

# THE MIRROR

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[www.CAAonline.org](http://www.CAAonline.org)

## CAA Completes Great Legislative Day



Assemblyman Phillip Chen was the special guest speaker at the CAA Legislative Luncheon in Sacramento prior to the Day at the Capitol.



CAA President Tim Westphal, CAA Government Affairs Chair Shane Clary, Lindsay Osborne and Tommie Van Fossen of Optex met with legislator.



Shane Clary and Tim Westphal of Bay Alarm with Lindsay Osborne visiting the Governor's Office in the Capitol.



Bay Alarm branch managers Geordie Osborn, John Reynolds, Lindsay Osborne and Bill Metzinger stormed the Capitol on CAA Legislative Day.



CAA representatives visited the legislature offices during Day at the Capitol. Pictured are Lindsay Osborne, Tommie Van Fossen, Tim Westphal and Shane Clary.

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THE MIRROR

## PRESIDENT'S MESSAGE

Dear Membership,

The CAA board and many guests recently completed a great Legislative Day and board meeting in Sacramento. The event started off with a fantastic talk from our legislative advocate Trent Smith followed by an energetic and informative talk from Assemblyman Phillip Chen. Phillip is in an incredibly likeable legislator who spoke about the landscape of the current California Senate and Legislature. He talked about how important it is to represent your industry at the capitol each year, how simply introducing yourself and your industry to the people in the capitol can make a great impact when the time comes to get things done.

CAA members from all over the state were in attendance and were able to have meetings with Assembly and Senate members. Most guests were able to discuss CAA and the Alarm industries sponsored bill AB 1289 with great support and positive response. Some even got a private tour showing some of the backrooms, shortcuts, and secrets of the capitol, Senate, and Assembly.

With our Leg day successfully behind us it's time to start planning for the ISC show in Las Vegas. With technology changing quickly around us, there is no better way to get up to speed on the latest trends, products, and industry action. The list of exhibitors, speakers and educational tracks are as robust and professional as ever. Please join CAA members in their booth at the front of the show for a rest and to catch up, as well as joining the party at the Rockhouse. We also look forward to seeing you at the CAA breakfast where we will be announcing this year's accomplished Weinstock award winner (it's a secret till then).

Thank you all for contributing to this great industry by being members of the CAA. I look forward to seeing you at upcoming events and sharing ideas on how to continue to make this association effective, and productive!

Sincerely,

Tim Westphal

CAA President



By Tim Westphal

## More Activity on Legislative Day



John Reynolds of Bay Alarm flew into Sacramento to join the CAA Day at the Capitol.



ADT lobbyist Tony Gonzalez, CAA Government Affairs Chair Shane Clary, lobbyist Trent Smith and CAA President Tim Westphal prepare for legislative visits during CAA Day at the Capitol.



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## LEGISLATIVE WATCH

### \*PAC ALERT\*

## \$30,000 GOAL FOR 2019

*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 2019 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.

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## Successful Sales Management



By Harvey Eisenstadt

The success or failure of a company is often directly related to sales management. Even though there are many factors such as marketing, design, production, quality control, competition and the economy that have a direct effect on success or failure, it all begins and ends with the sales manager. Unquestionably, the sales manager cannot control the volatility of any of these factors. However, the sales manager can and must be the source that strengthens the effectiveness of their sales team regardless of how any of these factors will affect overall sales. The sales manager must provide the wisdom, expertise and support to their sales team

so that they identify their selling skills and apply the resources to effectively strengthen and employ them. This must be part of a plan that is implemented 365 days a year, not only when a negative occurrence in the business environment presents itself.

This brings us to the necessity of creating that effective sales plan. The creation of an effective sales plan will allow the sales manager to adjust to the current environment of their business and be decisive in their leadership role. There are many critical criteria to an effective sales plan and here we will look at some of them.

Interestingly, the plan must begin with the recruitment of the sales team. Sales managers do not have crystal balls and cannot predict the success or failure of a salesperson they are interviewing. However, they should have a set of criteria that will lead them to their choice for the position. All sales managers will not use the same criteria so here are some ideas. Pick the ones that will work for you. First and foremost is answering the question, "where are you looking for candidates"? The answer to that question should be "everywhere". Some examples of "everywhere" are: within your own organization; from vendors; recommendations; your customers' social media; and of course agencies. Your interview with the candidate must begin with that all important first impression. Following this you want to carefully evaluate responses to your comments and questions. Try to identify the candidates' understanding of relationships, their achievement motivation, ambition to meet goals and challenges, and self-confidence. Finally, you might choose the one who has sold you.

The role of successful leadership will depend on the strength and success of the team. As a manager you must identify with the kind of relationship you want to enjoy with your team. Your plan must allow you to be their friend, coach, trainer and mentor. Your plan must enable you to develop employee loyalty, and that is accomplished when you lead by opportunity, not intimidation. Included in your plan must be the opportunity to praise accomplishments while at the same time analyzing failures. Accomplishments should be recognized both privately and publicly, while failures should be viewed as part of the learning program you have for your team.

A critical component of your plan must include supporting and motivating your team. This begins with two simple questions. How often do you visit with your salespeople in their territory? How often do you review their territory plans, objectives and results? Don't be an absentee manager. Visit with every member of your team as often as possible. Depending on the size of your team and the market into which they sell, this could be once a month, once every three months, etc. Allot enough time during these visits to analyze their activities and provide the advice and support to guide them moving forward. At the same time, you can answer question number two. That is to review their territory management, their objectives for the territory and some of their recent results. Spending this time with the salesperson will strengthen your relationship with them and they will truly view you as their friend, coach, trainer and mentor.

Every member of the sales team will recognize and react positively to a well-organized sales plan. Quickly distinguished will be an escalation of confidence and stability within the team. The sales manager, who carries the burden of sales success for the company, will strengthen their relationship with the sales team while motivating them and gaining their support to go that extra mile for the company. What is required to be a successful sales manager is a logical workable sales plan.

*Harvey Eisenstadt is a Sales Consultant, Trainer, Speaker, Mentor and Author. Harvey possesses more than 55 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](mailto:harvey@hjesales.com)*



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**JOHNSON CONTROLS** has introduced exacqVision video management system v19.03, the latest version of the VMS software known for its intuitive feature set and simple configuration and maintenance. The features introduced in this latest version provide users with greater flexibility and freedom for business-optimizing results. For example, users can now more quickly navigate multiple maps of their facility – easily linking parent maps, child maps to parent maps, and vice versa. This provides much-needed control and oversight to security operators who need to respond quickly to security events, no matter where they occur. exacqVision users can now also customize their cameras' on-screen display (OSD) to show useful information such as city, state, asset tag or a custom description of the camera. For more information on this latest release, visit [www.exacq.com](http://www.exacq.com).

The **CHECKVIDEO** 16-Channel IP Gateway (CV4IP-16-8T) is a self-contained, Web-based intelligent video surveillance system with built-in advanced video analytics and recording for up to 16 channels of video. The IP Gateway includes always-on advanced video analytics that are 400%



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backup, all combined into a compact low-power device. With a capacity of 640 Megapixels/second, connect up to 16 4-Megapixel IP cameras or 6 4K cameras for stunning, high quality video. Built in 8TB hard-drive records 16 cameras in high definition for up to 30 days. The 16-Channel IP Gateway works hand-in-hand with the CheckVideo CloudVMS to provide all configuration, viewing and storage capabilities necessary for the user to realize the highest possible value from this solution.

**QOLSYS** announced that, in partnership with Alarm.com, disarm images captured by the built-in 5MP panel camera on the IQ Panel 2 Plus now include face recognition powered by Alarm.com. "This is a tremendous upgrade to our combined solution," says Qolsys SVP of Sales & Marketing Mike Hackett. "It again demonstrates software's power to unlock hardware's potential and provide innovative features that increase customer engagement." Alarm.com's Unexpected Activity Alerts for Face Recognition empower property owners to monitor for unauthorized code sharing and receive alerts whenever the person using a disarm code is different from the person assigned to that code. These alerts include a disarm image taken at the panel, so customers can see who accessed their home and take immediate action as needed. "We're using Face Recognition to enhance Unexpected Activity Alerts, which help our service provider partners deliver even more value to their customers," says Daniel Kerzner, chief product officer at Alarm.com.

Are you thinking about adding or expanding the use of Smart Devices to your residential security package? The Smart Home, by almost any measurement, is predicted to be in over 50% of homes within the next 20 years. The Internet of Things (IoT) is a plethora of devices, from a Smart Camera for a security system to a tricked-out elevator in someone's home. Each of these IoT devices will likely be controlled by a Smart Control Panel, with ultimate control residing in the customer and a phone app. One of the major problems as communication networks move toward adoption of 5G technology is protection of the data passing through the system and shielding the system from external activity like hacking. The Jan. 29, 2015, issue of *Forbes* magazine clearly illustrates how two different companies, Simply Safe and LaserShield, could be easily penetrated and manipulated with a minimal investment in off-the-shelf equipment. Additional problems like the no-notice dropping of 3G transmissions or unprotected internet access (Wi Fi) complicate the equation.



By Tony Smith

While adoption of IoT, in all its many forms, is well underway, the numbers are still relatively small. Current estimates peg security penetration at about 25%, and DIY will, perhaps, add a few points to that. Often forgotten in the hoopla over IoT is that most of these devices will generate little or no RMR for the residential dealer. Maintenance contracts and good margins from installations don't look like monitoring revenue. The secret to creating a better growth path will be to protect the network and their devices from hacking, and the manipulation of your customers data. The first step is to segregate the physical doorway to a customer's home from his "Digital Doorway" and deliver solutions that offer protection to each of these two key areas. We, as an industry, have created some spectacularly successful devices for installation in the residential space. Video has developed a huge market because of wireless 1080p, and color cameras with Artificial Intelligence. We are, however, still trying to find a way to put a device on your toaster that will keep it from burning your bagel!

Most panel manufacturers utilize open architecture in the design of their panels focusing on Linux or Android because there are many developers who build apps in those languages. There are, however, always a few who will develop malware that will penetrate a typical panel. Closed architecture that keeps out these bad actors is the proper technology to use. It restricts manufacturers to development of their own firmware applications, which is more expensive and not as efficient. The dealer should then have the confidence that no one can access the panel without his permission. In addition to closed architecture, curtailing access by encryption and the use of Spread Spectrum will place total control with the dealer and defeat takeovers as well as hacking.

There are currently four manufacturers that I am aware of, that provide a level of encryption and spread spectrum in their equipment configurations. Alula (formerly Resolution Products) is one of them. They are focused on protecting their dealers and giving them piece of mind with their Connect+ panel. DMP has been using Spread Spectrum since 2002 and their encrypted wireless Fire Systems have been approved by UL. Honeywell is equally focused on encryption for their current and future panels and devices. Reportedly, Honeywell's acquisition of Videofied and its "Motion Viewer" technology was intended to jump start their adoption of encryption to their extensive line of panels and devices. Cinch Systems, in Minnesota, is known for providing the State Department with the encrypted security panels and devices they use in our embassies abroad. Their MaxOut Technologies division is making encrypted panels and devices for Intelogix (UTC), Qolsys, and Elk. The manufacturing sector has recognized the importance of encryption, and it is time that dealers join the party even if it does increase our cost slightly.

The next step after installing encrypted panels and devices is to provide the alarm customer with software and insurance to protect his network and system from a breach. There are some software packages (without insurance) on the market, but care should be taken to ensure they do not originate in a nation-state that is at odds with the U.S. Hopefully, Congress will insist that Huawei (a Chinese company) cannot sell equipment in the country, especially 5G components. There are reports surfacing that a new company is forming to provide protective software and some level of insurance specifically for residential and small commercial alarm clients. They will market this coverage as SaaS (Software as a Service), which will create additional RMR for the dealer. More on this possible new revenue opportunity next month.

*Tony Smith is the Founder and President of Security Funding Associates, a 20 yr. Brokerage, Marketing and Advisory Services firm located in Los Angeles, CA.*

*He is a past President of the CAA and former Board Member of ESA.*

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## EAST BAY ALARM ASSOCIATION

Mike Salk, Vice President

### EBAA Meetings

We have a whole new line of interesting topics this year. We are focusing on community outreach and dealer education we hope that you can join these lively events at our new home location in Emeryville. The new location has a safe parking lot with magnificent views of the bay. We are offering lunch at \$25 for members, \$30 for non-members and FREE for Public Safety Personnel with an open menu. For questions please reach out to Treasurer Deric Morrow 510-432-8130 [deric.morrow@jci.com](mailto:deric.morrow@jci.com)

### Meetings to be held at:

Chevy's Fresh Mex, 1890 Powell St, Emeryville, CA 94608

- ♦ 4/30/19 – 11:30-1:30 – OPD Dispatcher Day in the Life open Q&A
- ♦ 8/20/19 – 11:30-1:30 – Legal Cases and Legislation review
- ♦ 11/5/19 – 11:30-1:30 – History of Alarm Association

RSVP to 800-437-7658, Ext. 3 or [info@caaonline.org](mailto:info@caaonline.org).

### Richmond Ordinance

Alarm users are required to have an alarm permit, and failure to obtain one will result in a \$250 fine to BOTH THE ALARM/MONITORING COMPANY AND ALARM USER. Permits can be obtained now by the alarm user or alarm company online here: [www.crywolfservices.com/richmondca/](http://www.crywolfservices.com/richmondca/). Click on "new Users" for the permit application. The permit fee is \$30 for a two-year alarm permit. Renewals will be the same fee and term. A list of your newly installed, and newly cancelled alarm customers must be submitted on a monthly basis to [richmondca@publicsafetycorp.com](mailto:richmondca@publicsafetycorp.com).

## MID-CAL

Alarm  
Association



## MID CAL ALARM ASSOCIATION

Mike Tarin, President

- ♦ August 14..... Mid-Cal Meeting ..... Fresno
- ♦ November 4..... Mid-Cal Golf Tournament ..... Fresno

### 6th Annual MCAA Golf Tournament

♦ November 4, 2019

Plan on joining us on November 4, 2019 for the 6th Annual MCAA Golf Tournament in Fresno, CA to support law enforcement and the outreach program of the Mid-Cal Alarm Association. For information and sponsorship opportunities contact Vanessa Wood at [vanessa@matsonalarm.com](mailto:vanessa@matsonalarm.com).



## GOLDEN GATE ALARM ASSOCIATION

Paul Wassem, President

We are back up and going after a long hiatus. We have new blood in the association and are ready to start growing our local chapter. We cordially invite you to attend our next meeting for "FREE LUNCH"!!! We have a dynamite schedule this year focusing on how to better your business. We are always open to your input on the speakers you would like to see. For questions please reach out to Vice-President Deric Morrow 510-432-8130 [deric.morrow@jci.com](mailto:deric.morrow@jci.com)

### GGAA MEETINGS

Meetings to be held at Chevy's Fresh Mex, 141 Hickey Blvd, South San Francisco, CA 94080

- ♦ 5/2/19 – 11:30-1:30 – Accounting and Payroll
- ♦ 8/22/19 – 11:30-1:30 – Health Care and Benefits
- ♦ 11/7/19 – 11:30-1:30 – TBD (Focus on Market Impacts to Dealers)

For further information, contact the CAA at [info@caaonline.org](mailto:info@caaonline.org) or call 800-437-7658.



## INLAND EMPIRE ALARM ASSOCIATION

Jon McNamara, 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.

### IEAA MEETINGS

- ♦ June 6 ..... Riverside
- ♦ September 26.. Riverside
- ♦ November 7 ..... 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. All bay area meetings are in the same week so manufacturers should book their airfare now! That includes Golden Gate, Silicon Valley and East Bay Alarm Associations.



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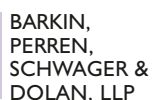




*Mark Simpson, President*

## SAAA MEETINGS

- ♦ April 24..... Total Monitoring Event Center .....Sacramento  
 ♦ August 21 ..... Total Monitoring Event Center .....Sacramento  
 ♦ December 12 ... Total Monitoring Event Center .....Sacramento



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*Ben Martinez, President*

**SVAA Meeting February 27.**

The Silicon Valley Alarm Association had our first meeting of the year that was well attended with our guest speaker Larry St John speaking to insurances and coverages that are needed for working in the state of California.



## SVAA MEETINGS

Our next meeting will be our Fire Forum on May ,1 2019 held at:  
Three Flames, 1547 Meridian Ave, San Jose, CA 95125  
5/1/19 – 11:30-1:30 – Fire Form

- ♦ **The Following two meetings will be held at:**  
 Bass Pro (Uncle Buck's Fish Bowl & Grill, 5160 Cherry Ave), San Jose, CA 95118  
 8/21/19 – 11:30-1:30 – Recruiting Panel  
 11/6/19 – 11:30-1:30 – State of Tech (George Demarco)

## SVAA Information

If you are not on our e-mail list, please contact Ben Martinez at (510) 750-0252 or [bmartinez@gcsmonitoring.com](mailto:bmartinez@gcsmonitoring.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.





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# GLASAA

Greater Los Angeles Security Alarm Association

David Michel, President

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

Please feel free to email me at [dmichel@valleyalarm.com](mailto:dmichel@valleyalarm.com).

## GLASAA Meetings and Events

Please visit our website at [www.glasaa.org](http://www.glasaa.org).

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**SECURITY ASSOCIATION**

Chris Kwast, President

## 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](mailto:hgonzalezreed@pd.sandiego.gov). If you have any questions, please contact Hilda Gonzalez Reed at [hgonzalezreed@pd.sandiego.gov](mailto:hgonzalezreed@pd.sandiego.gov) or 619-531-2247. Visit our website [www.sandiegosecurityassociation.org](http://www.sandiegosecurityassociation.org).



**GREATER VALLEY**  
**ALARM ASSOCIATION**

Joe Castro, President

Our meetings are held at Custom Electronic Supply, 1324 Dupont Court, Manteca 95336 and they 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](mailto:josephc@alarmwatch.com) for more information.

## GVAA MEETINGS

- ♦ June 13..... Custom Electronic Supply .....Manteca
- ♦ September 12.. Custom Electronic Supply .....Manteca
- ♦ December 12 ... Custom Electronic Supply .....Manteca



**REDWOOD**  
**ALARM ASSOCIATION**

## Thanks for Coming to our Spring Meeting – Next One is July 17!

The RAA wishes to extend a big thanks to everyone who came out to our spring meeting. We're especially grateful to Don Jones, Dispatch Manager for the Sonoma County Sheriff Dept. for updating us on all the alarm regulations.

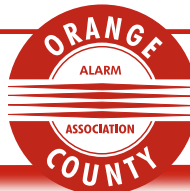
Our next meeting takes place Wednesday, July 17, 2019, from 11:30 a.m. to 1 p.m. at Chevy's Mexican Restaurant in Santa Rosa, Calif.

For questions about the association please contact Sean Cooke at [scooke@allguard-systems.com](mailto:scooke@allguard-systems.com) or 800-255-4273.

## RAA MEETINGS

- ♦ July 17 ..... Chevy's Mexican Restaurant .....Santa Rosa
- ♦ October 16 ..... Chevy's Mexican Restaurant .....Santa Rosa

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



**ORANGE COUNTY**  
**ALARM ASSOCIATION**

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[www.alarmassociation.org](http://www.alarmassociation.org)

## 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](http://www.irvinepd.org). The City also offers quarterly Alarm Awareness Classes to help defray the cost of false alarm fines.

For more information about OCAA activities, contact the OCAA office at 800-339-1420 or email [OCAAlarmAssoc@aol.com](mailto:OCAAlarmAssoc@aol.com). Visit our new website at [www.alarmassociation.org](http://www.alarmassociation.org) for meeting information and registration forms, training opportunities, members list and a whole lot more.



Dan Van Hart and Eric Fiorino, Vice President A.J. Kirkwood, with THE MIRROR at the WBFAA Annual Meeting.



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## TMA Launches Five Diamond Dealer Program

The Monitoring Association [TMA] today announces the introduction of its Five Diamond Dealer Program. An extension of its prestigious Five Diamond Designation, which is the standard of excellence for the monitoring industry, the new program provides the means for TMA Five Diamond-designated alarm companies to share the benefits of its designation with key dealers.

"TMA's Five Diamond designation is the benchmark for excellence for monitoring centers. Designees share a commitment to the highest levels of customer service, education, and standards," stated Ralph Sevinor, chair, TMA Five Diamond Committee. "We are pleased to offer this valuable new opportunity to dealers and monitoring companies with dealers whose level of commitment is aligned with the Five Diamond designation."

TMA President Ivan Spector, added, "TMA's mission has long been focused on advancing professionalism across the monitoring industry. With the addition of the Five Diamond Dealer program, TMA is positioning a new network of security dealers to be recognized for excellence in the services they provide and to, ultimately, achieve greater recognition and success."

Detailed program information, including eligibility, benefits, and application guidelines are available online. Visit [www.tma.us](http://www.tma.us) to learn more about TMA's education, networking, standards, and advocacy work.

## Deadline Approaching for Professional Dispatch Quality Award

The deadline is fast approaching for companies to compete for one of the security industry's most prestigious awards. The Professional Dispatch Quality award (PDQ) will be presented in June at the Electronic Security Expo (ESX) in Indianapolis.

"We are looking for companies that exemplify an all-out-effort to reduce false alarms by implementing Enhanced Call Confirmation (ECC) and other features known to reduce false alarm dispatches such as training customers and working closely with law enforcement," said Stan Martin, SIAC executive director. "This award is a great opportunity for recognition within the industry, in a firm's local community, and as an enhancement to employee morale, as well as, marketing."

Applications are being accepted in three categories: 1) Full-service integrators that have in-house monitoring. 2) Integrators that use a third-party monitoring service provider. 3) Contract monitoring providers that do not have any accounts they provide service for. The new simplified application can be found at [siacinc.org](http://siacinc.org). Deadline for submissions is April 30, 2019

## Monitoring Associations Dispute Google's Statement

Recent reporting by Business Insider, CNN Business and many other publications have highlighted the undisclosed, on-board microphone discovered in Google's Nest Guard Security Device—raising serious privacy concerns among consumers. The Monitoring Association (TMA) and the Electronic Security Association (ESA), trade associations representing professionals who install and monitor security and life safety technologies in homes and businesses, call into question the validity of Google's published statements concerning the use of microphones in security devices. According to TMA and ESA, statements such as, "security systems often include microphones to provide features that rely on sound sensing," misrepresent the vast majority of today's residential security systems installed throughout the country.

Since audio recording includes privacy and legal complexities, it's not extremely common in residential installations. Security professionals and integrators consult with customers and ensure all federal and state laws are abided by.

"Adding audio surveillance can certainly make for a more robust system," says ESA President, Chris Mosley. "We're seeing exciting advancements in the audio surveillance category, such as acoustic sensors and microphones that can help us detect gunfire or when voices become elevated that could indicate potential violence. However, sweeping statements to infer that residential systems commonly have this feature are simply not accurate."

"Security systems are now an important part of the customer home experience in that we can integrate with audio assistance," says Ivan Spector, TMA President. "However professionally installed and monitored security systems are not designed to record data and conversations unbeknownst to our customers."

According to both associations, adding microphones and audio capabilities to security systems adds another level of precaution that must be taken to install the system in a way that protects the privacy of the consumer.

Visit [www.tma.us](http://www.tma.us) to learn more about The Monitoring Association or to find an ESA security professional in your area, visit [www.alarm.org](http://www.alarm.org).

## ESX Opens Registration for 2019 Event

Electronic Security Expo (ESX) 2019 registration is now open for electronic security and life safety industry professionals. The joint trade show and educational conference, owned by the Electronic Security Association (ESA) and The Monitoring Association (TMA), is set for June 3-6, 2019 in Indianapolis, IN. ESX is designed to provide passionate professionals a unique forum in which to learn about the latest technology innovations; acquire proven business strategies; gain new insights based on best practices; and connect with peers to grow a trusted network.

In addition to the expo experience, four tracks of education sessions held throughout the week deliver practical and strategic advice on how to run, grow, and maximize business operations — as well as thought-provoking discussions aimed at challenging attendees to rethink the future. Topics covered range from sales optimization and marketing to how to implement the newest technologies in monitoring centers.

Preview the full schedule of education and events — as well as a list of exhibitors — and register online at [esxweb.com/register](http://esxweb.com/register). Early-bird rates available until April 19.

## ADS Acquires Accounts

ADS Security (ADS), a regional security and automation company headquartered in Nashville, TN, has acquired the customer accounts of Security Specialists in Lexington, SC. ADS will service the new customer accounts out of its Columbia, South Carolina branch. Security Specialists' owner, John Kerce, and his team will be joining ADS Security. "Security Specialists is a great company and we are very fortunate to have John and his team joining ADS Security. Together, we will be able to provide better security to more homes and businesses in the Columbia area," said John Cerasuolo, ADS President and CEO.

## National Training School

ESA's National Training Schools courses and CEU programs are designed to help electronic security and life safety professionals advance in easily accessible and robust ways. With a focus on real world training, skills learned can be immediately put to use in the workplace. ESA has 18 new continuing education courses for its National Training School. Courses are available now and will help students maintain certifications and licenses. Topics include networking, basic mathematics, science, project management, customer service and more. ESA members have access to exclusive rates on all National Training School courses. For more information visit [www.esaweb.org](http://www.esaweb.org).



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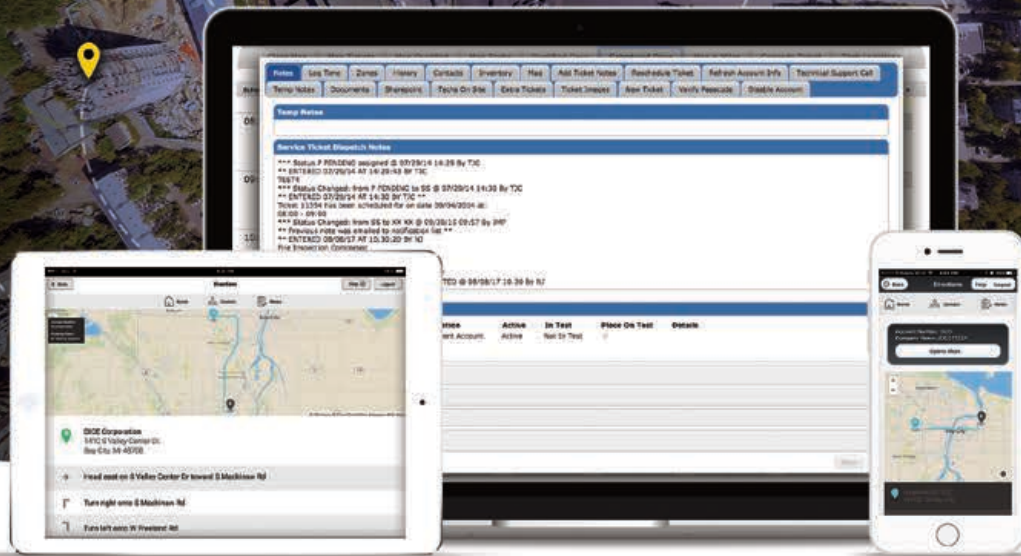
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### OBFAA Membership

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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Join us at the NSA Public Safety Luncheon during ISC West to see who our next Youth Scholarship winners will be!

NSA's March meeting was all about communication. Our guest speakers were from LVMPD 9-1-1 Center. Lots of great Q & A so that our members and law enforcement can work more effectively together. Thanks to our Vendor Spotlight at the meeting: Nicola Oakie of NMC.

### SEE YOU AT ISC-WEST!

NSA has NEW General meeting DATE: 3rd Wednesdays, NEW TIME: 5:30pm; NEW LOCATION: Pub 365 at The Tuscany Suites & Casino, 255 E. Flamingo Rd, Las Vegas.

### NSA's UPCOMING EVENTS:

April 9- AIREF Golf - Las Vegas National Golf Course

April 9- ISC's Got Talent Welcome Reception -

Rockhouse at the Venetian, Las Vegas

April 10- CAA Leadership Breakfast - Venetian Ballroom off ISC Expo floor

April 11- NSA Public Safety Luncheon -

Venetian Ballroom off ISC Expo floor

May 15 - NSA General Meeting - Pub 365 at Tuscany, Las Vegas

Contact NSA for opportunities to sponsor and attend these great events.



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### Join us at our Next General meeting:

DATE: April 17

TIME: Noon

GUEST SPEAKER: Dave Sylvester of Davis Mergers & Acquisitions. Industry expert and former President at Assa Abloy and Ingersoll Rand Security Technologies, Dave will speak about how to get your company ready for mergers & acquisitions.

LOCATION: Hacienda Restaurant, 4100 E. Mexico Ave, Denver, CO



*CBFAA Board of Directors thanked special guest speaker Chuck Davis for his presentation on cyber security.*

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### 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](http://www.esaweb.org).

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## WBFAA UATC Apprentice Enrollment for Fall Semester Class Open

Member companies can register new apprentices anytime. If you will be hiring new apprentices or technicians, member companies are encouraged to send job postings to [info@wbfaa.net](mailto:info@wbfaa.net) and we will send to our list of qualified prospects. The WBFAA UATC is open to member companies of the CAA or CAFAA who require having registered apprentices with the State of California. Call the WBFAA UATC at 800-809-0280 if you are interested in joining.

### 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](http://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](http://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](mailto:info@wbfaa.net).

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### 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](http://www.wbfaa.net) or [www.wbfaatrainning.net](http://www.wbfaatrainning.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](http://www.wbfaa.net) or call the WBFAA UATC at 800-809-0280.

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Send your events to CAA Mirror: [info@caaonline.org](mailto:info@caaonline.org)

April 3 .....	Mid-Cal Meeting .....	Fresno
April 9 .....	AIREF Golf at ISC West .....	Las Vegas
April 9 .....	ISC's Got Talent .....	Las Vegas
April 10-12 .....	ISC West .....	Las Vegas
April 10 .....	CAA Leadership Breakfast .....	Las Vegas
April 11 .....	NSA Public Safety Luncheon .....	Las Vegas
April 24 .....	SAAA Video Forum .....	Sacramento
April 30 .....	EBAA General Meeting .....	Emeryville
May 1 .....	SVAA General Meeting .....	San Jose
May 2 .....	GGAA General Meeting .....	S. San Francisco
July 17 .....	RAA General Meeting .....	Santa Rosa
August 14 .....	Mid-Cal Meeting .....	Fresno
August 20 .....	EBAA General Meeting .....	Emeryville
August 21 .....	SVAA General Meeting .....	San Jose
August 21 .....	SAAA Industry Trends .....	Sacramento
August 22 .....	GGAA General Meeting .....	S. San Francisco
September 19 .....	SAAA Fire Forum .....	Sacramento
October 16 .....	RAA General Meeting .....	Santa Rosa
November 4 .....	MCAA Golf Tournament .....	Fresno
November 5 .....	EBAA General Meeting .....	Emeryville
November 6 .....	SVAA General Meeting .....	San Jose
November 7 .....	GGAA General Meeting .....	S. San Francisco
December 12 .....	SAAA Holiday Party .....	Sacramento

## CAA CONVENTIONS

2019 ....	May 15 – May 18 .....	Hilton Palm Springs
2019 ....	December 4 – December 7 .....	Fairmont San Francisco
2020 ....	May 13 – May 16 .....	Hilton Palm Springs
2020 ....	December 2 – December 5 .....	Fairmont San Francisco
2021 ....	May 12 – May 15 .....	Hilton Palm Springs
2021 ....	December 1 – December 4 .....	Fairmont San Francisco

## INDUSTRY EVENTS

### ISC West 2019

April 10-12, 2019  
Las Vegas, NV



### AFAA 2019 Annual Meeting and Codes Conference

May 14-16, 2019  
Orlando, FL  
[www.afa.org](http://www.afa.org)



### CAA Western States Security Conference

May 15-18, 2019  
Palm Springs, CA  
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### ESX 2019

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