



2024 Spring Convention

May 15 - 18
Hilton Palm Springs

CONVENTION HIGHLIGHTS



- Poolside Reception w/ Hosted Bar
- Golf at Escena Golf Course
- Workshops on Latest Trends & Technologies
- Keynote Address
- Exhibits
- Poolside Dinner w/ Entertainment
- 26th Anniversary of Youth Scholarship
- Program & Presentation

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CAA General Meeting Agenda Friday, May 17, 2024 8:45 a.m. - 10:30 a.m. Horizon Ballroom

1. Call to Order - Sean Cooke
2. Pledge of Allegiance - Elizabeth Courtney
3. Self-Introductions - Sean Cooke
4. Anti-Trust Statement - Lessing Gold
5. Approval of Minutes - Tim Westphal
6. President's Message - Sean Cooke
7. Treasurer/Business Report - David Michel
8. Legal Report - Lessing Gold
9. Legislative Report - Shane Clary/Trent Smith
10. CAA PAC Fund
11. BSIS
12. Scholarship Program - Lilianne Chaumont
13. Public Safety Liaison - Sean Cooke
14. SIAC Update - Stan Martin/Steve Keefer
15. Membership - Larry St. John
16. Technology/Industry Trends - Sam Aviles
17. WBFAA/Training Update - Ron Lander
18. CAA Education - Shane Clary
19. ISC Expo West/SIA - Mary Beth Shaughnessy
20. WISE - Cathy Rempel
21. Associate Director Report - Rich Whitlock
22. Sponsor Recognition
23. Old Business
24. New Business
25. Good of the Order
26. Adjournment

Dear Members and Guests,

It is with great excitement that I welcome you to the California Alarm Association's Annual Spring Conference, hosted at the beautiful Hilton in Palm Springs from May 15th to 18th. This year's gathering promises to be an extraordinary opportunity for learning, networking, and growth.



As we navigate the evolving landscape of the security and life safety industry, our focus remains steadfast on empowering our dealers with the knowledge and tools necessary to thrive. The Harvey Eisenstadt Sales Symposium will kick off our event, offering a deep dive into advanced sales strategies from leading industry professionals. This session is designed to provide you with actionable insights that you can immediately apply to enhance your business. We are also thrilled to announce Robert H. Owens as our keynote speaker. His presentation, "Beyond Boundaries: Leadership Excellence for Today," promises to inspire and challenge our traditional notions of leadership, offering fresh perspectives critical for navigating today's dynamic market environments.

Additionally, the Executive Symposium on Video Monitoring, moderated by the esteemed George DeMarco, will provide invaluable insights for those looking to integrate or expand video monitoring services within their offerings.

Throughout the conference, a series of workshops will cover critical topics such as acquisitions, insurance, legal issues, and best practices. These sessions are crafted to equip you with the latest information and trends to help you stay ahead in a competitive market.

This event is not only a learning experience but also a chance to connect with peers and industry leaders. Whether you are meeting new colleagues or catching up with old friends, the atmosphere of camaraderie and collaboration is something to look forward to.

I encourage you to engage fully over these four days. Our goal is for you to leave the conference with more motivation, knowledge, and tools than when you arrived, ready to advance your business and contribute to the security of our communities.

Thank you for being a part of our association and this incredible event. I look forward to sharing this experience with you and seeing all the great things we can accomplish together.

Regards,
Sean Cooke
President,
California Alarm Association



Visit our Website
www.CAAonline.org
Call for membership details
800-437-7658



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Schedule of Events

WEDNESDAY - MAY 15TH, 2024
WBFAA BOARD MEETING 9:30 a.m. - 2:00 p.m. WHitewater Boardroom
CAA REGIONAL PRESIDENTS (Closed Meeting) Executive Boardroom 2:00 p.m. - 2:50 p.m.
CAA BOARD OF DIRECTORS (Open to all) Plaza A & B 3 – 5:30 p.m.
CAA WELCOME RECEPTION Hilton Poolside Bar 6:00– 7:30 p.m.
THURSDAY - MAY 16TH, 2024
CAA GOLF TOURNAMENT Escena Golf Club 7 a.m. Check-In & Breakfast 8 a.m. Shotgun Start
WISE MEETING The Terrace Restaurant 11:30 a.m. -1:45 p.m.
HOW TO CREATE A STRATEGIC MAP THAT WILL UNCOVER HUGE REVENUE TREASURE IN YOUR BUSINESS 1 p.m. – 2 p.m. PLAZA C Presenter: Hank Groff, CEO, Haxakain & The Home Power Group
Hank Groff, CEO of The Haxakain Group, has over 20 years of experience

as an advisor to some of America’s top home companies on how to create a strategic plan that will deliver a stream of exponential revenue in your business. During this session, he will share his experience of how he transformed two stagnant business divisions into national, coast-to-coast sales powerhouses generating millions of dollars in production and profits. He will share the key questions he asks organizations to help them draw a strategic map that puts them on the right path to achieving even the most aggressive targets.
HARVEY EISENSTADT SALES SYMPOSIUM PLAZA A & B Integrated Security Solutions for the Digital Era 2 p.m. – 2:50 p.m.
Two leading companiesin the security and technology industry hosting a workshop to provide participants with insights into the latest advancements in security technology and how to effectively integrate them into their organization’s operations. Panelists: Tondria Lopez Tello, VP Area Vice President- Everon Joe Diaz, Director of Operations - ADT Commercial Moderator: Dean Belisle
DW AI SOLUTIONS – REDUCE FALSE ALARMS 3 p.m. - 3:50 p.m. PLAZA A & B Moderator: Digital Watchdog
Carl Huntsman, Senior Regional Sales Manager, Digital Watchdog Discover the ease of installation, unlimited scalability, and profitability of a DW Spectrum-managed video solution. Maximize your success by understanding the value-added benefits

of DW Cloud. Learn how simple it is to provide complete IP surveillance solutions including in-camera intelligent video analytics, high-resolution multi-sensor, panoramic view cameras, high-density network video recorders, and much more from Digital Watchdog. Discover the ease of installation, unlimited scalability, and profitability of a DW Spectrum-managed video solution. Maximize your success by understanding the value-added benefits of DW Cloud. Learn how simple it is to provide complete IP surveillance solutions including in-camera intelligent video analytics, high-resolution multi-sensor, panoramic view cameras, high-density network video recorders, and much more from Digital Watchdog.
MANAGING YOUR BUSINESS SUCCESSFULLY. STAY AHEAD OF THE CURVE WITH BUSINESS TIPS AND NEW LAWS. 3 p.m. - 3:50 p.m PLAZA C Presenter: Lilianne Chaumont, Esq., Chaumont Law Larry St John, CIC, CRM, Eclipse Insurance
Join Lilianne Chaumont, Esq., and Larry St John, CIC, CRM, for a lively discussion on navigating new laws and trending threats affecting all alarm company owners and managers in California. Hear legal updates from the front lines on how alarm companies are under attack, and which provisions in your contracts and subcontracts are seeing action, as well as what alarm companies can do to survive the ongoing insurance availability crisis in California.
REMOTELY MANAGE YOUR CUSTOMER’S POWER: DIAGNOSE POTENTIAL

ISSUES AND RESOLVE SERVICE REQUESTS BY DEPLOYING LINQ TECHNOLOGY BY ALTRONIX 3:00pm – 3:50pm PLAZA D Presenter: Stephen Oliva - OEM Partner Development & Western US Sales Manager at Altronix Corp
When your customer has a service issue with their security solution, how can you improve the quality of the service call and at the same time save you and your customer money? By attending remotely Manage Your Customer’s Power, CAA partners will have the opportunity to learn how deploying Altronix LINQ Technology on any new project or retrofitting any existing customer’s solution will offer a means of remotely diagnosing and in certain cases resolving customer product challenges remotely. Increase service responsiveness with higher efficiency, lower your customer’s total cost of ownership, and more importantly, keep your customer happy!
LICENSING AND COMPLIANCE – IT’S NOT A SUGGESTION. IT’S THE LAW. 4:00 - 4:50 P.M. PLAZA A & B Presenter: WBFAA
TThis session will cover the Burglar and Fire license requirements as well as specifics on certification and apprenticeship standards. We’ll also delve into navigating prevailing wage laws, effective procedures for managing training trust fund contributions, and navigating the ECU. With expert speakers and practical advice, this seminar is your gateway to mastering regulatory challenges and enhancing your operational efficiency in the California market. Join us to empower your business compliance and elevate your professional standards.

EMPLOYEE CLASSIFICATION, CONTRACTOR VS. EMPLOYEE 4:00 - 4:50 PM PLAZA C Panelist: Mitch Reitman/Reitman Consulting Group
We all know that the State of California is cracking down on employee misclassification, but that doesn’t hold a candle to what the IRS is doing. The IRS is recovering from COVID and staffing up, and this is one of their biggest priorities. Come here, Mitch will tell you about the IRS Employee Misclassification Task Force. He will tell you who they are, why they will get you, and what you can do about it before they knock on your door. And they will knock.
SIMPLY THE BEST 4:00pm - 4:50pm Plaza D
<ul style="list-style-type: none">Recap of complete Video Alarm Solution.Switzerland – CHeKT plays well w/ everyone - compatibility w/ other IP camera & IP speaker manufacturers as well as AI filtersOur offering of productsNew feature releases – web interface & monitoring portal upgrade Speakers: Tommie Van Fossen - Chekt
EXHIBITOR MEETING 4:45 P.M. – 5:00 P.M. Horizon Ballroom
CAA OPENING RECEPTION & EXHIBITS 5:00-7:00 p.m. Horizon Ballroom

FRIDAY - MAY 17TH, 2024
EXHIBITS & BUFFET BREAKFAST 7:30 – 8:45 a.m. HORIZON FOYER
GENERAL SESSION 8:45 – 10:30 a.m. HORIZON BALLROOM Includes 26th Scholarship by Lilianne Chaumont
EXHIBITS AND BREAK 10:30 – 11:00 a.m. HORIZON BALLROOM
KEYNOTE SPEAKER - ROBERT HAMILTON OWENS 11:00 a.m. – 12:00 p.m. HORIZON BALLROOM Robert Hamilton Owens is an international corporate business consultant and inspirational speaker. For more than 25 years in over 30 nations, he’s been speaking before audiences on leadership and management topics, free enterprise, and democracy issues. Some of Robert’s past clients include the Navy SEALs, New York Jets, The Baltimore Ravens, the Philadelphia Eagles, and the Philippines Joint Chiefs of Staff. https:// www.roberthamiltonowens.com/
POUSES LUNCH 11:30 a.m. - 1:00 p.m. THE TERRACE RESTAURANT
EXHIBITS AND BUFFET LUNCHEON HORIZON BALLROOM 12:00 p.m.. – 1 p.m

Schedule of Events

EXECUTIVE SYMPOSIUM LEVERAGING VIDEO TECHNOLOGY FOR ENHANCED SECURITY AND SAFETY

**1:00 p.m. - 2:00 p.m | HORIZON
BALLROOM**

Discover how video technology revolutionizes security and safety practices in this dynamic session. From real-time threat detection to operational enhancements, learn how video surveillance systems offer comprehensive solutions. Explore cutting-edge analytics and integration methods for seamless security management while optimizing operational efficiency. Join us to unlock the potential of video technology for enhanced security and operational improvement, including better and more accurate video verification of alarm activity. Join us for an interactive session and discover how the power of video technology can transform your security offerings into a more robust solution that can supercharge your RMR.

Moderator: George De Marco

SECRETS OF SUCCESSFUL LEAD GENERATION

2 p.m. - 2:50 pm |

Learn how to generate leads from scratch and why it's critical to building a profitable business. Building your business by referrals is a terrific goal, but you can't predict when they'll come in and if they'll be qualified. Generating leads directly lets you target the markets you want to grow most. All sales reps should be actively generating leads in addition to those which are company provided.

In this session you'll learn ...

Why relying on referrals alone is not a profitable plan.

How targeting leads directly increases

profits and RMR.

How to generate leads consistently and easily.

Presenter: Audrey Pierson, Audrey Pierson Consulting

WELCOME TO ALARM DETECTION IN THE 21ST CENTURY

2 p.m. - 2:50 p.m | PLAZA D

We will be covering new technologies and trends, and how to leverage these to have a stronger, more profitable business.

Speakers: Dean Beliste & Jeff Spatz

WHAT MAKES ALARM COMPANIES MORE VALUABLE?

3 p.m. - 3:45p.m | PLAZA C

Discover Insights from industry professionals!

CONNECTING WITH CUSTOMERS NEW AND OLD IN THE MODERN AGE

"For businesses looking to identify and connect with customers in their region - we'll give you the marketing tools and tips

to succeed.

Moderator: Tanner LaRocque

VIDEO MONITORING/ CENTRAL STATION - DEALER PERSPECTIVES

4 p.m. - 4:45 p.m | PLAZA A & B

Moderated: David Morgan, SD Marketing

Panelists: Avi Lupo, Dice Corp., Norm Barton, Netwatch/National Monitoring Center, Joey Rao-Russel, kimberlite Corporation Sonitrol, Jonathan Sherrell, Rapid Response. and others!
Highlight on AVS-01 and a dealer perspective

CAA POOLSIDE DINNER BUFFET AND ENTERTAINMENT

5:30 - 9 p.m.

SATURDAY, MAY 18TH 2024

BUFFET BREAKFAST: INDUSTRY INCORRECT: Loves Me...Loves Me Not

8:45 - 10 a.m. | PLAZA A&B

Moderator: Lessing Gold, MSK

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CAA Palm Springs Convention Speakers



Dean Belisle
National Sales Trainer,
DMP Adam Fisher,
Dealer Development
Manager, DMP

Dean has been active in the electronic Security & Fire Alarm Industry for over 40 years. He started as a technician and then co-founded his own successful security and life safety business. He has extensive experience in front-line sales, sales training, program development and he has a unique ability to custom-fit solutions to your need. He is recognized for his experience, knowledge and dedication to the electronic Security & Fire Alarm Industry. He is the National Sales Trainer for DMP Authorized Dealers.



Lilianne Chaumont
Presenter:
Esq., Chaumont Law
Larry St John, CIC,
CRM, Eclipse Insurance

Lilianne is the President of Chaumont Law Inc., a law firm dedicated to the protection and representation of the electronic security, physical security, and fire and life safety industries. She is a proud "Masters" graduate of the Alarm Technical Training course (120 hours) and is a member of the State Bar of California, California Lawyers Association, Los Angeles County Bar Association, CAA, CAFAA, AzAA, and ESA. She has served as the California Alarm Association Youth Scholarship Chair for eight years and as an ESA Scholarship Judge for seven years. Lilianne is a frequent lecturer and author regarding legal matters about electronic security and life safety companies.

George De Marco
Managing Partner DECO

George De Marco began his life-long entrepreneurial journey over 40 years ago. Founder and CEO of Greater Alarm, George brought together a team of highly motivated individuals that achieved nationwide recognition for



growth, innovation and customer experience in the electronic security and life safety and custom electronics industry. After selling his company, George was asked to help kickstart the Electronic Security Expo (ESX)

in 2007, a conference focused on the security and life safety industry, and continues to serve as its chairman. In 2011, he began his consultancy journey, founding DECO Ventures LLC. Today, his firm helps entrepreneurs and executives think differently about growth, innovation leadership, and customer experience.



Les Gold
Partner, MSK

Les represents all aspects of the Security Industry for many years. Mergers and Acquisitions, Financing, Licensing, Contracts, IPO's, Intellectual Property,

Government Relations, formed the corporation for what is now ISC. Handled many hundreds of mergers and Acquisitions in the Security Industry. Have made many presentations on the subject matter to the California Alarm Association, education at ISC and SIA. Written monthly articles for SDM Magazine for many years.



Hank Groff
CEO, Haxakain & The
Home Power Group
CEO & Senior Advisor
Haxakain Group, LLC

Hank Groff, CEO of The Haxakain Group, has over 20 years of experience as an advisor to some of

America's top home companies on how to create a strategic plan that will deliver a stream of exponential revenue in your business. During this session, he will share his experience of how he transformed two stagnant business divisions into national,

coast-to-coast sales powerhouses generating millions of dollars in new production. He will demonstrate the key questions he asks organizations that are used to help them draw a strategic map that will put them on the right path to achieve even the most aggressive sales targets.



Carl Huntsman
Moderator: Digital
Watchdog - TBD

Senior Regional Sales Manager, Digital Watchdog (Moderated/1 min. commercial promotion) - Subject Matter Expert Carl Huntsman is DW's

Senior Regional Sales Manager for the Western United States. Carl is responsible for all sales activities in Arizona, California, Colorado, Hawaii, New Mexico, Nevada and Utah. He oversees the DW sales managers and manufacturer's representatives in that region. Carl was most recently Regional Sales Manager for the Southwest U.S. at Arecont Vision. He started in the security industry at the age of 17 and has held positions with Network Appliance (NetApp), Nice Systems and Global Surveillance Associates (GSA), as well as Mirage and Caesar's Palace resorts.



Audrey Pierson
Audrey Pierson
Consulting

Audrey Pierson consults, coaches, and trains sales leaders and their reps in security sales skills through Audrey Pierson Consulting. She delivers virtual & live online training through her 8-week Security Sales Academy, the 1-day Security Industry QuickStart Program, and other skills training, including Generating Leads, Networking, and using LinkedIn as a salesperson. Her clients successfully increase their sales and streamline their sales processes.



Mitch Reitman
Managing Principal
- Reitman Consulting
Group, Inc. (formerly
S.I.C. Consulting, Inc.)

Reitman Consulting provides financial consulting, valuation, general accounting services, transactional services, tax compliance, and tax representation services to security alarm companies in twenty-three states, Mexico, Canada and the EEC. Mr. Reitman is a frequent lecturer to Alarm Industry trade groups and associations and was selected as the Person of the Year 2019 by the Texas Burglar and Fire Alarm Association, received the Mark Schubert Associate of the Year Award from the California Alarm Association, and was to the Electronic Security Industry Hall of Fame in 2017.



Stephen Oliva
OEM Partner
Development &
Western US Sales
Manager at Altronix
Corp

Stephen Oliva is the Western North American Sales Manager for Altronix and brings almost 30-years of experience to our industry. In his current role at Altronix, Stephen supports his customers with providing them with the proper low-voltage power and IP connectivity specifications for projects that are deploying essential physical security products that keep people and their surroundings safer. Stephen Oliva holds a Bachelor of Science Degree in Global Business Management from the University of Phoenix and is an active SIA and ASIS member.

Larry St. John
President
Eclipse Marketing & Insurance Services

Larry is President and principal of Eclipse Marketing & Insurance Services, a brokerage firm providing insurance solutions related to Workers Compensation,



General Liability, Commercial Auto, Property, and other business coverages. He earned his Certified Insurance Counselor designation over a decade ago and has used that knowledge to specialize in coverage and risk management solutions for the alarm & security industry. Larry is a member of the California Alarm association and has been working with the association and its members for more than 20 years. He currently chairs the Membership Committee, serves on the board of the East Bay Alarm Association, and works to bring value to members on both an association and corporate level.



Avi Lupo
Avi Lupo has more than 35 years of management experience in the security industry, with a strong emphasis on both the technology side as well as on the human/personnel side.

He served as a co-founder and CEO of Kent Technologies, served as the CEO of FST21 America, served as a co-founder and President of OzVision Global, served as CEO of Scan Group International, and in senior positions in other such firms.



Matt Gehr
Vice President of Sales
Deanna Blair - Alula
Regional Sales
Manager

Matt Gehr started at Alula in 2015 as the Midwest regional sales manager. Over the past eight years, he has held positions such as business development manager and director of sales, Midwest and strategic accounts before accepting the newly formed vice president, sales role. With this new role, Gehr will be responsible for developing plans and strategies to meet sales goals, anticipating partner needs

CAA Palm Springs Convention Speakers

and identifying where improvements can be made. This change will allow Alula to provide better customer service throughout the United States.



Norm Barton
Netwatch

Norm has been in the low-voltage security industry for 36 years. In that time, he has performed duties as an installer, technician, sales representative, distribution branch manager and security consultant for colleges and corporations. He was a systems integrator owning his own companies in California and Nevada specializing in intrusion, CCTV, access control and fire/life safety systems. Norm is considered a video monitoring expert specializing in Proactive Video Monitoring with Netwatch North America where he has been a Regional Sales Manager for nearly 6 years.



Tondria Lopez Tello
VP Area Vice President-
Everon Joe Diaz,
Director of Operations -
ADT Commercial

Tondria Lopez-Tello has been an integral part of the ADT Security Systems team for nearly 20 years. Tondria has transformed her sales department from a cost focused group to a consultative high dollar solutions provider. Earned a Bachelor's Degree in Business Administration, Management and Operations from New Mexico State University.



Jeff Spatz
Director of Sales for
West region at Digital
Monitoring Products

As DMP's Director of Sales - West, Jeff will lead a six-member

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sales team with territories including Southern California, Los Angeles, Central California, Northern California, Southwest and Northwest.

design, installation, and maintenance, their solutions effectively provides fast and efficient event information that can eliminate false dispatches.

industry. Jonathan supports the growth and success of his valued dealer partners.



Tommie Van Fossen
Director of Business Development Visual Verification at Optex

Tommie supports the OPTEX Bridge Series providing a simple, low cost solution, connecting cameras and sensors to the CHeKT Visual Verification Service. With proper system



Jonathan Sherrell
Rapid Response Monitoring, Director of Sales

Jonathan Sherrell has over 15 years of direct Management, Sales, Marketing, Installation and Service experience in the Electronic Fire and Security Industry. Jonathan oversees the best inside and outside sales team in the electronic fire and security

Joe Diaz

Director at ADT
ADT Commercial provides a custom integrated security solution to help cover all your locations - inside and out. Our local teams will tailor your systems to meet the specific needs of each facility.

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CAA BOARD OF DIRECTORS MEETING AGENDA Wednesday, May 15, 2024 ● 3 p.m. – 5:30 p.m. ● Plaza A & B Hilton Palm Springs

CALL TO ORDER

SEAN COOKE, PRESIDENT

- a. Pledge of Allegiance - Elizabeth Courtney
- b. Roll Call – Board of Directors Roster - Attachment
- c. Introductions
- d. Recognize Past Presidents to Vote (Two)

ANTI-TRUST STATEMENT

LESSING GOLD, LEGAL COUNSEL

MINUTES

TIM WESTPHAL, SECRETARY

- a. Board of Directors March 12, 2024 for Approval - AT MEETING

PRESIDENT'S REPORT

SEAN COOKE, PRESIDENT

DAVID MICHEL, TREASURER

- a. Financial Statement First Quarter 2024 - Attachment
- b. CAA Fiduciary Review Committee

BUSINESS OPERATIONS COMMITTEE REPORT

DAVID MICHEL, CHAIR

LEGAL REPORT

LESSING GOLD, LEGAL COUNSEL

GOVERNMENT RELATIONS COMMITTEE REPORT

SHANE CLARY, CHAIR

- a. Government Affairs Committee Report

SCHOLARSHIP PROGRAM COMMITTEE REPORT

LILIANNE CHAUMONT, CHAIR

- a. CAA 2024 Scholarship - Attachment

COMMUNICATIONS COMMITTEE REPORT

DAVID MORGAN, CHAIR

- a. Website and social media
- b. CAA Video Blog
- c. Mirror and Advertising

PUBLIC SAFETY LIAISON COMMITTEE REPORT

MIKE SALK, CHAIR

- a. SIAC Stan Martin, Steve Keefer
- b. SIAC Funding

MEMBERSHIP COMMITTEE REPORT

LARRY ST. JOHN, CHAIR

- a. Membership Changes 2024- Attachment

TECHNOLOGY/INDUSTRY TRENDS COMMITTEE REPORT

SAM AVILES, CHAIR

CAA TRAINING COMMITTEE

SHANE CLARY, CHAIR

- a. WBFAA Online Continuing Education
www.wbfaatraining.net
- b. CAA Field Service Technician
www.nationaltrainingprogram.com

LOCAL ASSOCIATION REPORTS

- a. East Bay Alarm Association - Tim Westphal
- b. Golden Gate Alarm Association - Paul Wassem
- c. Redwood Alarm Association - Chuck Petruscha
- d. Greater Los Angeles Alarm Association - David Michel
- e. Greater Valley Alarm Association - Joe Castro
- f. Inland Empire Alarm Association - Richard Jimenez
- g. Mid Cal Alarm Association - John Heath
- h. Orange County Alarm Association - Elizabeth Courtney
- i. Sacramento Area Alarm Association - Sarah Wilson
- j. San Diego Alarm Association - Matt Kruger
- k. Silicon Valley Alarm Association - Ben Martinez

ISC EXPO/SIA

SEAN COOKE, PRESIDENT

MARY BETH SHAUGHNESSY, TRISH MOUBAYED, ISC

- a. CAA ISC West 2024 - Attachment

WISE COMMITTEE REPORT

CATHY REMPEL, CHAIR

ASSOCIATE DIRECTORS REPORT

RICH WHITLOCK, ASSOCIATE DIRECTOR

- a. CAA Convention Summary 1997 – Present
- b. CAA Winter Convention - Attachment
- c. CAA Palm Springs Convention
- d. Harvey Eisenstadt Sales Symposium
- e. CAA Mark Schubert Memorial Award

CAA OFFICE UPDATES

PAIGE POHLERS MEEK, EXECUTIVE DIRECTOR

OLD BUSINESS NEW BUSINESS ADJOURNMENT



2024 PALM SPRING CONVENTION
Western States Security Conference

EXHIBITORS

- Access Hardware
- Supply
- ADI Global Distribution
- ADT Authorized Dealer
- Program
- Affiliated Monitoring
- ALARM.COM
- Alibi Security
- Altronix
- Brinks Home
- Digital Watchdog
- DMP
- Dynamark Monitoring
- Essence
- Evolon
- Farpointe Data, Inc.
- FSSI
- Geokey
- Napco Security Technologies
- National Monitoring Center
- OpenEye
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About the TMA-AVS-01 Alarm Validation Scoring Standard

AVS (Alarm Validation Scoring) is an intrusion alarm classification standard. The standard defines intrusion alarms based on various threat levels and the process to determine the alarm level. This process can be done manually by a central station operator or can be adapted by automation providers or other parties for automated processing. It also includes language on communicating these classified or scored alarms to Public Safety through Emergency Communication centers (ECCs/911) as well as language regarding compliance for alarm monitoring centers.

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There are five alarm levels:

0

Alarm Level 0
No call for police response

1

Alarm Level 1
Police response request with no or limited additional information

2

Alarm Level 2
Police response request with confirmed or 'highly probable' human presence with unknown intent

3

Alarm Level 3
Police response request with confirmed threat to property

4

Alarm Level 4
Police response request with confirmed threat to life

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THE CAA MARK SCHUBERT MEMORIAL AWARD

Sponsored by ISC WEST



Each year the Regional Presidents nominate a finalist for the CAA Mark Schubert Award to recognize their support for association programs and activities. The CAA President selects a recipient, and the award includes a \$500 grant, sponsored by ISC West, which the recipient can designate to any industry program or association.

The inaugural award in 2002 was presented to Dave Keays of CSSS for his contributions and leadership with the Orange County Alarm Association.

The CAA Mark Schubert Memorial Award was established to honor the memory of Mark Schubert who was active in the industry for 20 years with National Alarm Computer Center.

Mark was an advocate of the CAA and the regional associations and promoted membership and participation on the local and state level. The award is intended to recognize an Associate Member who volunteers time and resources to support the associations.

2024 NOMINEES

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Barkin, Perren, Schwager & Dolan, LLP

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YOUTH SCHOLARSHIP PROGRAM

In 2024, the CAA Youth Scholarship Program will offer approximately \$20,000 in funds to children of active duty law enforcement and fire service personnel in the State of California who are graduating from high school and continuing their education at a four-year college or university. The CAA shares a common mission with public safety officials: to improve the safety and quality of life for every Californian.

Congratulations!

2024 SCHOLARSHIP RECIPIENTS

State Recipient:

Stella M. Werle

Redwood Alarm Association



JORDAN SHEEHAN	EAST BAY ALARM ASSOCIATION
CORALINE HAGGARTY	GOLDEN GATE ALARM ASSOCIATION
LILLIE CISZEK	GREATER LOS ANGELES SECURITY & ALARM ASSOCIATION
SHELBY WILDER	GREATER VALLEY ALARM ASSOCIATION
ALYZA MACALINAO	INLAND EMPIRE ALARM ASSOCIATION
ANJALI PRIETO	MID-CAL ALARM ASSOCIATION
JESSICA KEARNS	ORANGE COUNTY ALARM ASSOCIATION
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CHAEI HAMMES	SAN DIEGO SECURITY ASSOCIATION
AIDAN JONES	SILICON VALLEY ALARM ASSOCIATION



A very special thanks to our industry partner, ISC West, for supporting the CAA Scholarship Program along with our generous Legacy Sponsors and our 11 Regional Chapters.

ESSAY

**CAA 2024 Youth Scholarship Recipient
Stella M. Werle - Redwood Alarm Association**

WHAT IT MEANS TO ME TO HAVE MY PARENT

INVOLVED IN SECURING OUR COMMUNITY

I remember the day my dad left. The day that everything changed. I was 3, and my brother wasn't even born yet, when my dad walked away from us and from me. It's frustrating to have a parent you know did the wrong thing, who you know disappointed you and the people you care about, and even more so, not be able to talk about it with that parent without starting an argument. It goes without saying that people like my dad, firefighters, and police who work so hard to secure our community, see some terrible things, and that changes them, hardens them. My relationship with my dad has never been perfect. Often, it has been quite tumultuous, and yet for all the mistakes he has made, he still gets up every day and chooses to protect people; he chooses to do good. If there is anything I have learned through my journey with my dad, it's that people can make a lot of mistakes, but still be fundamentally good, which has given me the perspective that I needed to take the steps to be like my dad, to be fundamentally good. Step 1: Always do your best to be patient. Dealing with someone who you know has made some bad choices is frustrating and often draining. However, I have learned that patience is essential to all aspects of life, especially in relationships. The patience required of my dad in his line of work, whether talking to people who aren't well or trying to overcome a language barrier, is very impressive. Such is the reason I place such importance on patience, even when you are dealing with some of the most unreasonable people. Being able to stay calm and attempt to continue helping that person is something my dad does every day, and something I aspire to do. Werle 2 Step 2: Have empathy for those around you, even if you don't understand their situation. Throughout my life, I have done my best to always keep other people's feelings in mind, because I have been on the other side of someone who doesn't think about my feelings. This has allowed me to build strong, meaningful friendships with my peers, because I have the ability to understand their feelings, especially when I am in the wrong. Even though this isn't my dad's strong suit, I have watched him multiple times, being empathetic towards the people he was helping at work, which has in turn encouraged me to act the same in all areas of my life. Step 3: Think before you act, and accept the consequences of those actions. My dad's job constantly demands that he make impossible choices, and while on duty, the choice he makes could be the difference between someone's life and death, and he has to live with the consequences of those choices. While there is significantly less pressure on my choices, there are still consequences for every choice I make, which is why I make them with such care. Because while my choices may not be the difference between life or death, they could be the difference between a good day or a bad one, a success or a failure. Step 4: Love everyone fully and outwardly, because how you feel has an effect on them. Because of his job, my dad has always had trouble displaying emotions, specifically, affection towards my brother and I, and the lack of love we feel from our own father has a major impact on us, and how we see and approach the world. Personally, this has taught me to always make it known to people that I care about them, whether that be saying it verbally, sending a text, doing them a service, whatever it takes to let them know they are loved. I have felt firsthand that lack of love and affection, and I have always vowed to do better, which actually inspired me to go to college to study psychology, in hopes of one day becoming a therapist. I want to help people Werle 3 process their emotions to show love to the people they care about, because nobody should have to question whether or not they are loved. I love my dad, and I also know he is flawed. In many ways, I respect him, and in some ways, I don't. His service to our community has inspired me to serve others, perhaps not in the same way he served me as a father, but in the way I see him serve neighbors and friends. Nobody is perfect, and he is no exception. However, I aspire to be the person he is at work, someone who fights to protect people, to help them, and to be a good person.



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