



# 2025 SPRING CONVENTION



# THANK YOU TO OUR GENEROUS SPONSORS

## GOLD



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## GOLF



## GOLF TEE





## GENERAL SESSION AGENDA

### FRIDAY, MAY 16TH, 2025

1. Call to Order – Matthew Hoffman
2. National Anthem
3. Pledge of Allegiance
4. Introduction of CAA Past and Present Officers  
Matthew Hoffman
5. Self-Introductions – Matthew Hoffman
6. Anti-Trust Statement Lessing Gold
7. Approval of Minutes Tim Westphal
8. President's Message – Matthew Hoffman
  1. Welcome to our Vendors and Dealers
  2. Recognize Tim Westphal as our 2025 Weinstock Recipient
  3. Winter Convention 2025 – Registration open on website
9. Treasurer/Business Report David Michel
10. Legal Report Lessing Gold
11. Legislative Report Shane Clary/Trent Smith
  1. CAA PAC Fund
  2. BSIS
12. SIAC Update - Steve Keefer
13. Membership Larry St. John
14. Scholarship Program Lilianne Chaumont
15. Communications Report David Morgan
16. WISE Program – Cathy Rempel
17. Technology/Industry Trends Sam Aviles
18. WBFAA Training Update - Ron Lander
19. ISC Expo East & West/Mary Beth Shaughnessy
20. ESA/ESX John Loud / Merlin Guilbeau
21. Associate Director Report/Rich Whitlock
  1. Sponsor Recognition
22. Old Business – Matthew Hoffman
23. New Business – Matthew Hoffman
24. Good of the Order – Matthew Hoffman
25. Adjournment – Matthew Hoffman

### Dear CAA Members, Industry Partners, and Guests,

On behalf of the California Alarm Association, we are thrilled to welcome you to our 2025 Spring Conference at the beautiful Hilton Palm Springs. We're excited to kick off several days of networking, education, and inspiration in one of California's most iconic desert destinations.



Our event begins Wednesday evening with a poolside Welcome Reception at the Hilton — the perfect setting to reconnect with industry friends and make new connections as we launch into a dynamic program. Thursday brings a mix of recreation and insight, starting with a morning of golf at Escena Golf Club, followed by our always popular WISE Luncheon, celebrating the leadership and contributions of women in the security industry.

In the afternoon, the Harvey Eisenstadt Sales Symposium, moderated by Dean Belisle, will spotlight key sales strategies and explore the most important trends currently shaping the alarm industry. Throughout the conference, our general sessions will cover a range of essential topics including legal and insurance matters, emerging technologies, and industry best practices.

On Friday morning, we invite you to our General Membership Session, where we'll provide important updates on how the CAA is advocating for you — including our sponsored state bill on Video Monitoring. This will be followed by a thought-provoking keynote presentation from Christopher Humphreys of the Anfield Group, who will explore cutting-edge technology trends and operational efficiencies that can drive our businesses forward.

Above all, this conference is an exceptional opportunity to network with many of the best and brightest alarm dealers, integrators, and manufacturers in the business. Whether you're here to gather new ideas, forge new partnerships, or simply recharge with your peers — we're glad you're here.

A heartfelt thank-you to all of our sponsors for making this event possible. Your continued support helps us bring together the leaders of our industry and keep the CAA community thriving.

Thank you for being part of the CAA. We look forward to a successful and engaging Spring Conference with you.

Best regards,

**Matt Hoffman**

President, California Alarm Association



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A. WEINSTOCK AWARD  
**TIM WESTPHAL**



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AI Deterrence simulated talkdown identifies trespassers by their clothing



Secure entrances with PoE door station



Cover more ground with Sunflower drone



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# Schedule of Events

## WEDNESDAY, MAY 14TH

**WBFAA BOARD MEETING**  
9:30 A.M. - 2:00 P.M.  
Whitewater Boardroom

**CAA REGIONAL PRESIDENTS MEETING (Closed Meeting)**  
2:00 P.M. - 2:50 P.M.  
Executive Boardroom

**CAA BOARD OF DIRECTORS (Open to All)**  
3:00 P.M. - 5:30 P.M.  
Plaza A & B

**CAA WELCOME RECEPTION**  
6:00 P.M. - 7:30 P.M.  
Hilton Poolside Bar

## THURSDAY, MAY 15TH

**CAA GOLF TOURNAMENT**  
7:00 A.M.- 12:00 P.M.  
Escena Golf Club  
7:00 A.M. Check-In & Breakfast  
8:00 A.M. Shotgun Start

**WISE MEETING & COMMITTEE**  
11:30 A.M. - 1:00 P.M.  
LUNCH - The Terrace Restaurant

**VIDEO AS A SERVICE**  
1:00 P.M. - 1:50 P.M.  
Plaza C



**Speaker:** Warren H Partin,  
Alarm.com

Differentiate Video in the  
Market | Increase RMR |

Stay Ahead of Industry Trends | Meet  
Growing Demand

**ALARM COMMUNICATIONS AND ACCESS CONTROL - WHERE THE INDUSTRY IS GOING AND HOW TO LOOK FORWARD**  
1:00 P.M. - 1:50 P.M.



**Plaza D**  
**Speaker:** Jeff Spatz | Digital  
Monitoring Products

**HARVEY EISENSTADT SALES SYMPOSIUM: SALES LEADERSHIP IN THE 21ST CENTURY**  
2:00 P.M. - 2:50 P.M.  
Plaza A & B



**Moderators:** Dean  
Belisle, DMP  
Rich Whitlock,  
Honeywell

We have a panel of industry experts who are each from the dealer side and have front-line experience leading, growing and managing a sales team here in California. The topic is Sales Leadership in the 21st Century and these industry leaders will share their unique experience, insight and perspective into what sales leadership looks like today and what they see for the near future.

Our panel is comprised of five (5) experts from the Security & Life Safety industry here in California. Dean Belisle is our session host and he will present our panelist with a series of provocative questions and challenges that demonstrate our panel's expertise in Sales Leadership. As an added bonus, we will complete this session with a 10-minute Q&A period to allow our audience to participate in this exciting conversation.

**UNVEILING THE FUTURE: IQ PANEL 5 & ISC WEST 2025 HIGHLIGHTS**  
3:00 P.M. - 3:25 P.M.  
International Room (Mezzanine)



**Presenter:** Michelle Chesnut,  
DSC/Qolsys/Johnson Controls

Join us for an exclusive workshop, Unveiling the Future of the IQ Panel 5 & ISC West 2025 Highlights, where we will explore the latest innovations in smart security technology. Discover the powerful

features of the IQ Panel 5 and get an insider's look at key takeaways from ISC West.

**BOSCH SOLUTIONS FOR DETECTING, DETERRING, AND THWARTING CRIMES!**  
3:30 P.M. - 4:00 P.M.

Plaza A & B



**Speakers:** Tracie  
Bales and Russell  
Massrey of Bosch  
Security Systems

Did you know that crimes at ATMs are growing consistently 165% year over year? It shouldn't be a surprise because criminals can get away with as much as \$125,000 from these attacks. The biggest problem we are having catching these criminals is the fact that these crimes can be committed in less than 5 minutes. Too quick for law enforcement to be dispatched and make a capture in most cases. This is where Bosch's ATM Protection Solution can help. Our integrated technology will detect, and deter criminals from damaging the ATM, and allows for expansion as future crimes evolve. The Bosch intrusion system allows you to build your own intrusion ecosystem within an ATM, then connect a IP camera with built in analytics to help detect loitering at the machine, vehicles going the wrong way, items left behind (in cases of skimming), and many other analytics that come standard on the Bosch IP camera. Once the analytic is engaged it will send an alarm to the alarm panel, just as a motion detector, or door contact would. Then use an output, such as a strobe light, a siren, or IP speaker to thwart activity that will damage the ATM, or lead to theft. This is a great solution for night drop fishing, and vestibule loitering, as well.

Don't stop at the ATM - this solution is beneficial for many crimes where you need a smart sensor, such as a camera with analytics. This solution is ideal at construction sites to protect tools and other equipment. It is great for detecting fence jumping, protecting HVAC systems for copper pipe theft. The options are

# Schedule of Events

endless when you use a system that integrates the capabilities of our encrypted intrusion system with our IP cameras and the plethora of sensors.

## TALES FROM THE TRENCHES

4 P.M. – 4:50 P.M.

Plaza C



**Speakers:** Lillianne Chaumont, Esq., Chaumont Law and Larry St John, CIC, CRM, Eclipse

### Insurance

Hear first-hand reports of developing trends in liability and risk management from CAA committee chairs Lillianne G. Chaumont, Esq. and Larry St John, CIC, CRM, as they provide updates from their legal and insurance practices on protecting the alarm industry.

## RETAIN TOP TALENT AND IMPROVE THE BOTTOM LINE OF YOUR BUSINESS

4:00 P.M. – 4:50 P.M.

Plaza D



**Speakers:** Chris Moorhead of the CMOOR Group

The comprehensive workshop covers the current talent retention challenges in the security and fire industry, highlighting that 59% of employees report never receiving workplace training, while 43% who did found it ineffective. We will outline several strategic approaches, including structured onboarding processes across different timeframes, mentorship programs with a five-step implementation framework, and creating learning ecosystems that accelerate employee development. Presented are compelling statistics showing that companies with positive corporate cultures report four times higher revenues, those offering training are 17% more productive and 21% more profitable, and those providing internal mobility retain employees twice as long. The presentation also examines the evolution of learning technologies over the past decade,

contrasting traditional approaches with modern solutions like cloud-based platforms, mobile learning, and AI integration. The workshop concludes by encouraging attendees to reflect on specific actions they can implement in their organizations to enhance talent retention and, consequently, business performance.

## THE 2025 EDITION OF NFPA 72® WILL REQUIRE CYBERSECURITY CONSIDERATION. AI ADVANCEMENTS, INCLUDING SMART DETECTORS AND CONTROLS, WHICH WILL TRANSFORM THE NATURE OF FIRE ALARM SYSTEMS

4:00 P.M. – 4:50 P.M.

Plaza A & B



**Presenters:** Dr. Shane Clary, Sr. Vice President, Government Relations, Bay Alarm Company and Sam Aviles,

Honeywell Enterprise | Fire Sales Leader  
The 2025 edition of NFPA 72, National Fire Alarm and Signaling Code® will become adopted in California in January, 2026. As fire alarm system move into network connectivity cybersecurity consideration, including a risk assessment will be required. Designers and installers will need to be conversant with the requirements of Chapter 11 of the 2025 edition of NFPA 72®

The use of AI for fire detection and protection shall only increase as technology advances. Introducing sophisticated artificial intelligence-driven smart detectors and control systems will allow the ability to identify and respond to the signature of an incipient fire with precision and speed.

## EXHIBITOR MEETING

4:45 P.M. – 5:00 P.M.

Horizon Ballroom

## CAA OPENING RECEPTION & EXHIBITS

5:00 P.M. – 7:00 P.M.

Horizon Ballroom

## FRIDAY, MAY 16TH

## EXHIBITS & BUFFET BREAKFAST

7:30 A.M. – 8:45 A.M.

Horizon Foyer

## GENERAL SESSION

8:45 A.M. – 10:30 A.M.

Horizon Ballroom

See detailed General Agenda (Page 3)

## EXHIBITS AND BREAK

10:30 A.M. – 11:00 A.M.

Horizon Ballroom

## THE EVOLUTION ON TECHNOLOGY AND CRITICAL INFRASTRUCTURE PROTECTION FOR A SMALL-MEDIUM BUSINESS

11:00 A.M. – 12:00 P.M.

Horizon Ballroom



### Keynote Speaker:

Christopher Humphreys (CEO Director - The Anfield Group)

Technology and protecting critical infrastructure and how it has evolved and where it is headed. Multiple regulations and converging processes for technology efficiencies.

## SPOUSES LUNCH

11:30 A.M. - 1:00 P.M.

The Terrace Restaurant

## EXHIBITS AND BUFFET LUNCHEON

12:00 p.m. – 1:00 p.m.

Horizon Ballroom



Lunch & Learn with Joey Rao-Russell - President & CEO at Kimberlite Corporation Sonitrol AVS-01 Myths: Why It Matters to Your Business and the Future of Alarm Response.

# Schedule of Events

## EXECUTIVE SYMPOSIUM

1:00 P.M. - 2:00 P.M.

Horizon Ballroom



**Moderator:**

Matthew Hoffman

**Speakers:** Don Morron/Founder & CEO - Highland



Tech; Bay Alarm; Sarah Wilson - Signal Service

## SUPERCHARGE YOUR SALES: WINNING STRATEGIES ON LINKEDIN FOR SECURITY PROFESSIONALS

2:00 P.M. - 2:50 P.M.

Plaza C



**Presenter:** Audrey Pierson, Audrey Pierson Consulting

Join us for a transformative session where you'll learn to leverage LinkedIn to boost

your sales and visibility in the security industry. This presentation will guide you through the essentials of creating a compelling LinkedIn profile and expanding your professional network, whether you're an owner, manager, or salesperson. Discover practical strategies for lead generation, content creation, and integrating LinkedIn into your overall sales strategy. Whether you're looking to refine your digital sales tactics or start harnessing the power of LinkedIn for the first time, this session will equip you with the tools you need to succeed. Don't miss the chance to transform your LinkedIn profile into a powerful asset for your business!

## STRENGTHEN OPERATIONS WITH INTELLIGENT VIDEO MONITORING TOOLS

2:30 P.M. - 3:00 P.M.

Plaza D



**Speaker:** Paul Wassem, OpenEye

Intelligent video monitoring tools surface critical incident information and give your customers the necessary tools

to take action. This workshop will explore current and future features in OpenEye Web Services (OWS) that allow users to enhance security operations to reduce false positives, deploy visual active deterrence to minimize risk, and increase situational awareness to reduce response times to critical events.

## ELEVATE YOUR SERVICE: PROACTIVE CLIENT MANAGEMENT WITH OVRC

3:00 P.M. - 3:45 P.M.

Plaza C



**Speaker:** Erin Fujioka of ADI, ADI/Snap One

ADI | Snap One presents a workshop designed to help you enhance your service offerings and deliver exceptional client value through OvrC. Learn how this powerful remote management platform enables you to proactively monitor and manage your clients' networking and power systems. We'll cover techniques for remote optimization, issue resolution, and performance enhancement, allowing you to minimize downtime and build stronger client relationships. Discover how OvrC can become a cornerstone of your service strategy, driving client loyalty and business growth.

## VIDEO ALARM SOLUTION: COME SEE WHAT'S NEW!

3:00 P.M. - 3:45 P.M.

Plaza D



**Speaker:** Tommie Van Fossen, CHekT

## OUTSOURCING & SUBCONTRACTING: BOOSTING PROFITABILITY AND BUILDING OPERATIONAL RESILIENCE

4:30 P.M. - 5:00 P.M.

Plaza C



**Speaker:** Shawn Bhalla, Keystone Security

In today's competitive security alarm industry, outsourcing

and subcontracting are no longer just cost-cutting tools—they're strategic levers for growth, efficiency, and scalability. As operational demands increase and margins tighten, companies are turning to outsourcing to streamline processes, access specialized expertise, and stay ahead of the curve. This session will explore: 1) The various models of outsourcing and subcontracting, 2) Key benefits and potential risks, 3) Real-world use cases from within the industry, and 4) Actionable steps to implement a successful outsourcing strategy.

## THE SECURITY PRO'S AI MARKETING TOOLKIT: WORK SMARTER IN 2025

4:00 P.M. - 4:55 P.M.

Plaza A & B



**Presenter:** David Morgan, Co-Founder, SD Marketing + CAA Marketing Chair

Learn how security industry leaders are leveraging AI

to transform their marketing efforts, automate lead generation, and maintain the human touch that closes deals. This session includes live demonstrations of practical AI tools specifically for security companies, plus every attendee receives a complimentary AI Tools Workbook to implement these strategies today.

## CAA POOLSIDE DINNER BUFFET AND ENTERTAINMENT

5:30 P.M. - 9:00 P.M.

Pool Patio & Bar Area

## SATURDAY, MAY 17TH

## BUFFET BREAKFAST: INDUSTRY INCORRECT: Find out who the real experts are and what they really think!



8:45 A.M. - 10:00 A.M.  
Plaza A&B

**Moderator:** Lessing Gold, MSK



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ALWAYS KNOWN  
CAMERAS  
WOULD REPLACE  
**MOTION**  
DETECTORS?



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# CAA BOARD OF MEMBERS MEETING AGENDA

Wednesday, May 14, 2025

## **1) CALL TO ORDER MATT HOFFMAN, PRESIDENT**

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

## **2) ANTI-TRUST STATEMENT**

- a) Lessing Gold, Legal Counsel

## **3) MINUTES TIM WESTPHAL, SECRETARY**

- a) Board of Directors March 18th, 2025 for Approval

## **4) PRESIDENT'S REPORT**

**MATT HOFFMAN, PRESIDENT**

## **5) DAVID MICHEL - TREASURER**

- a) Financial Statement First Quarter 2025
- b) CAA Fiduciary Review Committee

## **6) BUSINESS OPERATIONS COMMITTEE REPORT**

**DAVID MICHEL, CHAIR**

## **7) LEGAL REPORT LESSING GOLD, LEGAL COUNSEL**

## **8) GOVERNMENT RELATIONS COMMITTEE REPORT**

**SHANE CLARY, CHAIR**

- a) Government Affairs Committee Report

## **9) SCHOLARSHIP PROGRAM COMMITTEE REPORT**

**LILIANNE CHAUMONT, CHAIR**

- a) CAA 2025 Scholarship

## **10) COMMUNICATIONS COMMITTEE REPORT**

**DAVID MORGAN, CHAIR**

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

## **11) PUBLIC SAFETY LIAISON COMMITTEE REPORT**

**MIKE SALK, CHAIR**

- a) SIAC

## **12) MEMBERSHIP COMMITTEE REPORT**

**LARRY ST. JOHN, CHAIR**

- a) Membership Changes 2025

## **13) TECHNOLOGY/INDUSTRY TRENDS COMMITTEE**

**REPORT SAM AVILES, CHAIR**

## **14) PUBLIC SAFETY LIAISON COMMITTEE REPORT**

**MIKE SALK, CHAIR**

- a) SIAC

## **15) MEMBERSHIP COMMITTEE REPORT**

**LARRY ST. JOHN, CHAIR**

- a) Membership Changes 2025

## **16) CAA TRAINING COMMITTEE**

**SHANE CLARY, CO-CHAIR**

- a) WBFAA Online Continuing Education

1) [www.wbfaatraining.net](http://www.wbfaatraining.net)

- a) CAA Field Service Technician

1) [www.nationaltrainingprogram.com](http://www.nationaltrainingprogram.com)

## **17) LOCAL ASSOCIATION REPORTS**

- a. East Bay Alarm Association- Tim Westphal
- b. Golden Gate Alarm Association- Paul Wassem
- c. Redwood Alarm Association-Chuck Petrusha
- d. Greater L.A. Alarm Assoc. - David Michel
- e. Greater Valley Alarm Association-Joe Castro
- f. Inland Empire Alarm Assoc.- Richard Jimenez
- g. Mid Cal Alarm Association-John Heath
- h. Orange County Alarm Assoc.- Elizabeth Courtney
- i. Sacramento Area Alarm Association-Jack Azbill
- j. San Diego Alarm Association-Matt Kruger
- k. Silicon Valley Alarm Association-Yat-Cheong Au

## **18) ISC EXPO/SECURITY INDUSTRY ASSOCIATION**

**MATT HOFFMAN, PRESIDENT**

- a) CAA ISC West 2025 – Update

## **19) WISE (Women In the Security Evolution) REPORT**

**CATHY REMPEL**

## **20) ASSOCIATE DIRECTORS REPORT**

**RICH WHITLOCK, ASSOCIATE DIRECTOR**

- a) CAA Winter Convention 2025
- b) CAA Palm Springs Convention
- c) Harvey Eisenstadt Sales Symposium (H.E.S.S.)
- d) CAA Mark Schubert Memorial Award

## **21) CAA OFFICE UPDATE AND STATUS**

**PAIGE MEEK, EXECUTIVE DIRECTOR**

## **22) OLD BUSINESS**

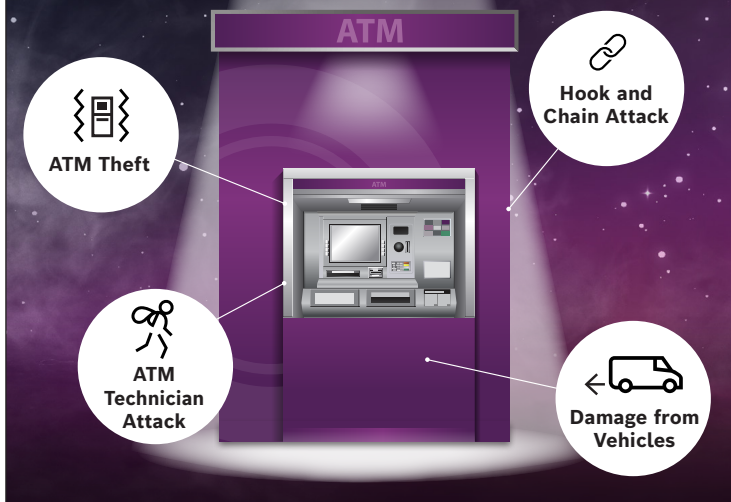
## **23) NEW BUSINESS**

## **24) ADJOURNMENT**

Invented for life



## Ensuring ATM Security



### ATM theft and vandalism is at an all-time high

Bosch ATM Security System technology offers solutions that deter theft through early detection and reporting of ATM attacks. By combining Bosch intrusion technology with the sensing capability found in the intelligent video analytics of our security cameras we can help you avoid the losses associated with these crimes.

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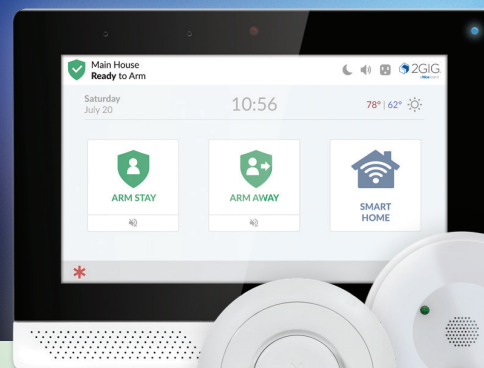
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# 2025 PALM SPRINGS CONVENTION EXHIBITORS

<b>Access Hardware Supply</b> <b>Actuate AI</b> <b>ADI/SnapOne</b> <b>ADT</b> <b>Affiliated Monitoring</b> <b>Alarm.com</b> <b>Alula a M2M Services Company</b> <b>BECKLAR</b> <b>BN Products - USA</b> <b>Bosch Security Systems</b> <b>Brinks Home</b> <b>CHeKT</b>	<b>COPS Monitoring</b> <b>DMP</b> <b>Dynamark Monitoring</b> <b>FSSI</b> <b>Hartmann Controls</b> <b>Integrated Control Technology</b> <b>Johnson Controls</b> <b>Keystone Security</b> <b>NAPCO</b> <b>National Monitoring Center</b> <b>NICE</b> <b>Openeye</b>	<b>PSR</b> <b>Rapid Response Monitoring</b> <b>Reconeyez</b> <b>Resideo</b> <b>Sight Logix</b> <b>Spot AI</b> <b>Telguard</b> <b>Tron Technology</b> <b>WBFAA</b>
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**Danny Youngerman**  
 (678) 725-3466  
 Dyoungerman@becklar.com

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- ▶ Crime Prevention in Real-Time
- ▶ AI-Driven Analytics
- ▶ 24/7 Monitoring
- ▶ Cost-Effective Scalability.
- ▶ Customized and Scalable Solutions
- ▶ Increased RMR
- ▶ Meet Critical Evolving Needs

Learn more: <https://becklar.com/monitoring/remote-guarding>

**CAA Members,** You already know CHeKT as the reliable name in Video Alarm Security — and now we've expanded the platform with four powerful new products designed to unlock greater protection and flexibility:

**16 Channel Video Control Panel**  
 Our largest VCP, optimal for larger sites and lower costs

**12 Channel AI Video Server**  
 Our AI-driven video server for smarter, seamless security

**4MP NightView Active Deterrent Bullet Camera**  
 Our most robust cameras for 24/7 monitoring and deterrence

**4MP NightView Active Deterrent Turret Camera**

Standard IR

NightView

*The Difference Is Crystal Clear*

**VIDEO VAULT**  
 Dealer Storage Plans  
**3 OPTIONS**

**We also introduce, The CHeKT Video Vault.** Our Vault is a secure, cloud-based storage platform designed specifically for 24/7 video alarm storage. It serves as the heart of your video alarm system, capturing, organizing, and retaining critical video evidence tied to intrusion and sensor events.

Professional Visual Security | **CHeKT**

**ISC EAST**

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NOV 18-20 **2025**

SIA EDUCATION@ISC: NOVEMBER 18-20  
EXHIBIT HALL: NOVEMBER 19-20  
JAVITS CENTER, NEW YORK

# UNIFIED SECURITY

FOR A  
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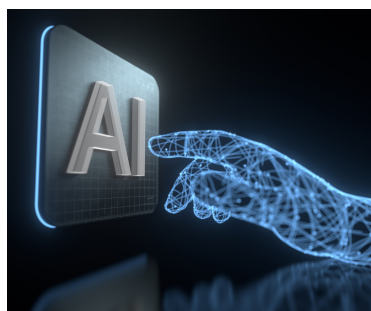
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# PRIME Insight Dome



Artificial intelligence



Security



On-Site Safety

## Device Summary

The Prime Dome Camera is a versatile surveillance solution designed for a wide range of environments, including retail, banking, hospitals, and more. With an integrated AI chipset, the camera performs real-time analytics directly on the device, offering improved recognition accuracy. This on-device AI processing enables faster detection and identification of potential threats or important events, providing immediate alerts while continuously streaming video data to a central server for live monitoring and recording.

## Network

- Ethernet, Wi-Fi (2.4GHz/5GHz)

## Applications

- Retail Store Monitoring
- Banking Security
- Hospital Surveillance
- Perimeter Security
- Smart Home/Office Monitoring
- Public Area Surveillance



Revolutionized Solution

## Product Highlights

- **Edge AI Processing**  
Leverages an on-device AI chipset for enhanced real-time recognition and analytics
- **High-Definition Video**  
Captures detailed images in various lighting conditions.
- **Continuous Streaming**  
Streams video data to a central server for live monitoring
- **Instant Alerts**  
Sends immediate notifications based on AI-driven event detection.
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Web: [www.tronwireless.com](http://www.tronwireless.com)  
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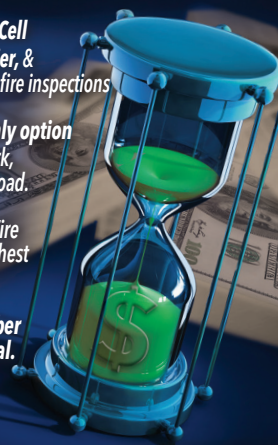


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- + Add extra Form C Relays + labor
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- + Only one antenna? Often a single antenna results in multiphase cancellation of signals - StarLink Dual (2) Antennas effectively prevent that.

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# THE CAA 2025 MARK SCHUBERT MEMORIAL AWARD

## CONGRATULATIONS TO OUR NOMINEES



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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.

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## YOUTH SCHOLARSHIP PROGRAM

In 2025, 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!*

## 2025 SCHOLARSHIP RECIPIENTS

**State Recipient:**

**Madaya L. Mattos**  
**Redwood Alarm Association**



MAYA DERTING	EAST BAY ALARM ASSOCIATION
NIA RILEY	GOLDEN GATE ALARM ASSOCIATION
SOPHIA ALEXANDER	GREATER LOS ANGELES SECURITY & ALARM ASSOCIATION
FIONA KUTCHER	GREATER VALLEY ALARM ASSOCIATION
EMMALEE SNOW	INLAND EMPIRE ALARM ASSOCIATION
LAUREN RODRIGUEZ	MID-CAL ALARM ASSOCIATION
MARIAH ARZATE	ORANGE COUNTY ALARM ASSOCIATION
MADYSON DANIELS	SACRAMENTO AREA ALARM ASSOCIATION
TYLER MAESTAS	SAN DIEGO SECURITY ASSOCIATION
ADDISON PADIAN	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 2025 Youth Scholarship Recipient Madaya Mattos - Redwood Alarm Association

### WHAT IT MEANS TO ME TO HAVE MY PARENT INVOLVED IN SECURING OUR COMMUNITY

SOME OF MY EARLIEST MEMORIES ARE OF BEING PICKED UP FROM THE CARPOOL LINE AT SCHOOL IN AN UNMARKED POLICE CAR. INSIDE WAITING FOR ME WAS ALWAYS A BIG BEAR HUG AND A KISS ON THE FOREHEAD. "HI PEANUT. HOW WAS YOUR DAY?" MY DADDY WOULD ASK. FROM AS FAR BACK AS I CAN REMEMBER, MY FATHER HAS BEEN THE LOCAL POLICE CHIEF. MY FATHER WASN'T JUST A DAD—HE WAS ALSO A LEADER THAT OUR COMMUNITY RELIED ON DURING CRISIS AND UNCERTAINTY, AND THAT RESPONSIBILITY EXTENDED TO OUR FAMILY IN SUBTLE AND NOT-SO-SUBTLE WAYS. WHILE IT'S BEEN AN HONOR TO BE MY DADDY'S DAUGHTER AND "PEANUT", THE PRESSURE THAT CAME WITH THIS ROLE WAS NOT FOR THE FAINT OF HEART.

FROM A YOUNG AGE, I UNDERSTOOD THAT MY ACTIONS REFLECTED NOT JUST ON ME, BUT ON MY FATHER AS WELL. PEOPLE KNEW WHO I WAS, AND WITH THAT NAME RECOGNITION CAME BOTH PRIDE AND PRESSURE. BEING MY FATHER'S DAUGHTER WAS NOT JUST ABOUT AVOIDING TROUBLE, IT ALSO MEANT CARRYING MYSELF IN A WAY THAT UPHELD THE HIGH EXPECTATIONS AND CONSERVATIVE VALUES HE STOOD FOR, WHILE SIMULTANEOUSLY LEARNING TO TRAVERSE THE VERY BROKEN AND FAST-PACED WORLD AROUND ME AND FIT IN WITH MY PEERS. NAVIGATING THESE DUAL REALITIES WAS TRICKY. ON ONE HAND, I WANTED THE FREEDOM TO BE A KID—TO MAKE MY OWN CHOICES, GROW THROUGH NEW EXPERIENCES, AND FORM MY OWN IDENTITY. HOWEVER, ON THE OTHER HAND, I CONSTANTLY LIVED IN THE SPOTLIGHT, AND IT FELT AS THOUGH WATCHFUL EYES WERE ALWAYS ON ME, JUST WAITING FOR ME TO MESS UP. I HAD TO ALWAYS BE ON MY BEST BEHAVIOR BECAUSE ANY MISSTEP COULD CIRCLE BACK TO MY FATHER AND REFLECT NEGATIVELY ON HIM. ONE POOR DECISION COULD NOT ONLY DAMAGE MY SQUEAKY-CLEAN REPUTATION BUT ALSO JEOPARDIZE MY FATHER'S CAREER. I WAS ALWAYS ONE POOR CHOICE AWAY FROM BEING SHAMED ON SOCIAL MEDIA AND DESTROYING EVERYTHING MY FATHER HAD WORKED SO HARD TO BUILD. THE WEIGHT OF THIS LIFESTYLE WAS ENORMOUS. I OFTEN FELT LIKE I LIVED IN A FISHBOWL WHERE I WAS CONSTANTLY EXPOSED AND ON DISPLAY. THIS RESPONSIBILITY AMPLIFIED EVERY CHOICE, AND IT MADE ME FEEL LIKE MY LIFE WASN'T ENTIRELY MY OWN.

DESPITE THE BURDENS OF OTHERS' EXPECTATIONS, BEING MY FATHER'S DAUGHTER HELPED ME BUILD CHARACTER. I HAD TO BUILD RESILIENCE AND SELF-DISCIPLINE, TRAITS THAT HAVE BECOME FOUNDATIONAL TO WHO I AM. RATHER THAN SUCCUMB TO PEER PRESSURE, IT PUSHED ME TO DEVELOP A STRONG MORAL COMPASS AND A HEIGHTENED SENSE OF ACCOUNTABILITY FROM AN EARLY AGE. I LEARNED TO TRUST MY INSTINCTS AND STAND BY MY VALUES, EVEN WHEN IT LED TO ME BEING EXCLUDED FROM SOCIAL SCENES OR CAUSED FRIENDSHIPS TO END. THIS REINFORCED MY INDEPENDENCE AND INTEGRITY. IT ALSO TAUGHT ME HOW TO SET HEALTHY BOUNDARIES, REMAIN COMPOSED UNDER PRESSURE, AND LEAD BY EXAMPLE. I ALSO LEARNED THAT LEADERSHIP IS NOT JUST ABOUT BEING IN CHARGE; IT IS ABOUT BEING A VOICE FOR THE VOICELESS, HAVING HARD CONVERSATIONS WITH TACT AND DIPLOMACY, AND MAKING TOUGH DECISIONS THAT MAY BE UNPOPULAR BUT ARE THE RIGHT THING TO DO. MY UPBRINGING ALSO INSTILLED AN ACUTE AWARENESS OF THE CONSEQUENCES OF MY ACTIONS. IT GAVE ME A DEEP SENSE OF ACCOUNTABILITY—NOT ONLY FOR MYSELF BUT ALSO FOR THOSE AROUND ME. I LEARNED TO CONSIDER HOW MY CHOICES CAN HAVE UNINTENDED CONSEQUENCES AND A FARREACHING RIPPLE EFFECT. THESE VALUES HAVE SHAPED ME INTO SOMEONE WHO IS BOTH EMPATHETIC AND RESPONSIBLE, AND I TAKE PRIDE IN MAINTAINING A STRONG ETHICAL FOUNDATION. I ALSO DISCOVERED WHAT IT MEANS TO SACRIFICE. MY FATHER'S JOB DID NOT COME WITH A 9-TO-5 SCHEDULE, AND DURING CRITICAL INCIDENTS, THERE WERE TIMES I DID NOT SEE OR COMMUNICATE WITH HIM FOR DAYS AT A TIME. HOLIDAYS AND BIRTHDAYS FREQUENTLY TOOK A BACK SEAT TO THE JOB, AND FAMILY DINNERS WERE ROUTINELY INTERRUPTED BY CALLS FROM THE CITY MANAGER OR AN IRATE COUNCIL

MEMBER. I LEARNED EARLY ON THAT BEING A PUBLIC OFFICIAL IS NOT JUST A CAREER—IT'S A LIFESTYLE THAT AFFECTS THE WHOLE FAMILY.

ULTIMATELY, MY UNIQUE UPBRINGING DID NOT JUST SHAPE MY CHILDHOOD BUT ALSO MY CHARACTER, MY VALUES, AND THE WAY I SEE THE WORLD. AS I SIT ON THE CUSP OF ADULTHOOD AND PREPARE TO STUDY NURSING AT THE UNIVERSITY OF MIAMI (UM) IN THE FALL, IT OCCURS TO ME HOW MY UPBRINGING INSTILLED VALUES THAT TRANSLATE SEAMLESSLY INTO A CAREER IN THE MEDICAL FIELD. I GREW UP WITH AN AWARENESS OF SAFETY, ETHICS, PROFESSIONALISM, AND MAINTAINING STRICT ETHICAL STANDARDS, ALL OF WHICH ARE VITAL IN HEALTHCARE. I LEARNED FIRST-HAND THE IMPORTANCE OF STAYING CALM UNDER PRESSURE, THINKING CRITICALLY, AND ACTING WITH COURAGE AND DECISIVENESS—SKILLS THAT ARE ESSENTIAL IN NURSING, WHERE PATIENT CARE IS RELIANT ON A NURSE'S QUICK DECISIONS AND SOUND JUDGMENT. I ALSO GREW UP WITH AN UNDERSTANDING OF SERVICE AND SACRIFICE AND WHAT IT MEANS TO BE A RELIABLE AND TRUSTWORTHY AMBASSADOR FOR THE THINGS AND PEOPLE I REPRESENT. LONG HOURS, SHIFT WORK, STANDING ON YOUR FEET FOR HOURS ON END, AND THE INABILITY TO EVER REALLY GO OFF-DUTY, ARE ALL SYNONYMOUS WITH NURSING, AND I LEARNED THIS TYPE OF SERVANT LEADERSHIP THROUGH MY FATHER'S EXAMPLE.

NURSING, JUST LIKE LAW ENFORCEMENT, IS ABOUT MAKING A DIFFERENCE IN THE LIVES OF OTHERS, AND I AM LOOKING FORWARD TO CARRYING THIS LEGACY FORWARD IN MY OWN WAY.

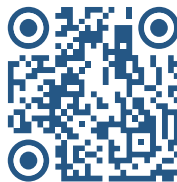


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