

2023 CAA Winter Conference

Information for Attendees

December. 6 - 9, 2023

- Recognizing Our Sponsors
- President's Message
- Workshop Times and Locations
- Tribute Dinner



CAA Conference Sponsors 2023

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PRESIDENT'S MESSAGE

Dear CAA Winter Conference Attendees,

Welcome to the California Alarm Association Winter Conference here at the beautiful Fairmont in San Francisco. As we gather amidst the grandeur of this historic venue, I am filled with a sense of anticipation and excitement for the days ahead. This conference marks not only a culmination of our year's efforts but also a launching pad for innovative ideas and collaborative ventures that will shape our industry's future.

We are here to celebrate our collective strides, engage with cutting-edge technologies, and harness the knowledge that will empower us to exceed the benchmarks of security and service in the year to come. Your presence signifies a shared commitment to excellence, progress, and the unyielding pursuit of knowledge.

As we embark on this conference, I want to express my deepest gratitude to each of you for your invaluable contributions to our field. Your expertise, dedication, and passion are the driving forces that elevate our industry to new heights.

This year, we have an array of insightful sessions and networking opportunities designed to foster professional growth and industry advancement. I encourage you to immerse yourself in the experience, participate actively, and perhaps most importantly, connect with your peers—there is immeasurable value in our collective wisdom.

A highlight of our conference—and indeed a moment of great pride—is the presentation of the prestigious George A. Weinstock Award. This year, it is my profound honor to congratulate Dave Michel on receiving this esteemed accolade. Dave's unwavering commitment to excellence and his substantial contributions to our community embody the spirit of this award. He stands as a testament to the leadership, innovation, and integrity that the George A. Weinstock Award celebrates. Please join me in applauding Dave for his achievements.

I wish you all an inspiring and productive conference. May the days ahead spark new ideas, forge new partnerships, and strengthen our shared vision for a secure and prosperous future.

Welcome to the CAA Winter Conference. Let's make it extraordinary.

Warm regards,

Sean Cooke

California Alarm Association, President



Register for the 2023 CAA Winter Conference

REGISTRATION HOURS

GRAND BALLROOM – TERRACE LEVEL: December 6, Wednesday 1 P.M. – 5:30 P.M.

FAIRMONT SUITE – PENTHOUSE: December 6, Wednesday 5:30 P.M. – 7 P.M.

GRAND BALLROOM – TERRACE LEVEL: December 7, Thursday 9 A.M. – 8 P.M.

GRAND BALLROOM FOYER: December 8, Friday 7:30 A.M. – 4 P.M.

This year, we are focusing on “Innovation and Security: Shaping the Future Together”, a theme that encapsulates the progressive spirit of our industry. The conference will serve as a conduit for knowledge exchange, networking opportunities, and an exploration of the latest trends and technology in the security and life safety sector.

WEDNESDAY, DECEMBER 6

11:00am – 2:00pm

WBFAA – UATC Committee Meeting
FOUNTAIN ROOM

Noon – 2:00pm

Regional Chapter President’s Meeting (closed door)
FAR EAST ROOM (Mezzanine)

2:30pm – 5:30pm.

CAA Board Meeting (open door)
CALIFORNIA ROOM (Mezzanine)

6:00pm – 7:30pm

CAA Welcome Reception
CROWNE ROOM (Tower)

THURSDAY, DECEMBER 7

8:00am – 2:00pm

Exhibitor Setup
GRAND BALLROOM

8:30am – 11:30am

CAFAA
FRENCH ROOM (Lobby)

9:00am – 10:15am

Harvey Eisenstadt Sales Symposium
Speakers: Audrey Pierson, Audrey Pierson Consulting/David Morgan, Security Dealer Marketing
VENETIAN ROOM (Lobby)

10:30am – 11:15am

What’s Happening in Mergers and Acquisitions Today
Kelly Bond, Davis Mergers
HUNT ROOM (Mezzanine)

10:30am – 11:15am

Legalities of Artificial Intelligence
Su Ross, Mitchell, Silberberg, & Knupp L.L.P.
INTERNATIONAL ROOM (Mezzanine)

11:30am – 12:50pm

Sponsored Lunch (dealers and sponsors only)
BSIS Presentation
Speaker: Chief Lynne Jensen, BSIS Chief
TERRACE ROOM

1:00pm – 1:45pm

To Plan or Not to Plan: An Alarming Question
Presenters: Larry St. John, Eclipse Insurance/Lillianne Chaumont, Chaumont Law
HUNT ROOM (Mezzanine)

1:00pm – 1:45pm

How to Engage Customers with AI Technologies
Chris Haun, Turing Video
CALIFORNIA ROOM (Mezzanine)

1:00pm – 1:45pm

Financial Statements – What a Security Focused Bank Looks Like
Jennifer Holloway, CIBC Commercial Banking
FAR EAST ROOM

2:00pm – 2:45pm

Upselling and Introducing Yourself
Dean Belisle, DMP/Jeff Spatz, DMP
INTERNATIONAL ROOM (Mezzanine)

2:00pm – 2:45pm

AI Enabled VMS Built for Users
Carl Huntsman, Digital Watchdog
CALIFORNIA ROOM (Mezzanine)

2:00pm – 2:45pm

The New Complete Video Alarm Solution
Tommie Van Fossen, Optex/Checkt
HUNT ROOM (Mezzanine)

3:00pm – 3:45pm

Innovative and Integrated Security Solutions in Today’s World
David Berman
Alarm.com
HUNT ROOM (Mezzanine)

3:00pm – 3:45pm.

Delivering the Visual Xperience – The value of VX1 Video Doorbell & VX3 Outdoor Camera
Ian Arquero, Resideo
INTERNATIONAL ROOM (Mezzanine)

3:00pm – 3:45pm

CAA CARES about Life Safety – Empowering Safety with Honeywell CARES: A Connected Alarm Response Ecosystem Initiative
Speakers: Tyler Roby, Honeywell Fire/Sam Aviles, Honeywell Fire
CALIFORNIA ROOM (Mezzanine)

3:45pm – 4:00pm
Exhibitor Meeting
GRAND BALLROOM

4:00pm – 4:45pm
IQ Pro
Speakers: Vaughn Wells, JCI, Ruiz, JCI/DSC/Qolsys
HUNT ROOM (Mezzanine)

4:00pm – 4:45pm
Pre-Attrition Metrics You Need to Know to Reduce Churn or Customer Satisfaction
Speakers: Kirk MacDowell, MacGuard/Joy Curtiss, MacGuard
INTERNATIONAL ROOM (Mezzanine)

4:00pm – 5:00pm
SIA Foundation for Advancing Security Talent (FAST) Cornhole Tournament
GRAND BALLROOM

4:00pm – 5:00pm
Exhibitor Product Preview for Dealers and Sponsors Only
GRAND BALLROOM

5:00pm – 7:00pm
Gala Openings Exhibit & Reception
GRAND BALLROOM

FRIDAY, DECEMBER 8

7:30am – 8:15am
Breakfast Exhibits
GRAND BALLROOM

8:15am – 10:15am
CAA General Session
GRAND BALLROOM

10:15am – 10:30am
Coffee and Exhibits
GRAND BALLROOM

10:30am – 12Noon
KEYNOTE SPEAKER
Sue Sadler, Sr. Director, Honeywell Enterprise Systems
GRAND BALLROOM

11:30am - 1:00pm
CAA Gift & Gab Ladies Luncheon
HUNT ROOM (Mezzanine)

12:00Noon – 1:15pm
Luncheon & Exhibits
GRAND BALLROOM

12:00 Noon – 1:15pm
WISE Breakout Session
FRENCH ROOM

1:30pm – 3:00pm
Executive Symposium

Speakers: George De Marco/Executives from CAA WISE
GRAND BALLROOM

This year at the CAA Winter Conference we welcome three inspiring executives from our Women In the Security Evolution, “WISE”, group on the panel. Kelly Bond, Joey Rao-Russell and Audrey Pierson will share their perspectives and insight on where the security industry is steering us. Be inspired, informed and impacted with real world directions at this year’s CAA Executive Symposium lead by security veteran and leader George De Marco on Friday, December 8th in San Francisco.



Kelly Bond
Partner
Davis Mergers & Acquisitions Group



Audrey Pierson
Principal
Audrey Pierson Consulting



Joey Rao-Russell
President & CEO
Kimberlite Corporation
dba Sonitrol & Security First

3:15pm – 4:00pm
Building Long-Term Value Through Recurring Monthly Revenue
Speaker: Alex Nitterhouse, Egan Security Group
FRENCH ROOM

3:15pm – 4:00pm
Video Monitoring Today, Central Station Panel Discussion
FOUNTAIN ROOM

7:00pm – 10:00pm
CAA Tribute Reception & Dinner
(Black Tie Optional)
VENETIAN ROOM

SATURDAY, DECEMBER 9

8:50am – 10:00am
Breakfast & Industry Incorrect
CROWN ROOM (Tower)

MINUTES FROM 2023 PALM SPRINGS GENERAL MEETING

GENERAL MEMBER MINUTES MAY 2023

CAA General Meeting Minutes

May 19, 2023

Hilton Palm Springs

1. Meeting Called to order by President Sean Cooke at 8:46 a.m.
2. Pledge of allegiance led by Matt Kruger
3. Self-introductions were made
4. Minutes
 - a. Motion--- Approve the minutes of the meetings of May 20th 2022 and Dec. 2nd 2022 as submitted-----Passed
5. Anti-Trust Statement was made by Les Gold after recognized the 25th anniversary of the scholarship and the event in Palm Springs
6. Presidents Message was made by Sean Cooke
7. Treasurers Report by David Michel: Revenue up, David Michel reported that revenue is up. Expenses are down. \$42,000 net profit, cash of \$115,000, Scholarship fund has \$48,000, PAC fund has \$43,000
8. Business Operations report by David Michel: Dues AR at \$45,000
9. Legal Report was given by Les Gold: lots of privacy law activity.

Have to protect yourself with updated contracts. Ensure websites are in alignment with contracts

10. Legislation Report: Facial Recognition, AB 1531, SB 244 right to repair.

11. Public Safety

a. Brian Boeglin reported that Breeze is 100% paperless must use.

b. Steve Keefer, working on Oakland, Oxnard, Monterrey, Martinez, Santa Barbara, Police Chiefs Association, Foster City Lunch

12. WBFAA report given by Ron Lander: New Logo, 200+ apprentices, 120 companies, 575 journeymen

13. ISC report given by Sean Cooke: April dates for ISC 4/9/2024 given.

14. Associate Directors report given by Rich Whitlock: sponsors were recognized, attendance numbers reported, CAA Mark Shubert Memorial Award to Ben Martinez in 2020. Rich Whitlock is the CAA Mark Shubert Memorial Award winner in 2023. John Loud reported on ESX show and 75 years of ESA.

15. Old Business: Brian Boeglin brought up that BSIS is looking for ACQ's to be on the testing and content committee

16. Meeting was adjourned at 9:47 a.m.

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Denis Cooke, President

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GENERAL MEMBER AGENDA DECEMBER 8, 2023

General Membership Meeting

Sean Cooke, President

THE FAIRMONT SAN FRANCISCO

Friday, December 8, 2023 8:15 a.m. – 10:15 a.m.

AGENDA

Innovation and Security: “Shaping the Future Together”

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



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Matt Hoffman, Hoffman Security

Southern Vice President

Matt Kruger, Ranch & Coast Security

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Tim Westphal, Bay Alarm Company

Treasurer

David Michel, Valley Alarm

Sergeant at Arms

Elizabeth Courtney, Beacon Security

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David Michel, *Greater L.A. Security Alarm Assn.*

Joe Castro, *Greater Valley Alarm Association*

Richard Jimenez, *Inland Empire Alarm Association*

John Heath, *Mid Cal Alarm Association*

Elizabeth Courtney, *Orange County Alarm Association*

Chuck Petrusa, *Redwood Alarm Association*

Rich Whitlock, *Sacramento Area Alarm Association*

Ben Martinez, *Silicon Valley Alarm Association*

Matt Kruger, *San Diego Alarm Association*

Rich Whitlock, Wesco, *Associates Director*

Joe Nuccio - ADT, *Large Company Representative*

PAST PRESIDENTS

Mike Salk, Reed Brothers

Tim Westphal, Bay Alarm Company

Chuck Petrusa, Advanced Security Systems

Cathy Rempel, American Security Integrators

Bob Michel, Valley Alarm

John Hopper, Sentry Alarm

Matt Westphal, Bay Alarm Company

Jon Sargent, Tyco Integrated Security

Patty Hartman

Tony Smith, Security Finance Associates

George Gunning, USA Alarm Systems

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Jack McAboy Harold France

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Paul Worsley, Valley Burglar & Fire Alarm Co.

George A. Weinstock

Everett Westphal, Bay Alarm Co.

Frank Meiners William Swinney

Robert Leeper Jerry J. Linder

EX OFFICIO

Paige Pohlrs-Meek, Executive Director

Lessing E. Gold, Legal Counsel

Alyson Pattie, CPA

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APRIL 9-12, 2024

SIA EDUCATION@ISC: APRIL 9-11

EXHIBIT HALL: APRIL 10-12

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2023 TMA/SSI Marvel
Technology Award Winner

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Recipient of the
2023 CAA
George A.
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For a lifetime of
achievement and
service to the
security industry

David Michel



Tribute Reception & Dinner
Friday, December 8
7 P.M.- 10 P.M.

Celebrating Our Partnership with the California Alarm Association

We Applaud the Lifetime
of Achievement and Service
to the Industry of
David Michel



PAST PRESIDENTS

Tim Westphal, Bay Alarm Company
Chuck Petrusha, Advanced Security Systems
Cathy Rempel, American Security Integrators
Bob Michel, Valley Alarm
John Hopper, Sentry Alarm
Matt Westphal, Bay Alarm Company
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Bruce Westphal, Bay Alarm Company
Paul Worsley, Valley Burglar & Fire Alarm Co.
George A. Weinstock
Everett Westphal, Bay Alarm Company
Frank Meiners
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PRESIDENT'S MESSAGE

Dear CAA Members and Guest,
The George A. Weinstock Award is a significant recognition presented by the California Alarm Association (CAA). Established to honor lifetime achievement and service to the industry, this award reflects the legacy of George A. Weinstock, a notable figure to us within the security industry and CAA.

George Weinstock's contributions spanned over four decades, during which he led prominent installation and monitoring companies in the security industry. He was actively involved in industry issues, serving as president of both the National Burglar and Fire Alarm Association (NBFAA, now the Electronic Security Association or ESA) and the Western Burglar & Fire Alarm Association (WBFAA).

Additionally, he served in the Air National Guard and the U.S. Air Force. Weinstock's involvement in the industry started in 1955 and included roles such as President and CEO of American Home Security, as well as various leadership positions in industry organizations. His father, Morris Weinstock, was also a respected figure in the industry, honored with the Morris F. Weinstock Award by the ESA.

The George A. Weinstock Award was established by the CAA in 1999 as our highest honor. Since 2000, the award has been presented annually to a member of the alarm industry, recognizing their lifetime achievements and contributions to the field.

I would like to sincerely congratulate Dave Michel on being honored with the George A. Weinstock Award for Lifetime Achievement. This prestigious award is a testament to your exceptional dedication and contributions to the security and life safety industry. Your innovative work, leadership, and commitment to advancing our field have not only set high standards but also inspired many within our community.

Your achievements reflect the spirit of excellence and service embodied by George A. Weinstock, making you a truly deserving recipient of this honor. We celebrate your success and look forward to your continued contributions to our industry.

Warm regards,
Sean Cooke
California Alarm Association, President



Register for the 2023 CAA Winter Conference

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CAA President Tony Smith presented George Weinstock with a Lifetime Achievement Award at the CAA Winter Convention in 1999 and announced the establishment of the George A. Weinstock Award.

GEORGE A. WEINSTOCK AWARD

George Weinstock entered the security industry in 1955 when he joined the family's Morse Signal Devices of California, where he served as President from 1970 to 1981. He was concurrently President of Morse Signal Devices of Cleveland and partner and director of Ans-R-Tel Answering Service / Broadway Le Mesa Answering Services of San Diego. He sold that business to partner Robert Berlin in 1983 and established American Home Security. He was President, Director and CEO of American Home Security from 1984 until 1993 when he sold the company to Protection One where he served as Executive Vice President.

George participated in our organizations from the moment he entered the industry. His role model was his father Morris, who the industry has honored with the presentation by the ESA of the Morris F. Weinstock Award since 1970 to honor the Person of the Year.

George chaired his first NBFAA committee in 1969, and was elected President of the national organization in 1973.

In 1976, he was elected President of the Western Burglar & Fire Alarm Association, the organization that preceded the CAA. Over the years, he has served as Director, Chair or other leadership position in an array of organizations that serve the industry.

George served on the California Alarm Association Board of Directors as Large Company Representative, and was the founding Chair of the CAA Newsletter Committee that produces THE MIRROR.

The California Alarm Association presented him with a Lifetime Achievement Award at the 1999 CAA Winter Convention and announced the establishment of the George A. Weinstock Award as the highest honor to be bestowed by the Association.

CAA LIFETIME ACHIEVEMENT AWARD

1999..... George A. Weinstock

CAA GEORGE A. WEINSTOCK AWARD

Lifetime Achievement Award

2023.....David MichelValley Alarm
 2022 Chuck Petrusha..... Advanced Security Systems
 2020/2021...Michael SalkReed Brothers Security
 2019.....Bob MichelValley Alarm
 2018Mark SepulvedaUSA Alarm Systems Inc.
 2017.....Mike MatsonMatson Alarm
 2016.....Bob Jennison.....Post Alarm
 2015.....Matt WestphalBay Alarm Company
 2014.....Ron LanderUltrasafe Security
 2013.....Charles SchwagerBPSD
 2012.....Patty HartmanBurgarello Alarm
 2011.....Shane Clary.....Bay Alarm Company

2010.....Jon Sargent.....ADT Security Services
 2009.....George De Marco.....ESX-WBFAA
 2008.....Tony Smith.....Security Finance Associates
 2007.....Alan Pepper.....Mitchell, Silberberg & Knupp, LLP
 2006.....Frank BurkeUSA Alarm Systems, Inc.
 2005.....Rod UffindellDenalect Alarm Co.
 2004.....Lessing GoldMitchell Silberberg & Knupp LLP
 2003.....Roger Westphal and Bruce Westphal.....Bay Alarm Company
 2002.....George Gunning.....USA Alarm Systems
 2001.....Harvey EisenstadtBosch Security Systems
 2000.....Ron SpillerSecurity Industry Association

Dave Michel: 2023 CAA George A. Weinstock Award

David Michel started his career in the electronic security industry at Valley Alarm in 1995. At that time, Valley Alarm was an established, but small, local alarm company with approximately 1,000 accounts and \$35,000 of recurring monthly revenue. Dave began in the Administrative Department answering phones and performing clerical duties.

After just three months at Valley Alarm, his responsibilities increased dramatically when Valley Alarm's President, Bob Michel, took a six-month assignment in Chicago as a Director at SecurityLink.

Dave quickly progressed to Controller and took over Operations in 1999 and then

Vice President of Valley Alarm in 2000. He became President of Valley Alarm in 2005 and he and Edward Michel became Co-Presidents in 2015.

From 1997 to 2001, Dave managed Valley Alarm's subcontracting work for Edison Security. This involved the direct oversight of installation, inventory and billing for 300 small systems per month. These installations were in addition to Valley Alarm's in-house sales and installations.

In 2001, Dave managed the successful conversion of Valley Alarm's financial software from an obsolete DOS program to a brand-new Windows based product called Sedona Office. Valley Alarm was the first user to actually implement this product, which is now used by hundreds of larger alarm companies nationwide. Dave is largely self-taught in bookkeeping and accounting and he developed financial processes, reports and financial statements to meet the requirements of Valley Alarm's new lender, SLP Capital. These processes and reporting capabilities eventually facilitated Valley Alarm's ability to transition from high interest alarm industry financing to traditional business bank financing.

In 2002, Dave managed the successful transfer of Valley Alarm's central station monitoring from NACC to NMC.

In 2004, Valley Alarm more than doubled its RMR when it acquired Millennium Security. Millennium Security had about 3,300 accounts and almost

\$100,000 of RMR. Dave oversaw the financial analysis, due diligence, central station transfer and assimilation of Millennium's accounts. This process was accomplished economically and on schedule and he also oversaw over 30 acquisitions ranging in size from 50 to 1,500 accounts.

In early 2006, Dave was instrumental in the development of a new Valley Alarm program to create a company culture of excellence and customer perceived value.

Dave was instrumental in the growth of Valley Alarm to its current size of over 10,000 customers and \$450,000 RMR and they have been an SDM Top 100 company since 2007.

Dave majored in engineering at the University of Notre Dame and later advanced his engineering studies at the University of California at Irvine. He continues his business and management education through numerous seminars and avid reading.

Dave is active in alarm trade associations and has been Treasurer of the California Alarm Association (CAA) since 2009. He has served numerous terms as President of the Greater Los Angeles Security Alarm Association (GLASAA). In 2011 he was honored with the Man of the Year award from GLASAA. From 2013-2014, Dave was the California representative to the board of directors of the nationwide Electronic Security Association (ESA).

In 2021, Dave received a commendation from the City of San Fernando for his services to the community. In 2022, Dave received the Chief's Award from the City of San Fernando Police Chief for outstanding support of the San Fernando Police Department.

Dave lives in Long Beach, CA with his wife Karen, who he met while playing intramural softball at the University of California at Irvine. They have two daughters -- Allison, 28 and Lauren, 26. When his daughters were younger, Dave coached and refereed AYSO soccer and was also active in the YMCA Adventure Guides program and worked at their camps.





Congratulations to

Dave Michel

on being honored with the California Alarm Association 2023 George A. Weinstock Award
from your friends at National Monitoring Center!

Your continuous dedication and commitment to our industry are truly exemplified by this
award. We express our gratitude to you!



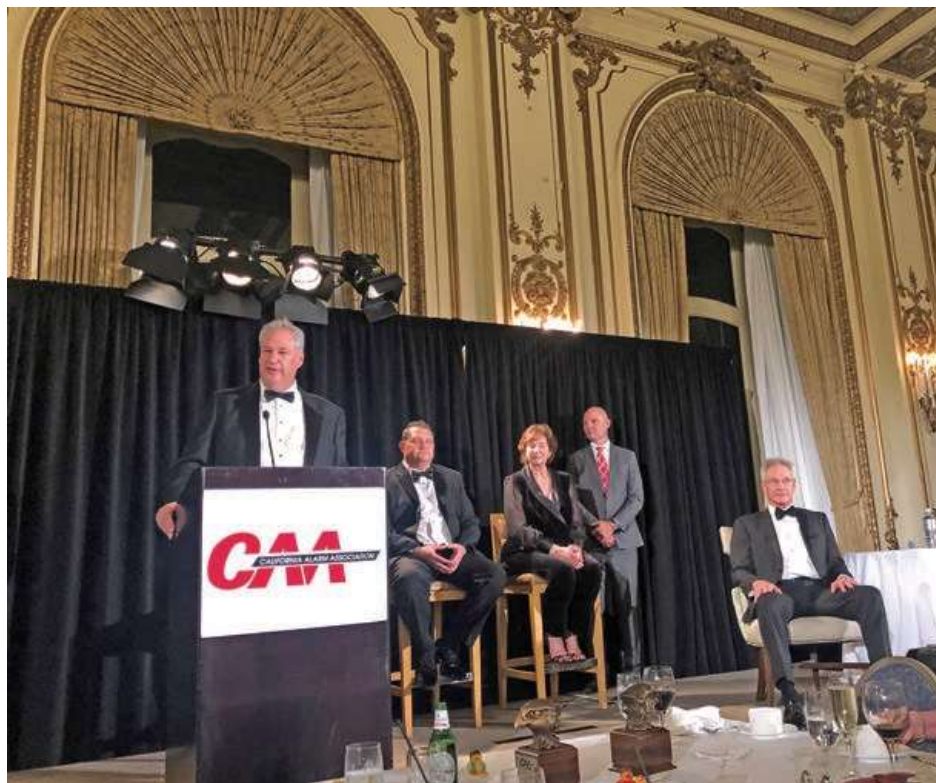
***Thank you,
David Michel,
and
congratulations
on receiving this
well-deserved
award.***

***“Leadership is
practiced
not so much
in words
as in attitude and
in actions.”
– Harold Geneen***



ALARM.COM®





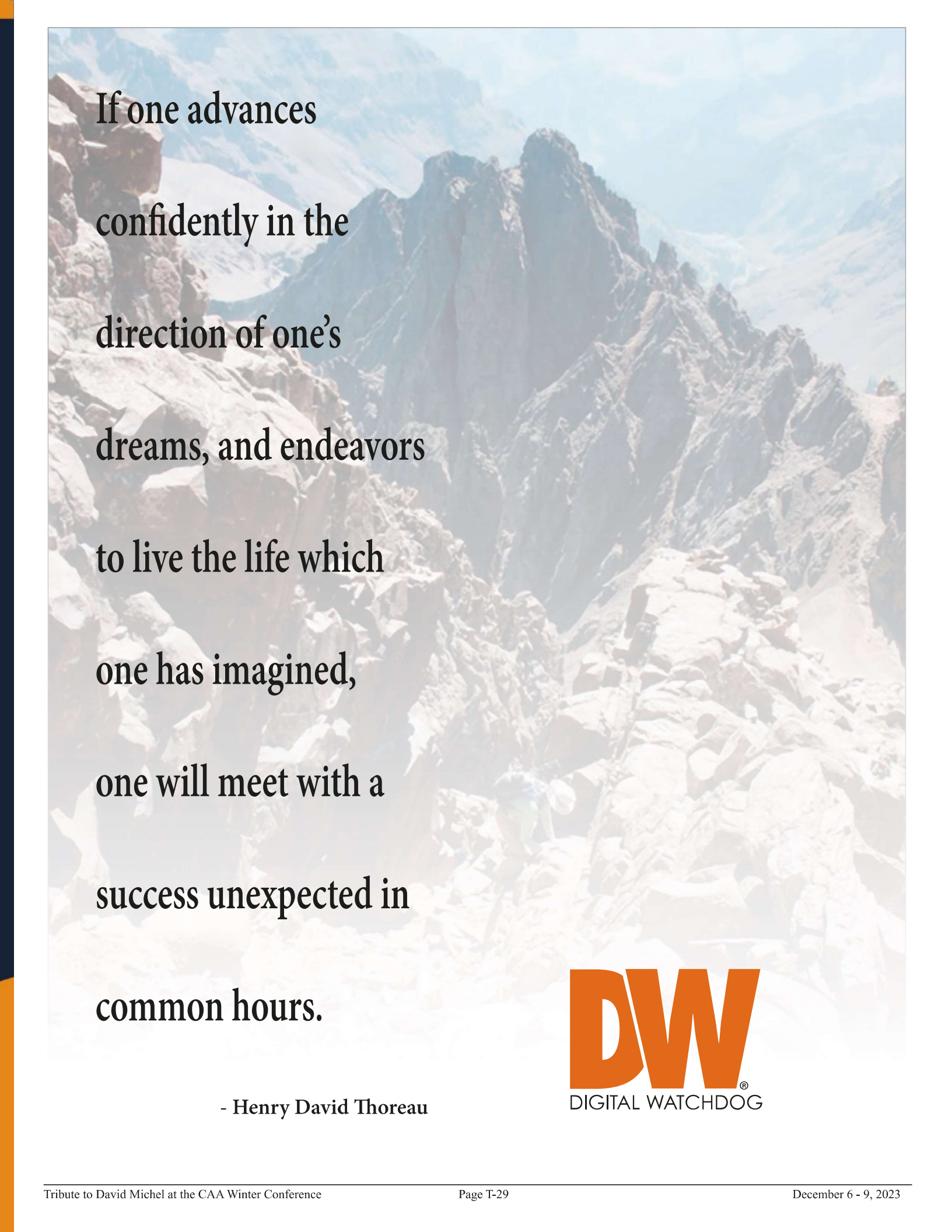
CONGRATULATIONS
DAVID MICHEL
2023 CAA GEORGE A.
WEINSTOCK AWARD
WINNER

**THANK YOU FOR YOUR SERVICE AS THE
“ANCHOR OF OUR ASSETS” AND FOR
SAFEGUARDING THE SUCCESS
OF THE CAA!**

The Westphals and
your friends at Bay Alarm



WE GOT YOU.



If one advances
confidently in the
direction of one's
dreams, and endeavors
to live the life which
one has imagined,
one will meet with a
success unexpected in
common hours.

- Henry David Thoreau





“Leaders don’t look backwards to condemn what has already been done; they look forward to create a better future.”

— Mark Cuban, Entrepreneur Businessman

Congratulations

Dave Michel

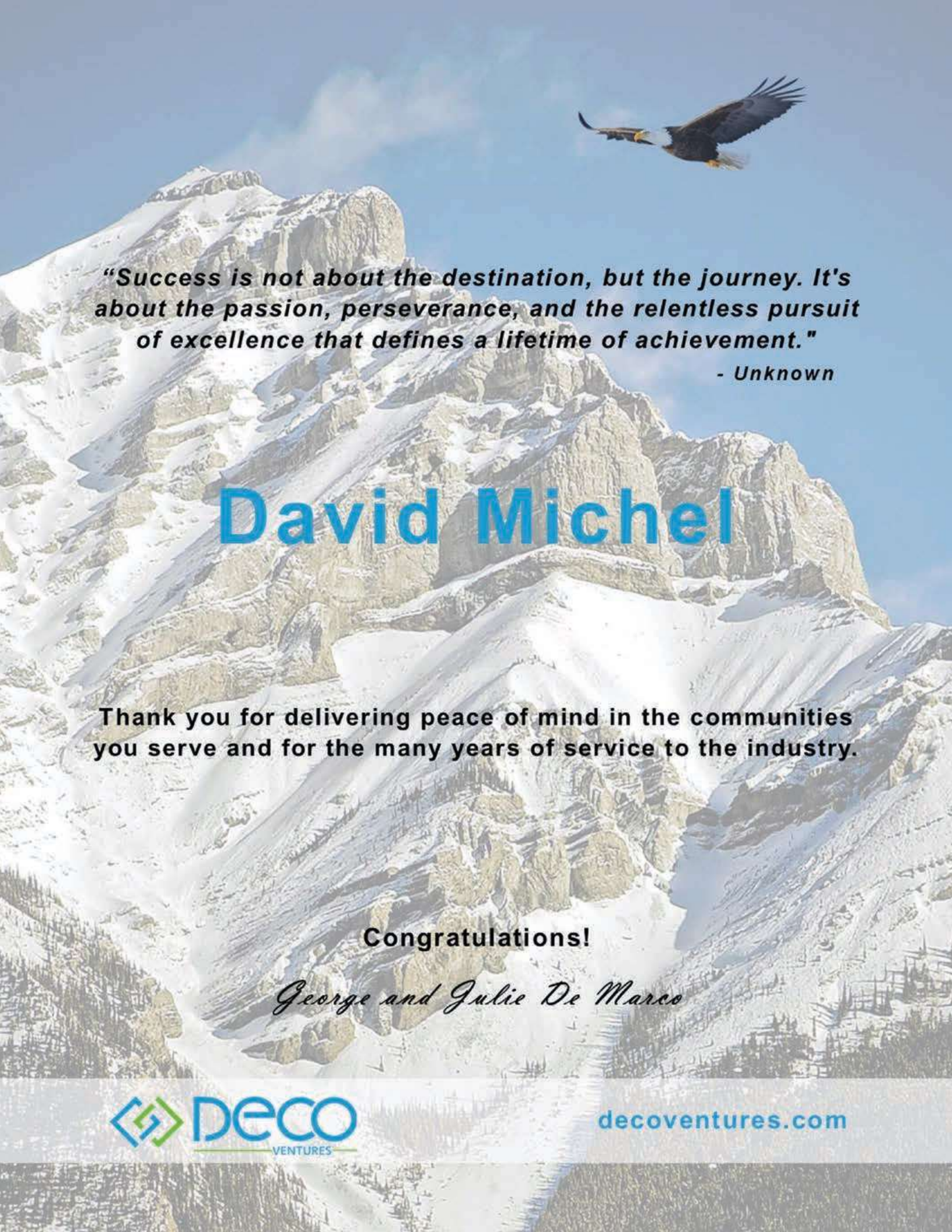
for receiving the 2023

CAA George A. Weinstock Award
for Lifetime Achievement and
Service to Our Industry.

GLASAA
Greater Los Angeles Security Alarm Association



Be willing to make decisions. That’s the most important quality in a good leader.
— George S. Patton



"Success is not about the destination, but the journey. It's about the passion, perseverance, and the relentless pursuit of excellence that defines a lifetime of achievement."

- Unknown

David Michel

Thank you for delivering peace of mind in the communities you serve and for the many years of service to the industry.

Congratulations!

George and Julie De Marco



decoventures.com

Altronix Congratulates...

David Michel

2023 George A. Weinstock Award Recipient

Honoring you for your lifetime commitment
and contributions to the security industry.

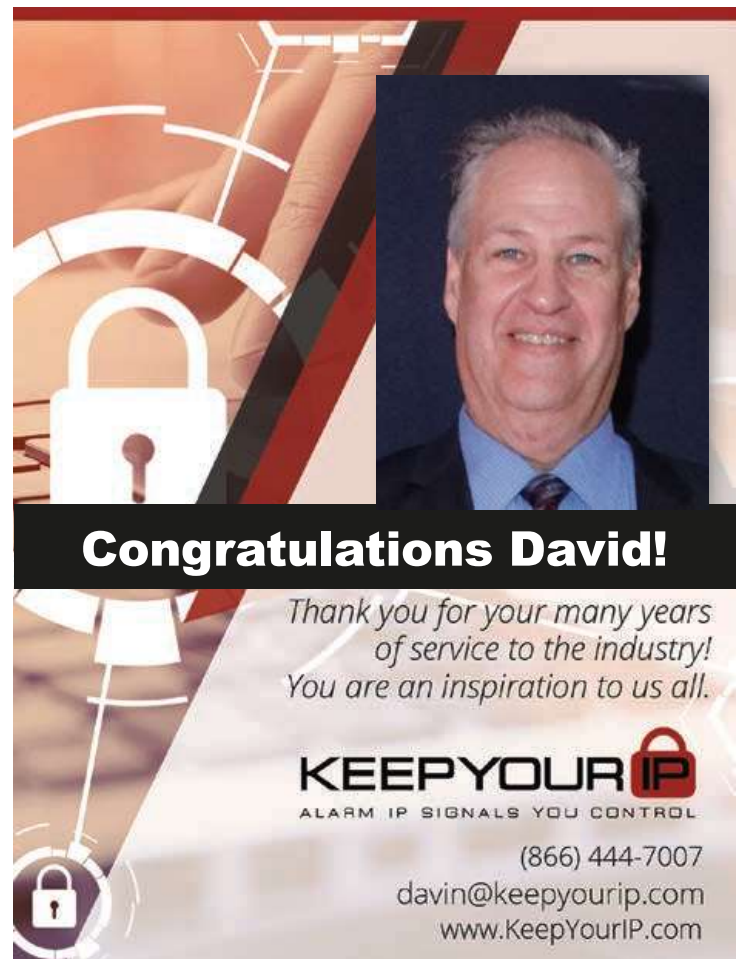
Your friends at





Our Heartfelt congratulations on receiving the prestigious George Weinstock Award. Your leadership has been a guiding light for our team at IE Alarm Systems.





Congratulations

2023



Dave Michel

**Your well-earned recognition is warmly celebrated!
You are a friend to everyone in the industry. Thank you
Dave! From Chuck and Robyn Petrusha and everyone at
Advanced Security Systems, Congratulations!**



www.advancedsecurity.us

"Delivering Peace of Mind"

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“The quality of a person’s life is in direct proportion to their commitment to excellence, regardless of their chosen field of endeavor.”

– Vince Lombardi

**Congratulations to
David Michel for receiving
the George A. Weinstock
award for 2023**







Congratulations

DAVE MICHEL

2023 CAA George A. Weinstock Award

Lifetime achievement and outstanding service to our industry



“There are no secrets to success. It is the result of preparation, hard work, and learning from failure.”

—Colin Powell U.S. Army Officer, former Secretary of State

VALLEY ALARM

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Dave Michel.

Congratulations on being the
recipient of the 2023
George A. Weinstock Award!

FROM ALL YOUR FRIENDS AT



CONGRATULATIONS TO **DAVID MICHEL** FROM VALLEY ALARM!

Farpointe Data congratulates David Michel from
Valley Alarm, on being awarded the 2023 George
A. Weinstock Award for Lifetime Achievement
and Service to the Industry.

www.farpointedata.com





Thank You Dave!

Thank you, Dave, for being a good steward of CAA funds during some very challenging times. We appreciate your efforts and commitment.

Chaumont Law
Inc.

Dedicated to the representation of the electronic security, and fire and life safety industries

Congratulations, David Michel!

We applaud your commitment
to the security industry and to
your local community. Bravo!



“Nothing so conclusively

proves a man’s ability

to lead others as what

he does from day to day to

lead himself.”

– Thomas J. Watson

**Thank you for all you do
to support our industry.**

resideo

*"The roots of true achievement lie in the
will to become the best that
you can become."*

- Harold Taylor

*Mission accomplished!
Thank you, David Michel, and congratulations.*

Honeywell



Dave Michel

2023 Recipient of the
George A. Weinstock Award

From Your Friends at AMAROK,
Congratulations!

Thank you for your service and
dedication to the community, the
state of California, and the
security industry.



The WBFAA UATC Committee
Congratulates **Dave Michel**
CAA George A. Weinstock Award 2023



A well-deserved honor for a man who has
given a lifetime of service to our industry.
While he won the award, the industry reaps
the reward of his achievements.

*Congratulations,
David Michel
on receiving this
well-deserved honor.*

*Thank you for supporting
our industry.*



*“The dangerous
part for most of us
is not because our
aim is too high and
we miss it, but it’s
too low and we
reach it.”*

- Michelangelo





IS PROUD TO JOIN THE

California Alarm Association

IN SALUTING

David Michel

FOR A LIFETIME OF ACHIEVEMENT
AND SERVICE TO THE INDUSTRY.

LOS ANGELES
NEW YORK
WASHINGTON D.C.

If you want to be a great leader,
remember to treat all people with respect
at all times.

For one, because
you never know when you'll need their
help.

And two, because it's a sign that you
respect people.

- Simon Sinek



CONGRATULATIONS DAVE MICHEL OF VALLEY ALARM

FOR MAKING A DIFFERENCE IN THE
INDUSTRY WE ALL LOVE AND SHARE
— A WELL DESERVED HONOR!

WE ARE PROUD TO HAVE VALLEY ALARM AMONG OUR
ESA MEMBERS AND SECURITY AMERICA INSURED.



If your actions inspire others
to dream more, learn more,
do more and become more,
you are a leader.

- John Quincy Adams

**Congratulations
and thank you
for your service
to the industry.**



We join the industry in saluting

David Michel

Congratulations on your well deserved achievement
of receiving the 2023 CAA George A. Weinstock Award.

Thank you for your service to our industry!



CONGRATULATIONS

DAVID MICHEL

2023 CAA GEORGE A. WEINSTOCK RECIPIENT

**For a Lifetime of Achievement
and Service to the Industry**

Your friends at ADI.



*“Leadership is the special quality which
enables people to stand up and pull the
rest of us over the horizon.”*

— James L. Fisher



*Thank you for your
leadership.*

Congratulations

Nice

“LEADERSHIP IS NOT ABOUT
TITLES, POSITIONS, OR
FLOWCHARTS.

IT IS ABOUT ONE LIFE
INFLUENCING ANOTHER.”

JOHN C. MAXWELL

CONGRATULATIONS, DAVID!

FSSI

Document Outsourcing Specialists

***Congrats David
on a job well done!***

Homaxi

All of us here at Grand Central
Station would like to congratulate
Dave Michel on his
lifetime achievement award.
Thank you for your unwavering
support of our Industry and the
California Alarm Association!



**Thanks for all you
do for our industry.**



**RAPID RESPONSE
MONITORING**

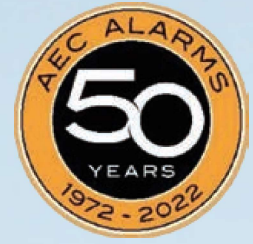
**A true leader soars even
when no one is watching.**

**Thank you for
your constant
leadership and
inspiration
David!**





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Congratulations!



David Michel
Valley Alarm

2023 CAA George Weinstock Award
LifeTime Achievement and Service to the Industry

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A leader is one
who knows
the way,
goes the way,
and shows
the way.

- John C. Maxwell

Congratulations on
receiving
this honor.

Ooma®

Congratulations **Dave Michel**

Husband • Dad • Brother • Uncle



*Raren • Allie • Lauren • Bob • Jeanne • Larry • Shirley • Kristin
Patrick • Anna • Ed • Claudette • Bobby • Bella • Alberto*

THE MICHEL FAMILY

**"The most important thing in the world is family and love."
— John Wooden**