

# THE MIRROR

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



Members of the California Alarm Association and their legislative advocates delivered THE MIRROR and the concerns of the electronic security industry to legislators in Sacramento during a recent visit.



## ISC West Rescheduled to July 20-22

**Message from ISC West:** We at ISC West want to express our concern for everyone impacted by the COVID-19 coronavirus. Based on our close monitoring of ongoing developments with the virus, recent reports from public health officials and extensive consultation with our partners in the global security community, ISC West, originally scheduled to be held March 17-20, will now occur July 20-22 at the Sands Expo Center in Las Vegas.

We take pride in offering vital business opportunities to our customers, including networking, education and access to new products and technologies, and commit ourselves to making July's ISC West 2020 event live up to high standards.

Over the coming weeks, along with ISC West's Premier Sponsor SIA - we will continue to serve the industry, creating ways to connect, collaborate and keep our world moving during this difficult period. Commenting on the announcement, Will Wise,

Group VP - Reed Exhibitions, said, "This is not a decision we have taken lightly; our customers, partners and staff have worked diligently to create an ISC West experience for the industry across converged security innovations, public safety best practices and strong community collaboration. It is imperative that we maintain our commitment to prioritize the health and safety of everyone involved with ISC West. Reed Exhibitions would like to express sincere gratitude to all exhibitors, partners, attendees, suppliers, media and staff, in addition to our Premier Sponsor SIA, for their support and communications during this challenging time and we look forward to welcoming the global security and public safety community to Las Vegas in July."

In addition to ISC West, now occurring in July at the Sands Expo Center in Las Vegas, ISC East will occur as scheduled November 18-19 at the Javits Center in New York City, along with Premier Sponsor SIA and in partnership with ASIS NYC.

**Mark Your Calendar:** The Greater Los Angeles Security Alarm Association **SCHOLARSHIP PRESENTATION DINNER** will be held June 16, 2020 at the Los Angeles Police Academy 5:30 p.m. Winners of the annual scholarship for children of law enforcement and fire service will be present. RSVP to 800-437-7658 or [info@caaonline.org](mailto:info@caaonline.org).

## SIAC's Glen Mowrey Receives NCACP Award

The North Carolina Association of Chiefs of Police (NCACP) honored SIAC's (Security Industry Alarm Coalition) Glen Mowrey with their Outstanding Partnership Award. In addition to his role with SIAC, Mowrey is a retired Deputy Police Chief of the Charlotte-Mecklenburg Police Department. This award is presented at NCACP's annual training conference to those who assist the association and has a great impact on advancing the law enforcement industry.

*Mowrey Award, continued on page 3*

*John Letteney (3rd VP, IACP), Glen Mowrey (SIAC), Bill Hollingsed (Ex. Dir. NCACP)*



**All events noted in this issue of THE MIRROR are current at the time of publication but are pending due to the national situation, and will be verified as the year progresses. Please contact your local associations for current information. We will keep you updated as much as possible.**

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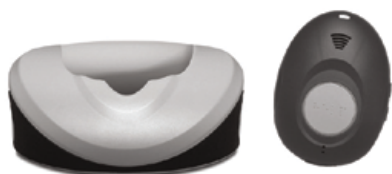


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# PRESIDENT'S MESSAGE

Dear CAA Membership,

As we have all experienced, the Coronavirus situation is constantly changing, with new information coming in daily. The CAA board and Executive committee has been staying on top of all local, State, and Federal developments. The CAA is committed to working for the health and safety of the membership and the industry.

We are posting daily updates on our website under the Legislative News tab and encourage you to visit it regularly. This includes statements from the State of California, Department of Homeland Security, UL, CAFAA and many other sources. In addition, we are sending advisories and updates to our members and the broader industry as needed.

One issue we addressed was the designation of "essential workers" which allows the staff of alarm companies to continue to monitor, maintain, and service the public safety and security needs of our clients. The CAA Government Affairs Committee worked closely with local and state agencies, as well as joining with SIA, TMA and ESA to address the issue on the Federal level.

I am thankful we have the CAA as well as our sister organizations on the local, state and national level. It allows us to work together to preserve and protect our industry during these extraordinary times. From the local public safety agency to The White House, the concerns of the electronic security industry and our customers have an advocate in the professional trade associations.

I expect this pandemic will pass. I know you are taking prudent steps to protect yourself, your staff and your families, and I look forward to seeing you in the near future.

Sincerely,

Tim Westphal  
CAA President



By Tim Westphal

## Mowrey Award, continued from page 1

"Glen has a keen interest in seeing his home state succeed," said Bill Hollingsed, NCACP Executive Director. "Glen has chaired and coordinated the alarm committee and has helped implement alarm ordinances in cities and counties throughout North Carolina. But it's not just here. Glen's impact spreads nationwide with his ability to effectively help agencies reduce false dispatches. In essence, Glen adds manpower to departments by allowing them to spend time on other police matters."

"This lifetime achievement award comes from Glen's tireless commitment to law enforcement in North Carolina and far beyond," said Sarah Pozos, Executive Director of the Charlotte-Mecklenburg Police Foundation. "Glen's positive impact on our law enforcement officers and our communities is incredible."

"Glen's passion for our industry is recognized across the country," said Stan Martin, Executive Director of SIAC. "We are thrilled Glen received this award from the NCACP. He truly is an outstanding partner to many in our industry. Being a former deputy police chief, Glen has the

unique ability to effectively communicate with agencies and municipal elected officials about the benefits of our model alarm ordinance."

SIAC represents one voice for the electronic security industry on alarm management issues –communicating solutions and enhancing relationships with law enforcement. For more information, go to [www.SIACinc.org](http://www.SIACinc.org), [www.siacinc.wordpress.com](http://www.siacinc.wordpress.com), or follow us on [www.twitter.com/siacinc](http://www.twitter.com/siacinc).

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## LEGISLATIVE WATCH

### \*PAC ALERT\*

## \$30,000 GOAL FOR 2020

*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.

### 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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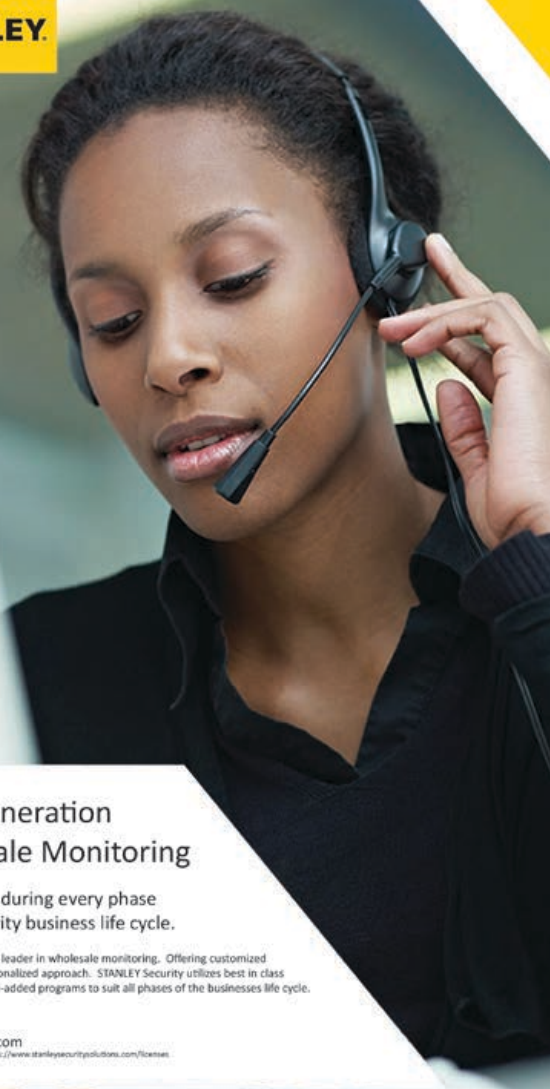
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### Upcoming Events

- 2020 Annual Breakfast (held at NFPA Conference), Orlando, FL, June 16, 2020



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# Projecting Excitement Pays Dividends



By Harvey Eisenstadt

Informative and effective presentations are critical to sales success. Understanding and efficiently delivering the value and benefits of your product or service, in your presentation to your prospect, is unquestionably a major step on that road to success. Salespeople must remember that prospects are the recipients of many presentations from other salespeople with similar products or services and a similar narrative to accompany that presentation. At the outset the prospect is hearing the same story that they have heard from many other presentations.

So, what must a salesperson do to prevent their presentation from falling into this pothole? It begins with the critical step of preparation prior to the presentation. This commences with the salesperson recognizing that they must identify that which will differentiate them from their competition, as so clearly explained in my recently released book "Why Should They Buy from Me?" To achieve this difference, salespeople must identify their personal selling skills, find the tools and knowledge to strengthen them and learn how to effectively and

successfully employ them. In addition to these three critical steps, to successfully win over the prospect there is one more stimulating action they must employ. That action is the projection of excitement.

Excitement must be conspicuously present from the salespersons opening comments, immediately delivering some of the benefits of their product or service, progressing to the closing sequence. Excitement generates energy while delivering a message that the prospect interprets as the salesperson's own enthusiasm and belief in their product or service. Messages communicating this excitement and significance are contagious, developing into the initial steps of moving the prospect over to the salesperson's side. Think of excitement as your body language delivering your message to the prospect.

Exercising excitement in your presentations is not a difficult task but one which requires constant practice. Simply allow the tone and volume of your voice to rise and fall in a gentle and polite way. Do not speak too fast or for that matter too slowly. Speak at a normal, easy to understand speed so that all your words are clear and understood. Stay away from ambiguity and always look happy with a smile or pleasant facial expression, most importantly when you are talking about the benefits and value of your product or service.

Remember that successful selling is the result of building confidence with the prospect. Salespeople must never forget that excitement is contagious, so exercising excitement during your presentation will bring the prospect closer to you and is extremely influential as a confidence builder. Successful salespeople have learned that much of their success is achieved as a result of the prospect recognizing and experiencing the same excitement projected by the salesperson while they are delivering the benefits and value of their products or services.

*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*



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**COPS MONITORING** announced the promotions of Michele Beckett to Vice President of Accounting, and Nicole Black to Vice President of Finance to strengthen its accounting and finance teams. In her role as VP of Accounting, Beckett is responsible for budgeting, forecasting, billing, cash management, accounts payable, and financial reporting. As VP of Finance, Black will focus on financial compliance and Human Resource functions, while expanding in the areas of analytical tax and reporting compliance. "The contributions Michele, Nicole, and their respective departments make are instrumental to successfully executing the complex financial matters associated with our strength and continued growth," said Jim McMullen, President of COPS Monitoring. "As we approach a thousand employees across six locations and 4 million monitored accounts, their roles managing our financial affairs will be vital in our infrastructure to deliver the exceptional service for which COPS has become widely known." Visit [copsmonitoring.com](http://copsmonitoring.com).

**SNAPAV** has appointed Jana Sherer as Business Development Manager for the Security Market. The former National Account Director for Interlogix will implement initiatives designed to support SnapAV's increased focus on the security market. Sherer will help SnapAV develop and implement initiatives to help the company better serve security integrators. "With her track record of success and years of experience, we're confident Jana will help us identify and implement new products and services for our dealers to help them grow their business and take advantage of emerging opportunities in the security market," said Clint Choate, SnapAV's Security Market Director. Additional information about SnapAV and its products can be found at [www.snapav.com](http://www.snapav.com).

**JOHNSON CONTROLS** introduces the Tyco HD Encoder, an ideal solution that allows high definition (HD) and standard definition (SD) analog cameras to function within an evolving IP infrastructure. The product is supported by exacqVision, American Dynamics and VideoEdge. Available in one-and four-channel options, the Tyco HD Encoder allows users in networked environments to retain HD and SD cameras while adding IP cameras over time. Encoder hardware adapts analog video to be sent over IP networks, helping CCTV systems upgrade to a modern IP video surveillance organization. Tyco provides network video recorders and video management systems from American Dynamics and Exacq, offering a fully integrated video system. Contact your local sales representative for more information.

**JOHNSON CONTROLS** has added to its Illustra Pro camera family with the Illustra Pro Gen3 Bullet, featuring new Smart Wide Dynamic Range that optimizes video quality while minimizing configuration time. Available with standard or telephoto lens and in megapixel resolutions of 3MP and 4K, the Pro Gen3 Bullet provides a selection of video images to match their operational requirements in both medium and large-sized facilities. "The smart technology embedded in our latest generation of Illustra Pro cameras automates picture tuning and ensures that what you see is always dynamically optimized even in changing scenes and lighting conditions," said Ric Wilton, director of product management for Illustra. For more information, please visit [www.johnsoncontrols.com](http://www.johnsoncontrols.com).

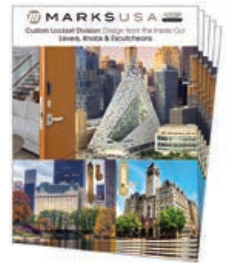
**CONTINENTAL ACCESS**, a division of **NAPCO SECURITY TECHNOLOGIES**, welcomed new Midwest Regional Sales Manager, Rob Etmans. Rob comes to Continental after years of working for one of Continental's integration partners in the Wisconsin area and has real-world solid experience selling, installing and servicing Continental products. Continental Sales Director, Ron Kandcer said, "We are excited about what Rob can do to help our partners grow. Rob will be reaching out to all of our partners in the Midwest to introduce himself and



to begin a new chapter of sales support for each of you." Rob is skilled in system design, estimating & project management, local and regional building codes, and has a strong engineering and IT background. Feel free to contact Rob Etmans, Regional Sales Manager, based in Racine, WI, for assistance with new product introductions, technology selection or bids, in MN, KS, WI, IL, ID, IO, MO, NE, ND, SD, OH, KY, MI, at [retmans@cicaccess.com](mailto:retmans@cicaccess.com) or cell 631-793-4636 or Continental Access at 1.800.645.9445, [www.cicaccess.com](http://www.cicaccess.com)

## **MARKS USA, a division of NAPCO SECURITY TECHNOLOGIES,**

announced the release of their new 2020 Custom Lockset Catalog which includes over 250 Marks USA custom levers, knobs & escutcheons, standard and custom design decorative locksets. Also featured are ArchiTech® Designer Series Network® Locksets, customizable with over 300 trims and finishes, with Bluetooth LE and iLock App support. Marks USA are backed by the industry's only Lifetime Mechanical Warranty. Marks 2020 Custom Lockset Catalog is available to download at [www.marksusa.com](http://www.marksusa.com) or contact our friendly Marks customer service at 800-645-9445; specify Catalog no. A768.



## **NAPCO SECURITY TECHNOLOGIES, INC.,**

introduced a new full-line brochure on its class-leading StarLink® Cellular Solutions for commercial fire, connected business/home and intrusion alarm applications. StarLink Full Line Brochure (A766), is downloadable online, and contains specs and ordering info. on all StarLink models & accessories, StarLink, StarLink Connect, StarLink Connect DL, StarLink Fire, including new signal strength tester tool and optional Omni-Series™ extended indoor/outdoor antennae. Ask for StarLink cellular at your local distributor, or local Sales Representative or Napco Customer Service or at 800-645-9445.



**NAPCO SECURITY TECHNOLOGIES** announced the availability of its award-winning iSecure® Complete Cellular Alarm Systems, at distributors nationwide. iSecure is designed to help add more residential accounts and new RMR, while offering the professional-grade security systems, remote Smart App and notification alerts consumers want. For speediest setup, iSecure is uniquely installable in about an hour, programmable using any smart phone/tablet and a cloud-based portal with drop-down menus. A full line of professional accessories is also available including wireless CO, smoke, heat detectors, video cameras & doorbell, extra plug-in siren with strobe and the iSecure Takeover Module, eliminates rewiring or replacing installed sensors, and more. Ask your local distributor, your local Sales Representative or Napco Customer Service or at 800-645-9445 or visit [www.iseccurealarms.com](http://www.iseccurealarms.com). For free local training classes consult our training schedule [www.napcosecurity.com/seminars](http://www.napcosecurity.com/seminars).

The **CONTINENTAL ACCESS DIVISION** of **NAPCO** announced the debut of its new CA4K Access Manager App, now available on iTunes® and Google Play®, for use with any smart device. The new CA4K Access Manager App adds another level of convenient intuitive mobile control to Continental Access' flagship CA4K Enterprise Integrated Access Control Software (v1.1 or higher), which also supports push notifications (or emails) in the event of an emergency, threat level escalation or lockdown events (shown). The App acts as a Virtual Enterprise Workstation in every Security Manager's pocket, on any smart device, and provides easy effective management of threat levels, lockdown, status and personnel; also controlling all doors (1-32,000), wireless PIN/Prox locks, elevators & entryways, including their global or APB-area(s) lock down.

*Associates News, continued on page 12*



**Dynamark** ALWAYS INNOVATING  
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## Events In The News

### ISC West Rescheduled to July 20-22

We at ISC West want to express our concern for everyone impacted by the COVID-19 coronavirus. Based on our close monitoring of ongoing developments with the virus, recent reports from public health officials and extensive consultation with our partners in the global security community, ISC West, originally to be held March 17-20, will now occur will now occur on July 20-22 at the Sands Expo Center in Las Vegas.

### SIA Meetings Postponed

The Security Industry Association (SIA) will be rescheduling committee meetings, events and other gatherings around the ISC show, and will alert members and attendees as soon as the new dates, times and locations of these SIA events are known.

### PSA Postpones TEC Event Due to Coronavirus Pandemic

We take pride in offering vital business opportunities to our customers, including networking, education and access to new products and technologies, and commit ourselves to making July's ISC West 2020 event live up to high standards. Over the coming weeks, along with ISC West's Premier Sponsor SIA – we will continue to serve the industry, creating ways to connect, collaborate and keep our world moving during this difficult period.

**ACT365**  
DO IT ALL FROM ANYWHERE.

ACT365 by Vanderbilt is a complete, cloud-based access control and video management solution that enables you to manage your security system from anywhere – at any time. With ACT365 you can watch video footage, disable a user or open a door and more – from any device from a PC, Laptop or Smart Phone.

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CAA Government Affairs Chair Shane Clary, CAA President Tim Westphal and Holly Borgmann of ADT visited with Assemblywoman Rebecca Bauer Kahan and staff at the California State Capitol.

The CA4K App itself also enables logged access via a customizable list of approved entry-points without a physical credential –Ideal for schools, universities, hospitals, commercial- and multi-tenant residential buildings- For information visit [www.cicaccess.com](http://www.cicaccess.com) or visit us this March at ISC West Las Vegas, Napco Booth 12043.

**NAPCO SECURITY SYSTEMS** introduced a brand new version of its Full Line Catalog of Professional Security Solutions, including the StarLink® Cellular Communications of AT&T and Verizon LTE networks, Gemini® & GEMC-Series® Residential & Commercial Systems, Firewolf® & FireLink Fire Alarms & Devices, iBridge® & iSecure® Connected Security Systems and new Tech, Video & Access Control Add-ons. Downloadable and in print, the all-new Napco Catalog features comprehensive content on our newest labor-saving, advanced technologies, on the growing Napco product lines, plus quick dealer insights and/or shared best practice tips. For easy product selection, several new model-by-model matrices, Pak configuration comparisons & System-Builder tools are also featured. It can be downloaded online from the Napco Website's Marketing Library Resource, or Tech Support Docs section and requested from any Napco Regional Salesperson, Distributor or Napco Customer Service at 800-645-9445 (part no. A402N).

**DMP's** new 7463 Network Thinline Keypad gives you the advantage of saving money by easily plugging into the existing IP network. "There



are often requests from dealers for a network-connected keypad for applications where network drops are readily available," says Brian Crouse, product manager for DMP's Wireless & Keypads. "All you need to do is find your network drop, install and program the keypad to talk to the XR Series panel and you're

done." For more information, contact Mark Hillenburg at [MHillenburg@DMP.com](mailto:MHillenburg@DMP.com) or visit [DMP.com](http://DMP.com).

For your customers who service banks, here's an affordable way you can bring ATM vestibule access control to their facilities. **DMP's** new 734B Bin Code Access Control Module, it installs just like any of DMP's access control modules. In combination with a magstripe reader, the 734B allows banks to restrict access into their ATM vestibules and lobbies only to their customers with valid bank cards. With the 734B, you can program a single Bank Identification Number (BIN) into the panel and use that as your basis for access control. To



control access, the module processes the bank card's BIN that can be up to eight digits long. "The 734 provides the interface between the reader and the panel," explains DMP's Corporate Trainer Adam Barton. "You're free to use any ABA Track 2 magstripe reader that's readily available." For more information, contact Mark Hillenburg at [MHillenburg@DMP.com](mailto:MHillenburg@DMP.com) or visit [DMP.com](http://DMP.com).



**DMP's Dealer Admin** continues to expand with features and tools automatically available to Dealer Admin users at no charge. With Dealer Admin, making

programming changes to your global database — or just to a group of panels has never been easier. With the new features available in Dealer Admin Version 2.23, there is no cost and very little time required. The new Mass Programming Dashboard allows you to make necessary changes, apply them to the desired systems and send the changes to all selected systems. On the Mass Programming Dashboard, check the status of your programming changes to see when they're complete. Mass Programming applies to XTLtouch/XTLplus, XT30/XT50 Series, as well as the XR150/XR550 Series panels. For more information, contact Mark Hillenburg at [MHillenburg@DMP.com](mailto:MHillenburg@DMP.com) or visit [DMP.com](http://DMP.com).



For any access control job up to 96 doors, streamline your installations by centralizing the power supply and access control modules, all in one secure enclosure. **DMP's** expanded line of access enclosures gives you multiple access system options to meet your applications, allowing multiple DMP access control modules and power supply, all together in one place. "This is something our dealers have requested, and we're excited to deliver," says Brad Tucker, vice president of product management and support for DMP. "They'll

have the ability to replace several enclosures with just one — everything is centralized in one place, making installations go more quickly, with less wall space taken up." For more information, contact Mark Hillenburg at [MHillenburg@DMP.com](mailto:MHillenburg@DMP.com) or visit [DMP.com](http://DMP.com).

**DMP** is releasing a line of FirstNet certified and compatible alarm communication radios that will work directly with AT&T FirstNet. With the new communicator, DMP XR and XT Series panels are the first to be available for use on FirstNet. FirstNet is the nationwide wireless public safety broadband network that has been established by the Federal Communications Commission, which hired AT&T to deploy it with \$40 billion of planned investment. Creating the designated FirstNet band ensures emergency personnel will always have the reliable and highly secure connection they need for critical information in responding to incidents. "With the network's First Priority on Band 14 and AT&T existing LTE, first responders are always on, always first in line," says Mark Hillenburg, vice president of Marketing at DMP. For more information on becoming a certified FirstNet user, contact TMA at [TMA.com](http://TMA.com) or 703-242-4670.

**DMP** has named Richard "Rich" Villafane as its new Regional Training Manager for the Mid-South/Southeast territory which includes Kentucky, Tennessee, Alabama, Georgia, South Carolina and Northwest Florida. In this role, Richard will wield his DMP product expertise to develop installation and programming specialists with DMP dealers throughout the territory. Director of Field Technical Training, Tim Nissen, comments, "Rich has an extensive background in the security industry. That experience, along with his military background, will serve DMP dealers with a high level of professionalism and technical expertise." Richard has over 37 years of experience in the security industry and 22 years of service in the Army Reserve. Rich holds certifications in intrusion, video and access control platforms and a low-voltage license in Georgia. Richard can be reached at 800-641-4282 x 599 or [RVillafane@DMP.com](mailto:RVillafane@DMP.com).

**DMP** is addressing many new privacy laws going into effect addressing California's Senate Bill 327, which became a statewide law on January 1 as did Oregon's House Bill 2395. To address cybersecurity laws, DMP has released new firmware updates for its family of control panels. DMP control panels now have random installer codes for compliance and tighter IOT privacy regulations. With its latest control panel firmware release, DMP is providing a new means of authentication. Panels ship with a unique four- to five-digit pre-programmed installer code printed on the serial number label in parentheses just to the right of the serial number. The code will allow the installer access to the panel, just like the standard Default User Code has previously. If you have any questions, please contact DMP Inside Sales at 877-757-4367 or at [InsideSales@DMP.com](mailto:InsideSales@DMP.com).

**DMP** announced the expansion of its West Coast sales leadership team with the promotion of Jeff Spatz to director of sales, West. Spatz joined DMP in 2019 as the dealer development manager (DDM) for the company's Los Angeles region, then the Southern California territory. "Jeff is a genuine leader," says Jim Hawthorne, DMP executive director of sales. "As one who leads by example, he is a respected and trusted mentor among his peers, team and customers." As DMP's director of sales, West, Spatz will lead a six-member sales team with territories including Southern California, Los Angeles, Central California, Northern California, Southwest and Northwest. Contact Spatz at 800-641-4282 x 5142 or [JSpatz@DMP.com](mailto:JSpatz@DMP.com).



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By Tony Smith

### Business As Usual: Going Virtual And Maintaining Business Continuity

#### PRESIDENT DECLARES U.S. NATIONAL EMERGENCY FOR PANDEMIC

What is your company doing? Cancellations, postponements and reschedules of many industry gatherings are currently in process and there is no end in sight as the Covid-19 virus spreads throughout the country. Amid concerns over the Coronavirus outbreak in the U.S., it's important to remember, most who become infected recover from the illness. The World Health Organization says those who become infected generally experience mild illness and recover in about two weeks.

It is mid-March as I pen this article, and the ISC-West show has been postponed until July 19-22, 2020. Many of us had planned to be in Las Vegas this coming week, but we should now make every effort to be there in July if the virus is in remission. Reed Expositions, and their primary sponsor SIA, have been planning a big show for us and this postponement is going to be very expensive for them and the many hotels where we have had to cancel reservations. Those who registered their rooms through ISC will likely find that they have already received a credit to their credit card for the room. I have, and ISC deserves a big hand (not a handshake!) for the very professional way they have dealt with this problem. We will be there in July and hope to see many of you there as well.

#### Digital Monitoring Products (DMP) GOES VIRTUAL FOR THE ISC SHOW!

We spoke with Mark Nesmith, Vice President of Sales for DMP, and asked him how they are handling their disappointment with the ISC postponement. Like all of us (I hope all of us), Mark said, "they have quickly initiated a NO HANDSHAKE and NO TOUCH policy throughout the company." Mark

stated further that "if any member of our team has any indication of illness, they are grounded. The one aspect that we feel is critical for our country's long-term health is to maintain cautious normalcy to avoid a self-fulfilling prophecy of economic depression."

The DMP virtual plan is to bring the Show to the customer by hosting 6 live broadcasts over the same three days that would have been the show. This is their virtual roadshow that will allow the customer to review DMP's new products and services along with a panel of DMP personnel in the safety and comfort of their offices. Mark emphasized that field sales and training staff would continue their regular visits to customer sites because business cannot just hide until the all clear is sounded. However, there are significant savings to be gained if they are not sending a crew and equipment to a show, and they have demonstrated that with this creative solution to the problem.

#### BANKING CRISIS CONTINUES UNABATED!

Security Funding Associates is in the planning stage for a series of moderated virtual meetings to discuss the current banking crisis in the industry. The intent of these webinars will be to discuss the causes and effects of the crisis, and to deliver solutions to at least some of those companies that have been severely impacted.

Monitronics/Brinks is in the process of restructuring and is expected to come out of bankruptcy after a significant capital infusion. Rumors continue to circulate that personnel from Safe Home may be indicted after their financing was pulled. Select Security continues to seek new capital after their bank funding was frozen. The business of buying alarm accounts for inflated pricing is imploding as we speak. Attrition for these companies, and for a number of others, has been out of control. Well over half of the banks that fund our industry have rejected this irrational exuberance and are dramatically changing their lending criteria. Expectations are that this retrenchment could last as long as a couple of years.

*Tony Smith is President of Security Funding Associates, past President of the CAA and member of the ESA Board. He is a licensed California alarm dealer, and member of TMA. He may be reached at (626) 795-9199 or tsmith@securityfundingsolutions.com*

## COPS Monitoring Delivers Uninterrupted Services Through Nashville Tornado

COPS Monitoring announced today that monitoring services continued without interruption despite the loss of both power and communications at its Tennessee monitoring center as a result of the Nashville tornado. In the early morning hours of March 3, 2020, powerful storms ripped through Middle Tennessee spawning tornadoes, killing at least 25 people, and knocking out power and communications to an estimated 45,000 Nashville business and residents.

Barely a mile outside the path of destruction carved by the tornado, COPS Monitoring's UL Listed monitoring center in Nashville was spared any physical damage. The site lost electricity and continued to operate on its own generator power, but it also lost all three carrier-diverse redundant communication paths and the ability to respond to alarms for approximately 9 hours.

However, because COPS operate a network of six monitoring locations consisting of multiple layers of redundant technology and diversified staffing, its ability to provide monitoring services to alarms continued without interruption. "During the unexpected temporary loss of our Tennessee site, alarms and calls continued to be handled by our other five sites," explained Jim McMullen. "Furthermore, our overall active staff was impacted by less than 16%. We were able to absorb the staffing reduction and increased alarm traffic resulting from the violent weather in the short-term by altering break schedules of people already on shift at our other monitoring centers."

"Opening a redundant site was a very small initial step in the right direction," continued McMullen. "It certainly solved some technological challenges by giving us more than a single place to deliver calls and alarms in the event of a site failure. With a clear understanding that two monitoring locations was not enough to provide the needed workforce to maintain desired service levels to protect lives and property, COPS set out on a path to continually enhance its technology and staffing redundancy and now operates the industry's largest network of six UL Listed monitoring stations."

The combination of multiple sites, redundant technology, and distributive staffing means COPS Monitoring has the most comprehensive redundancy in the industry, and the unparalleled ability to withstand unexpected events, such as this devastating tornado.

#### HOW YOU CAN HELP:

*Though the storm is over, the work helping those affected has just begun. If you would like to donate through the Red Cross, you can text Red Cross to 90999 and make a \$10 donation. You can also donate online at: <https://www.redcross.org/local/tennessee/ways-to-donate.html>*





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## Where in the World Is THE MIRROR?

*Are you travelling with THE MIRROR? Paris? London? Chicago? Take a photo and email it to [info@caaonline.org](mailto:info@caaonline.org) with description and identification.*



*THE MIRROR was delivered to the Sacramento offices of CAA legislative advocate Edelstein Gilbert Robson & Smith.*



*Hal Lewis of Alarms Unlimited took the last lift to carry THE MIRROR to the peaks in Park City.*

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*Denis Cooke, President*





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The number of use cases is almost limitless, and provides alarm dealers with another source of revenue — perfect for those looking to increase the number of connected devices to supplement their traditional security monitoring business.

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*Matt Kruger, 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).

The San Diego Police Department Permits Division reminds all alarm companies that they are required to have a valid alarm permit for the premise being installed, prior to the installation of an intrusion or fire system. The alarm company is responsible for obtaining or verifying the existence of an existing alarm permit for the premise. For information please contact SDPD Permits Division – Frank Dragula 619-531-2364 [Fdragula@pd.sandiego.gov](mailto:Fdragula@pd.sandiego.gov)



*William Wilson, 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. *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.*



*Shane Clary of Bay Alarm provided updates on current fire code and the WBFAA Apprentice Training Program during the IEAA meeting.*



P.O. Box 2149, Newport Beach, CA 92659  
800-339-1420  
[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.



*IEAA President William Watson was serenaded with a happy birthday song at the IEAA meeting.*





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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).



## EAST BAY ALARM ASSOCIATION

*Mike Salk, EBAA President / CAA Vice President NorCal*

### EBAA Meetings

For questions please reach out to Treasurer Deric Morrow 510-432-8130 [deric.morrow@jci.com](mailto:deric.morrow@jci.com)

RSVP to 800-437-7658 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*

### MEETINGS 2020

- ♦ May 26, 2020..... MCAA General Meeting
- ♦ June 1, 2020 ..... MCAA Golf Tournament
- ♦ September 8, 2020..... MCAA General Meeting



*Deric Morrow, President*

### SVAA Information

If you are not on our e-mail list, please contact Deric Morrow at (510) 921-3987 or [deric.morrow@jci.com](mailto:deric.morrow@jci.com). It is so important to get involved with your local associations now more than ever and to keep up to date on all the new information.



## 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.



## GOLDEN GATE ALARM ASSOCIATION

*Paul Wasseem, President*

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

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



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### RAA MEETINGS

The Redwood Alarm Association is pleased to announce our 2020 meeting dates. Member meetings will be held on July 29, and Oct. 14, 2020. All meetings will take place in Santa Rosa, at Chevy's Fresh Mex at 24 4th St, Santa Rosa, CA 95401. For more information about these meetings, please email Jarad Petroske at [jarad@advancedsecurity.us](mailto:jarad@advancedsecurity.us).

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



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### 2020 Annual AZAA Convention & Golf Tournament

The Convention will be held October 8 - 9 at the Wild Horse Hotel & Casino in Chandler, AZ. Our guest speaker will be motivational speaker, author and magician Jeff Scanlan. Jeff will speak on why people quit too soon. Attorney Lillian Chaumont will speak on "Run Your Business Today as if You're Going to Sell Tomorrow."

In addition, we will have classes available for company owners and managers, technicians (burglar and fire alarms), and alarm coordinators. AzAA will hold its Law Enforcement Appreciation Luncheon on October 9 and we will be inviting the Police Chiefs and Sheriffs, and the alarm coordinators to join us. The Golf Tournament will be held on October 8.

### AZAA MEETINGS

AzAA will hold Membership Meetings on May 13 and August 12. The Annual Holiday Party will be December 9 and it's always a great time with good food and friends.

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As you know, due to the COVID-19 (Coronavirus) pandemic, ISC-West was postponed, along with all of our surrounding events. The ISC-West in Las Vegas has been rescheduled for July 19-22. Currently, the NSA has postponed any general member meetings until further notice.

Please see our newsletter for resources for your company at the national, state and local levels. Consider utilizing ESA's National Training School's online courses for your employees during any required home time. The NSA has been working to reach out to legislators to make them aware of our industry's role and needs during any shutdowns and we will continue to work to assist members confronting difficulties during this trying time. Contact us with any questions.

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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.

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The CBFAA has decided to postpone any general member meetings until further notice in the wake of the COVID-19 (Coronavirus) pandemic.

For the most up-to-date scientifically-based information about the COVID-19 (Coronavirus) pandemic we refer you to the Centers for Disease Control and Prevention (CDC) website [www.cdc.gov](http://www.cdc.gov). There is Guidance for Businesses and Employers and checklists to help you be prepared. Links are provided in our newsletter to resources at the state, local and national levels to help your business weather this storm.

We are continuing to reach out to our legislators, so they are aware of our industry's needs, and are continuing to work to assist our members wherever needed in these ever-changing times.

Ready for a more active role? Join a committee or the Board. Your input is important.

CBFAA has a new easy flat rate dues structure for 2020 that makes membership a no brainer! Membership applications are available on our website [www.cbfaa.org](http://www.cbfaa.org).

New to CBFAA? Add your name to our email list to get meeting notifications and our newsletter. Once you see the benefits of membership, you'll want to add your voice to ours. Info and membership applications available on our website [www.cbfaa.org](http://www.cbfaa.org).



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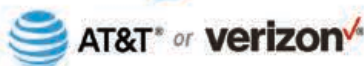
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The WBFAA UATC has certification prep material available to member companies of the WBFAA UATC. If you are a member and would like the material, please contact the WBFAA UATC at 800-809-0280 or email [info@wbfaa.net](mailto:info@wbfaa.net).

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

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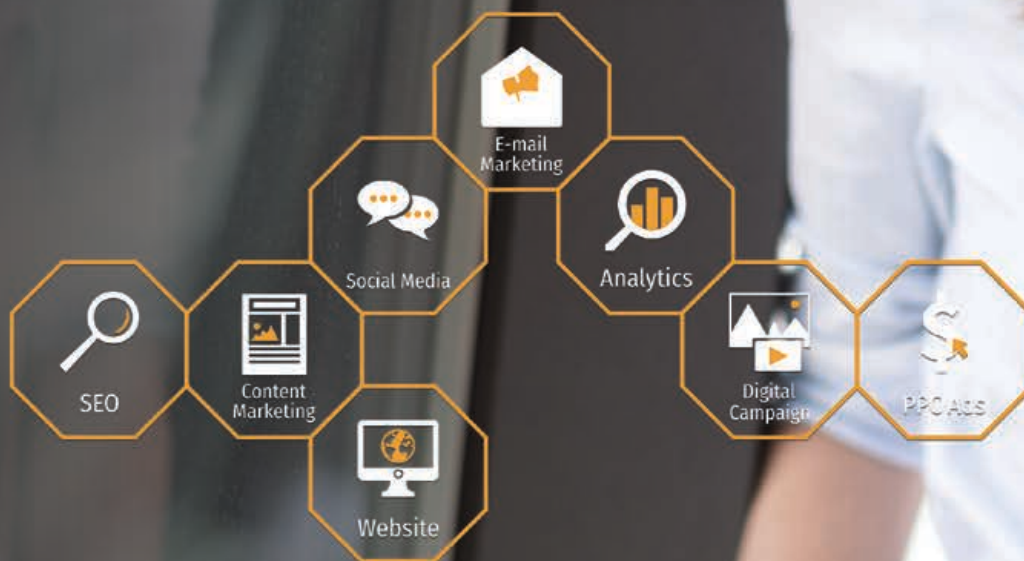
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# WESTERN STATES SECURITY ALLIANCE CALENDAR 2020

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

May 13 .....AZAA General Meeting ..... Phoenix  
 July 29 .....RAA General Meeting.....Santa Rosa  
 August 12 .....AZAA General Meeting .....Phoenix  
 October 8-9 .....AZAA Convention & Golf Tournament .....Chandler, AZ  
 October 14.....RAA General Meeting.....Santa Rosa  
 December 12 .....AZAA Holiday Party .....Phoenix

## INDUSTRY EVENTS

ESX  
 Nashville  
 June 9-12, 2020



AIREF Golf Classic Tournament  
 National Golf Club, Las Vegas, NV  
 July 19, 2020



SIA/ISC Love Security  
 THE ROCKHOUSE, Las Vegas, NV  
 July 19, 2020



ISC West - Las Vegas, NV  
 July 20-22, 2020



ISC East - New York, NY  
 November 18-19, 2020



CAA Winter Convention  
 The Fairmont San Francisco  
 December 2 – December 5, 2020



## CAA CONVENTIONS

2020.....December 2 – December 5..... Fairmont San Francisco  
 2021.....May 12 – May 15 ..... Hilton Palm Springs  
 2021.....December 1 – December 4..... Fairmont San Francisco

## 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](mailto:bsis@dca.ca.gov)  
 Web Homepage: ..... [www.dca.ca.gov/bsis](http://www.dca.ca.gov/bsis)

## 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](http://www.CAAonline.org) [info@CAAonline.org](mailto:info@CAAonline.org)

Jerry Lenander, Executive Director [director@caaonline.org](mailto:director@caaonline.org)



Email your training and education calendar to [info@CAAonline.org](mailto:info@CAAonline.org)





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