
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By Margaret Spitznas, President

Please visit [www.waesa.org](http://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](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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October 9 ..... NSA Board Meeting ..... Las Vegas, NV  
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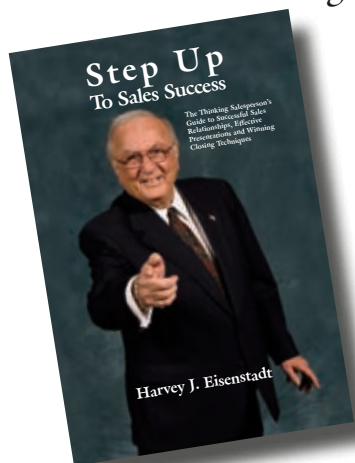
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## ARIZONA LICENSING

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

## ARIZONA MEETINGS

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



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## WBFAA UATC Apprentice Class has begun!

The WBFAA UATC first semester apprentice course began on August 21, 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 to CSLB. Learn more about electrician certification by visiting the Division of Apprenticeship Standards website. [www.dir.ca.gov/DAS/ElectricalTrade](http://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](http://www.wbfaa.net) or [www.wbfaatraining.net](http://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](http://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

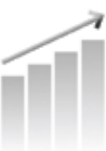
Security America Risk Retention Group (SARRG) is an insurance company developed by the ESA and administered through Marsh Insurance. Security America RRG was formed in 2003 to provide affordable and stable insurance coverage exclusively to ESA member companies. Security America RRG offers general liability 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@securityamericarrg.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.



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Register today at  
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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)

**SEPTEMBER**

6	TMS Annual Golf Tournament	Lincoln
10	WESA Golf Tournament	Liberty Lake, WA
11	WESA 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
11-16	CSAA Annual Meeting	Quebec City, Quebec, CA
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 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

**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

**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)  
Web Homepage: ..... [www.dca.ca.gov/bsis](http://www.dca.ca.gov/bsis)

**Industry Events 2013**

**Nov. 5-6**

SIA Executive Conference: Securing New Ground/Security 500  
New York, NY

**Nov. 20-21**

ISC East 2013 and SIA Awards Gala, New York, NY  
[www.isceast.com](http://www.isceast.com)

**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

**ESA Professional Groups Kickoff Reception**

June 23, 2014, ESX, Nashville, TN

**Electronic Security Expo**

June 24-26, 2014, Nashville, TN

**ESA Summer Conference**

June 23-27, 2014, Nashville, TN

**ESA Board of Directors Meeting**

June 27, 2014, Nashville, TN



**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](http://www.caaonline.org).

Sponsorships are available.



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