

THE MIRROR

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Warning: False Alarms from Apple iPhone 14 and Apple Watch

The Security Industry Alarm Coalition (SIAC) has issued a warning concerning false alarms created by the Apple iPhone 14 and Apple Watch. “Technology that is meant to detect car crashes, heart attacks or other life-threatening situations, has generated some real media success stories on how a life was saved, however, there have been numerous reports on these devices contacting 911 call centers where no emergency condition existed,” said Stan Martin, SIAC executive director. “In many instances, the false alarms have been triggered by routine events such as skiing or exercising. “For more than 20 years SIAC has worked directly with leaders in law enforcement to dramatically reduce unnecessary calls for service from electronic alarms,” said Martin. “Significant progress through the model alarm ordinance has led to dramatic improvements. “Though we can all see the potential benefits, we are concerned that the new Apple technology could be a real setback to the goal of making sure that 911 resources and first responders are not unnecessarily diverted from their lifesaving mission.”

SIAC recommends the owners of the iPhone 14 or Apple Watch take the following steps to avoid generating unnecessary calls to 911 centers:

- Learn how the alert system functions.
- Respond immediately to notifications from your device

that the alarm has been triggered to avoid having the phone or watch contact a 911 center.

- Upgrade the device to the latest software version.
- Be aware of what types of events can trigger the device when there is no emergency.
- If you’re in a situation that is likely to trigger a false alarm and are not able to respond to a notification, we suggest you consider disabling this feature or function.

If your device contacts 911 automatically, law enforcement may try to contact you to confirm an actual emergency exists, if possible, please answer the call, do not ignore/disregard. As with typical 911 emergency calls, it leaves law enforcement with no choice but to dispatch an officer or deputy.

“This is an issue that both Apple and its customers need to address,” said Martin. “Failure to address false alarm issues can eventually lead to a lower level of response, fines or other measures to try to address the issue.” No doubt other manufacturers will replicate or develop similar emergency contact features, please consider the consequence/impact on law enforcement before activating these types of features.

In the meantime, dealers should consider alerting the public to the issue through their social media outlets, newsletters and other communications channels.



AvantGuard Monitoring wrapped up their annual Dealer Ski Event in early March at Snowbasin, UT. Timing couldn't have been better with two feet of fresh new powder for all to enjoy. Thanks to each of our valued dealer friends who joined us. Special thanks to our amazing event sponsors: CHeKT, Alarm.com, SS&Si Dealer Network, Qolsys, RSPNDR, SecurityTrax, Sunflower Labs, and our sister companies, Becklar Workforce Safety and Freerus.

Ron Spiller – dedicated member of the California Alarm Association for more than 40 years and president from 1982-1984. We will miss you. Special farewell on pages 6-7.

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CAA PRESIDENT'S MESSAGE

California Alarm Association Members,

CAA Palm Springs Convention

I am encouraging everyone to attend the upcoming Spring Convention in Palm Springs from May 17th-20th. As a member of the CAA, you have the opportunity to participate in this exciting event, which promises to offer numerous benefits and opportunities for professional growth.

The Palm Springs Convention is one of the premier events in the security industry, and attending it can help you stay up-to-date with the latest trends, technologies, and best practices in the field. During the event, you will have access to a wide range of educational sessions, keynote speeches, and networking opportunities with industry leaders, experts, and peers.

Some of the benefits you can expect to gain from attending the Palm Springs Convention include:

Knowledge: The convention provides an excellent opportunity to learn about the latest advancements and developments in the security industry from expert speakers and educational sessions.

Networking: This is a great opportunity to connect with other security professionals, build relationships, and expand your professional network.

Business opportunities: The event offers an ideal platform for you to showcase your business, services, and products to potential clients and partners.

Fun and relaxation: Beyond the business aspects, Palm Springs is a wonderful destination, offering beautiful weather, great restaurants, and plenty of entertainment options.

The Convention in Palm Springs offers an excellent opportunity for you to grow professionally and personally. So, I encourage you to register for the event and take advantage of all that it has to offer.

For more information on registration, schedule, and events, please visit the California Alarm Association website.

Our condolences...

It is with great sadness that we mourn the passing of two industry veterans, Ron Spiller and Alan Pepper. Ron and Alan were long-standing members of the CAA and made significant contributions to the security industry throughout their careers.

Ron Spiller was a dedicated member of the CAA for over 40 years and served as the president of the association from 1982-1984. His commitment and leadership were instrumental in shaping the direction of the association and the security industry as a whole.

Alan Pepper was also a highly respected member of the CAA and the wider security industry. He was a passionate advocate for best practices and industry standards, and his expertise and knowledge were highly valued by his peers.

Both Ron and Alan were well-loved and respected by their colleagues, peers, and customers alike. They will be greatly missed by all who knew them.

On behalf of the California Alarm Association, we extend our deepest sympathies to the families, friends, and colleagues of Ron Spiller and Alan Pepper. Their contributions and legacy will continue to inspire and shape the security industry for years to come.

Congratulations to Our 2023 Weinstock Award Winner

Congratulations are in order for David Michel on receiving the George A. Weinstock award for 2023! This is a tremendous honor and a testament to your dedication and hard work to the California Alarm Association and the alarm industry. Your contributions have made a significant impact on the industry and this award is well-deserved recognition of your achievements. We can't wait to honor you in San Francisco in December!

Regards,

Sean Cooke

California Alarm Association President



By Sean Cooke

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Tampa, FL	\$6.8 Million
Los Angeles, CA	\$10.4 Million
Philadelphia, PA	\$12 Million
Fort Myers, FL	\$21.5 Million



www.afsSMARTfunding.com

Ronald F. Spiller — 1929 - 2023

Dedicated member of the California Alarm Association for more than 40 years and president from 1982-1984. We will miss you.



Security industry icon and friend of the California Alarm Association Ron Spiller passed away peacefully on March 7, 2023. He was 93 years old and survived by his loving wife of 73 years, Rainey, and his son and daughter-in-law, Glenn and Patty Spiller of Alpine Meadows, CA. Ron was an Army veteran and served during the Korean war. He graduated from Northwestern University with a B.A. in Business Management in 1955.

Ron and Rainey grew up in Chicago and met onstage in a college production where they discovered their mutual love of music and singing.

During Ron's successful business career, they lived in Barrington Illinois, Massachusetts, Puerto Rico, Long Island New York, Los Angeles, Virginia. They finally retired and built their home in The Cedars in Grass Valley where Ron was active in the HOA and in the community. Ron and Rainey loved living in The Cedars. They were active members in Trinity Episcopal Church where Ron served as a vestryman, and they both sang in the church choir.

He began his career as the general manager of Bourns Security Systems. In 1974, he became vice president and general manager of Morse Products Manufacturing and became president of Optex-Morse USA in 1992. Ron started his consulting business in 1994 and became SIA's executive director from 1995 to 2000. He was a renowned speaker and personality who, in addition to his service to SIA, sat on the boards of the National Burglar and Fire Alarm Association and the Central Station Alarm Association. He founded the Safety Awareness and Independence Through Security (SAINTS) Foundation. He received SIA's George R. Lippert Memorial Award in 1993 and was inducted into the Security Sales & Integration Industry Hall of Fame in Washington DC in 2004.

Ron served as the master of ceremonies for the annual California Alarm Association Tribute Dinner for more than a decade. He was the first recipient of the CAA George A. Weinstock Award for Lifetime Achievement and Service to the Industry in 2000.

After retiring to Grass Valley, Ron served as a board director on The Nevada Theater Commission and as board president for three years, where he was instrumental in renovating the theater. Ron and Rainey were strong supporters of In Concert Sierra. Above all, Ron was a people person who cherished his family and his many friends along with his professional associates. He will be remembered for his unique sense of humor and his sharp mind.

Ron and his wife, Rainey, had a wonderful marriage of over 72 years. He leaves behind a great legacy in our industry and will be dearly missed.

Ron was a fantastic asset to the entire security industry," said CAA Legal Counsel Les Gold of Mitchell Silberberg & Knupp LLP. "His humor was boundless. I can attest to the fact that Ron was a genius – he completed the New York Times crossword puzzle every morning within 10 minutes!"



MEMORIES FROM GEORGE WEINSTOCK

Linda and I would look forward each year at the CAA meeting in San Francisco to have dinner one night with Ron and Rainey. What an absolutely incredible man Ron was. His knowledge was in volumes but he would only show it with a joke or clever comment. Linda and I visited them once at their home in Grass Valley and stayed the night. Watching them interact was like a fine stage play written by Neil Simon. His jokes, the titter tatter, and the smiles let me know firsthand what I wanted my own marriage to be like in those golden years.

When I was writing one of my letters, I would sometimes call Ron to get some help putting a difficult sentence or paragraph together - trying to make a point. He was like my old college professor who was always there to help.

Dinner with Ron & Rainey was always a joy. No matter what we talked about - he was knowledgeable and sharing. We were close enough to talk about our family and again received his advice gladly.

My love for Ron is happening right now as I tear up writing this. What a very special person he was. I have never known anyone like him. I am truly going to miss him and his smile, his charm and his warmth.

*George A. Weinstock
CAA Past President*



MEMORIES FROM MICHAEL SALK

Yes, it is very upsetting to lose such a great man.

I remember the first CAA George A. Weinstock Award presentation I attended long ago. I was amazed at Ron's command of the English language. He gracefully crafted his words to dance on the edge of appropriateness while roasting the honoree and never offending them. He always had the audience in stitches the entire time. I thought, what a wonderful way to honor someone!

Twenty years later, I was the one being honored. It was a very entertaining and humbling experience that I will never forget. If my memory serves me correctly, I am the last to be roasted by that Master of Ceremonies.

Rest in peace Ron Spiller and thank you.

*Michael J. Salk
VP/Owner Reed Brothers Security
CAA Past President*



MEMORIES FROM JERRY LENANDER

In 1989, my final interview for a staff position at the Security Industry Association in Santa Monica, CA was with Ron Spiller. It was an intriguing session where I shared my experience, but also learned a lot about the man asking the questions.

It went well, I got the job, and it set me on a path in the security industry for the next 34 years.

Ron was a constant guide for me and an intellectual giant. I came to expect him and Rainey at the CAA conventions in San Francisco and Palm Springs and many visits to ISC in Las Vegas and New York.

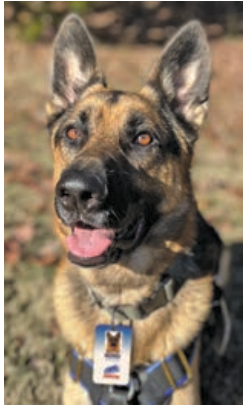
His humor was more than jokes, but the jokes were not bad, and I always give him credit when I repeat them. His service as emcee at our annual fundraising tribute dinner was amazing. He spent hours preparing the perfect monologue, weaving in comments about each of the past recipients. His final presentation involved him behind a screen, with President Bob Michel having a conversation with the "ghost of emcees past." Brilliant.

I believe Ron lived a good life, a great life, and we should all carry his spirit with us as we move through this life.

*Jerry Lenander
CAA Executive Director*



COPS MONITORING is proud to welcome its first K9 assistant to its workforce. Throughout history from ancient Rome to Europe and China, there has been evidence of canines aiding humans. However, service dogs were not legally recognized by the United States until the Americans with Disabilities Act (ADA) was passed in 1990. Today, there are roughly a half a million service dogs in the United States alone. “I can’t tell you just how pleased I am that COPS Monitoring is the perfect atmosphere for employees and their service animals,” said COPS’ founder and president Jim McMullen. “I’ll be honest, in our 45 years, it was only recently that we were approached with the idea of accommodating a K9 companion. There are talented people with service animals that may not know about us, and we



are working to change that. We are fortunate that our monitoring centers are the perfect place for people with service animals who are inspired to help others through the work that we do.” Though Kovu is considered a service animal, and not a pet, everyone at COPS loves having him around. Studies have also shown that the presence of dogs in the workplace can improve morale and lower stress levels which are both vital to concentrating on critical tasks and an overall healthy workplace environment. “

THE MONITORING ASSOCIATION (TMA) is pleased to announce that Dynamark Monitoring, Inc. – Hagerstown, MD has renewed the prestigious “TMA Five Diamond Monitoring Center” designation. TMA’s Five Diamond designation means, in particular, that a monitoring company has demonstrated an exceptionally high degree of responsibility to their local community and their customers through the investment of time, money and commitment to quality operator training. This designation is granted annually to monitoring centers that satisfy all of the requirements of the “five points of excellence”:

- Commitment to ongoing job-related education and testing by having 100% of its monitoring center operators certified using the TMA online training series on industry best practices.
- Commitment to random inspections and quality criteria standards by a nationally recognized testing laboratory such as FM Approvals, Intertek/ETL and UL.
- Commitment to raising the industry standards through TMA membership and participation in its activities.
- Commitment to reducing false dispatches.
- Commitment to the highest levels of customer service.

DMP Announced their Executive Dealer Roundtable to take place October 23-24 at the Embassy Suites Oceanfront Resort in St. Augustine, FL. This is a premier company event hosted by members of the DMP Executive Management Group including Owner & President, Rick Britton. The objective is to provide DMP dealers with an opportunity to discuss best practices with other dealers or security personnel around the country. It consists of one and half days of dealer discussions and presentations. Each topic is presented for approximately 20 minutes followed by another 20 minutes of discussion mostly facilitated by roundtable attendees. Topics cover a broad range of alarm industry issues. These events are targeted to owners, senior management, and sales and marketing management personnel.

RESIDEO TECHNOLOGIES, INC. announced it has completed the acquisition of privately held distributor **BTX TECHNOLOGIES, INC.** BTX, based in Hawthorne, N.Y. and founded in 1967, offers a private brand portfolio, including the BookIT® Room Scheduling Solution. BTX also holds several patents for connectivity products and provides manufacturing services for custom broadcast fiber assemblies, panels

and more. With warehouse locations in New York and Utah, BTX serves customers across North America and will be part of Resideo’s ADI Global Distribution business. “Expansion at **ADI** is a key part of Resideo’s long-term strategy, and we continue to make targeted investments to increase our market reach and accelerate growth in our distribution business,” said Jay Geldmacher, President and CEO of Resideo. “In line with our growth strategy, BTX broadens our offering across adjacent categories and through private brands while expanding our customer and supplier relationships. BTX marks the sixth acquisition for our distribution business since 2020.” Terms of the transaction were not disclosed.



Swinford



Lanier

Electronic security factory rep firm **LRG, INC** has announced that effective March 13th that company veterans John Swinford and Kenny Hilton have purchased the organization from Chris Lanier. Founded in 2001, Texas based LRG, inc covers 16 Central US States for many of the industry’s top tier manufacturers of intrusion, video, fire, audio and networking solutions. Lanier will be retained for the next year assisting



Hilton

with the transition and leading new Vendor and Business Development initiatives. Lanier stated, “This move is by design and with the right people for the future of the company. LRG has worked hard to service our customers and the supply chain with an ongoing sense of sales urgency. We are very appreciative of our partnerships and friendships in the industry”. New CEO Swinford and CFO Hilton combine for over 23 years of LRG experience alone as Regional Sales Managers and are joined by Conrad Hartwig who continues his role as VP of Sales for the organization.

SDI Announces a Sensitivity Tester Trade-In Program. Using detector testers to check the sensitivity of fire alarms is not only required by code but will also give you greater control over the sensitivity of the fire alarms you’re inspecting. SDi understands the importance of measuring the sensitivity of smoke detectors quickly, accurately and efficiently and offers one of the best detector sensitivity testers on the market with Trutest. With our Sensitivity Tester Trade-In Program, SDi invites users of competitive sensitivity testers to trade-in their tester in exchange for \$500 off the purchase of a new Trutest 801 OR a free re-calibration at the end of year one (\$799 value). Trutest is both UL listed and NFPA compliant. For more information visit sdifire.com/sensitivitytesterpromo.

ELITE INTERACTIVE SOLUTIONS, the pioneer in remote crime prevention services using proprietary intelligence and 100% verified police calls, has posted a 40% increase in revenues for fiscal 2022. The growth is attributed to demand for the company’s innovative Digital Guards™ solution, which has proven to be 96% effective in preventing non-violent criminal activity, with the 4% balance resulting in criminal arrest according to company data. Additionally, has also proven to eliminate false alarms to law enforcement resulting in unnecessary dispatch of police or guard personnel. This helps clients further reduce unnecessary operational costs, while increasing response time urgency when real events of importance are occurring – typically with an eyes-

Associates News, continued on page 10

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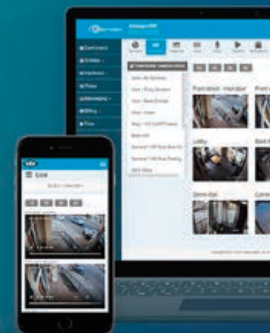
on response averaging 7 seconds or less. “There is a new imperative for on-demand security given the unprecedented increase in brazen criminal activity and apparent lack of concern of apprehension,” said Aria Kozak, CEO, Elite Interactive. “As more businesses experience the unrivaled crime prevention in real-time with no false alarms to law enforcement, news of Elite Interactive’s proven solution continues to drive new business from companies that are simply tired of losing profits to criminal activity.”

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Certification – Fire/Life Safety Technician - Renewal

For Fire/Life Safety Technicians with 4,000 hours of work experience, the state law requires them to be certified by passing the state exam. The renewal application is posted at www.dir.ca.gov/das and the state does not send out reminders. For information on the Electrician Certification Program visit www.dir.ca.gov/das and follow the links.

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

CSLB Enforces Zero Tolerance

The Contractors State License Board (CSLB) is legally required to open an investigation and initiate disciplinary action against the contractor (which may include license suspension or revocation) within 60 days of receipt of a referral or complaint from the Department of Industrial Relations' Division of Apprenticeship Standards (DAS). Labor Code Section 3099.2 stipulates that anyone who performs work as an electrician for C-10 Electrical contractors shall hold an electrical certification card issued by DAS; DAS is required by Labor Code Section 3099.2 to report violations to CSLB. Learn more about electrician certification by visiting the Division of Apprenticeship Standards website. www.dir.ca.gov/DAS/ElectricalTrade

WBFAA UATC Offers Online Continuing Education

The WBFAA UATC is offering an online continuing education program for electronic security systems technicians with more than 50 hours of course offerings. Registered technicians with member companies will have access to 18 hours of online courses annually at no fee. In addition, registered technicians will have access to courses offered in physical classrooms and can submit third-party training for certification for renewal of the state Fire/Life Safety Certification card. For more information, visit www.wbfaa.net or www.wbfaatraining.net.

WBFAA UATC Invites Membership

Assented member companies register all fire alarm technicians in the program and pay a monthly fee of \$25 per technician. The apprentice program and course, prep material for certification and continuing education courses are provided at no additional fee. In addition, member companies who contribute to public works training trust funds to the WBFAA receive a \$.15 per hour credit for registered technicians. For complete information, visit www.wbfaa.net or call the WBFAA UATC at 800-809-0280.

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**Join us at the 2023 Tribute to the recipient of the
George A. Weinstock Award, David Michel,
at the CAA Winter Convention December 6 - 9, 2023.**
Dave will be honored there to acknowledge his support of the CAA.

Recipients since 1999 include these industry leaders:

Chuck Petrusa	Matt Westphal	George De Marco	Roger Westphal
Michael Salk	Ron Lander	Tony Smith	Bruce Westphal
Bob Michel	Charles Schwager	Alan Pepper	George Gunning
Mark Sepulveda	Patty Hartman	Frank Burke	Harvey Eisenstadt
Mike Matson	Shane Clary	Rod Uffindell	Ron Spiller
Bob Jennison	Jon Sargent	Lessing Gold	

David Michel Named Recipient Of 2023 CAA George A. Weinstock Award

The California Alarm Association (CAA) has announced that David Michel of Valley Alarm will be the recipient of the CAA George A. Weinstock Award for Lifetime Achievement and Service to the Industry. The award will be presented at the CAA Tribute Dinner this December during the 2023 CAA Winter Convention at the Fairmont San Francisco on December 8, 2023.

The announcement was made by CAA President Sean Cooke of All-Guard Alarm Systems at the CAA Leadership Breakfast held Wednesday, March 29, 2023 at ISC West. The selection is made annually by the prior recipients of the most prestigious award in the west.

“David embodies the commitment to volunteer service at the regional, state and national level and represents the ideals that George Weinstock established for the CAA and the industry,” said Cooke. “He continues to serve the CAA and Greater Los Angeles Security Alarm Association, and we look forward to honoring him in San Francisco.

“It a tremendous honor to receive the George A. Weinstock Award and join ranks with so many people that I admire,” said David Michel. “They are icons of our industry and it’s incredible to become a member of this group. And the most satisfying part will be sharing this honor with my family in San Francisco. But it’s not like my job is done and I can relax. There’s still a lot of hard work yet to do.”

David started his career in the electronic security industry at Valley Alarm in 1995 where he quickly became controller, then vice president and then president in 2005. In 2015, he was named Co-President with Edward Michel.

David was instrumental in the growth of Valley Alarm to its current size of more than 10,000 customers and \$450,000 of RMR. Valley Alarm has been an SDM Top 100 company since 2007 and is currently ranked # 55. He has been instrumental in Valley Alarm’s 74% growth in annual revenues since 2015.

David oversees Valley Alarm’s financial, administrative and acquisition operations. Valley Alarm has successfully completed over 25 acquisitions of alarm accounts from other alarm companies.

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

In 2021, David received an accommodation from the City of San Fernando for his services to the community and in 2022, he received the Chief’s Award from the City of San Fernando Police Chief for outstanding support of the San Fernando Police Department.

David lives in Long Beach, CA with his wife, Karen. They met while playing intramural softball at the University of California at Irvine. They have two daughters -- Allison, 27 and Lauren, 25.

For more information, visit www.caaonline.com or call 800/437-7658.





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Dave Michel, President

GLASAA Meetings and Events

Please visit our website at www.glasaaonline.org.

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GREATER VALLEY ALARM ASSOCIATION

www.gvaaonline.org

Joe Castro, President

GVAA MEETINGS

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 for more information.



INLAND EMPIRE ALARM ASSOCIATION

www.ieaaonline.org

Richard Jimenez, Vice 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 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.



ORANGE COUNTY ALARM ASSOCIATION

2970 E. La Palma Avenue, Ste F, Anaheim, CA 92806
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OCAA Officers

President - Elizabeth Courtney, Beacon Security

Vice President - Lisa Beale, American Alarm Systems

Secretary/Treasurer - Tatiana Abramek, NMC

Visit www.OCAAonline.org for more information.

By Elizabeth Courtney, OCAA President

This year the Orange County Alarm Association is focusing its' efforts on recognizing our law enforcement partnerships. We are endeavoring to build stronger, real-life relationships with our law enforcement partners. We have much to learn about law enforcement issues and we have much to teach in return.

We are encouraging our Chapter members to initiate and cement relationships by meeting with their local law enforcement agencies. Consider simply dropping by the station unannounced with donuts, coffee, pizza or sandwiches. Shift changes present a unique opportunity.

For more information about OCAA activities, contact the OCAA office at 800-437-7658 or email OCAAlarmAssoc@aol.com. Visit our new website at www.ocaaonline.org for meeting information and registration forms, training opportunities, members list and a whole lot more.



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- Dawn Smith, Total Monitoring Services ~ Officer at Large

SAAA Regional Chapter President's Message

By Rich Whitlock

Please join us for our SAAA Police Forum on April 13 at the TMS ~ Total Monitoring Services Events Center. 11:00am to 2:00pm. Join Law Enforcement Representatives, Manufacturer Reps and Dealers

What: SAAA Police Forum

Where: TMS ~ Total Monitoring Services Events Center
2440 Glendale Lane, Sacramento, CA 95825

When: Thursday April 13, 2023 @ 11:00am to 2:00pm

Cost: \$10.00 for SAAA Members

\$15.00 for Non-Members

No charge for Public Safety Representatives

Please R.S.V.P. (either way, coming or not) to the S.A.A.A. Secretary Raven Brockway by e-mail at rbrockway@eclipseinsurance.com.

Please save the dates for all of our 2023 Events:

4/13/2023 SAAA Police Forum

8/17/2023 SAAA Top Golf

10/12/2023 SAAA Fire Forum

12/14/2023 SAAA Holiday Party

Check out our website at www.saaa-online.org for updates. There are sponsorship and speaking opportunities at these events. Please keep us in mind when establishing your budgets and calendars.

We received word that Woodland, CA is suspending their burglar alarm permit process for 2023. They are evaluating the effectiveness of the current City ordinance. I have provided the letter to SIAC to see if we can get them in there to assist.

Are you having an issue with your local alarm ordinance? Make sure the SAAA is aware. We are here to help.

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Sean Cooke, President

Meeting Topic Considerations:
Building relationships with public safety
Legislation affecting the alarm industry
Local ordinances affecting the region
Latest technology and solutions

RAA MEETINGS

For questions about the association, please contact Sean Cooke at scooke@allguard-systems.com or 800-255-4273.



**GOLDEN GATE
ALARM ASSOCIATION**

Paul Wassem

OpenEye, Business Development Manager, 408-307-7725

GGAA MEETINGS

www.ggaaonline.org

Meeting Topic Considerations:
Building relationships with public safety
Legislation affecting the alarm industry
Local ordinances affecting the region
Latest technology and solutions

For further information, contact the CAA at info@caaonline.org or call 800-437-7658.



www.svaaonline.org

President - open



**EAST BAY
ALARM ASSOCIATION**

www.ebaaonline.org

Tim Westphal, EBAA President

As we continue to distance ourselves from the trials related to the COVID pandemic, we hope to re-engage all EBAA Members for future meetings or gatherings in 2023 and beyond. Currently, we are working with Steve Keefer of SIAC on establishing a virtual meeting date with a guest speaker from Oakland PD. We also have a joint, in-person, mixer with the SVAA and GGAA scheduled for May 3. Full meeting and RSVP information can be found at the EVENTS DIRECTORY page on the CAA website. I also invite you to send me and/or the CAA office your thoughts and ideas of virtual meeting topics which would benefit members of our chapter. We have incredible resources within the Association as well as through our affiliate organizations, such as SIAC.

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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. If you have any questions, please contact Hilda Gonzalez Reed at hgonzalezreed@pd.sandiego.gov or 619-531-2247. Visit our website www.sandiegosecurityassociation.org.

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

MID-CAL

Alarm Association



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Three-Way Association Mixer



The East Bay Alarm Association and Golden Gate Alarm Association are joining the Silicon Valley Alarm Association for a Three-way Alarm Association Mixer. They just go together like a Burger, Fries and a Soda!

Hosted by:
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May 3rd 2023 from 11:00am to 2:00pm



A visit to the Axis Experience Center located in San Jose is a unique opportunity to find out how you can get the most out of innovations for a smarter, safer world.

The Silicon Valley Alarm Association is in need of volunteers for the 2023 / 2024 Board. If you have any interest in serving, please let us know!



This is a chance to bring friends and colleagues together to acquire contacts, build relationships, and socialize while enjoying good food and drinks at an impressive venue.

Please rsvp by emailing info@CAAonline.org or by calling 800/437-7658.

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How To Keep Leads Engaged During The Sales Process



By Brian Plant

The process of lead generation — attracting a prospect to your website and triggering them to take action — remains critically important in digital marketing. However, lead generation is only the beginning. Once your lead is generated, it has to be nurtured in order to complete the transition from prospect to paying customer. By mastering the art of lead nurturing, you can multiply your sales by 10 in the year to come.

Lead Generation vs. Lead Nurturing

While lead generation helps you create new leads, lead nurturing helps you get more customers from the database you already have. Companies that are good at lead nurturing generate 50% more sales leads at 33% lower cost per lead (source: Marketo). Lead nurturing is the process of moving marketing leads through the funnel until they become qualified sales leads. That process is made up of steps that maintain and increase the interest a lead has in your product or service. When the prospect is interested enough in your offer to be receptive to a call from your sales team, that's the apex of lead nurturing. Here's what else you need to practice along the way.

The Musts of Lead Nurturing

Like all good marketing techniques, lead nurturing requires a focused campaign in order to be successful. The three musts of your campaign are:

1. Define your audience(s). Ask yourself: Who are your ideal customers, what are your different buyer personas, and what pain points do you solve for each one? Categorize these into different audiences and consider targeting each one with a different lead nurturing campaign.
2. Personalize your messaging. The more you customize your emails to appeal to each recipient on a personal level, the better results you'll

achieve. Tips: Use the recipient's name, address each message from a real person's name on your marketing team, and enable replies so they can get in touch with you right away.

3. Take timing seriously. The timing of your message matters. Is your prospect in the awareness phase (top of funnel), the consideration phase (mid funnel) or the decision phase? That will determine whether your message content is a blog post, a webinar/demo, or a case study/success story.
4. Continue offering gated content. This means requiring your prospect to fill out a short form before they can consume the content in your email. Each time they provide new info in a form, you are moving them further down the funnel until they are a qualified sales lead. By syncing your CRM and other tools, you can automatically add their updated information to your database.
5. Always be tracking. The only way to know how interested your prospect is in your offer is to track the prospect's behavior. If the content they're consuming is associated with the decision phase (i.e. cost info or free trials), then it's probably an indicator they're ready to talk to a sales rep. Time to hand that lead over and let your team members do their magic.

Following these steps as part of a lead nurturing campaign — and repeating these steps with each generated lead in your sales funnel — can help alarm companies like yours multiply sales 10X.

Brian Plant is Managing Director at AlarmBrand, offering website creation and marketing for the electronic security industry that communicate your story, resonate with your audience, and generate revenue. Since 2009, brands that you know and trust have leveraged AlarmBrand to grow their businesses, including SDM 100, SDI Fast 50, monitoring centers, technology providers, professional corporations, and small / medium businesses across the USA.



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INDUSTRY NEWS

THE MONITORING ASSOCIATION (TMA) is pleased to announce that Anita Ostrowski, Vice President of Central Station Services, Vector Security, and David Holl, Director of Public Safety, Lower Allen Township (PA), will serve as co-chairs of the ANSI-proposed TMA Monitoring Center Notification of Active Threat Standard (TMA-ATN-01) Committee.

“Collectively, Anita and David bring a broad and diverse scope of knowledge and experience to their leadership roles for this critical standard.” stated TMA Standards Committee Chairman Glenn Schroeder. “TMA’s goal in standards development is to provide its members and the industry at large with timely and consensus-based standards that address various operational and technology-driven processes executed by today’s monitoring centers. As our communities are seeing increasing incidents of violence and new, rapidly evolving detection technologies are being introduced, TMA-ATN-01 is vital for monitoring centers and the public safety community.”

Monitoring centers are increasingly monitoring shot detection, weapons detection, manual lockdown notification, as well as other innovative threat detecting technologies. Human interaction initiated as part of the alert may indicate an active shooter situation. These detection technologies and subsequent alerts are typically from facilities with high human presence. When a monitoring center receives electronic notification that one of these systems has been activated, a standardized workflow within monitoring centers is needed to ensure timely and accurate notification to identified entities, such as first responders, employees, students etc.

This standard will develop an efficient means for the monitoring center to provide responding authorities with information that assists with an efficient and safe response. The standard may also facilitate means to initiate other actions, such as “shelter in place”, “wait for further instructions”, and notifications via multiple methods.

Learn more about the Standard on TMA’s website.

THE MONITORING ASSOCIATION (TMA) STANDARDS COMMITTEE has received confirmation that its TMA-AVS-01 Alarm Validation Standard has received official ANSI accreditation. Initiated in 2020 in a joint effort between PPVAR and TMA, the standard provides a method of creating an alarm scoring or classification metric for unauthorized human activity detected by alarm systems. The alarm scoring will assist law enforcement with resource allocation and Call-for-Service prioritization. “I am extremely proud of the Committee’s work to bring this game-changing standard to completion. My sincere thanks to those in the security industry and the public safety community who participated in this collaboration,” TMA-AVS-01 Committee Chair Mark McCall commented. “Now begins the equally important work of implementing this standard into both communities, bringing significant benefits to both and to our mutual customers.” The TMA-AVS-01 Standard Committee was composed of more than 60 participants, representing diverse stakeholders, such as professionals from the security industry, law enforcement, and public safety. TMA’s President Morgan Hertel observed the significant impact of the new standard on the security industry. “It’s been almost four years since its inception, which includes two years of actual work on this standard. We have finally reached the point where it’s ready to launch. This is the biggest change in the intrusion industry since the release of the digital dialer.” PPVAR and TMA are creating AVS-01 training for the alarm industry and public safety to assure a smooth rollout of the standard for all stakeholders.

SIA ANNOUNCES SECURING NEW GROUND EVENT FOR 2023- Once a year, the security industry’s brightest minds, biggest players and most driven entrepreneurs come together for information sharing, top-level networking and security industry business analysis. At Securing New Ground trends are spotted, connections are formed and minds are opened. SIA carefully curates topics and speakers for this two-day conference with the goal of inspiring our fellow leaders in the security about the potential of the global security industry. At SNG, an emphasis will be to dive deep into major trends like artificial intelligence and home automation; while

reviewing major acquisitions and perspectives held by the end users. SNG attendees over the years have expressed interest in coming to SNG desiring to know how the business of security is changing from a unique, insightful perspective. For more information on confirmed speakers and registration, visit <https://sng.securityindustry.org>.

Early Confirmed Speakers at SIA Securing New Ground



Phil Mackintosh



Bill Geary



Karen Frank



George Oliver

OREGON BURGLAR & FIRE ALARM ASSOCIATION



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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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The Utah Alarm Association invites all concerned professionals and other parties (Police, Fire, government, etc.) to join us for our monthly false alarm meeting, now in its 34th year.

We meet the third Tuesday of each month at Jim's Family Restaurant, 1728 Park Ave, Riverton, Utah 84065 at 8:30AM. We encourage all to come out for free breakfast and discuss false alarm reduction, industry standards, best practices, etc.

The Association is proud of our 2021 false alarm dispatch numbers. Our false alarm rate for residential dispatches is .08, that is one dispatch per system every 12.5 years. Our commercial false dispatch rate is .33, that is one dispatch every 3 years. Combined is .14 or one false dispatch every 7 years.

We look forward to your help as we work towards reducing our false alarm rate.

If you would like to sponsor one of these meeting or have questions about the association, please feel free to contact a member of the board.

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The NSA is excited to announce a few board changes. Greg Maguire of Security 101 has assumed the role of Vice President. Delmy Andrades was appointed to the role of Associate Director. We look forward to the energy and perspectives that these new members will bring to the organization.

Our next member meeting will be on Thursday, May 11th at McMullan's Irish Pub, W. Tropicana, Las Vegas, NV.

Renew or join NSA for 2023. Download a Membership application on our website www.nevadasecurityassociation.org or contact us today admin@nevadasecurityassociation.org

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CBFAA's next member meeting is on Thursday May 11, 2023. Watch our website and monthly e-newsletter for details.

Join CBFAA in 2023! Low flat-rate annual dues are a great ROI. Want to know more? Contact us!

Membership applications are online at www.cbfaa.org or contact us at cbfaa@cbfaa.org Join today!

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For more info, go to www.azalarmassociation.org or e-mail info@azalarms.org or call 480-831-1318.

Please contact susan@azalarms.org if you would like to become involved.

Legislative Update from February 24. We just passed another of the big hurdles at the State Legislature. By Friday, February 17, every bill that was introduced in the House of Representatives must have been heard in at least one of the House Committees, and every bill introduced in the Senate must have been heard in a Senate Committee. Since many bills were not yet heard by any Committee, those bills are considered dead - for now. However, legislation is not really dead until the Legislature adjourns or quits for this session. An amendment, adding language into another bill which has been heard in Committee, can always happen.

This regular session is supposed to last 90 days each year (it begins in January), but due to disagreements between legislators and the Governor on a budget, it's predicted that this could be a much longer legislative session. Out of the total of 1,625 bills introduced, as the AzAA Executive Director and Lobbyist I have been following 26 which could affect your business. Below is a legislative update. **As you read this, remember - it's often the bills that do not pass that are the most important!**

Arizona requires a bill to pass both the House of Representatives and the Senate, and then be transmitted to the Governor who can either approve or veto it. If the Governor vetoes it, it must then go back and be passed by a 2/3 vote of both the House and Senate to become law (a 3/4 vote of the House and Senate if the bill contains an emergency clause). Bills that are passed go into effect 90 days after the Legislature adjourns

(usually go into effect sometime in the summer) unless they have an emergency clause which means they go into effect immediately.

The bills that are still being considered:

Licensure: In an effort to attract more businesses to the State, Senate Bill 1386 would waive all licensure fees (*including alarm company certification and alarm agent registration*) for fiscal years 2023-2024 and 2024-2025. This bill has passed the Senate Committees and is just waiting for a vote by the entire Senate.

House Bill 2429 would prohibit a state agency (including the Fingerprinting Division of the Department of Public Safety) from denying a regular or provisional occupational license to an otherwise qualified applicant who has been convicted of a felony offense other than a criminal street gang membership, dangerous crime against children, or a serious or violent or aggravated felony. It passed the House of Representatives and has been transmitted to the Senate.

Businesses Having to Accept Cash as Payment: As it passed the House of Representatives, House Bill 2555 was amended to read that a retail business with a physical location in Arizona must accept cash as a form of payment for goods and services with an aggregate value of \$100 or less and may not charge a fee or penalty for using cash as a form of payment. This would not apply to a written contract between two parties that dictates the acceptable form payment or to the online sale of goods or services. If a person is otherwise denied the right to use cash as a form of payment or is charged a fee or penalty for using cash, the business is liable for damages for each violation at a rate of \$1,000 per person per day or \$5,000 per person total. The court shall adjust the penalty amounts annually for inflation.

As it was first written before the amendment, House Bill 2555 would have required all businesses with physical locations in Arizona to accept cash for payment for all types of goods and services. Luckily, this amendment was passed.

Contractor License; Handyman Exemption: Under the present law, if a handyman does not charge more than \$1,000 for any job, they do not have to be licensed. Senate Bill 1715 would increase the exemption from \$1,000 to \$2,500 and annually increase it for inflation.

Income Taxes: House Bill 2003 would decrease the corporate income tax rate to 4.0% of net income in tax year 2023; 3.5% in 2024; 3% in 2025; and 2.5% of net income in tax years beginning in 2026 (current rate is 4.9% of net income). This bill has passed the House of Representatives and been transmitted to the Senate for their consideration.

Senate Bill 1260, which passed the Senate and has been sent to the House, would reduce the tax rate for small businesses to 2.5% of net income.

Employment: If an employer denies a religious exemption and requires a person to receive a COVID vaccination as a prerequisite to or requirement for maintaining employment, the employer is liable for damages that result from a significant injury caused by the vaccination. Senate Bill 1433 has passed all Senate Committees and is waiting for a vote by the entire Senate.

Law Enforcement Response Times: House Bill 2418 would establish the Police Response Time Study Committee

The bills that have died due to not having had a hearing:

Taxes: There were a couple of bills which would increase taxes that have failed. Senate Bill 1352 would have increased the minimum tax amount for businesses with 50 or more employees. Senate Bill 1353 would have added one percent of the taxpayer's net worth to their gross income if their income for the year was more than \$50,000.

Employment: There were a few bills which did not have a hearing, including those repealing the state right to work (if repealed, an employer could deny employment due to nonmembership in a labor union); not allowing employers to ask about a prospective employee's wage or salary history; family leave benefits; and protective hairstyles.

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13..... SAAA Police Forum

AUGUST

17..... SAAA Top Golf

OCTOBER

12..... SAAA Fire Forum

17-18 SIA Securing New Ground..... Intercontinental/Times Sq., NYC

DECEMBER

14..... SAAA Holiday Party

INDUSTRY EVENTS

November 15-16, 2023

ISC East, New York, NY

NAFED (National Association of Fire Equipment Distributors)

April 13 -14 - Atlantic City, NJ - Ceasar's

May 25 - 26 - Chicago, IL - Swissotel

TMA

Board of Directors Meeting

April 13, 2023

Member Business Meeting

April 17, 2023

Excellence and Marvel Technology Awards

Presentation

April 17, 2023

Virtual Mid-Year Meeting

April 18-20, 2023

OPSTech (Hosted by Acadian Monitoring)

October 9-12

Lafayette, LA

Annual Meeting

November 4-8, 2023,

Kapalua, Maui, Hawaii

CAA CONVENTIONS

CAA WINTER CONVENTIONS - Western States Security Conference

Fairmont San Francisco

December 6 - December 9, 2023

December 4 - December 7, 2024

December 3 - December 6, 2025

December 2 - December 5, 2026

CAA PALM SPRINGS CONVENTIONS

Hilton Palm Springs

May 17 - May 20, 2023

May 15 - May 18, 2024

May 14 - May 17, 2025

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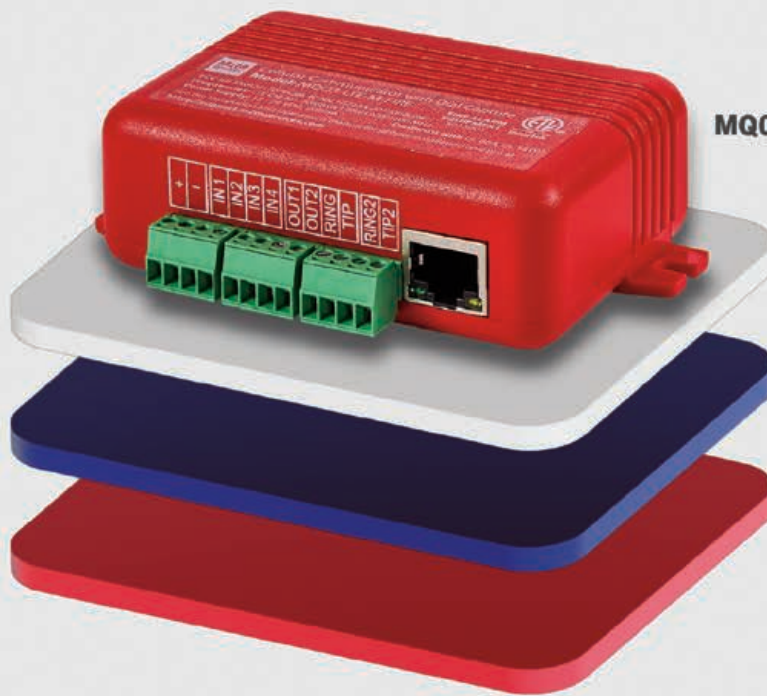
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