

THE MIRROR

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CAA Celebrates Day at the Capitol



Tommie Von Fossen of Videofied, Mike Salk of Reed Brothers, Assemblywoman Catharine B. Baker, Sixteenth District Vice Chair, Higher Education, Shane Clary of Bay Alarm and Tim Westphal of Bay Alarm.

Sarah Mason, Consultant for the Senate Business and Professions Committee, briefed CAA Day at the Capitol prior to their visit with legislators.



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THE MIRROR

PRESIDENT'S MESSAGE

Participating in CAA events at local and state levels makes a difference to the industry, your business and yourself. On March 16th, in Sacramento, CAA held the 2nd "Annual Day at the Capitol." CAA members met with their legislators to build relationships and share with State Senators and Assembly members the contributions their individual company provides to local districts. It was an invigorating day of building partnerships towards supporting the needs of all of us as future bills and legislative issues in the alarm industry.

The CAA leadership series also kicked off in March with a full day of thought provoking, engaging and actionable leadership ideas and concepts. Business owners, executives, managers and anyone seeking leadership training attended this hands-on workshop to hear from a team of colleagues who have many years of business experience. The primary goal was, and will continue to be throughout the year, to help participants fine tune leadership skills.

The leadership program was built on the central theme of LEAD: Lead – Equip – Attitude – Develop. Each area was designed to balance the time between the presenter's message and an interactive Q&A period. Presenters included Ken Nelson, Vice President of Security Industry Relations & OEM Sales for Interlogix; Kirk MacDowell, Vice President of Platform Sales for Alarm.com and; myself, Cathy Rempel, owner of American Security Integrators. Robert Owens, international speaker and leadership coach, moderated and led the overall event.

Just around the corner, from May 4 -7, the CAA Palm Springs convention will be held in Palm Springs. We are excited to continue the Leadership Forum direction and bring you a series of business speakers focused on "The Art of Running a Successful Business." We encourage you to bring potential leaders from your company to this event and challenge them to take on the business and leadership development workshops that will be offered. The first two attendees from an alarm company have no registration cost based on our sponsors and to find out more information visit our website at www.caaonline.org.

Our keynote speaker on Friday will be the renowned Gene Marks who is a columnist, author, and small business owner. Gene writes every day on business, politics and public policy for the Washington Post and weekly for Forbes, Inc. Magazine, Entrepreneur and the Huffington Post. He has written five books on business management, specifically geared towards small and medium sized companies and appears on Fox News, MSNBC and CNBC discussing matters affecting the business community. At our CAA convention, Gene will focus on helping us to better understand the political, economic and technological trends that affect our companies so they we can make profitable decisions.

In addition to program rich content, the CAA Palm Springs Convention will bring best in class networking opportunities with friends and colleagues during our opening reception, golf tournament, Thursday expo and closing dinner with can't-miss after dinner entertainment!

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!



by Cathy Rempel



CAA President Cathy Rempel at the Transformational Leadership Forum in Sacramento.

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APRIL 2016



ASSOCIATES CORNER

Identifying Your Prospect's "Driving Force" To Buy

By Harvey Eisenstadt

To successfully meet the needs of your prospect and ultimately close the sale you must first identify what it is that is motivating them to buy. Or, as I like to identify it "what is their driving force?" You may understand driving force with a different interpretation such as reason to buy, purchasing stimulation, buying persuasions and buying influence. Regardless of your interpretation the prospect has a pain or a problem and your task is to address that pain or problem as painlessly as possible with a satisfactory solution. Interestingly there are two very effective techniques to identify the prospect's Driving Force. The first has been around since the earliest days of selling. The second is a technique that I have employed very successfully during my sales career. Let's look at them both.

The first technique is the one that most salespeople learn upon entering the field of sales. That is, just ask! However, be very careful with the questions, since what you ask may very well tread on an issue very personal to the prospect and you may not get a complete and truthful answer. It is critical to remember that there is only one of two reasons that will drive a prospect to buy, and they are Need or Want. The prospect may not be ready to divulge their answer at the time you ask that question. Rephrase your questions so that they are not intrusive but will motivate the prospect to provide you with an honest and complete answer. For example: Why are you interested in purchasing my service or product? What is it that has brought you to this decision? Simple enough, but be aware that all too often the response may not contain the underlying "Driving Force," and follow up questions may be necessary. Here is where a salesperson can get into trouble. With too many questions, and the way they are phrased can feel more like an interrogation to the prospect rather than a fact finding venture.

**You should now have
[your prospect's]
undivided attention
... Regardless of
the technique you
choose to employ,
you must practice its
implementation.**

The second technique is one that is not taught by most of the sales gurus or in sales training classes, either in a corporate structure or otherwise. The philosophy of this technique is, don't just ask. Now, before anyone jumps to any conclusions, let me point out that there will be some questions that will have to be asked. However, you do not begin with a series of questions. You begin with benefits. Certainly, at this initial time in your meeting with the prospect you may not know what will satisfy their Need or Want. You do, however, know the benefits and values of your products or services and the Needs and Wants that they satisfy, so you begin with them. By beginning with simple statements identifying the benefits and value of your products or services, not features, the prospect immediately resonates with what your products or services can do for them. You should now have their undivided attention, and quite often one of those benefits will represent a solution they are looking for to meet their Need or Want. You can accomplish this without asking a single question, and in many instances the prospect will open up and tell you more about how and why that benefit represents what they are looking for as a solution to their Need or Want. At this time there may be a question or two that are necessary, but those questions are now viewed by the prospect as informative rather than interrogative. Once you have established their Need or Want and the benefits that represent the solution, you can now explain how (the features of your product or service) that benefit will be achieved. Remember, features support benefits and not the other way around.

Regardless of the technique you choose to employ, you must practice its implementation. After each presentation, review what you have done, correct the weaknesses you have identified and practice what you have corrected. Never forget the wisdom of Vince Lombardi. "Practice does not necessarily make perfect. Perfect practice makes perfect."

Harvey Eisenstadt is a Sales Consultant, Trainer, Speaker, Mentor and Author. Harvey possesses over 45 years of successful sales and sales management experience and is a nationally recognized authority on relationship building. Harvey can be reached at 818-701-7799 or harvey@hjesales.com



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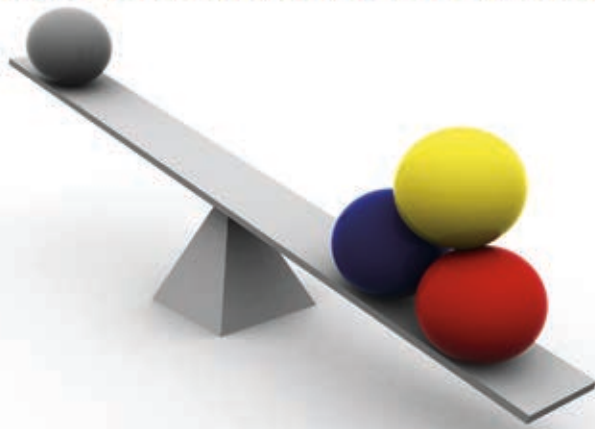
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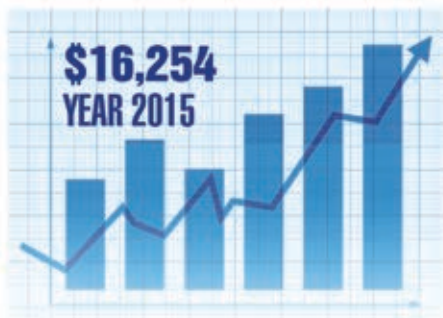
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LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2016

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 2016 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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ASSOCIATES NEWS

NAPCO SECURITY TECHNOLOGIES, INC., announced the recent appointment of Dave Lyons, as Napco Vice President Sales, Intrusion, Connected Home & Fire Division, reporting to Jorge Hevia, Senior Vice President, Sales & Marketing for all divisions. Lyons comes to Napco with a long, successful career, as chief sales leader at security and fire companies, including both Honeywell's System Sensor® and Interlogix®. Hevia said, "We are pleased to welcome Dave onboard, at this exciting time for growth in Napco's sales and in the expanding security space." Based in the Chicago area, Lyons will be responsible for all North American Napco Security Systems Division Sales, including Gemini®, Napco Commercial™, Firewolf™, iBridge® Connected Home and ultra-popular StarLink™ brands, plus all its distribution channels. For more information, visit www.napcosecurity.com.



TYCO SECURITY PRODUCTS introduced the hatrix Five Diamond Program from Kantech, a new cloud-based access control partnership program for managed service providers (MSPs). The program will offer Five Diamond MSPs access to the highest level of cloud-based infrastructure, with high, mandatory requirements for participating data centers and MSPs. The goal of the hatrix Five Diamond Program is to provide hatrix customers the peace of mind that their people and facilities are safe and secure. The program will be monitored by a neutral third party who will assess and inspect systems and the Five Diamond Committee, which will evaluate and award diamond ratings to participating MSPs. "The Five Diamond Program is designed to ensure that the highest security standards in the industry are instituted by our managed service providers for their cloud-based

access control customers," said Homer Enriquez, National Sales Manager – Kantech, Tyco Security Products. "This program demonstrates our commitment to setting the standard for our industry. With the rigorous security requirements our alliances must meet, end users gain access to the most secure, cutting-edge technology available in the market today." For more information, visit www.kantech.com/Support.

LRG INC. is celebrating its 15th Anniversary milestone in a big way. LRG will award two winning Dealer entries and two winning Distributor entries \$500 at the end of each month through August, 2016. LRG has opened the contest to all of its installers/dealers and distribution partners that operate within the LRG territories of TX, LA, OK, AR, MS, NM, CO, NE, KS, MO, IA, IL, WI, MN, ND and SD.

The cash prize drawings reward both a distributor salesperson and a dealer for selling or purchasing any product from sponsor manufacturers: Altronix, AWID, CDVI, Gentex Corporation, Harman Professional, Illuminar, iPDATATEL, NUUO, rasilient, Russound, Vington Stentofon, TrendNet, Vanco, Vivotek, and Winland. At the end of August, any entries submitted that have not been drawn as a monthly winner will be placed into a Bonus Chance drawing for \$1,000 to be given both to a lucky dealer and distributor. "While we may not be the first rep firm to reach a 15-year milestone, we want to be the most appreciative of everyone who supports our manufacturer partners," notes LRG Inc. president Chris Lanier. "We're not only celebrating our 15th Anniversary this year, we're celebrating our loyal customers who have shared in our growth over all those years. This is our way of saying Thank You. Thank You Very Much!" For more information, please visit www.lanrepgroup.com.



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The **CENTRAL STATION ALARM ASSOCIATION (CSAA) INTERNATIONAL** announced that Dynamark Monitoring, Inc. has renewed the prestigious "CSAA Five Diamond Central Station Certification." This Certification testifies that 100% of the company's central station operators have achieved proficiency and certification by passing the CSAA Central Station On-Line Operator Training Course. These courses cover virtually all phases of central station communications with customers, law enforcement, fire and emergency services communications centers. This critical area of communications is the life-saving link between the residential or business properties and the law enforcement, fire and emergency services in local areas.

In order to achieve the Five Diamond Certification, each and every operator must have not only passed the course, but demonstrated: Proficiency in alarm verification, which helps reduce false alarms; Proficiency in communications with Public Service Answering Points, such as the Emergency 911 centers; Knowledge of electronic communications equipment, including radio; An understanding of the codes and standards of such organizations as Underwriters Laboratories, Factory Mutual, the National Fire Protection Association and others; and Proficiency in the area of emergency preparedness under a wide scenario of possibilities.

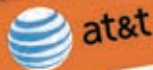
In addition, Five Diamond companies have demonstrated an exceptionally high degree of responsibility to their local community and their customers through the investment of time, money and commitment to 100% quality operator training.

There are approximately 2,700 central stations in the United States, which communicate and interact with the law enforcement, fire and emergency services agencies. Of this group, fewer than two hundred central stations have achieved Five Diamond Certified status. For more information, visit www.csaintl.org.



Rod Muscio of Muscio Electric and Manny Escobar of PSS Electronics at the GGAA General Meeting.

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RFI Partners with Rapid Response

RFI COMMUNICATIONS AND SECURITY SYSTEMS announced a strategic partnership with Rapid Response Monitoring Services (RRMS) to provide the most advanced technologies available for Central Station monitoring services. With locations in Syracuse, NY and Corona, CA; RRMS enables RFI to provide monitoring services in all fifty states with mirrored reliability on both coasts.

“As a business decision, there is no question we are doing what’s best for RFI and our customers,” SAID Dee Ann Harn – CEO. “Rapid Response has a robust portfolio of features and services which will benefit our customers immediately. Harn said their review of not just today’s market demands, but also future trends towards subscription services and mobile applications led us to the decision to align with Rapid Response to leverage their platform of advanced technologies.

“Rapid Response is excited to be entering into a relationship with RFI and the opportunity to deliver customized solutions for RFI’s customers. Both companies strive to be on the leading edge of technology and customer service and will absolutely complement each other,” said Morgan Hertel, Vice President of Operations for RRMS. “RFI continues to make decisions to drive our value proposition while strengthening our customers’ experience. This partnership will allow us to focus our resources to stay relevant in this ever changing dynamic industry,” said RFI President Brad Wilson.

RFI, established in 1979, is a large systems integrator doing business across the US with offices in California, Nevada and Washington and is a member of Security-Net. Founded in 1992, Rapid Response is a premier electronic security monitoring service provider, serving an international client base that consists of security alarm installers of every type and their customers.

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Scott Schafer of Arecont Vision, Mark McCourt of Universal Pro, Holly Tsourides and Marc Benson of SIA at the SIAThere! Networking event in Marina del Rey.



International Speaker & Leadership Coach Robert Owens, CAA President Cathy Rempel, Kirk MacDowell of Alarm.com and Ken Nelson of Interlogix moderated and led the CAA Transformational Leadership Forum.



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Morgan Hertel of Rapid Response and Dee Ann Harn of
RFI Enterprises, Inc. with *THE MIRROR*.

Assemblyman Brian Maienschein, CAA
President Cathy Rempel and SDSA
Vice President Chris Kwast of KOILCO
Security, Inc. with *THE MIRROR*.



Marc Benson of SIA, Kelly
Miller of ISC and David
Morgan of Security Dealer
Marketing with *THE
MIRROR* at the SIAtthere!
Networking event in
Marina del Rey.

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Robert Blair and Roger Kimmich of Aiphone, Holley Hunt of Qognify, and Tony Smith of Security Funding Associates with THE MIRROR.



CAA Leadership Forum Attendees with THE MIRROR



Bert Ross, Tony Shomo, Jennifer Marshall, Tony Wilson of CMS and Dan Van Hart of CAA with THE MIRROR in Marina del Rey, CA.

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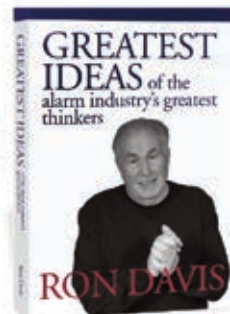
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NTS ESA

ESA's National Training School announced the release of their new Fundamentals of Networking course. This 4-hour online course provides an extensive foundation for those wanting to learn more about networking basics and the fundamentals of how equipment gets connected and communicates. For more information on the course and to get registered visit www.esaweb.org.

Upon completion of the course students will be able to:

- Describe what a network is and the components that it is comprised of.
- Identify common topologies of networks.
- Describe how networks communicate and share data.
- Differentiate different storage types used in networked systems.
- Construct a network cable.
- Describe how a LAN and WAN functions and explain the difference between each.
- Detail the steps in troubleshooting network problems.

NOTE: Not all state regulatory agencies allow online courses for licensing or CEUs. Please check with your licensing agency prior to taking this course for licensing.

Length: 4 hours

Time: Must spend 4 hours in online class


Cost: \$100 for members (enter member discount code on purchasing screen)/ \$200 non-members.



ESA NTS CEU Courses

ESA's National Training School has helped the electronic security industry get licensed, certified, and trained for the last 30 years. Now we want to help you maintain those credentials through our new continuing education (CE) courses. These courses are delivered completely online and range from 1 to 8 hours. They are geared to help you earn CE credits needed for licensure, certification renewals, and develop new skills. For more information on our latest offerings below, visit www.esaweb.org.

Course Name	Certification	Length
Codes and Standards Refresher	CEU	1 hour
Ethical Client Relations	CEU	1 hour
Fundamentals of Networking	CEU	4 hours
Home Theater Demystified	CEU	4 hours
Introduction to the Digital Home	CEU	4 hours
Job Safety Reminders	CEU	1 hour
Life Safety Code	ONLINE	7 hours
Methods to Reduce False Alarms	CEU	1 hour
Residential Fire Alarm	CEU ONLINE	7 Hours
Troubleshooting Communications/Notification Devices	CEU	1 hour
Understanding Electronic Security Systems	ONLINE	7 hours
Value Based Convergent Selling	CEU	4 hours



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Thursday, April 28th we start early with a full day of educational classes. The day will end with our vendor trade-show and social event.

Friday, April 29th is a short day but you won't want to miss classes to complete your CEU's for the year.

Visit www.sentrycon.us to register or call 1.800.932.304 for more details.

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2016 Training and Education Calendar

April 1
Infinias Access Counter Day
Tri-Ed Sacramento
www.somervillesecurity.com

April 5
Advanced Audio
Training
Van Nuys
www.volutone.com

April 6
Advanced Audio
Training
Irvine
www.volutone.com

April 8
Significant Changes to NFPA 72
Rice University - Houston TX
www.tbfaa.org

April 12
Rti Training
Simi
www.volutone.com

April 13
Rti Training
Van Nuys
www.volutone.com

April 14
Rti Training
Cerritos
www.volutone.com

April 15
Rti Training
Irvine
www.volutone.com

April 20
Infinias Access counter day
Tri-Ed Union City
www.somervillesecurity.com

April 26
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April 27
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Ontario
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April 28
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Las Vegas
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First U.S. Outstanding Security Performance Awards Opens For Nominations

WHO:

Eight U.S.-based security industry organizations have come together to support the first U.S. Outstanding Security Performance Awards, or OSPAs. A global awards program founded by Professor Martin Gill, director, Perpetuity Research & Consultancy International (PRCI) Ltd. in 2015, the OSPAs recognize and reward companies and individuals across the security sector. The OSPAs are designed to be both independent and inclusive, providing an opportunity for outstanding performers, whether buyers or suppliers, to be recognized and their success to be celebrated. The criteria for these awards are based on extensive research on key factors that contribute to and characterize outstanding performance. This research can be found here: *Aspiring to Excellence*, a Security Research Initiative report conducted by Perpetuity Research. The OSPAs are being set-up in collaboration with security associations and groups across many countries.

2016 U.S. Supporting organizations include:

- ASIS International
- ASIS Foundation
- BOMA
- IAHS
- IAPSC
- NASCO
- PSA Security
- RIMS

2016 Panel of Judges:

- Deborah Allen, CPP
- Bill Bozeman, CPP
- Linda Florence, Ph.D., CPP
- Richard P. Grassie, CPP
- David LaRose, MSCJ, CHPA, CPP
- Joe McDonald, CPP, PSP, CMAS.
- Ray O'Hara, CPP
- Robert Shellow, PhD



WHAT:

For the first time in the United States, the Outstanding Global Security Performance Awards (OSPAs) will honor security industry professionals, in-house teams, and organizations for excellence in their work. Award categories span all facets of the security industry, recognizing: practitioners (Physical & Cyber); consultants; security officers; systems integrators; and, manufacturers. Individuals, teams, and organizations across the security industry may select from 13 award categories to enter.

2016 U.S. OSPAs Award Categories

Individual Professional Awards

- Best In-House Security Manager
- Best Security Consultant
- Best Investigator
- Best Information Security Manager
- Best Contract Security Officer

Team Awards

- Best In-House Security Team

Organizational Awards

- Best Contract Security Company
- Best Customer Service Initiative
- Best Integrator
- Best Security Manufacturer
- Best Security Training Initiative

FEE:

\$100 per entry

WHEN:

Applications will be accepted online from March 15-May 31, 2016.

WHERE:

Go to <http://us.theospas.com> to learn more and apply.



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Wednesday, September 14, 2016 | Orlando, FL

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2016 OCAA MEETINGS

- ♦ June 16 OCAA Golf Tournament..... Anaheim
- ♦ September 21 OCAA General Meeting Anaheim
- ♦ November 16 OCAA General Meeting Anaheim

OCAA MARCH MEETING COMMENTS

It has been a while since I last attended an OCAA lunch meeting and did not realize what I was missing. I did attend the March 16th meeting and found it well attended, educational, and weighted with information so necessary for the profitable growth of your business. Sharon Elder, VP Sales of NMC, gave an outstanding presentation on the "Fundamentals of Sales" with valuable sales points on how you can grow your business.

They also invited everyone to sign up and participate in their Golf Tournament on June 16th, where the proceeds are used to fund the OC Scholarship Program, a program that rewards our public service sector while strengthening the relationship between OC and the Public Service Sector.

Make it your business to attend their meetings on September 21st and November 16th and learn how important you are to the association and the value of the association to you and your business. Don't ever forget that "in numbers there is strength".

Harvey J. Eisenstadt
HJE Sales Consultant
Recipient of Weinstock Lifetime Achievement Award
CAA Lifetime Member - GLASAA Lifetime member.



EAST BAY ALARM ASSOCIATION

Mike Salk, President

2016 EBAA MEETINGS

- ♦ May 10EBAA General Meeting.....Richmond
- ♦ July 12EBAA General Meeting.....Richmond
- ♦ September 13.....EBAA General Meeting.....Richmond
- ♦ November 8.....EBAA General Meeting.....Richmond

Our General Meetings are held at Chevy's, 3101 Garrity Way, Richmond. The meetings start at 11:30 a.m. For further information, contact EBAA President Mike Salk 510-652-2477. RSVP to 800-437-7658, Ext. 3 or info@caaonline.org.



REDWOOD ALARM ASSOCIATION

Sean Cooke, President

The next RAA meeting is scheduled for June 15, 2016. Meetings are held at 11:30 am at Johnny Garlic's, 8988 Brooks Road South, 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@allguard-systems.com or 800-255-4273.

2016 RAA MEETINGS

- ♦ June 15 RAA General Meeting Windsor
- ♦ October 26 RAA General Meeting Windsor

The meetings are at Johnny Garlic's in Windsor starting at 11:30 am.

If you have any questions or want to participate in the Redwood Alarm Association, please contact Sean Cooke at scooke@allguard-systems.com or 800-255-4273.

SAN DIEGO SECURITY ASSOCIATION

SAN DIEGO SECURITY ASSOCIATION

Jason Beardsley, President

2016 SDSA MEETINGS

- ♦ May 17SDSA General Meeting San Diego
- ♦ August 25 (tentative)SDSA Day at the Races..... Del Mar
- ♦ September 20SDSA General Meeting San Diego
- ♦ December 14SDSA Holiday Bash 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.

Visit our website: www.sandiegosecurityassociation.org



GREATER VALLEY ALARM ASSOCIATION

Joe Castro, President

2016 GVAA MEETINGS

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

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



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All meetings are held at Fiorillo's Restaurant – Santa Clara, 638 El Camino Real, Santa Clara, CA 95050. Please RSVP to info@caaonline.org or call the CAA office at 800-437-7658, Ext. 3.

SVAA 2016 MEETINGS

- ♦ April 20 SVAA General Meeting Santa Clara
- ♦ July 20..... SVAA General Meeting Santa Clara
- ♦ October 19 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.



GOLDEN GATE ALARM ASSOCIATION

Dave Hood, President

2016 GGAA MEETINGS

- ♦ June 15 GGAA General Meeting San Francisco
- ♦ October 12 GGAA General Meeting San Francisco

For further information, contact Dave Hood at 800-684-1111 or dhood@firstalarm.com



Golden Gate Alarm Association members gathered to hear San Mateo County Sheriff's Department Detective Gaby Chaghouri share recent burglary trends in the county.

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GGAA Greg Miller of Network Security, Manny Escobar of PSS, Larry St. John of Eclipse Marketing and Stan Hellman of Pro Sales Reps at the GGAA Regional Meeting.



San Mateo County Sheriff's Department Detective Gaby Chaghouri shared recent burglary trends with the GGAA Members.

GLASAA

Greater Los Angeles Security Alarm Association

Tom Rankin, President

GLASAA MEETINGS 2016

- ♦ April 19..... GLASAA General Meeting..... Los Angeles
- ♦ June 21 GLASAA General Meeting..... Los Angeles
- ♦ August 16..... GLASAA Summer Outing..... Los Angeles
- ♦ October 6..... GLASAA Golf Classic Los Angeles
- ♦ December 13 ... GLASAA Holiday Party Los Angeles

GLASAA Meetings and Events

Please visit our website at www.glasaa.org

New members are always welcome at GLASAA. Every company in our industry should really think about coming to our meetings. We always have great people and informative topics. This is a fantastic opportunity to mingle with your peers and industry experts, to discuss what's going on in the business.

GLASAA and its members continue to support the extremely important work of the CAA and ESA.

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

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www.sacalarm.org

Leanne Boger, President
Sacramento Area Alarm Association
saaasecretary1@gmail.com

Sacramento Area Alarm Association is very excited about our next CCTV Forum on April 14 at TMS Event Center. From 11 a.m. to 2 p.m. Bring your technicians because this is a hands on Boot Camp for CCTV. Learn about new VMS software, IP technology and HD over coax cable. Workshops are presented by Steve Stanberry and Craig Binford of Axis, David Leiker of Samsung and Dustin Rodine of GeoVision. Please RSVP with Kae at saaasecretary1@gmail.com

2016 SAAA MEETINGS

- ♦ April 14..... SAAA CCTV Forum.....Sacramento
- ♦ June 16..... SAAA Mardi Gras NightSacramento
- ♦ August 16..... SAAA Industry Trends.....Sacramento
- ♦ October 28..... SAAA Fire Forum with SRFMASun City
- ♦ December 15 SAAA Holiday Party.....Sacramento

An RSVP is required for our events. Call 800-437-7658 ext. 3 or email info@caaonline.org.



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.

2016 IEAA MEETINGS

- ♦ May 19.....IEAA General Meeting.....Riverside
- ♦ September 22.....IEAA General Meeting.....Riverside
- ♦ November 10IEAA General Meeting.....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.

MID-CAL



MID CAL ALARM ASSOCIATION

Mike Tarin, President

2016 MID CAL MEETINGS

- ♦ April 18..... MCAA Golf Tournament.....Fresno
- ♦ June 1 MCAA General MeetingFresno
- ♦ September 14 MCAA General MeetingFresno
- ♦ November 7 MCAA Golf Tournament (tentative)Fresno

3rd Annual Mid-Cal Golf Classic

April 18th, 2016 at Fort Washington
Country Club, Fresno, CA
10272 N Millbrook, 559-434-1702

8:15am Check-in and Festivities
10:45am Shotgun Start

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AFAA Testing & Inspection Seminar

The Automatic Fire Alarm Association (AFAA) announced a new seven-hour accredited course on the testing and inspection requirements of NFPA 72 (2013). The new AFAA Fire Alarm System Testing & Inspection (AFAA026) seminar was developed for installers, service technicians, build and fire inspectors, and owner-representatives. Visit www.afaa.org for the latest training calendar or email info@afaa.org to sponsor a local seminar.



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AFAA Annual Meeting and Codes Conference

April 5-8, 2016 - Hilton St. Petersburg Bayfront

St. Petersburg, Florida

The AFAA Annual Meeting & Code Conference April 5-6, 2016 in St. Petersburg, FL provides some of the best specialized training and educational workshops, presented by some of the nation's leading fire protection and fire code experts.

This year the conference programs are geared toward those interested in innovation and professional growth. Industry experts will cover a wide range of topics relevant to emerging trends and growth in the areas relating to fire alarm systems and fire protection.

Non-members of AFAA receive a free one-year membership just for attending the conference, participating in quality training, and learning more about who we are and the benefit we provide to the Fire Alarm Industry. To keep with our high standard of offering top quality educational programs, we are bringing in some of the best trained experts in the Fire Alarm industry to share their knowledge, expertise, and wisdom.

Educational Workshops

Inside Disney -

One of this years featured educational programs includes a rare behind the scenes look at how the "Magic of Disney" protects millions of visitors annually through their fire alarm and mass notification operations.

Mass Notification Systems -

Fire Alarms and Health Care Facilities -

We are also offering two multi-series programs. One is on Mass Notification Systems (MNS), and the other is on Fire Alarm Systems in Health Care Facilities. We will discuss both of these hot topics from various perspectives.

Some of our other presentations include:

- An overview of NFPA 3 & 4
- ITM certification from NICET
- NFPA 720
- Solepatch central station reporting
- AFAA's partnership with NFSA on our combined training "Who You Gonna Call?!" - Coordinating NFPA 25 & 72 Inspection, Testing, and Maintenance Requirements.

Registration Information, Conference Pricing and Sponsorship & Exhibiting Opportunities are available at www.afaa.org.

AFAA Training Seminars

AFAA continues to expand our benefits to members and provide continuing training opportunities designed to enhance your skills. Through our regional delivery program, AFAA is committed to providing training regionally in various part of the US and beyond.

Why training from our cadre of well-educated and experienced instructors?

- Increase the collective knowledge of your team.
- Encouraging your employees to continually train on fire alarms and related codes and standards through professional development can have an immediate effect on productivity. Professional development will also help raise overall staff expertise and general knowledge.
- Enhance your company's reputation.
- Wouldn't your clients like to know that you have highly skilled employees on board?
- When you make professional development opportunities available, you're building a positive reputation as an employer that cares about its workforce and strives to employ only the best. Remember your employees are your brand ambassadors.

Please check the AFAA training calendar (www.afaa.org) for a seminar near you. If you would like to host or sponsor specific training in your area or at your facility, please contact us directly at training@afaa.org.

Are You Prepared for the Latest NICET T&I Certification Exams?

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Sign Up Today - All **NEW** AFAA026: **Fire Alarm System Testing & Inspection Seminar**

A brand-new, seven-hour accredited course brought to you by the AFAA will prepare installers, service technicians, building and fire inspectors and owner-representatives how to determine the testing and inspection requirements of NFPA 72 (2013) as well as understand the NICET application process and requirements.

Visit www.AFAA.org for the latest training calendar, or email admin@AFAA.org to sponsor a local seminar.

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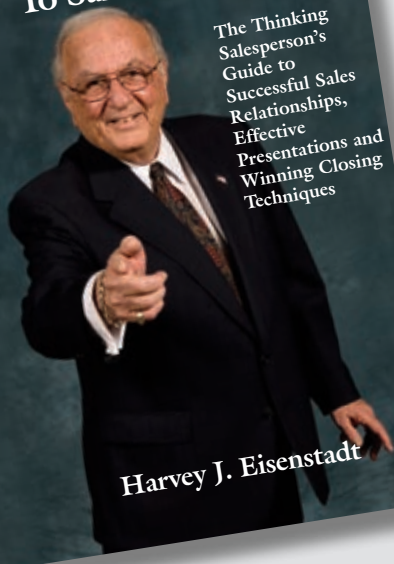


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Please contact us if you would like to be a member of the OBFAA. Being part of the OBFAA has many benefits such as the latest news dealing with the alarm industry in the Pacific Northwest, OBFAA represents You and Your opinion to consumers, lawmakers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

2016 OBFAA MEETINGS


May 4OBFAA General Meeting

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April 21WAESA Eastside MeetingSpokane, WA
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May 18WAESA Annual MeetingBellevue, WA
June 16WAESA Eastside MeetingSpokane, WA
July 13WAESA Board Meeting
July 14WAESA Golf TournamentRedmond, WA
September 13....WAESA Westside Meeting
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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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NSA's March meeting was very informative. Thanks to our guest speaker who is a cybercrime agent for Las Vegas FBI. He brought us up to date with the state of cybercrime in the nation and gave us some good tips.

Our Vendor Spotlight was Steve Eisenstadt of PSR. He spoke to us about ProDataKey products.

The NSA was paid a great honor by being awarded by ESA as Chapter of the Year and NSA Executive Director Jeanne Palmer was awarded Executive Director of the Year! The NSA works hard to bring value to our members by being active at the local and national levels.

NSA 2016 MEETINGS

May 11Member Meeting
July 13Member Meeting

Regular meetings take place at 6:00pm at Gordon Biersch Restaurant, 3987 Paradise Rd, Las Vegas, NV 89169.

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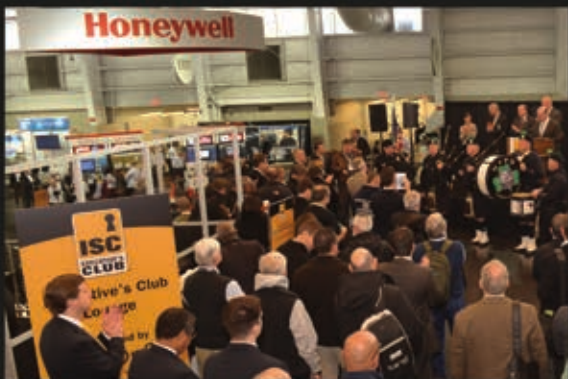
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WBFAA UATC Apprentice Spring Semester Class Has Begun

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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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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.

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

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WESTERN STATES SECURITY ALLIANCE
CAA CALENDAR 2016

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

APRIL

5	AIREF GOLF	Las Vegas, NV
5-8	AFAA Annual Conference	St. Petersburg, FL
6-8	ISC WEST	Las Vegas, NV
14	GVAA General Meeting	Manteca
14	SAAA CCTV Forum	Sacramento
18	MCAA Golf Tournament	Fresno
19	GLASAA General Meeting	Los Angeles
20	SVAA General Meeting	San Jose
21	WAESA Eastside Meeting	Spokane, WA
27-28	ASIS Security Conference	New York, NY

MAY

4	OBFAA General Meeting	
4-7	CAA Palm Springs Convention	Palm Springs Hilton
5	WAESA Eastside Meeting	Spokane, WA
10-12	PSA TEC CONFERENCE	Westminster, CO
10	EBAA General Meeting	Richmond
11	NSA Member Meeting	Las Vegas, NV
11	NSA Member Meeting	Las Vegas
17	SDSA General Meeting	San Diego
18	WAESA Annual Meeting	Bellevue, WA
19	IEAA General Meeting	Riverside

JUNE

1	MCAA General Meeting	Fresno
8-10	ESX 2016	Fort Worth, TX
15-17	SIA Government Summit	Washington D.C.
15	RAA General Meeting	Windsor
15	GGAA General Meeting	San Francisco
16	WAESA Eastside Meeting	Spokane, WA
16	OCAA Golf Tournament	Rancho Santa Margarita
16	SAAA Mardi Gras Night	Sacramento
21	GLASAA General Meeting	Los Angeles

JULY

12	EBAA General Meeting	Richmond
13	NSA Member Meeting	Las Vegas
13	WAESA Board Meeting	
14	WAESA Golf Tournament	Redmond, WA
13	NSA Member Meeting	Las Vegas, NV
14	GVAA General Meeting	Manteca
20	SVAA General Meeting	San Jose

BSIS Address and Telephone Numbers

Bureau of Security and Investigative Services
2420 Del Paso Road, Suite 270, Sacramento, California 95834.
The following are a list of important Bureau numbers to update your records:

Main Number: 916/322-4000
Toll Free Number: 800/952-5210
Licensing Fax Number: 916/575-7290
Enforcement Fax Number: 916/575-7289
Email: bsis@dca.ca.gov
Web Homepage: www.dca.ca.gov/bsis

AUGUST

3	OBFAA General Meeting	
16	GLASAA Summer Outing	Los Angeles
16	SAAA Industry Trends	Sacramento
25	SDSA Day at the Races	Del Mar

SEPTEMBER

13	EBAA General Meeting	RICHMOND
13	WAESA Westside Meeting	
14	MCAA General Meeting	FRESNO
15	WAESA Eastside Meeting	Spokane, WA
20	SDSA General Meeting	San Diego
21	OCAA General Meeting	Anaheim
22	IEAA General Meeting	Riverside

OCTOBER

6	GLASAA General Meeting	Los Angeles
11	WAESA Westside Meeting	
12	GGAA General Meeting	San Francisco
13	GVAA General Meeting	Manteca
19	SVAA General Meeting	San Jose
20	WAESA Eastside Meeting	Spokane, WA
26	RAA General Meeting	Windsor
28	SAAA Fire Forum with SRFMA	Sun City

NOVEMBER

2	OBFAA General Meeting	
7	MCAA Golf Tournament	FRESNO
8	WAESA Westside Meeting	
8	EBAA General Meeting	RICHMOND
10	IEAA General Meeting	Riverside
16	OCAA General Meeting	Anaheim
17	WAESA Eastside Meeting	Spokane, WA

DECEMBER

7-10	CAA Winter Convention	San Francisco Marriott Marquis
13	GLASAA Holiday Party	Los Angeles
14	SDSA General Meeting	San Diego
15	SAAA Holiday Party	Sacramento

CAA CONVENTIONS 2016 - 2017

2016 May 4-7	Palm Springs Hilton
2016 December 7-10	San Francisco Marriott Marquis
2017 May 10-13	Palm Springs Hilton
2017 Nov 29-Dec. 2	San Francisco Marriott Marquis

2016 Industry Events

April 5	ISC West 2016, Sands Expo Las Vegas
SIA/ISC Loves Security, Rock House Las Vegas	June 15-17, 2016
April 5-7	SIA Government Summit, The Westin Washington, D.C. City Center
SIA Education@ISC, Las Vegas	
April 5-8	August 17-19
AFAA Annual Meeting and Conference	AZAA 2016 Annual Meeting
Hilton St. Petersburg Bayfront	November 16-17
St. Petersburg, Florida	ISC East 2016
	Javits Center North, New York, NY



CONTACT THE CAA
California Alarm Association
333 Washington Blvd., Suite 433, Marina del Rey, CA 90292
TEL 800/437-7658 FAX 800/490-9682 www.CAAonline.org info@CAAonline.org
Jerry Lenander, Executive Director director@caaonline.org



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