

THE MIRROR

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CAA Vice President Tim Westphal, Sam Aviles of Honeywell Fire, CAA Scholarship Chair Lillianne Chaumont, CAA Youth Scholarship State Winner Christina Kim, EBAA President Mike Salk, Hazel and Jamie Kim of the Oakland Police Department at the check presentation at the CAA Palm Springs Convention.



EBAA President Mike Salk, Larry St. John of Eclipse Marketing and Insurance, Michael Schubert of NMC and CAA President Cathy Rempel at the CAA Palm Springs Convention where Larry St. John was honored with the 2015 Mark Schubert Memorial Award.



The Silicon Valley Alarm Association awarded Kyle Groves \$1,500 for his academic excellence, involvement in the community and extracurricular activities. Ben Martinez of GSC/All-Guard presented Kyle with his check from the CAA Youth Scholarship Program.



CCFD Captain Glenn German, Nevada Security Association first place scholarship winner Tahnee German, Las Vegas Security Chiefs Associate President Jason Hudson, second place Scholarship winner Morgan Meyer, LVMPD Sgt. Bryan Meyer; back row: NSA President Greg Simmons and NSA VP Jon Perry at the Public Safety Luncheon in Las Vegas, NV.

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PRESIDENT'S MESSAGE

Alarm Companies Band Together, Achieve Victory in Chico, CA

On April 21, Chico, CA announced that it had abandoned its plan to hold alarm companies responsible for the collection and payment of fines for their respective customers. My message today is to thank all of those involved in this resolution including Jon Sargent (Alarm Industry / Law Enforcement Liaison for the Security Industry Alarm Coalition (SIAC) and California Alarm Association (CAA) Past President), Steve Keefer (Retired Police Chief of Sparks Nevada and Law Enforcement Liaison with SIAC), Rich Whitlock (President of the Sacramento Alarm Association and Secretary of the California Alarm Association), and Lessing E. Gold (CAA Legal Counsel and Partner Mitchell Silberberg & Knupp LLP). It is important that we remain proactive with our public safety agencies to grow partnerships, provide education on proven working ordinances and work together as a team, as the above named individuals did with Chico, to provide the best solutions for public safety agencies, our industry and the customers and communities we serve. Here is the information on Chico as shared by our partners at SIAC.

"This is an important day for the alarm industry," said Jon Sargent, The year-long Chico story started with a small news item in the Chico Action News Now on May 9, 2014 - that the Chico Police Department intended to stop responding to "unconfirmed automated alarms" on June 15.

Sargent immediately went into action mode, contacting his industry colleagues for information about this effort to move to, as he put it, "pure verified response." Investigation turned up the letters that the PD had sent to local alarm companies justifying this action (it appeared that some larger, out of state and national alarm companies did not receive the letter); the letter stated that it was due to receiving more than 3,000 false alarms in 2012 and that the department could no longer afford the expense and manpower hours.

On May 18, Sargent spoke on behalf of SIAC to the Chico City Council, telling the members that he had been in touch with Chico Police Lt. Mike O'Brien in an effort to share

SIAC resources such as the "Best Practices" for false alarm reduction. "We've had great success in numerous jurisdictions with these resources, cutting false alarms by as much as 80%," said Sargent. He explained that Chief of Police Kirk-Trostle agreed to meet with him and Steve Keefer, SIAC Public Safety Liaison, on May 30 to present solutions to consider with the model ordinance, discuss the incomplete notification process to dealers, and the unreasonable time



President's Message, continued on page 17

Security Industry Alarm Coalition (SIAC)

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



By Harvey Eisenstadt

ASSOCIATES CORNER

Preparedness Is a Necessity for That First Call!

You have done your research and have the name, title and responsibilities of the prospect you need to talk to. If it is residential you may have some basic family information. If it is commercial you know something about the company. You make that initial contact and all too often you are cutoff before you have an opportunity to get into your introductory presentation. So now you ask yourself the simple question, "why am I not being suc-

cessful in getting people to listen to what I have to say before they cut me off"? The answer to that question most often falls into the category of unpreparedness. Yes, too many salespeople are so confident about the knowledge of the product or service they are selling that they truly believe they can make the call and win over the prospect's attention with all the wonders of their product or service delivered in that first minute or two. Because of this belief, so many of these salespeople do not effectively prepare for that all important first call. It is a simple fact: if you do not prepare for each call, then you are only gambling that the prospect will give you the opportunity to talk to them. So, how do you prepare?

You begin by recognizing these two important facts. First, you must understand why the prospect will want to listen to you. The answer to this is quite simply that prospects will want to hear more from you if they recognize a benefit or value to them in your opening comments. Second, they must resonate positively with your first comment to want to hear more from you. To hear the second of your comments they must identify with the benefit or value to them from your first comment. It is no secret that consumers today are inundated with sales calls and unless they immediately recognize that benefit or value to them, to their family or to their company, then that sales call will end

quite abruptly. The simple rule to remember is to hear the second thing you have to say, they must resonate with your first comment.

Preparing for that first call is not a major challenge. There are two categories that will encompass your presentation. They are the features and benefits of your product or service. As I indicated in the opening paragraph salespeople all too often will begin with a flurry of all the wonderful features of their product or service. Likewise, all too often, prospects have heard this before and this does not resonate with them. What will resonate are the benefits. So, to be properly and effectively prepared, you begin by creating two lists. The first list is that of all the features of your product or service.

The second list is the benefits of those features. You now prepare for your first call, as well as your follow up presentation, with the context being features supporting benefits. Depending on what you know about the prospect, pick out one or two benefits and lead with them on your first call. Once the prospect identifies with that benefit, you will have the opportunity to present additional benefits, either on that first call or at a granted appointment, followed by how these benefits are achieved which are the features of your product or service.

The key to successfully using this technique is practice. Make those lists and reverse the order in which you deliver your comments. Begin with the benefits and practice how you deliver these all important words so that the prospect wants to hear more. If this practice is to get you the appointment, by perfecting your delivery of these first comments you will definitely see an increase in prospects granting you that appointment.

Remember, benefits resonate with prospects, features support benefits and the words of wisdom from Vince Lombardi "practice does not necessarily make perfect. Perfect practice makes perfect." So, perfect your presentation and practice it before each call. Be Prepared!

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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The new 25,000 square foot California headquarters also features NMC's Education Center which provides meeting spaces and training facilities for our dealers and their





clients. NMC also operates a fully-staffed redundant monitoring center location in Irving, Texas.

While other monitoring companies may be downsizing or cutting services to stay afloat, NMC has reinvested in its people, facilities, technology and services to serve both current and future dealers and their clients, thereby securing its position as the premier national monitoring company for years to come.

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LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2015

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 more than \$30,000 in its PAC to contribute to business-minded legislators. We want to establish this funding level as a goal for 2015 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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CAA President Cathy Rempel thanked Dave Michel of Valley Alarm, Tony Adler of MS&K, Mitch Reitman of Reitman Consulting Group and Morgan Hertel of Rapid Response for leading the Industry Incorrect open discussion after breakfast at the CAA Palm Springs Convention.



Palm Springs Fire Chief Blake Goetz spoke on the importance of the relationship between the alarm industry and public safety industry working together to increase overall community safety.

ASSOCIATES NEWS

Rick Baza has joined the **THOMASSON MARKETING GROUP** as Regional Sales Representative for the Southern California Region. Rick will be responsible for managing the sales in Los Angeles, Ventura, Kern, Santa Barbara & San Luis Obispo Counties. A 10 year veteran of the Security & Systems Integration industry, Rick brings a wealth of results oriented experience with ADT, Stanley Convergent Security Solutions, Protection One and CV Representatives. Rick earned a B.S. in Management from the Pepperdine Graziadio School of Management & is also NICET Certified Fire Systems Engineering Technologist. A 1986 State Champion Cyclist, he also participated in the 1987 National Team Tryouts and is a Volunteer for Burbank Bicycle Angels. For more information, visit www.TMGRepGroup.com.



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TRI-ED will be hosting expos and customer appreciation outings at stadiums in several key markets throughout 2015. Sponsorship includes pre and post-event marketing, expo space, event tickets as well as food and beverage for two attendees. For more information, visit www.tri-ed.com.

TYCO SECURITY PRODUCTS announced the introduction of Illustra Edge, a complete high definition video system combining an IP camera, pre-installed exacqVision Edge video management system (VMS) software and SD storage into one, out-of-the-box solution. The Illustra Edge solution provides an easy, effective means to deploy a high-definition IP video system without incurring separate server hardware installation and configuration costs, since the server software and video storage is onboard the camera. The Illustra Edge recording solution offers high reliability as there is no single point of server failure. If one camera fails, the others will continue to stream and record video. The camera to server traffic is internal and not on the customer's network providing low overall network traffic. "This is a complete solution for customers looking to create their own video surveillance solution without added costs of servers and complex installation," said Steve Carney, Senior Director, Product Marketing, Video and Integrations, Tyco Security Products. "Whether it's a small business or retail store, or someone who needs to supplement their enterprise system because of a remote locale or intermittent wireless coverage, the Illustra Edge solution can be deployed to fit their needs." For more information, visit www.illustracameras.com.

EXACQ TECHNOLOGIES, part of the security products business unit of **TYCO**, announced an integration with the Sensormatic anti-theft system from Tyco Retail Solutions. The combination of exacqVision video management system (VMS) and the Sensormatic system gives retail customers a unified Tyco solution, capturing loss event data and providing video recognition to improve loss prevention efforts. The Sensormatic pedestals capture valuable loss prevention data to create a surveillance zone at the end of a checkout lane or at the store exit. Retailers can view live video images of the alarm event as it occurs or search previous EAS system events and see the corresponding exacqVision video at the time the event happened. This integration enables retail store managers to quickly identify suspects for potential theft instances and improve their real-time response to shrinkage control. For more information, visit www.exacq.com.

FIRE-LITE ALARMS announced version 3.0.2 of the IPGSM-4G(C) that now supports the two-digit group code in Contact ID. This expands the Contact ID reporting format to 16 digits and now supports Fire-Lite panels using Lite-Connect with addresses 10 and above. Version 3.0.2 will send two digits for an address, allowing each panel to distinctly report for the entire system. The IPGSM-4G(C) is a popular dual path communicator that offers both IP and cellular communications. Confirm your AlarmNet Central Station's Honeywell IP Receiver firmware has been updated. The Honeywell IP Receiver requires firmware version 2.0.151 or newer. To learn more about the IPGSM-4G(C) dual path IP and cellular communicator, please see datasheet DH-60769, or datasheet DH-60771 for Canada. For more information, visit www.firelite.com.

OPENEYE announced the new E-Series NVR which delivers Plug N' Play functionality and support for its software in a compact, cost-effective chassis versatile enough to fit even the most demanding multi-site requirements. Generate or augment a service revenue program while saving time and money on installation. The E-Series NVR can handle hundreds of IP cameras in numerous locations. Using ReportStar, you can ensure usable video when it's needed most. With a built-in PoE switch, the E-Series NVR supports Plug N' Play functionality with OpenEye IP cameras. This decreases installation time, so you can visit more sites throughout the day. The E-Series NVR also comes with an eSATA data port, similar to USB ports, which provides

Associates News, continued on page 12



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- ORESTE MESA, MESA SECURITY & COMMUNICATIONS, INC, FL

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- JARED PETRY, GOVE SECURITY SYSTEMS, AZ

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- ERIC S. CAMPBELL, LOCKS & PROTECTION DEVICES, DE

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ASSOCIATES NEWS, *continued*

fast data transfer between the recorder and external devices. For more information, visit www.openeye.com.

SENTRYNET announced their partnership with I-View Now. I-View Now was invented to video verify alarms during the dispatch process, reduce false alarms, and to increase apprehensions while using off the shelf security and video products. All video plays for the operator in I-View Now's universal player and all operator actions are stored in the event history of the central station software. Alain Jamet, SentryNet's VP of Operations comments, "This new service allows our dealers the flexibility installing product that's most likely already familiar to them, while allowing for additional RMR opportunity and the benefit of verified dispatch." For more information, visit www.sentrynet.com.

DMP and SecureCom Video introduced Video Verification to the Central Station. This patent pending technology is compatible with any automation software, and makes live and pre-alarm video clips available to the central station operator immediately as the intrusion alarm screen displays. "The Virtual Keypad App gives users tremendous remote monitoring and control features," said SecureCom Wireless, General Manager Jeff Britton. "Video Verification raised the App's value to a new level. And now, system owners can rest assured that they are getting state of the art security and enhanced value with central station video verification which enables monitoring companies take appropriate action to verify the alarm and dispatch responders only when necessary." For more information, visit www.dmp.com.

The **DMP** CellComSL Universal Alarm Communicator has been recognized by Security Sales & Integration (SSI) magazine as the top,



new product in its Control Panels, Keypads & User Interfaces category. SSI presented its Most Valuable Products (MVP) award to DMP



at the annual SAMMY Awards event which was held at ISC West in Las Vegas. "It's very rewarding to have our technology singled out by industry experts for special recognition," said Vice President of Sales,

Mark NeSmith. "CellComSL provides options for system owners to continue to upgrade and enhance – rather than replace – their existing systems. With CellComSL, users get a continuing returning on the investment in their security system while also gaining access to many of the latest features and functions available in the newer control panels."

The primary function of CellComSL is to provide alarm dealers with a way to update existing panels, whether to add cellular capability or upgrade existing cellular capabilities to take advantage of new mobile monitoring and control features. For more information, visit www.dmp.com.



COPS MONITORING announced its new partnership with SecureNet. "This alliance provides our dealers with another viable option for the sunset of 2G and POTS," said Jim McMullen, President and COO of COPS. "When combined with SecureNet's useful 'smart home' features, dealers could increase profits and reduce attrition by offering valuable services that customers expect." COPS also unveiled details of its recent \$2 million infrastructure upgrade. "This enterprise-level investment not only supports our highly reliable geo-diverse network of central stations," says McMullen. "Technology is evolving at a pace faster than ever before, and we wanted to be sure our dealers will be able to use COPS as their foundation for growth for new products and services in the coming years." For more information, visit www.copsmonitoring.com.

Z-Wave technology has opened a new space for dealers to capture additional revenue streams, and **ADI** offers a full line of Z-Wave



based products from some of the best brands in the industry. To showcase connected home technologies and give dealers an opportunity to demo the latest products through interactive displays, ADI recently launched a connected home branch

display at our Bohemia, NY location. The store-within-a-store concept introduces dealers to Z-wave enabled smart home technologies, and lets them see, touch, and test drive products before presenting them to customers. The connected home branch display features more than 50 products and the solutions represented include security, video surveillance, lighting controls, locks, thermostats, garage door sensors and controls, water sensors and valve controls, and window shade controls. The Connected Home Display is part of a pilot program at ADI, and we have plans to bring this home automation prototype to additional locations across North America.

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Industry News and CAA Palm Springs Convention



More than 100 golfers played at the Escena Golf course in Palm Springs during the CAA Palm Springs Convention.



CAA scholarship winner received a standing ovation after she read her essay on how her father, Jamie Kim, helps protect and secure the community.



Kira Rae Schubert and Isabella Few got their party hats on at the CAA Photo Booth.



Larry St. John of Eclipse Marketing and Insurance was recognized in front of his peers with the 2015 Mark Schubert Memroial Award.



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Industry News and CAA Palm Springs Convention



More than twenty-five ladies gathered for the ladies lunch at Le Vallauris in Palm Springs during the CAA Palm Springs Convention.



CAA President Cathy Rempel recognized the Scholarship Committee for a job well done including Chair Lillianne Chaumont and judges Tim Westphal and Sam Aviles.



It was a packed house at the dinner and karaoke on Friday night of the CAA Palm Springs Convention.

Candi Hurtt of Interlogix and Richard Jimenez of IE Alarms at the CAA Palm Springs Convention where Candi was a finalist for the 2015 Mark Schubert Memorial Award.



Jamie Kim, father of the CAA scholarship winner, thanked the CAA for the opportunity they gave his daughter to participate in the scholarship program.



President's Message, continued from page 3

frame of moving towards verification with no or limited at best private security to respond to alarms.

A Step Forward ... then Back

The May 30 meeting happened, but did not go as hoped. The chief agreed to review the resources but refused to change his position or the implementation date. Sargent then informed the chief that the California Alarm Association would send a letter to alarm companies explaining the situation -- and advising them of the urgent need to develop options for the elimination of response to calls for service under the new policy. "Needless to say," he said, "our concern was that our customers would continue to receive the level of safety and security they expected."

The Chico Enterprise-Record published an in-depth article, "Chico Police to stop responding to automated alarms," on June 6. The article caught the public's attention and a backlash against the plan began, leading to a public meeting of the City Council's Internal Affairs Committee on August 13. At this event, the Police Chief announced that he was abandoning the verified response plan, and that police would keep responding to all alarms, but that somehow police response to alarms had to be reduced. His new plan to make that happen? Fine alarm companies for false alarms. Send citizen alarm fines to their respective alarm company for collection/payment.

Now Sargent knew how to combat the plan. The city of Fontana, CA had been through a similar process in 2010, setting a legal precedent. "Fining alarm companies for customer caused dispatches violates due process and is unconstitutional," said Sargent. "You cannot fine an alarm company for 'non-wrongful conduct.' You can't fine an alarm company for the mistakes of its customers." He explained this to the committee and advised that the next step should be for CAA counsel to speak to the Chico city attorney in anticipation of challenging the new ordinance in court.

CAA counsel Jean Pierre Nogues of Mitchell Silberberg & Knupp LLP sent a letter to the Chico City Council on October 6 detailing the legal violations of the proposed ordinance, stating that it was pre-empted by state law; that it violated due process and equal protection rights of alarm companies; that it would improperly interfere in the relationship between alarm companies and their customers; and that it purported to impose criminal liability based on the conduct of others without regard to intent. But the next day, the Council voted 5-2 in favor of moving forward with the alarm ordinance that would fine alarm companies for customers' false alarms.

The Legal Battle

Sargent marshalled alarm industry companies to combat the ordinance. The Chico Legal Fund was established so that industry members could support the legal challenge -- with the aim of not only thwarting the Chico plan but preventing similar initiatives from taking hold in other cities.

"It is difficult to understand why Chico city officials would put taxpayer funds at risk by passing an ordinance similar to one that has been overturned in court in another California city," said Jay Huhn, then-president of the Central Station Alarm Association, in November. The similar ordinance passed in Fontana, CA was overturned in court when it was challenged by the alarm industry. In that case, Fontana had to pay its own legal fees plus the approximately \$173,000 in legal fees incurred by the alarm industry.

"While the Fontana case did not set a legal precedent because it was not appealed; it certainly showed how a fair-minded court would interpret the issue. With no controversy or threat of litigation, the city

could have implemented an ordinance patterned after the model ordinance, which provides for reasonable user permit fees and assesses an appropriate escalating fine structure against the alarm users who cause false alarms and achieved the same, or better, results in terms of both cost recovery and reducing false alarms," said Huhn.

The threat of legal action and the activities funded by the Chico Legal Fund changed the direction of the issue, as did the surprise retirement of Chief Trostle and the installation of a new mayor who was one of the two votes against the ordinance in October. The City Council advised the industry that they would hear proposed changes at a meeting in early 2015. After an April 8 meeting, Sargent reported "a tipping point in our favor. The City presented a brief report on two new ordinances offered to avoid our lawsuit. Representatives from Sacramento Alarm Association, SIAC and CAA led the public comments in support of 'Ordinance A,' which fines alarm users for false alarms instead of alarm companies. We were pleasantly surprised when the newly promoted police Captain O'Brien, also supported this model."

On April 21, the Chico City Council voted unanimously to adopt this new ordinance, and the alarm industry lawsuit was avoided.

The Lesson of Chico

Reflecting on the events of the last year, Sargent said, "It's outstanding the way alarm companies around the nation stepped up to support this effort financially. Not only did we win with their support, but we now have an up-to-date, in-depth case study on this legal issue that we can use the next time, if there is one."

Sargent does sound a cautionary note. "While we may call this a victory, which it is, in reality Chico was also a very unfortunate situation," he said. "In most communities, the alarm industry and law enforcement work together. I'm pleased that SIAC, the alarm associations and industry were able to step up to effect the outcome ... but this is a conclusion to a chapter that I wish had not been written in the first place."

As quoted by Stan Martin, Executive Director SIAC, "We're pleased the situation was resolved without the courts' involvement. The alarm industry provides a vital service to the community and law enforcement. We have in place hundreds of ordinances around the country that utilize well-proven best practices that substantially reduce unnecessary dispatches, provides cost-recovery to the local government entity and peace of mind for the citizens who expect law enforcement to respond to their homes and businesses. Our partnership with law enforcement works extremely well in 99.99% of the communities we work in and that's what we all expect."

Thank you to all who participated in the success of achieving the best solution for all parties in Chico and thank you to SIAC for their ongoing support of the California Alarm Association. I invite you to reach out to SIAC by visiting their website, siacinc.org, to learn more about how we can all take the best initiatives in our communities with our local public safety agencies. I would also encourage you to contact Stan Martin in support of SIAC for all their dedicated work that makes a difference daily to our industry, businesses and those we serve by donating back to them. Inspired by our heritage and dedicated to our future, I thank you.

Sincerely,

Cathy Rempel

Visit www.SIACinc.org for alarm management resources and to support the ongoing outreach programs.

Where in the World Is THE MIRROR?

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CAA Past President John Hopper in the Arctic Circle with THE MIRROR.



The Nevada Security Association Board and Clark County District Attorney Steve Wolfson with THE MIRROR at the NSA May meeting.



Dee Ann Harn of RFI Enterprises, Shane Clary of Bay Alarm, George De Marco of ESX and Jon Sargent of Tyco with THE MIRROR at Senator Dianne Feinstein's office during ESA's Day at Capitol Hill.



Garrett and Sean Hamm of Five Alarm and Dan Moore of System Sensor with THE MIRROR at the Rock House.



John Steele and Jon Sargent of Tyco with THE MIRROR at Tyco Headquarters.



John Hopper of Facebook and Larry Folsom of I-View Now with THE MIRROR at ISC West.



SIAC Representatives Jon Sargent, Stan Martin, Chief Steve Keefer (Retired) and Chief Glen Mowery (Retired) with *THE MIRROR* at the IACP Headquarters.



John Hopper of Facebook, Jarl Saal of First Alarm and Stan Hellman of PSR with *THE MIRROR* at ISC West.



John Hopper of Facebook with *THE MIRROR* at the Swedish Royal Palace in Stockholm.



Mike Keagan of Magnasphere Corporation with *THE MIRROR* at the SAARG Headquarters in St. Louis.

INDUSTRY NEWS

PSA SECURITY NETWORK unveiled a new platform for its National Deployment Program, bringing real time integrator search and mapping capabilities online to PSA integrators. The National Deployment Program provides PSA integrators the opportunity to substantially build and grow their businesses using a robust database that features comprehensive searching and mapping capabilities. The program gives integrators real-time access to a host of information about other vetted PSA integrators across the United States, Mexico, and Canada who can help them win more business. "The National Deployment Program is unlike any other integrator search tool out there," said Bill Bozeman, president and CEO of PSA Security Network. "The challenge in finding a qualified integrator partner goes beyond the location of the project." For more information about the National Deployment Program, please visit www.psasecurity.com.

Pamela J. Petrow, President and Chief Executive Officer of Vector Security, Inc., is the new President of **CSAA INTERNATIONAL**. "It is an honor and a privilege be able to lead the CSAA during this period of transformation for the alarm industry," said Petrow. "As president, I will build on our past successes, looking to transition the Association to meet the current and future needs of our members." Petrow says that her vision for her term focuses specifically on member engagement and membership value. "My objectives are threefold," she said. "One, to improve membership value and relevance; two, to help our members position their companies for the future; and three, to grow membership overall." For more information, visit www.csaaintl.org.

CSAA INTERNATIONAL announced the first three featured speakers for its 2015 Annual Meeting in Sonoma, CA, October 10-14. The 2015 meeting marks the beginning of a multi-year reimagining of CSAA's annual event. Keynote Speakers are Stan Stahl, Ph.D. - "Meeting the Information Security Management Challenge: The Financial Implications of Cybercrime on the Alarm Monitoring Industry" (Sponsored by

Honeywell Security Products), David Margulies - "Protect Your Reputation: Crisis Management in the Cyber Age" and Robert A. Rohm, Ph.D. - "Why Can't You Be Normal...Like Me!" For more information, visit www.csaaintl.org.



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GLASAA

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Bill Collins, President

Just returned from our CAA Palm Springs Convention and I want to give a big THANKS to Jerry Lenander and his team for a stellar job. The finest CAA convention yet in my opinion. A fine mix of industry information and fun combined. Our annual pool party was rained out and moved inside the ballroom with the greatest of ease. As usual Dan Van Hart was the star of the evening. Rock on Dan.

Our next GLASAA event is on Tuesday June 16 at the 94th Aero Squadron and will feature a Vendors display during the cocktail hour and a barbeque dinner. We will be honoring our CAA Youth Scholarship winners who will both be in attendance with their families. Please come out and support them, this is why we do what we do. We will also have Mr. Richard Tefank from the LA Police Commissioners office and Ms. Eva Vega from the LAPD Alarm Division. Both of them will speak on the current status of Los Angeles County and their relationship with our industry. This is our most important meeting of the year, please join us and bring a friend.

Save the date, October 8, 9th Annual GLASAA Golf Classic

This year our tournament co-chairs are GLASAA Vice President, Tom Rankin and Russell Massrey from Massrey and Associates with me assisting as needed.

Please visit the GLASAA website at www.glasaa.org.

GLASAA MEETINGS 2015

- ♦ June 16 GLASAA General Meeting..... Los Angeles
- ♦ August 18 GLASAA General Meeting..... Los Angeles
- ♦ October 8 GLASAA Golf Tournament..... Los Angeles
- ♦ December 17 ... GLASAA General Meeting..... Los Angeles

GLASAA Meetings and Events

Please visit our website at www.glasaa.org

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.

Contact GLASAA at 888-826-9149 or through the web at www.glasaa.org if you would like to contribute by serving on a committee.

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SAN DIEGO
SECURITY ASSOCIATION

Sean Hamm, President

2015 SDSA MEETINGS

- ♦ August 27 SDSA Day at the Races Del Mar
- ♦ September 17 .. SDSA General Meeting San Diego
- ♦ December 16 ... SDSA Holiday Party San Diego

City of San Diego Permit Process

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

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2015 OCAA MEETINGS

- ♦ September 16 . OCAA General MeetingAnaheim
- ♦ November 18 .. OCAA General MeetingAnaheim

CITY OF IRVINE PERMITS

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

For information contact:

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

For more information about OCAA activities, contact the OCAA office at 800-339-1420 or email OCAAlarmAssoc@aol.com. Visit our new website at www.alarmassociation.org for meeting information and registration forms, training opportunities, members list and a whole lot more.

MID-CAL



MID CAL ALARM ASSOCIATION

Michael Tarin, President

2015 MID CAL MEETINGS

- ♦ August 11..... MCAA General MeetingFresno
- ♦ November 17 ... MCAA Golf TournamentFresno



INLAND EMPIRE ALARM ASSOCIATION

Matt Standiford, 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.

2015 IEAA MEETINGS

- ♦ Sept. TBD IEAA General MeetingRiverside
- ♦ Nov. TBD..... IEAA Charity Tree of Life.....Riverside

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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GREATER VALLEY ALARM ASSOCIATION

Joe Castro, President

2015 GVAA MEETINGS

- ♦ July 9..... GVAA General Meeting..... Manteca
- ♦ October 8..... GVAA General Meeting..... Manteca

Our meetings are held at Custom Electronic Supply, 1324 Dupont CT, Manteca 95336 and they will start at 11:30 a.m. GVAA meetings are held on the second Thursday of every third month (once a quarter) at the above location. Please contact Joe Castro at 209-384-3305 or by email at josephc@alarmwatch.com for more information.



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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 2015 MEETING

- ♦ July 22 SVAA & GGAA Summer Meeting.... Santa Clara
- ♦ October 21 SVAA General Meeting Santa Clara

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.



Taylor Carpenter from Santa Clara Police Department and Tony Franco from 2001 Security Systems at the SVAA General Meeting.

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Larry St. John of Eclipse Marketing and Insurance, David James from The Control Center, Joe Escobar from Escobar's Security Plus, Dee Ann Harn from RFI and John Clifford from Mission Security at the SVAA General Meeting.



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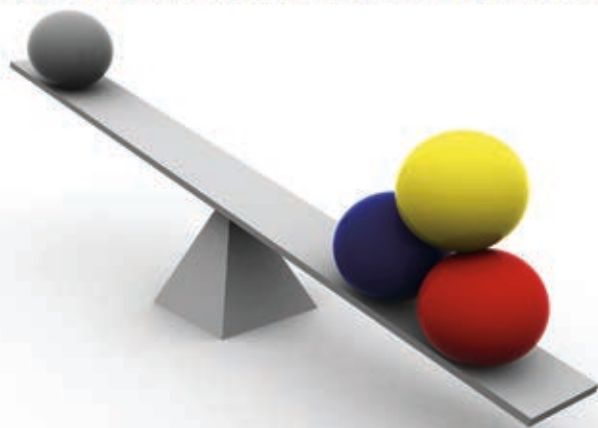
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SACRAMENTO AREA ALARM ASSOCIATION

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Rich Whitlock, President

2015 CAA Youth Scholarship Winners

More than 200 applications were received by the California Alarm Association for the 2015 CAA/ESA Youth Scholarship Program. The top candidates for academic achievement were sent to four judges who awarded points for community service and extracurricular activities and an essay on what it means to them to have a parent who helps secure the community.

The Sacramento Area Alarm Association's winner is Gracyn Lewis. Gracyn attends Del Campo High School in Fair Oaks. Her Mother, Janice Lewis, works for the Sacramento Metro Fire Department.

No River Boat Cruise this year!

I received word from Hornblower that they will only be offering their boats for full dining and will no longer be doing any bare boat charters.

SAAA Meeting August 20 on Industry Trends

The meeting will be held at the TMS Events Center. Check in at 10:30 a.m. and meeting is from 11:00 a.m. to 1:00p.m.

2015 SAAA MEETINGS

- ♦ August 20SAAA Industry Trends..... Sacramento
- ♦ October 15SAAA Fire Forum Sacramento
- ♦ December 17 ..SAAA Holiday Party..... Sacramento

An RSVP is required for our events. Call 800-437-7658 ext. 3 or email info@caaonline.org. We hope that throughout the year you make a commitment to get involved with your Association and aid us in continuing to grow, communicate, prosper and leave a legacy for future generations.

We have all benefited from the efforts of those who have participated before us and your current board hopes you will help them build on the foundation our predecessors have provided.



Dennis Dop
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EAST BAY ALARM ASSOCIATION

Mike Salk, President

2015 EBAA MEETINGS

- ♦ July 14..... EBAA General Meeting.....Richmond
- ♦ September 8 ... EBAA General Meeting.....Richmond
- ♦ November 10 .. EBAA General Meeting.....Richmond

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.



REDWOOD ALARM ASSOCIATION

Sean Cooke, President

scooke@allguardsystems.com 800-255-4273

The next Redwood Alarm Association meeting is scheduled for October 21, 2015. Meetings are held at Johnny Garlic's in Windsor. Please RSVP to cori@advancedsecurity.us or call 707-443-6366. If you have any questions or want to participate in the Redwood Alarm Association please contact Sean Cooke at scooke@allguardsystems.com or 800-255-4273.

2015 RAA MEETINGS

- ♦ October 21 RAA General MeetingWindsor

TANE ALARM PRODUCTS

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President

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GOLDEN GATE ALARM ASSOCIATION

Gary Lowndes, President

2015 GGAA MEETINGS

- ♦ November 12 ... GGAA General MeetingSan Francisco

For further information, contact Gary Lowndes at 650-574-1077 or g.lowndes@hueandcry.com.

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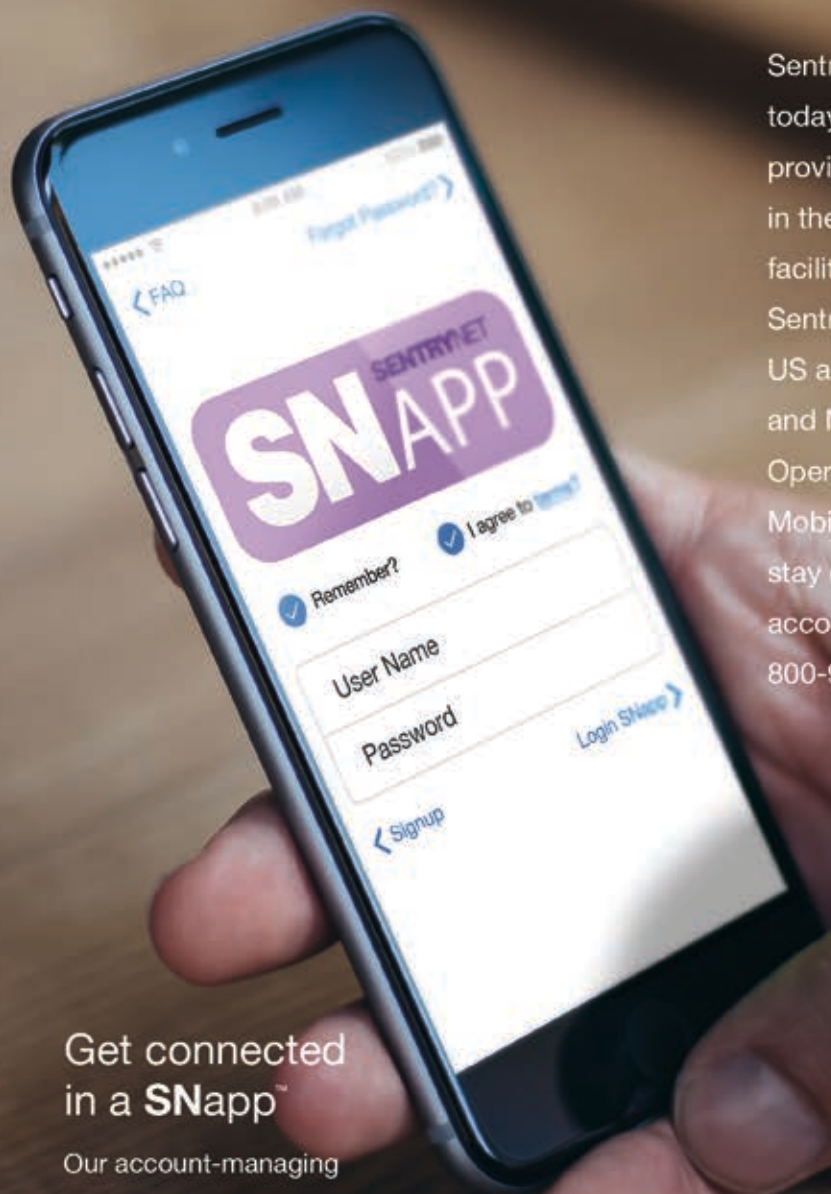
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June 9-10
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June 9
Neo PowerSeries Training
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June 10
BBQ & Counter Day - Honeywell
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June 10
Sony Wine/Cheese
Volutone Ontario
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June 11
Sony Wine/Cheese
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June 17
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See www.afaa.org for the latest in seminars and links to your state association along with a complete catalog of webinars. For further information call 844-GET-AFAA (844-438-2322).

AFAA Seminars

AFAA now has a new NICET prep seminar called “A User’s Guide to Simplifying NFPA 72 and the NEC”. This is an interactive course designed to help attendees better understand how to use NFPA 72- 2013 and the NEC 2011 fire alarm wiring requirements. All NICET fire alarm tests are now updated to the 2013 NFPA 72 and 2011 NEC. For more information, visit www.afaa.org.

Andrea Barghini of the IL-AFAA received the Service Award from Jack McNamara, President of AFAA.



CAFAA President Tony Locatelli accepted the award as the AFAA Association of the year.



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Any inquiries regarding the Nevada Association of Security Professionals can be directed to Scott Wulforst from Stanley Convergent Security Solutions 775-287-8110.

Please contact me if you have any questions.

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NSA President Greg Simmons and NSA Vice President Jon Perry presented 2015 NSA Scholarship Second Place winner Morgan Meyer at the NSA Luncheon at ISC West.



Donna Solloway, ESA Youth Scholarship Founder, congratulates NSA's 2015 Scholarship winners Tahnee and Morgan at the NSA Luncheon at ISC WEST.



NSA was represented at AIREF Golf 2015 by Scott Taylor of Mesquite Police Department, Steve Keefer of SIAC, Mesquite Police Department Chief Troy Tanner and NSA President Greg Simmons.

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2015 NSA MEETINGS

June 10-12NTS Level 1 Technician Training Course

July 8Member Meeting

Guest Speaker: NV State Fire Marshall Mulvihill

September 9Member Meeting

Guest Speaker: Las Vegas Metro Sheriff Lombardo

Member meetings take place at our NEW LOCATION: Claim Jumper at Town Square, 6605 Las Vegas Blvd South (intersection of South Street & South Main Street in Town Square), Las Vegas, NV 89119. We meet on the second Wednesday of every other month starting at 6:00pm. Visit www.nevadasecurityassociation.org.



ESA Past-President Mike Miller, CAA Past-President George Gunning, CAA Executive Director Jerry Lenander and NSA Past-President Larry Folsom at ISC West 2015.

The NSA events around ISC-West were a huge success!

The Welcome Reception at the Rockhouse at the Venetian as a great kick-off to the week. The DJ spun some great tunes; there was networking, bull riding, karaoke and just plain fun! The NSA Public Safety Luncheon was standing room only! The group got to mingle with security professionals from all aspects of security along with law enforcement and fire agencies. Las Vegas Sheriff Joe Lombardo engaged us with a great presentation about how beneficial it is for all aspects of security and life safety in our community to work together.

The highlight of the luncheon was the presentation of the NSA Youth Scholarships to children of our first responders. Luncheon Co-Host, Las Vegas Security Chiefs Association, generously offered both students additional scholarship monies at the event!

1st Place winner: Tahnee German, daughter of Clark County Fire Captain Glenn German. Tahnee will be graduating from Moapa Valley High School as valedictorian and continue her education at Brigham Young University in Provo, Utah.

2nd Place winner: Morgan Meyer, daughter of LV Metro Police Sergeant Bryan Meyer. Morgan will graduate Basic High School and is currently deciding where to attend of the 5 colleges she was accepted to.

THANK YOU to all of our generous sponsors:

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Thank you to Clark County District Attorney Steve Wolfson for speaking at our May meeting. It was very informative! Thank you to our new associate member Preny Rodriguez from Hikvision for being our Vendor Spotlight at this meeting.

NSA's VP Jon Perry and Past-President Larry Folsom represented the NSA in Washington, DC for ESA's Day on Capitol Hill. They met with all of our state's senators and representatives to discuss issues that affect our industry.

ATTENTION: The NSA will present the ESA's National Training School Level 1 Technician Course

DATE: June 10th, 11th, 12th, 2015

LOCATION: ADI-Las Vegas

This is a newly updated 24-hour foundational course. It is a great building block for more advanced certifications. Who should attend: Technicians, service personnel, installation personnel, sales staff, and business owners.

For more information or to register contact the NSA or go to <http://courses.esaweb.org/CAT1061015LASNV.html> Space is limited so register TODAY.



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June 10 Membership Meeting Phoenix, AZ
July 8 General Meeting Northern Arizona
October 14 General Meeting Tucson, AZ
November 18 General Meeting Phoenix, AZ
December 9 Holiday Party

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Jim Kirkland was honored with a lifetime achievement award at the OBFAA meeting in Lake Oswego, OR.

By Justin Gates - 503-630-8991 - jgates@csmul.com

Highlights from May 12 meeting: Thank you Sophie Dichter from the BBB Oregon. Sophie gave a PowerPoint on Protecting our communities from Fraud and Abuse. At our meeting in May we presented Jim Kirkland a Lifetime Achievement Award for his service to the industry. Thank you again Jim!

OBFAA 2015 MEETINGS

October 6OBFAA General Meeting.....Lake Oswego, OR

On October 6, we will be hearing from Ellen Klem, Director of Consumer Outreach and Education at the Oregon Department of Justice. Please visit our Website for meeting locations and times. www.obfaa.com.

OBFAA Membership

Please contact us if you would like to be a member of the OBFAA. Being part of the OBFAA has many benefits such as the latest news dealing with the alarm industry in the Pacific Northwest, OBFAA represents You and Your opinion to consumers, lawmakers and the public at large. The bigger the organization, the louder its voice.

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The officers and board of the WBFAA are made up of the following industry people.

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www.WBFAA.net



WBFAA UATC Apprentice Class

The WBFAA UATC Fall 2015 first semester apprentice course will begin on Aug. 19, 2015. Call the WBFAA UATC at 800-809-0280. Class is open to employees of member companies who are have an apprentice registered with the State of California.

CERTIFICATION – FIRE/LIFE SAFETY TECHNICIAN - RENEWAL

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

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

CSLB Enforces Zero Tolerance

The Contractors State License Board (CSLB) 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/Electrical-Trade

WBFAA UATC Offers Online Continuing Education

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

WBFAA UATC Invites Membership

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

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Electronic Security Association SECURE+ Initiative

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

ESA Member Buying Program

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

Security America Risk Retention Group

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

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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WESTERN STATES SECURITY ALLIANCE CAA CALENDAR 2015

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

JUNE

- 10.....AZAA Membership Meeting.....Phoenix, AZ
16.....GLASAA General Meeting.....Los Angeles

JULY

- 1.....VOLUTONE EXPO.....Van Nuys, CA
7.....ADI EXPO.....Burbank, CA
8.....AZAA General Meeting.....Northern Arizona
9.....GVAA General Meeting.....Manteca
14.....EBAA General Meeting.....Richmond
21.....ADI EXPO.....Albuquerque, NM
22.....SVAA & GGAA Summer Meeting.....Santa Clara
28.....ADI EXPO.....Austin, TX

AUGUST

- 6.....ADI EXPO.....Honolulu, HI
11.....MCAA General Meeting.....Fresno
13.....ADI EXPO.....Houston, TX
18.....GLASAA General Meeting.....Los Angeles
20.....SAAA Industry Trends.....Sacramento
27.....SDSA Day at the Races.....Del Mar

SEPTEMBER

- 8.....EBAA General Meeting.....Richmond
16.....OCAA General Meeting.....Anaheim
17.....SDSA General Meeting.....San Diego
29.....ADI EXPO.....Vancouver, BC
TBD.....IEAA General Meeting.....Riverside

OCTOBER

- 6.....OBFAA General Meeting.....Lake Oswego, OR
8.....GVAA General Meeting.....Manteca
8.....GLASAA Golf Tournament.....Los Angeles
14.....AZAA General Meeting.....Tucson, AZ
15.....SAAA Fire Forum
21.....SVAA General Meeting.....Santa Clara
21.....RAA General Meeting.....Windsor
27.....ADI EXPO.....Santa Clara

NOVEMBER

- 10.....ADI EXPO.....Dallas, TX
10.....EBAA General Meeting.....Richmond
12.....GGAA General Meeting.....San Francisco
17.....MCAA General Meeting.....Fresno
18.....AZAA General Meeting.....Phoenix, AZ
18.....OCAA General Meeting.....Anaheim
TBD.....IEAA Charity Tree of Life.....Riverside

DECEMBER

- 9.....AZAA Holiday Party
9-12.....CAA Winter Convention.....San Francisco
16.....SDSA Holiday Party.....San Diego
17.....GLASAA General Meeting.....Los Angeles
17.....SAAA Holiday Party.....Sacramento

2015 EVENTS

June 22-26.....ESX Baltimore

CAA CONVENTIONS - 2015 - 2017

- 2015 December 9-12.....Wyndham Parc 55 San Francisco
2016 April 27-30.....Palm Springs Hilton
2016 Nov 29-Dec. 2.....San Francisco Marriott Marquis
2017 May 3-6.....Palm Springs Hilton
2017 December 7-10.....San Francisco Marriott Marquis

ADI EXPO SCHEDULE

Further information on all ADI Expo's can be found at www.adiglobal.us

July 7 Burbank, CA	August 6 Honolulu, HI	October 27 Santa Clara, CA
July 21 Albuquerque, NM	August 13 Houston, TX	November 10 Dallas, TX
July 28 Austin, TX	September 29 Vancouver, BC	

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:

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ASIS NATIONAL CALENDAR

ASIS Diamond Club Security Buyers Forum

July 15-14, Miami, FL, www.asisonline.org/diamondclub

ASIS International Annual Seminar & Exhibits

September 28 – October 1, Anaheim, CA, www.securityexpo.org



CONTACT THE CAA

California Alarm Association

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