

THE MIRROR

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2015 CAA PALM SPRINGS CONVENTION

By CAA President Cathy Rempel

In just under a month our CAA Palm Springs Convention will be underway from May 13th to the 16th. This key event will be focused on what many of you have shared is most relevant to you, the dynamics of our industry and how we continue to grow within it. We will be bringing dynamic speakers, keynotes, panels and workshops directly aimed at providing ground breaking news of what is happening in our industry and how to respond to these changes. Highlights of the conference include two dynamic workshops on Thursday including a panel discussion on “Armageddon” – How to Arm Your Company to Compete against the DIY and MIY markets.”

Friday morning we are thrilled to have distinguished industry speakers **Steve Firestone** of Select Security, **John Jennings** of Safeguard Security and **George DeMarco**, Chair of ESX lead discussions on how our industry is transitioning.



Steve Firestone



John Jennings

Serving as CEO of Safeguard Security, Mr.

“Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere.”

- Theodore Roosevelt

Mr. Firestone has over 30 years of “C-suite” experience and is currently the President at Select Security, one of the fastest growing independent security companies in the country. In addition to his company wide leadership role, Mr. Firestone is also responsible for developing and maximizing sales channels, exploring untapped markets, and developing best practices for the multi-state sales force. Mr. Firestone plays a key role in monitoring the integrity of the Select Security brand and the overall customer experience.

Jennings has increased annual company gross revenues from \$500,000 to over \$38 million for Safeguard, was selected as SDM Magazine’s 2002 Dealer of the Year, is a recipient the Morris Weinstock Person of the Year Award, the first

Honeywell Security Lifetime Achievement Award and is a member of the SSI Security Industry Hall of Fame.

Mr. De Marco has been involved in the electronic security industry since 1981. The company he founded, Greater Alarm, received nationwide recognition as one of the top 100 largest electronic security firms in the USA and also received SDM’s Dealer of the Year award.

George received the CAA George A. Weinstock Lifetime Achievement Award in 2009 for his industry volunteer contributions and in 2013, the Electronic Security Association awarded him with the Sara E. Jackson award.



George De Marco

Our keynote on Friday morning will be renowned international speaker Robert Owens. Lecturing in over 30 nations, Mr. Owens is a respected leadership coach and will deliver powerful insights and proven tips on how to become a significant and transformative leader in your company. As a former United States Air Force serviceman, Robert became a team leader with the elite Special Ops unit known as “Pararescue.” Mr. Owens has completed ten Ironman Triathlons in four countries and is one of a handful of remaining Ironmen that finished both the original Honolulu Ironman course and a Kona world championship race.



Robert Owens

Friday afternoon we are delighted that Chief Glen Mowrey, will be holding a workshop on how we can transform our relations with public safety that affect our industry and our companies.

Chief Mowrey spent thirty-six years in law enforcement



Chief Glen Mowrey

Chief with the Charlotte-

starting his career with the Miami-Dade (FL) Police Department and retiring as Deputy

Palm Springs, continued on page 3



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California Alarm Association

333 Washington Blvd. Ste. 433

Marina del Rey, CA 90292

TEL 800/437-7658 FAX 800/490-9682



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THE MIRROR

PRESIDENT'S MESSAGE

2015 CAA Palm Springs Convention, continued

Mecklenburg (NC) Police Department. He is an active member of the International Association of Chiefs of Police, serves as National Law Enforcement Liaison with the Security Industry Alarm Coalition (SIAC), Chairs AIREF's Research Committee and is a Council Member of ASIS's Law Enforcement Liaison Council.

I am thrilled about the attention to relevancy for our industry and our companies that the CAA Palm Springs Convention will bring to all of us. We will be focused on meaningful presentations and workshops while enjoying the comradery of our friends and colleagues during our opening reception, golf on Thursday, gala reception Thursday evening and closing dinner (with can't miss after dinner entertainment) on Friday night!

As part of our team of inspired and committed professionals we invite you to attend and be involved, knowing that we are inspired by our heritage and dedicated to our future!

Sincerely,

Cathy Rempel



Cathy Rempel

Additional Convention details can be found on page 14

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.

12th ANNUAL AIREF Golf Classic at ISC West

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By Harvey Eisenstadt

ASSOCIATES CORNER

What Do Prospects Care About?

For those of you who have heard me speak, you know I have used the acronym WIIFM more than once. Simply stated, this translates to "What's In It for Me" and that is what is on the mind of prospects today. Prospects care about themselves and the challenges they face to grow their business and support and protect their families.

All too often salespeople will find it difficult to understand why they are not connecting with the prospect. Why isn't the prospect as excited as you are about what you are telling them? It's probably because you are talking about you, your company and your products or service. This is your favorite subject. And, well, you should be talking about how well you service your customers, the strength and reputation of your company and the quality and reliability of your products. However, you must never forget that the sales call is not about you, and although prospects may be interested in you, those are not the first comments the prospect is anxiously waiting to hear. Prospects have challenges, possibly problems, and they want to hear how the benefits and solutions of your products or service directly address those challenges and problems. When this resonates with them they will want to hear more. So back off, for a while, about talking about yourself and focus on discussing what matters to them.

To begin with you must learn from the prospect what their challenges and problems are. There are two very effective ways to get this information. First, you can ask. This is simple and right to the point. What are your challenges and problems? The prospect may or may not tell you all you need to know depending on how much they want to say at the time. I prefer the second method which is to

begin very subtly with some of the benefits and solutions of your products or services. Once you are with the prospect for a while and have had an opportunity to develop a vision of the environment you already have an idea what benefits and solutions may apply to this prospect. You are the expert. You are the consultant. Act like one. You've done this before. By delivering some benefits and solutions to typical challenges and problems you show the prospect that you are familiar with situations such as theirs which begins to build your credibility while developing and strengthening your relationship with the prospect. You may touch on one of their distinct concerns and even if you do not you have opened the door for them to tell you more about their needs. They now recognize you as being knowledgeable and understanding.

Now it is your turn to listen. It is important to remember that when the prospect believes that you truly understand a situation such as theirs they will tell all. So, before zeroing in on any specific solutions for the prospect, listen very carefully to what they are telling you. Listening to the prospect and giving them all the time they need to finish what they are saying is the first critical step in learning the details of the prospects challenges and problems. Listening carefully and asking questions directly related to the challenges and problems that the prospect has divulged places you in a much better position to recommend the correct solution to their needs. Once the prospect recognizes and identifies with your solution, that addresses their challenges and problems, you are ready to close.

A critical step to your success is to remember WIIFM. The sales call is about the prospect and their challenges.

Prospects have challenges, possibly problems, and they want to hear how the benefits and solutions of your products or service directly address those challenges and problems. When this resonates with them they will want to hear more. So back off for a while about talking about yourself, and focus on discussing what matters to them.

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

Sigifredo Ruiz
Territory Sales Manager
(702) 528-8985 cell
sruiz@dsc.com

John Kaloper
Territory Sales Manager
(949) 870-0480
jkaloper@dsc.com

Elias Melendrez
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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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Central Stations: Learn about our Turnkey Partner Program

TRI-ED, An Anixter Company, announced the opening of new branch located at 277 Lodi Street, Unit 10 in Hackensack, New Jersey. The branch is being managed by Frank Arcuri, a long-time industry veteran. "TRI-ED continues to grow its North American footprint," notes Pat Comunale, TRI-ED's President of Global Security Solutions. "We are pleased to offer yet another conveniently located branch in the Northeast and look forward to serving our new customers in northern New Jersey." For more information, visit www.tri-ed.com or call 201-342-0168.

TRI-ED, An Anixter Company, announced the promotion of Ken Cabler to VP of U.S. Sales. Cabler joined TRI-ED in 2005 as Regional Manager and was later appointed Regional Vice President for the Central U.S. "Ken has always been a key member of our team and a driver in TRI-ED's tremendous growth over the past ten years," says Pat Comunale, TRI-ED's President of Global Security Solutions. "Ken's deep knowledge of the industry will continue to serve our customers and staff in his new role as VP of U.S. Sales." For more information, please visit www.tri-ed.com.



XTRALIS released the ADPRO XOa 3 SecurityPlus Remotely Programmable Operating System for FastTrace™ 2 Series Remotely Managed Multi-service Gateways (RMG). XOa 3 turns a FastTrace RMG into an "electronic super guard," with the world's best intrusion detection, presence awareness (loitering), automatic visual verification of fire/smoke, and multi-level response capabilities ranging from 2-way audio talk-down to control of lighting, access, and ventilation or any other building subsystem, all from a remote monitoring station. XOa 3 also provides unique business intelligence capabilities, using security infrastructure to monitor customer behavior to improve sales and customer service. XOa 3 expands the number of channels supported to 32 x 5Mbps IP video cameras, with up to 32 of Xtralis' award-winning analytic applications (32x32) per FastTrace system. For more information, visit www.Xtralis.com/XOa3.



AES CORPORATION announced the launch of the new 7795 AES-IntelliPro Fire™ Series Full Data Module. The AES 7795 is UL 864 listed for primary standalone fire alarm communication without any other connections from the Fire Alarm Control Panel (FACP). The 7795 bundled kit combines 3 components: the 7794 full data module, the 7762 hardware supervisory module, and the 7740 annunciator for local trouble identification. Installation of the 7795 full data module is simple; it comes pre-configured and ships from the factory with necessary hardware. "The market has been seeking a solution that offers primary standalone alarm communication in addition to secondary supplemental alarm communication with fire radios. I'm thrilled to report that we now offer that solution," said Jim Burditt, Vice President of Sales for The Americas, AES Corporation. For more information, visit www.aes-corp.com.



NAPCO is expanding its StarLink Series of universal cellular alarm communicators with the new CDMA Model. This model, SLE-CDMA, is an extremely economical choice for security dealers adding a primary or backup cellular communicator to any brand alarm panel, and especially for those upgrading from a 2G radio, as StarLink features a \$50 trade-up incentive, on both the original GSM3/4G or new CDMA models.

StarLink's Takeover Feature enables dealers to simply reroute/redirect to another central station from the online StarLink Account Management System. For more information, visit www.napcosecurity.com/contact/starlink4gupgrade.

COPS Bonanza is widely regarded as the premier event for alarm dealers and integrators during ISC West. On April 15, 2015 alarm dealers from all over the country will descend upon Gilley's inside the Treasure Island Hotel and Casino in Las Vegas. Owners and employees of alarm companies/integrators can also enter the raffle for door prizes all night long, entertain the crowd in the dance contests, and get the chance to grab cash in the money machine. All guests can learn line dancing and enjoy free dinner and drinks, making everyone a winner at the COPS Bonanza. "We've been showing our appreciation to our dealers at smaller venues during industry events for decades," says Jim McMullen, President & COO of COPS Monitoring. "Three years ago, we decided to take it up a notch. Since then, the popularity and overwhelming success of the Bonanza have really exceeded our expectations." To register for tickets, visit www.copsmonitoring.com/bonanza.

FIRE-LITE ALARMS announced the new ISO-6/ISO-6A Six output isolator module. The ISO-6/ISO-6A is similar to the I300(A) single isolator module, but in a convenient format that allows for 6 isolation circuits on a single board— ideal for larger installations where many points of isolation are required on a signaling line circuit (SLC). Using isolator modules is a convenient way to increase the survivability of the fire alarm system and also meet the local codes. The ISO-6/ISO-6A is compatible with Fire-Lite's MS-9050UD, MS-9200UDLS, MS-9600LS and the MS-9600UDLS series of addressable fire alarm control panels. For more information, visit www.firelite.com.



SECURECOM Wireless Data Rate Plan 410 has been updated to include UL Primary Fire; which means you now pay \$9.90 per month when using Cellular Communications as the primary path for communications supervision Check-In time of 60 minutes with the XR150/XR350/XR550 Series Control Panels. For more information, visit www.dmp.com.

HONEYWELL announced its **Silent Knight®** fire systems business will host the Cracking the New Code of Low Frequency and CO seminar series February through April in major cities across the U.S. Each five-hour session will be led by an industry-renowned engineer to educate architects, engineers, authorities having jurisdiction (AHJs), code enforcement officials and facility managers on the latest requirements and system design solutions for low frequency notification and carbon monoxide (CO) detection. The seminars are free-of-charge and attendees will receive continuing education units (CEUs) and continuing professional development (CPD) credits. Each seminar will feature information and insight from guest speakers Wayne Moore, PE, or Larry D. Rietz, SET, both of Jensen Hughes, one of the world's largest fire protection and life safety engineering firms. In addition to understanding NFPA 72-2010 mandates attendees will learn various methods for integrating new technologies, such as low frequency sounders, CO and aspiration detection, and emergency notification into new and existing fire alarm systems. To register or for more information, visit www.farenhyt.com.



Associates News, continued on page 12

2G is almost a thing of the past. Don't let your accounts die off too.

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ASSOCIATES NEWS, *continued*



DIGITAL MONITORING PRODUCTS

(DMP) has named Charlie Osborn to the position of Dealer Development Manager in the New England Region, which includes upstate New York. He will be responsible for developing new sales and providing on-going service to DMP authorized dealers throughout the region, helping them to grow their businesses. For more information, visit www.dmp.com.

DMP introduces a low-cost solution for Z-wave garage door control. No need to drive around the block to double-check that the garage door is shut! This is simply the easiest and fastest way to create the security & peace of mind that comes from knowing your home or business is secure. And, end users can now wirelessly control garage doors at their home or small business using the Virtual Keypad™ App on smart phones or tablets. For more information, visit www.dmp.com.



TRI-ED, An Anixter Company, is pleased to announce the opening of its new branch location in Baltimore. TRI-ED veteran Dana Hill will be managing the branch. "TRI-ED is so pleased to be opening this branch location in the Baltimore market," Hill says. "We look forward to serving our new customers here, and meeting and exceeding their expectations." For more information, please visit www.tri-ed.com.

LOGIC MARK welcomed Paul Udell to the sales team as Logic Mark's new Sales Director. Paul is based out of Sacramento, CA, and has a long history in business development. Paul is excited to be a part of the medical alert industry and is happy to help our partners grow. You can reach Paul by calling 800-519-2419 ext. 125 or via email at pudell@logicmark.com.



CAMDEN DOOR CONTROL's CM-AF500 is designed to provide critical messages, as needed, to building occupants. When not illuminated, the sign (text and/or graphics) is invisible. CM-AF500 series single gang illuminated signs are vandal and weather resistant and have been specifically designed to communicate messages to building occupants under changing conditions such as when a restroom door is electrically locked or there is a system alarm/trouble. "As successful as the CM-AF500 Series of single gang illuminated signs has been, Camden is committed to continually looking for ways to improve our products. Not only have we added some great new features but we kept the price the same," stated David Price, marketing manager for Camden. For more information, please visit www.camdencontrols.com.



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8:47am, Dad's
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4:47 PM
J Fallon

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back door, Fallon
Home 447pm



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2015 CAA PALM SPRINGS CONVENTION

Transformations in the Security Industry

Industry leaders from throughout California and the western states will gather May 13-16, 2015 at the Hilton Palm Springs to transform their companies, their industry and themselves at the CAA Palm Springs Convention.

The General Session will include updates on legislation, ordinances and training as well as presentation of the CAA Mark Schubert Award to a well deserving Associate Member. A poolside dinner perfect for networking and a closing breakfast led by Lessing Gold will wrap up the convention.

A brief outline follows, and complete schedule, program and registration information is available at www.caaonline.org or call the CAA at 800-437-7658, Ext. 3 to register by phone. Hilton Palm Springs rates are \$159 and are linked at the CAA website, or call 760-320-6868 and ask for CAA Group Rate.



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CAA Palm Springs Convention Program

Transformation of Industry

John Jennings/Steve Firestone/George De Marco

This highly interactive session will challenge your thinking about what lies ahead for your company and the industry. Attendees should buckle up for a no holds barred discussion and open exchange that will be filled with hard hitting, point vs. counterpoint, thought provoking content. Share your thoughts and hear different perspectives from the industry's who's who. The lead disruptors will share their input on where they think the industry is headed, thoughts on positioning your organization for future growth, and adapting to the next generation of talent, as well as the impact or embracing of DIY.

11:15 A.M. – 12:30 P.M.

HORIZON BALLROOM

Understanding Transformative Leadership

Robert Owens

How do you define what is a successful leader today? What key performance leadership skills are needed to lead, inspire and grow your organization? What steps must you take to become a better leader that transforms and hones your leadership skills into meaningful results, personally and professionally?

HORIZON BALLROOM

Exhibits & Lunch

12:30 P.M. – 1:30 P.M.

Ladies Lunch (Meet in Lobby)

11:30 – 1 p.m

PLAZA

1:30 P.M. – 2:30 P.M.

Transforming Public Safety Relationships

Glen M. Mowrey, Deputy Chief (Ret)

As this year's conference focuses on transitional thinking with emphasis on new and/or revised ways to improve industry relationships, enhance our bottom line, as well as enjoy a healthy growth. One particular area we want to emphasize is the security industry's relations with local government. During this session recommendations and suggestions will be presented with special emphasis on how to develop sustaining relationships and partnerships with local governments, particularly with law enforcement and the fire service areas. Practical suggestions will be provided along with examples of successful programs and partnerships developed and sustained by both law enforcement, fire service, and the security industry, particularly the alarm industry.

Transformation Workshop

Robert Owens

Reception, Dinner & Entertainment

Poolside 6: 30 P.M.- 10 A.M

Breakfast and Industry Incorrect

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Industry News

The **SECURITY INDUSTRY ASSOCIATION (SIA)** announced a new partnership that will help its members mitigate a serious, yet too often overlooked, threat: counterfeiting. SIA has teamed with the Michigan State University (MSU) Center for Anti-Counterfeiting and Product Protection on its executive education series, "Developing Product and Brand Protection Programs: Counterfeit Product Risk Assessment and Mitigation." The classes are being offered three more times this year, and SIA Members are eligible to receive a \$200 discount off the registration fee for any session; May 19-20 in Chicago, June 9-11 in St. Petersburg, FL. and September 15-16 in San Diego. For more information, visit www.a-capp.msu.edu/events/executive-education.

CSAA INTERNATIONAL released the results of the 2013 Wage and Salary Survey, which will assist businesses within the industry with competitive compensation practices. The purpose of the survey is to assist monitoring companies with hiring and compensation decisions. "The information gathered will be very useful to central station companies looking to improve or expand their businesses," said CSAA Past President Bud Wulforst, who was instrumental in the development of the survey. "If, for instance, you are a national monitoring company, how do you know what is a fair and competitive wage in Missouri vs. California? And what if you are only monitoring video, as opposed to fire, burglary, PERS, temperature, or other monitoring outlets? This survey will help get you that data." "This survey is an example of CSAA volunteers working to create resources that will be invaluable to all our members," said CSAA President Jay Hauhn. "We especially thank the leadership of the Contract Monitoring Council for the efforts they made to gather the content. And a very special thank you goes to Barnes Associates for the extraordinary work they did to assemble the data in such a user-friendly format." For more information, visit www.csaaintl.org.

CSAA INTERNATIONAL announced that Teresa Gonzalez, President of United Central Control, Inc. (San Antonio, TX) has been appointed to the CSAA Board of Directors. "No association can succeed without volunteer participation, and Teresa has been one of our most active and effective member volunteers," said CSAA President Jay Hauhn. "The leadership she has demonstrated as co-chair of our Education Committee since 2012 has resulted in



significant upgrades to our educational programs. I am excited that she will be bringing this leadership and dedication to the CSAA Board." Ms. Gonzalez is a 35-year security industry professional with more than 28 of those years managing personnel, business operations and technical advancements in the central station environment. Gonzalez joined United Central Control, Inc. in 1997 as the Assistant Operations Manager where she was responsible for all technical and operational aspects of the company. For more information, www.csaaintl.org.



P. Communale

2015 is David Carter, Managing Director of NetOne, Pat Comunale, President of Global Security Solutions at Tri-Ed Distribution, Keith Ladd, Founder and Former President of The Protection Bureau (deceased), Stanley Oppenheim, President of DGA Security Systems and Affiliated Monitoring and Donald Young, CIO/COO of Protection 1. The class of 2015 will be recognized in an official induction ceremony held during the SAMMY Awards the eve of ISC West in Las Vegas.



S. Oppenheim

SECURITY SALES & INTEGRATION launched a new program to recognize the security industry's top performing products manufacturers, wholesale distributors and third-party central station monitoring providers. The Supplier Stellar Service Awards will salute those companies that deliver the highest levels of service and support to the installing dealer and integrator community. "We wanted to establish a vehicle to both allow suppliers that go above and beyond to deliver premium support and service to be rightly recognized for those efforts, and to create a valuable feedback mechanism that facilitates security dealers and integrators communicating voice-of-the-customer opinions," says SSI Editor-in-Chief and Associate Publisher Scott Goldfine. "We are extremely excited about this new program, and I urge SSI's dealer/integrator audience to take advantage of the opportunity to participate." Take the survey at www.surveymonkey.com/s/SSI_2015-Stellar-Service-Awards.

SECURITY SALES & INTEGRATION is looking for industry leaders among the community of installing security dealer and integrator companies. This unique new program's mission is to recognize those security businesses with a strategic approach and firm grasp on the commercial and/or residential security markets. The new SSI Industry Leaders program is looking for innovators with a clear vision of where their business is heading and how they will succeed in the electronic security industry. "Any time we can give back something that recognizes our dealer and integrator audience for their hard work and results, and encourages the industry as a whole to step up its game, is very gratifying," says SSI Editor-in-Chief and Associate Publisher Scott Goldfine. "In particular, the SSI Industry Leaders program will enable dozens of great dealer and integrator companies to receive their just-due exposure and praise. It will establish company listings that will be fun to track through the coming years, and its broader scope is a terrific complement to some of SSI's other established programs such as the Installer of the Year." Entries are being accepted through May 15 online at www.securitysales.com/article/2015_ssi_industry_leaders



ESA Past President John Knox was the recipient of the 2014 Morris F. Weinstock award at the ESA Leadership Summit in Phoenix, AZ.

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Supply and John
Reynolds of Bay Alarm
at the Redwood Alarm
Association meeting in
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*Rich Whitlock of Safeside Security, Steve Keefer of SIAC, Jon
Sargent of Tyco Integrated Security and Kerri McDonald of
FARA with THE MIRROR.*



*The Newsletters tour Italy with Frank Ryan of
Bosch: Florence, Tuscany, Rome, Pompeii and
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Ben Martinez of GCS/All-Guard, Jon Sargent of Tyco and Ron Lenz of Wesco Communications and Security celebrate St. Patrick's day at the EBAA Regional Meeting.



Vince Adams of DMP and John Hopper of Facebook with THE MIRROR at G4S Leadership Conference in Dallas, TX.



CAA Past President Bob Michel, Jeanne Michel, Claudette Michel and Dave Michel of Valley Alarm with THE MIRROR in Jamaica.



Tony Wilson, Jeff Hoblick, Mary Roe, Heidi Hicks of CMS and Troy Deal of Central Florida Alarm Services, in Venice, CA with the Newsletters.



Larry St. John of Eclipse Marketing, EBAA Treasurer George Stewart, Benny Martinez of GCS/All-Guard, Jon Sargent, EBAA Secretary Ron Lenz, EBAA VIP Amy Roither and EBAA President Mike Salk with Jon Sargent's 1954 Dodge Comet outside of Chevy's, Richmond, CA.



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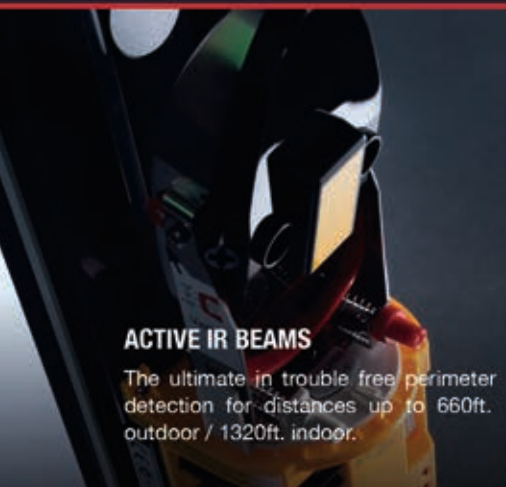
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GLASAA

Greater Los Angeles Security Alarm Association

Bill Collins, President

By the time you read this some of you will have participated at CAA's Day at the State Capitol, GLASAA'S April Meeting in Burbank and the ISC show in Las Vegas and the CAA Convention in Palm Springs is just around the corner. We are a quarter of the way through 2015 and time is flying by.

Our June meeting will take place on Tuesday the 16 of June on the patio at the 94th Aero Squadron in Van Nuys, CA. We will be featuring our CAA Youth Scholarship Winners and their families. If you only join us for one meeting a year make it this one. We need your support.

Our August meeting has traditionally been our harbor cruise, we are looking at several different options for this year's event so stay tuned. Save the date of Tuesday August 18.

GLASAA 9th Annual Golf Tournament

Plans are under way for the 9th Annual GLASAA Golf Classic which will take place on Thursday October 8 at Tierra Rejada in Moorpark, CA. 8:15 a.m. Check-in and Festivities & 10:45 a.m. Shotgun Start. Sponsorships are available, visit www.glasaa.org/glasaa-golf-classic for more information.

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

GLASAA MEETINGS 2015

- ♦ April 7..... General MeetingLos Angeles
- ♦ June 16 Scholarship PresentationLos Angeles
- ♦ August 18 General MeetingLos Angeles
- ♦ October 8..... Golf TournamentLos Angeles
- ♦ December 17 ... General MeetingLos 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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By Holley Hunt, OCAA Vice President

The New Face of the OCAA, Got Millennial?

This year the OCAA will be looking at developing the "Future Generation Security Dealer" with a fierce focus on succession planning. We will deliver content and tools to help bridge between the rich legacy of traditional business process and analogue systems to understanding how to successfully re-tool your teams using future technology and position your company for the millennial buyer.

We understand that the market is evolving and more than ever our member's need us to be the vigilant watch dog for future trends, just as we have been the leader in ordinance support. We will be working to deliver you impactful content to help your company and leadership evolve into the "Future Generation Security Dealer." Through a series of three events, we will share a valuable road map of technology and trends that will help your company with tools, sales and staffing in the future.

May 20 – Tech of the Future

Emerging Technologies and how does that effect your team?

Our panel of manufactures and industry service providers will discuss their technology road map, and how your company can best be prepared to capitalize on new services and re tool your teams for tomorrow's skill requirements. Learn what technologies have the potential to significantly impact the industry. Hear about current trends and how new technologies may impact staffing and operations.

September 16 – Social Media and Your Business

"You can't afford to not get into Social Media"

Who on your staff can become that social media expert by attending our seminar? This one day luncheon matches your internal staff to a mentor to help create and deliver meaningful content to your customer base. Look for an invitation by one of our Associate Ambassadors to nominate someone on your team to be supported with a three month mentorship in how to increase your brand awareness and revenue. Our panel of industry marketing experts from the major manufactures will share with you their tools, tricks and content to help boost your company's brand. Please let us know your nomination by August 1.

November 18 – First Responder Lunch

"Orange County Alarm Association Agency Day"

OCAA has a proud reputation of strong partnerships in public and private security. We are the gold standard for alarm ordinance support. Please join us in a relaxed environment to meet your local Fire and Police Agencies. We will diligently work on this event to deliver high impact information and networking for the future along with tools and a keynote that shares how they are seeing success in millennial staffing.

2015 OCAA MEETINGS

- ♦ May 20 General MeetingAnaheim
- ♦ September 16 General MeetingAnaheim
- ♦ November 18 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* cgaiennie@cityofirvine.org
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For more information about OCAA activities, contact the OCAA office at 800-339-1420 or email OCAlarmAssoc@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

2015 MID CAL MEETINGS

- ♦ April 21 General MeetingFresno
- ♦ August 11 General MeetingFresno
- ♦ Nov. 17 Golf TournamentFresno



The 6th Annual Sheriff's Foundation Crab Feed

One of the main events of the night was Mike Matson of Matson Alarm's presentation of a \$5,000 check to Margaret Mims for the Sheriff's Foundation. This generation donation was a result of proceeds from the Annual Mid-Cal Golf Classic tournament. The \$5,000 will allow the Sheriff Foundation for Public Safety to provide the children with a daily breakfast, lunch, board games, sports equipment, craft items, educational guest speakers, and weekly field trips. "Five thousand dollars can go a long way to help them accomplish their goals, and we know that every dollar will be spent to help our community," Matson said.

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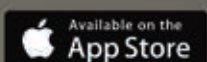


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Sean Hamm, President

2015 SDSA MEETINGS

- ♦ May 19 General Meeting San Diego
- ♦ August 27 Day at the Races Del Mar
- ♦ September 17.. General Meeting San Diego
- ♦ December 16 ... 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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Joe Castro, President

2015 GVAA MEETINGS

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



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

- ♦ April 22 SVAA General Meeting Santa Clara
- ♦ 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.



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

- ♦ May TBD IEAA Poker Tournament.....Riverside
- ♦ 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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www.sacalarm.org

Rich Whitlock, President

Two New Regular Members of the SAAA

Please help us welcome two new dealers to the Membership of the SAAA; Republic Elite Integration and Burgarello Security. We hope to see them soon and get an opportunity to get to know them better.

Chico, CA. City Council Meeting April 7

A new ordinance is supposed to be discussed with the City Council on April 7. The CAA/SAAA are still holding off on the lawsuit with the hope they will pass an ordinance that is acceptable to the industry and not fine alarm companies for user's false alarms. This is not over yet, but it has taken a turn for the better. I will continue to keep you updated as it continues. While it may not go to court, there are legal bills to pay. If you are able, there is still a need to donate to the legal fund.

Contributions can be made to:

C.A.A. ~ Chico Legal Fund, 333 Washington Blvd. # 433, Marina del Rey, CA 90292, Phone: 800-437-7658

City of Roseville Alarm Company Meeting April 8

Please join the Roseville Police Department regarding new alarm ordinances for Roseville and Placer County on Wednesday April 8, 2015 from 9:00 a.m. to 11:30 a.m. in the Mark White Room of the Roseville Police Department, 1051 Junction Blvd. Roseville, CA 95678. Please RSVP by April 1, 2015 to Judie or Anke with Roseville Police Department 916-774-5093

SAAA CCTV Forum April 9

Check in at 10:30 a.m. Forum from 11:00 a.m. to 1:00 p.m. at the TMS Events Center. After his phenomenal presentation last year, by popular demand, we have Mr. Mike Leary with Northern Video coming to discuss a non-brand specific overview of current camera technology. Bring your questions and learn Mike's perspective on the camera industry trends, benefits from wire variations, storage requirements, analytics, hacking, port forwarding and more.

Davis, CA

No update on Davis Police Department's adoption of a Broadcast and File policy. Jon Sargent from SIAC is the point person and is working with Davis on suggested Best Practices to adopt for a new ordinance.

Galt, CA

No update on Galt's ordinance. Steve Keefer from SIAC is working with the Police Department. With SIAC's guidance, they will be adopting a version of the Model Ordinance. SIAC has already provided the City of Galt information on third party alarm management services. It sounds like this one is going in the right direction.

2015 SAAA MEETINGS

- ♦ April 9..... CCTV ForumSacramento
- ♦ June 18 River Boat CruiseSacramento
- ♦ August 20 Industry TrendsSacramento
- ♦ October 15 Fire ForumSacramento
- ♦ December 17 ... Holiday PartySacramento

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.



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EAST BAY ALARM ASSOCIATION

Mike Salk, President

2015 EBAA MEETINGS

- ♦ May 12..... General MeetingRichmond
- ♦ July 14..... General MeetingRichmond
- ♦ September 8 ... General MeetingRichmond
- ♦ November 10 .. General MeetingRichmond

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@caonline.org.



REDWOOD ALARM ASSOCIATION

Sean Cooke, President, scooke@allguardsystems.com
800-255-4273

The next Redwood Alarm Association meeting is scheduled for May 20, 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

- ♦ May 20..... RAA General MeetingWindsor
- ♦ October 21..... RAA General MeetingWindsor

Wayne Hauser
President

906 Jericho Turnpike, New Hyde Park, NY 11040, U.S.A
Tel: 800-852-5050 • 516-328-3351 • Fax: 516-326-9125
Email: wayneh@tanealarm.com www.tanealarm.com

Magnetic Contacts



GOLDEN GATE ALARM ASSOCIATION

Gary Lowndes, President

2015 GGAA MEETINGS

- ♦ May 14..... GGAA General MeetingSan Francisco
- ♦ Nov. 12 GGAA General MeetingSan Francisco

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

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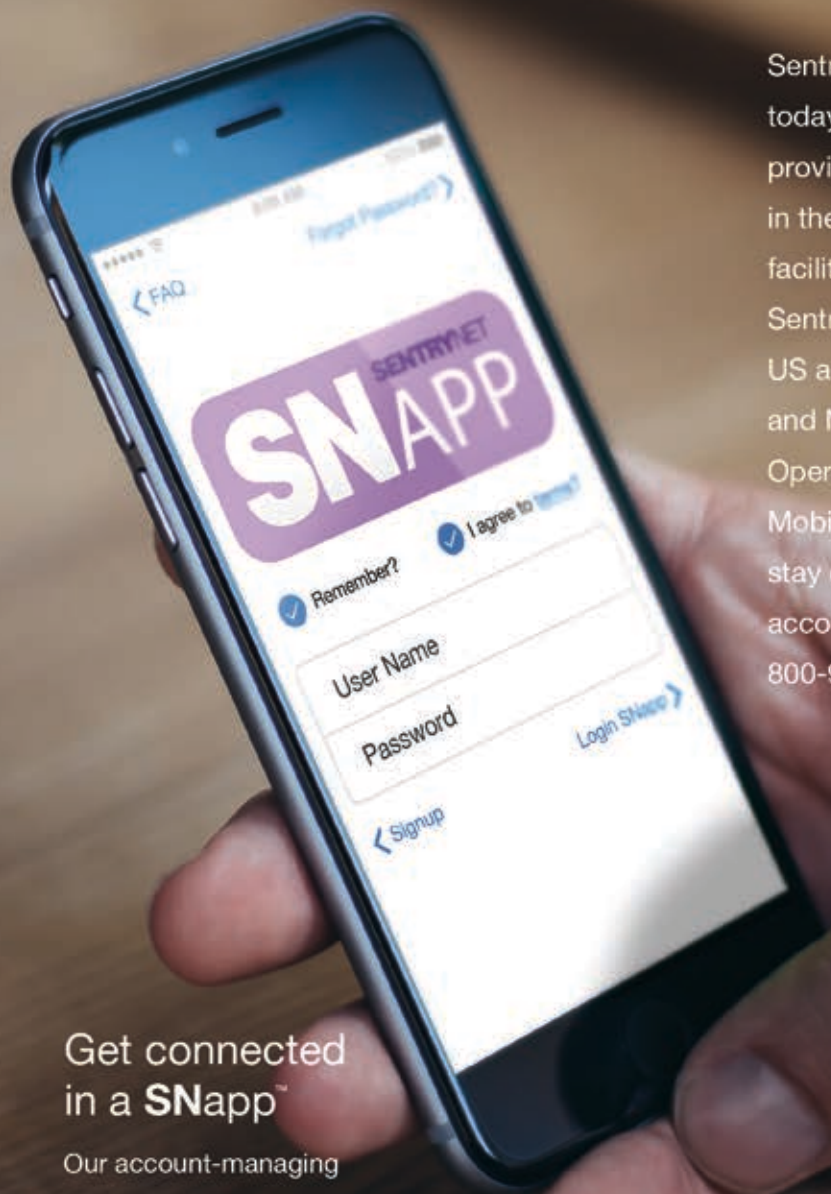
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2015 Training and Education Calendar

<p>April 1 Alarm.com Training TRI-ED Seattle 253-395-3530 www.tri-ed.com</p> <p>April 1-3 Basic Fire Alarm Documentation & Recordkeeping Fire Alarm System Testing & Inspection PyroComm - San Leandro 888-607-5959 www.cafaa.com</p> <p>April 1 LUTRON Volutone Cerritos www.volutone.com</p> <p>April 2 LUTRON Volutone Irvine www.volutone.com</p> <p>April 2 Digital Watchdog IP Training TRI-ED Burbank 800-546-8774 www.somervillesecurity.com</p> <p>April 2 Altronix New Product Training TRI-ED Burbank 800-546-8774 www.somervillesecurity.com</p> <p>April 2 DSC Training Class TRI-ED Las Vegas 702-227-6636 www.tri-ed.com</p>	<p>April 7 LUTRON Volutone San Diego www.volutone.com</p> <p>April 8 LUTRON Volutone Ontario www.volutone.com</p> <p>April 9 Kantech Access Control 101 Special Edition TRI-ED Phoenix 602-748-2414 www.tri-ed.com</p> <p>April 9 LUTRON Volutone Las Vegas www.volutone.com</p> <p>April 21-23 Fire Alarm System Testing & Inspection Fire Alarm Trouble Shooting A User's Guide to Simplifying NFPA72 & the NEC EMS - Rancho Cordova 888-607-5959 www.cafaa.com</p> <p>April 21-23 Fire Alarm System Testing & Inspection Fire Alarm Plan Review Understanding THE 2012 NFPA 101 Fire Alarm Reqs. Downey 888-607-5959 www.cafaa.com</p>	<p>April 24 Mobotix Innovations Session TRI-ED Garden Grove 714-265-4000 www.tri-ed.com</p> <p>April 24 Annual Crawfish Boil H & H Ranch TRI-ED Houston www.tri-ed.com</p> <p>April 28 2GIG Technical Training Class TRI-ED Portland 503-644-0874 www.tri-ed.com</p> <p>April 28-30 A user's Guide To Simplifying NFPA72 & The NEC Fire Alarm System Electrical Code Reqs Understanding The 2012 NFPA101 FA Reqs SimplexGrinnell - Santa Fe Springs 888-607-5959 www.cafaa.com</p> <p>April 29 2GIG Technical Training Class TRI-ED Seattle 253-395-3530 www.tri-ed.com</p>	<p>April 29 InstraSonic Technologies Counter Day TRI-ED Union City 510-487-1731 www.tri-ed.com</p> <p>May 5 Alarm.com Training TRI-ED Houston North 281-931-6460 www.tri-ed.com</p> <p>May 20 Kantech Access Control 101 Special Edition TRI-ED Albuquerque 505-923-9914 www.tri-ed.com</p> <p>May 26 Kantech Access Control 101 Special Edition V6.02 TRI-ED Garden Grove 714-265-4000 www.tri-ed.com</p> <p>May 28 STH Annual Hawaiian Luau & Product Show TRI-ED Albuquerque 505-923-9914 www.tri-ed.com</p> <p>May 7 ADI Expo Seattle, WA www.adiglobal.us</p>	<p>May 12-14 A User's Guide To Simplifying NFPA72 & The NEC Fire Alarm System Testing & Inspection Carbon Monoxide Detection SimplexGrinnell - Sacramento 888-607-5959 www.cafaa.com</p> <p>May 12-14 Evolution of the National Fire Alarm & Signaling Code A User's Guide to Simplifying NFPA72 & NEC Documentation & Recordkeeping A.J. Kirkwood - Tustin 888-607-5959 www.cafaa.com</p> <p>May 19-21 Smoke Control Fire Alarm Trouble Shooting Carbon Monoxide Detection A.J. Kirkwood - Tustin 888-607-5959 www.cafaa.com</p> <p>May 19 ADI Expo Phoenix, AZ www.adiglobal.us</p>	<p>June 9 Carbon Monoxide Detection Fire Alarm Plan Review Fire Alarm System Testing & Inspection Post Alarm - Arcadia 888-607-5959 www.cafaa.com</p> <p>June 16 Fire Alarm System Design Fire Alarm Plan Review Fire Alarm System Testing & Inspection Riverside</p> <p>July 7 ADI Expo Burbank, CA www.adiglobal.us</p> <p>July 14-16 TBD Sabah International 888-607-5959 www.cafaa.com</p> <p>July 21 ADI Expo Albuquerque, NM www.adiglobal.us</p> <p>July 28 ADI Expo Austin, TX www.adiglobal.us</p> <p>August 6 ADI Expo Honolulu, HI www.adiglobal.us</p>
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See www.affaa.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 2015 Codes Conference & Annual Meeting

Tuesday, April 21-24

Historic Menger Hotel – San Antonio, Texas

For registration and complete details visit www.affaa.org

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.affaa.org.

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The NSA continued its bi-monthly meetings with a great line-up of guest speakers. March's Guest Speaker was Mitch Reitman of Reitman Consulting Group. He helped our companies understand the many in's and out's of the tax law that can benefit security & life safety companies. Thanks Mitch!

Join us at these upcoming events:

- April 14 (day)AIREF Golf Tournament
- April 14 (eve)Welcome Reception at the Rockhouse in the Venetian
- April 15Leadership Breakfast
- April 16NSA Public Safety Luncheon and Youth Scholarship Presentation at ISC-West, Las Vegas
- May 13Member Meeting (Guest Speaker Clark County DA Steve Wolfson)
- June 10, 11, 12NTS Level 1 Technician Training Course
- June (Date TBD)Member Only Tour & Lunch
- July 8Member Meeting (Guest Speaker: NV State Fire Marshall Peter Mulvihill)
- September 9Member Meeting (Guest Speaker Las Vegas Metro PD Sheriff Joe Lombardo)

2015 NSA MEETINGS

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.

Join the NSA and help continue our momentum! YOUR MEMBERSHIP MAKES THE ASSOCIATION BETTER AND THE ASSOCIATION MAKES YOUR BUSINESS BETTER. For membership information and to be notified about upcoming NSA events send your contact information to Jeanne at admin@nevadasecurityassociation.org.

The NSA website is chock full of information including NSA and industry meetings and events, licensing information, information for consumers, scholarship information, regular and associate member contact information. Visit www.nevadasecurityassociation.org.

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Mitch Reitman of Reitman Consulting, Greg Simmons of Eagle Sentry, NSA Executive Director Jeanne Palmer and Howard Wulforst of Stanley Security Solutions at the NSA March Meeting.

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2015 WAESA MEETINGS

April 14 Eastern Lunch Meeting Seattle

May TBD... Annual Meeting..... Location TBD

WASHINGTON APPRENTICESHIP PROGRAM

We have a great apprenticeship program which is valuable to both employers and employees. It is dedicated to training apprentices in all phases of the electronic life safety, security and systems industry. The recruitment, selection, employment and training of apprentices during their apprenticeship shall be without discrimination because of race, sex, color, religion, national origin, age, disability or otherwise specified by law. We encourage the application of female and minority apprentices. For more information contact Stella McDonald, Training Director at stella@waesa.org

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AZAA 2015 MEETINGS

April 8 Membership Meeting
May 13 Membership Meeting Scottsdale, AZ
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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OBFAA 2015 MEETINGS

May 12 General Meeting Lake Oswego, OR
October 6 General Meeting Lake Oswego, OR

PUBLIC SAFETY AGENCY MEMBERS

We are proud to have as our affiliate members the following agencies:

- Multnomah County Sheriff's Office
- Oregon City Police
- Portland Police Alarms Administration
- Tigard Police Dept. Alarm Unit
- Washington County Sheriff's Office
- Clackamas County Sheriff's Office

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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WBFAA UATC Apprentice Class Has Begun

The WBFAA UATC Spring 2015 first semester apprentice course began January 21, 2015. Call the WBFAA UATC at 800-809-0280. Class is open to employees of member companies who 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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ESA Presents National Awards

The Electronic Security Association honored several volunteers during the Board of Directors meeting at the 2015 ESA Leadership Summit in Phoenix, AZ. The Mississippi Electronic Security Association went home with the coveted Chapter of the Year Award. This award recognizes chapters for the services provided to members, its communications, public relations, government relations and training efforts. President of the Mississippi Electronic Security Association, Ed Trim, took home the Chapter President of the Year award. "Hard work and the ability to lead people from different backgrounds typify the winner of Chapter President of the Year," said Marshall Marinace, ESA President. "This President of the Year takes the initiative to get things done and consistently supports the goals of ESA."

Shelley Pettit, Executive Director of the Alabama Alarm Association and the Mississippi Electronic Security Association, won the Executive Director of the Year award. "There are few people who have more impact on the chapters than the executive director," Marinace said. "The executive director clarifies the vision of the chapter and puts that vision into action."

The ESA/NTS Instructor of the Year award, given in honor of Paul F. Baran, was awarded to Ken Nelson and presented by Education Committee Chair David Koenig. Nelson, according to Koenig, demonstrated the ability to convey advanced technical, sales and business concepts gained through personal experience. "He has shown remarkable leadership and instructor skills for the industry," Koenig said.

The Mississippi Electronic Security Association's "MS Alert" newsletter received Chapter Newsletter of the Year, and the Wisconsin Electronic Security Association received the Chapter Website of the Year award.

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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APRIL

7	GLASAA General Meeting	Los Angeles
8	AZAA Membership Meeting	
9	SAAA CCTV Forum	Sacramento
9	GVAA General Meeting	Manteca
14	WAESA Eastern Lunch Meeting	Seattle, WA
21	MCAA General Meeting	Fresno
22	SVAA General Meeting	Santa Clara

MAY

12	OBFAA General Meeting	Lake Oswego, OR
12	EBAA General Meeting	Richmond
13-16	CAA Palm Springs Convention	Palm Springs
13	AZAA Membership Meeting	Scottsdale, AZ
14	GGAA General Meeting	San Francisco
19	SDSA General Meeting	San Diego
20	RAA General Meeting	Windsor
20	OCAA General Meeting	Anaheim
TBD	WAESA Annual Meeting	Seattle, WA
TBD	IEAA Poker Tournament	Riverside

JUNE

10	AZAA Membership Meeting	Phoenix, AZ
16	GLASAA General Meeting	Los Angeles
18	SAAA River Boat Cruise	Sacramento

JULY

8	AZAA General Meeting	Northern Arizona
9	GVAA General Meeting	Manteca
14	EBAA General Meeting	Richmond
22	SVAA & GGAA Summer Meeting	Santa Clara

AUGUST

11	MCAA General Meeting	Fresno
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
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

NOVEMBER

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

April 14	AIREF Golf Classic
April 15	ESA YSP West
April 15-17	ISC West 2015, Sands Expo Las Vegas
May 4 -5	ESA on Capitol Hill
June 22-26	ESX Baltimore

CAA CONVENTIONS - 2015 - 2017

2015	May 13-16	Palm Springs Hilton
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

May 7 Seattle, WA	July 21 Albuquerque, NM	August 13 Houston, TX	November 10 Dallas, TX
May 19 Phoenix, AZ	July 28 Austin, TX	September 29 Vancouver, BC	
July 7 Burbank, CA	August 6 Honolulu, HI	October 27 Santa Clara, CA	

ASIS NATIONAL CALENDAR

ASIS New York City Conference & Expo

April 22-23, New York, NY, www.asisonline.org/nycexpo15

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

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