

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.
Plaza A & B



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

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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.

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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