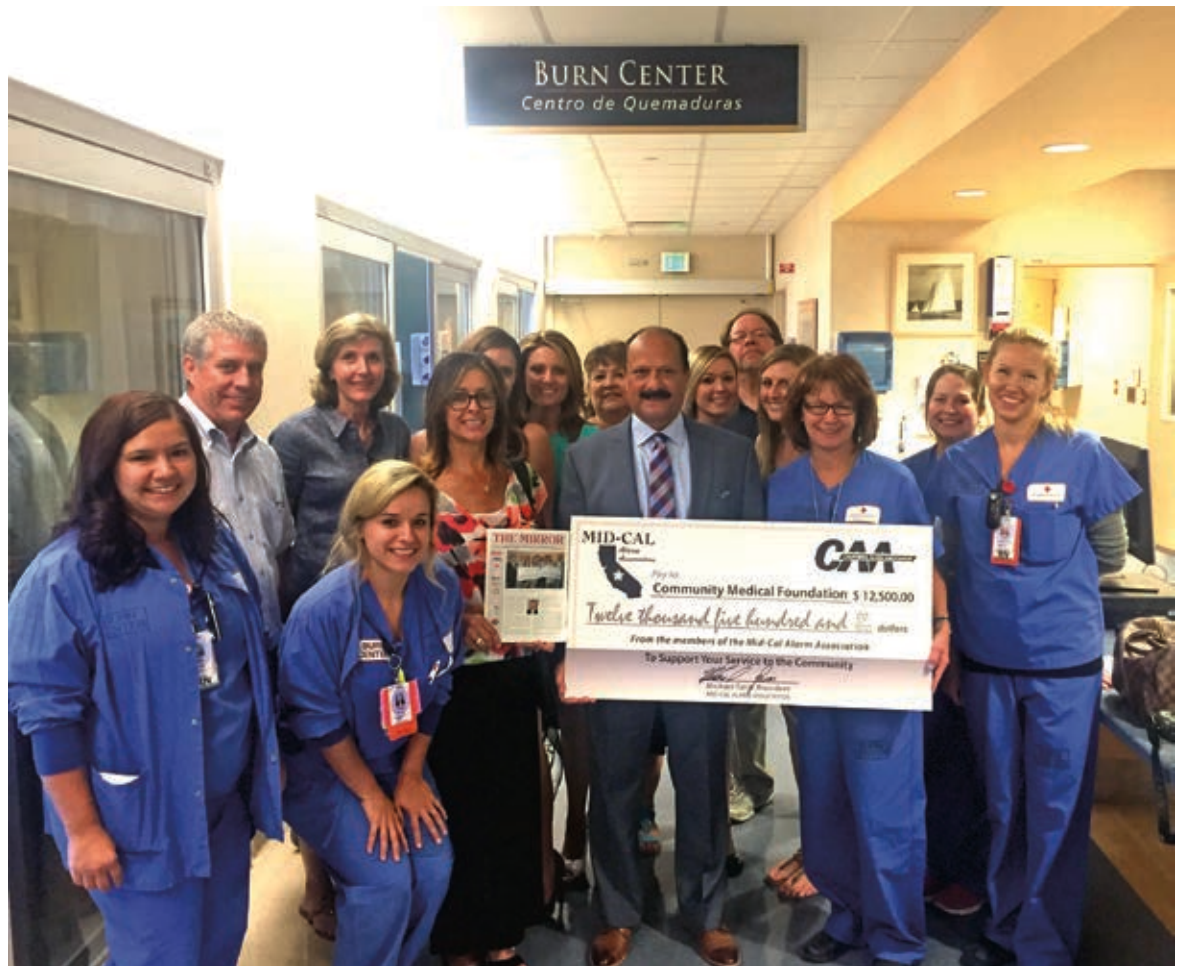


THE MIRROR

PUBLISHED BY THE CAA FOR THE WESTERN STATES SECURITY ALLIANCE

VOLUME XXV, NUMBER 8 — AUGUST 2016

www.CAAonline.org



Members of the Mid Cal Alarm Association gathered to present a \$12,500 check to the Community Medical Foundation to support the service to the community.

CEDIA Chooses SecurityCEU.com

In a continuing effort to stay at the cutting edge of technology for the connected home with its relationship to the integrated security, fire, and life safety market, CEDIA, has partnered with SecurityCEU.com to launch an enhanced training program for their entire membership.

Through the partnership, CEDIA, the Custom Electronic Design and Installation Association, will increase their current training curriculum by more than 55 hours of online content. For more than ten years, SecurityCEU.com has provided licensing, compliance, certification and continuing education solutions to the security, fire and

CEDIA, continued on pg. 14

ESA Mentorship Program Class of 2017

The Electronic Security Association (ESA) is now accepting applications for the Class of 2017 ESA Mentorship Program through September 30. The ESA Mentorship Program is designed to foster the growth of rising leaders within the industry and assist in bridging the gap between multiple generations.

The structured, nine-month program will connect those looking for guidance and growth in their security industry career with industry veterans who have committed to sharing their experiences and perspectives. The program will include up to 30 mentor/mentee pairs who will be announced at the 2017 ESA Leadership Summit Feb. 12-15 in Tampa, FL.

ESA Mentorship, continued on pg. 3

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THE MIRROR



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Many leaders in our industry are experiencing similar opportunities in a world of disruptive technologies, new generational leaders and foundational leadership fundamentals. Join us in a hands-on workshop planned to address the key areas top of mind with today's executives, owners and leaders in the security industry. Our panel will be moderated by acclaimed world renowned speaker and coach Robert Owens, and include industry professionals speaking of real-world experiences.

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1. Is Your Company Growing? Do your key employees have real, increasing levels of engagement?
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BOB JENNISON has been selected as the
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Join him at the Tribute Dinner during the CAA Winter
Convention, on Friday Dec. 9, 2016. Convention will be
held at the San Francisco Marriott Marquis, Dec. 7 -
10, 2016. Details will appear in THE MIRROR.
Call the CAA office for sponsorship opportunities.



ESA Mentorship, continued from page 1

Class of 2017 participants are encouraged to attend the 2016 YSP Rising Leaders Forum to meet the inaugural Class of 2016, get a head start on acquiring additional leadership skills and interact with the Mentorship Program alumni.

YSP Rising Leaders

Oct. 11 - 13, 2016

Stevenson, WA

Space in the ESA Mentorship Program is limited; only 30 pairs of mentors and mentees will be accepted. Review the program requirements and submit your application before September 30 for consideration.

For more information, please visit www.ESAweb.org/MentorshipProgram or
www.ESAweb.org/RisingLeadersForum.

PAGE 3

AUGUST 2016



ASSOCIATES CORNER

Follow Up: Necessity for Success

By Harvey Eisenstadt

To achieve sales success, you must truly identify and exercise the tools and knowledge to continue to strengthen your effectiveness in each of the five critical steps of the sales process. They are Leads, Appointments, Presentations, Closing and Follow Up. There have been many articles written and discussions providing the tools, knowledge and advice on the first four steps, yet so few focusing on Follow Up. Too often, salespeople will neglect or forget (to put it politely) to follow up with a new customer. Like-

wise, too many salespeople do not have a consistent Follow Up program with their existing customers. I like to refer to Follow Up as the foundation for continued success and future new business opportunities. So, if you are not following up new accounts and do not have an effective Follow Up

program for your existing customers you are missing many opportunities for new business. And, let's not forget the importance of customer service in maintaining satisfied customers. To repeat, an effective and consistent Follow Up program is the foundation for this customer service.

Simply stated, the function of every salesperson is to get and keep good customers. Everyone wants to take care of their customers. However it is a fact that cannot be denied that some salespeople work harder at it than others. My advice to all salespeople is to be sure you are following up with your new customers as well as your existing customer base, and to think like the buyer and not the salesperson.

Although a new customer may very well be satisfied with their new product, service or system, all too often they may have a question which they do not get to ask right away. Quite often that question can turn into a complaint if too much time elapses before they ask the question and get an answer. If you, the salesperson, immediately follow up by contacting that new customer once they have received their new product, or their service or installation has been completed, they not only will get an answer to that question without having to call you, but they will also recognize their importance to you as their customer. This is very powerful public relations, and at the same time gives you the opportunity to ask for referrals. After all, the best referrals for new opportunities will come from satisfied customers.

Today businesses face an increasingly sophisticated marketplace and your customers have learned to expect more from you. Customer contact is essential to maintain a satisfied customer base. This means that you cannot sit back and expect loyalty on the part of the customer to be the basis for the survival of your business. Yes, loyalty is very important but you must enact and employ a program that breeds that loyalty. That program is an effective Follow Up plan. This is not a monumental challenge. It simply provides you with a vehicle to contact your customer on a regular basis whether it be quarterly, semi-annually or whatever works best for you based on the size of your customer base. Your plan might be to make a few calls each day where each call just takes a minute or two, but puts you in verbal contact with your customer. Direct mail or e-mail will work also but they do not have that personal touch and do not open the door for you personally to present a new product, answer a question that customer might have, or ask for a referral. It is very competitive in the marketplace and don't think that your competition isn't trying to get to your customers. They are, and they will, if you are "out of sight out of mind."

So, what all this means towards the growth of your business is that you must keep improving to stay ahead of your competition. Excellent customer service is one of the key elements for improving, and to accomplish this you must have an effective Follow Up plan for both your new customers and your existing customer base.

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



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And that's *The NMC Promise*. Contact us today.



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LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2016

By Don Gilbert, Mike Robson, and Trent Smith

The Political Action Committee (PAC) is an important part of the CAA governmental relations program. In past years, CAA has raised more than \$30,000 in its PAC to contribute to business-minded legislators. We want to establish this funding level as a goal for 2016 and encourage CAA members to contribute what they can to reach this goal.

As a reminder, PACs allow citizens with a common interest to join together to participate in the political process. Members of an industry association or employees of a company have an interest in supporting candidates whose philosophy is conducive to creating an environment in which their business can succeed. By donating to the company or association's PAC fund, employees or members help ensure that legislators will be elected who are interested in and responsive to the concerns of the company or industry.

CAA PAC FUND CONTRIBUTIONS

The California Alarm Association has a very strong government relations program that works on the local, state and national level. In addition to the hundreds of hours of volunteer service from our members, we have a CAA PAC Fund which supports our interests in Sacramento.

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TYCO SECURITY PRODUCTS announced the release of CEM Systems AC2000 Security Hub; the new and highly intuitive alarm management application for centrally managing events within the AC2000 access control system and its integrated sub-system including video, fire, intruder and building management systems. "AC2000 Security Hub brings with it all the proven reliability and resilience of the prior CEM AC2000 AED (Alarm Event Display) application, but with enhanced benefits of a modern, intuitive and highly configurable user interface that empowers users to create their own custom command and control centre," said George Martinez, Senior Product Manager, Tyco Security Products.

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"With powerful, eye-catching audio-visual event notifications and Graphical Maps, Security Hub was designed with security procedures and operations in mind and enables security personnel to identify and respond to events in real time, on-time and according to priority." To find out more about the full list of features available in AC2000 Security Hub or to request an AC2000 Security Hub demo please visit www.cemsys.com/

NAPCO StarLink made its popular 2G-Radio Replacement Tradeup Program even better with FREE StarLink Verizon Certified CDMA or AT&T 3/4G Intrusion Radios and Commercial Fire Communicators, from just \$29.95 net, respectively, with new \$100 trade up incentive. Universal StarLink™

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Contractors no longer have to spend hours and hours installing individual baluns at the head end of your CCTV installation or remember and stock different products for an Analog installation and a HD-TVI, CVI & AHD systems with products from **GEM ELECTRONICS**. This includes the 4,8 or 16 channel HD-1080p Video/Power hub with 36 volt power supply for extended power over UTP cable. Camera end has a HD-1080p Voltage reducing balun. The HD-TVI runs 600 feet and you can use this on an Analog video/power system. For information visit www.gemelec.com.

ADS SECURITY (ADS) headquartered in Nashville, TN has acquired customer accounts from Alarm Specialists of Cocoa, FL. The purchase adds approximately 1,600 accounts – 60% residential and 40% commercial – to the ADS Melbourne customer base. "Our expansion plan across the Southeast continues to progress with another excellent Florida alarm company," said John Cerasuolo, ADS President and CEO. "We are proud to be teaming up with Alarm Specialists and look forward to delivering top-notch service to their customers." For more information, visit www.adssecurity.com.

TYCO SECURITY PRODUCTS introduced the latest version of its EntraPass Security Software from Kantech with integration to ASSA ABLOY Aperio® Wireless Lock Technology for deeper door density and reduction of wiring costs as well as a new Connected Partner Program for integration with third-party partner technologies for a more holistic solution. EntraPass provides customers an affordable way to bring the flexibility of wireless locks to any door in a facility including cabinets, drawers and server racks with little to no operational disruption. "Flexibility and affordability with a world class user experience have been the cornerstones of Kantech solutions for many years and the focal points of EntraPass 7.0," said Rajeev Dubey, Senior Product Manager for Kantech. For more information on EntraPass Security Software and available integrations, visit Kantech at www.kantech.com.

The Continental Access Division of **NAPCO SECURITY TECHNOLOGIES** announced the appointment of Ron Kandcer as Director of Sales, reporting to Scott Schramme, Continental's VP, Sales. Kandcer comes to Continental Access with a successful career spanning more than two decades in the access control and security industry, including sales management roles at Allegion®, Matrix Systems® and UTC® Fire & Security. Kandcer will lead Continental's sales force and coordinate the efforts of its US regional sales managers and training program nationwide. This newly-created position will be especially key as the Division prepares to launch its high-anticipated CA4K™ Enterprise Access Control & Security Management Platform. Kandcer can be contacted via email rkandcer@cicaccess.com or cell 631-553-0587.



TYCO SECURITY PRODUCTS announced the expansion of its Connected Partner Program for third-party solutions to integrate to its Software House, American Dynamics, Kantech and Illustra brands. By participating in the Connected Partner Program, technology partners are better able to create powerful solutions within the security marketplace because of their integration with various Tyco Security Products platforms

Associates News, continued on page 12

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Rich Cowan, Director of Sales, Western US
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for access control, surveillance and video and event management. "The expansion of the Connected Partner Program allows new partners to leverage Tyco Security Products' expertise across many platforms for product integrations while maximizing their access to our wide-ranging and high-level customer base," said Kristy Dunchak, Director of Product Management, Integration Solutions and Programs, Tyco Security Products. "This program helps us to bring a broader range of solutions to our customers and provides them with valuable tools for continued growth and success." For more information on the Connected Partner Program, visit www.tycosecurityproducts.com.

DMP introduced the new XTLplus™ Wireless Burglary Control focused on delivering a fast to install residential system with a user interface that is straightforward and simple to use. The XTLplus™ includes all the features you need and the benefits you want in a residential or small commercial panel, in a single, small footprint: 48 zones of 900 MHz secure two-way wireless, cellular and Wi-Fi communication, and Z-Wave Plus™. With a fully featured app to control your system from a smartphone, tablet or browser at MyVirtualKeypad.com, the XTLplus™ provides an elegant user interface, no matter if the consumer is using their interactive 5-inch touchscreen or on the go. "This combination of a distributed design for 'real' security, with a 900 MHz wireless platform, designed for the highest level of security systems that the DMP products are known for and supported by our fast, simple, but utterly-secure user app, makes the XTLplus the best possible choice for a long term profitable residential sales program," said Joe Hurst, DMP's Senior Vice President. For more information, visit www.dmp.com.

The Central Station Alarm Association (CSAA) International announced that the **NATIONAL MONITORING CENTER** locations in Lake Forest, CA and Irving, TX have obtained the prestigious "CSAA Five Diamond Central Station Certification." This Certification testifies that 100% of the company's central station operators have achieved proficiency and certification by passing the CSAA Central Station On-Line Operator Training Course. Five Diamond companies have demonstrated an exceptionally high degree of responsibility to their local community and their customers through the investment of time, money and commitment to 100% quality operator training. Of the approximately 2,700 central stations in the United States, fewer than two hundred central stations have achieved Five Diamond Certified status. "Achieving the Five Diamond Central Station Certification validates all of the hard work and forward-thinking philosophy of our company," commented Woodie Andrawos, President of NMC. "NMC's mission is to provide the highest degree of technology, customer service and CSR training for the benefit of our dealers, and the CSAA certification signifies our commitment to remain the nation's premier central station." For further information, please call 800.353.3031 or email at sales@NMCcentral.com.

TYCO SECURITY PRODUCTS announced an enhanced integration between its SG-System 5 receiver and Bold Technologies' Manitou central station software. The enhanced integration means that Manitou now supports visual alarm verification provided through SG-System 5 to provide central stations with the tools they need to more accurately access alarm situations and to reduce false alarms. The SG-System 5 IP-based receiver supports visual verification via its compatibility with the DSC PowerSeries Neo platform and wireless PowerG PIR Security motion detectors with camera. "Our partnership with the Manitou software from Bold Tech-

Associates News, continued on page 14

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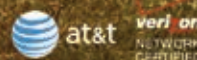


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email: Tac@alarmchannel.com

nologies provides central stations with the optimized solutions available to help central station operators manage and quickly respond to alarms," said Dwayne Salsman, Sr. Product Manager, Tyco Security Products. "Our SG-System 5 receiver reduces the cost of ownership to central stations by cutting down on costly false alarms." For more information on the SG-System 5, please visit www.surgard.com.

TYCO SECURITY PRODUCTS introduced the Safran MorphoAccess SIGMA Series access control high speed biometric and card reader featuring the world's number one performance-ranked fingerprint technology and the world's only single hand movement capture and match reader, the MorphoWave Tower. Using this technology, C•CURE 9000 Security and Event Management platforms are now able to deliver contactless access control. The new MorphoAccess (MA) SIGMA Series readers employ state of the art fingerprint technology that is ranked the most accurate in the world by the United States National Institute of Standards and Technology (NIST). The optical biometric sensor used in the readers also meets the Federal Bureau of Investigation's standards for Personal Identity Verification and Image Quality Specifications. "The MorphoAccess SIGMA Series reader is considered one of the best fingerprint readers in the world, pairing toughness and durability with superb performance, advanced anti-fraud capabilities and mobile access features," said Jason Ouellette, Product Line Director, Access Control, Tyco Security Products. For more information about the MorphoAccess SIGMA Series reader and MorphoWave Tower, visit www.swhouse.com.

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CEDIA, continued from page 1

life safety industry. SecurityCEU.com boasts an enormous catalog of online training covering industry topics such as IP Networking, IP Video, Structured Wiring, and Customer Service.

The SecurityCEU.com courses serve as foundational training for professionals entering the converging worlds of security and home automation. The partnership between CEDIA and SecurityCEU.com makes perfect sense because CEDIA members benefit greatly from exposure to the topics offered. Additional benefits include the ability for CEDIA members to gain and maintain industry licenses and certifications. All SecurityCEU.com courses are approved for CEUs at the national and state levels. SecurityCEU.com also offers a full Compliance Management System (CMS) that provides automation of the licensing process as well as full metrics and measurement.

Matt Oelker, Director of Online Learning for CEDIA, said, "CEDIA understands the importance of the converging markets and the need for high quality, comprehensive training. When our members are required to show proof of their skills, they use this training to provide evidence that they have completed the necessary courses as a validation of baseline security skills relating to our industry."

Courses can be purchased a la carte, but the most popular option is to purchase the Library Subscription. This provides members access to all the courses in the CEDIA catalog for one low price. This license is for 12 months of access.

"The SecurityCEU.com courses have proven to be an excellent resource for the industry and a competitive advantage for companies," said Connie Moorhead, President of The CMOOR Group and SecurityCEU.com. "More and more, skills in Integration and IP Networking are being required to understand contemporary security products and their role in integrated home automation systems."

For more information, visit www.cmoor.com and www.SecurityCEU.com or call 502-254-1590.

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Andres Maldonado-Tyco Legal & Public Affairs Senior Manager, Argentina & Uruguay, Felipe Garcia-ADT Chile, Chief Glen Mowrey-SIAC, Jon Sargent-Tyco & SIAC, and Ivana Domitrovic-Tyco Regional Counsel and Public Affairs with THE MIRROR at Tyco ADT Headquarters in Santiago, Chile.



Felipe Garcia- ADT, Rodrigo Paiva- President of ACHEA (the Chilean alarm monitoring companies trade association), Jorge Lee Mira- President, Comision de Seguridad, Antidelincuencia and Defensa del Comercio Formal –CNC (Chilean National Chamber of Commerce), Jon Sargent-Tyco and SIAC, Ivana Domitrovic-Tyco Regional Counsel and Public Affairs, and Chief Glen Mowrey-SIAC with THE MIRROR at the Chilean National Chamber of Commerce.



Dan McReynolds of Thomasson Marketing Group, Brad Staats of ADI, Dan Walker of Interlogix and Robbert Stoddard of Badger Reps with THE MIRROR at the SAAA Bacon & Brewfest.



Sue Thao of Burgarello Alarm, Marco Snider of Capitol Alarm and James Foreman of Burgarello Alarm with THE MIRROR at the SAAA Bacon & Brewfest.



Leanne Boger of Burgarello Alarm and Tauni Wallace of PSR riding in the Unicorn Car at the SAAA Bacon & Brewfest with THE MIRROR.



Patrick Culmer of Hue & Cry Security, Tauni Wallace of PSR, Ken Reagan of Hue & Cry Security, Brian Fullhart of DSC with THE MIRROR at the SAAA Bacon & Brewfest.



Members of the Mid Cal Alarm Association gathered to present a \$12,500 check to the Community Medical Foundation to support the service to the community.



Rich and Cassie Whitlock of Safe Side Security at the SAAA Bacon & Brewfest with THE MIRROR.

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MID-CAL



MID CAL ALARM ASSOCIATION

Mike Tarin, President

2016 MID CAL MEETINGS

- ♦ October 6 MCAA General Meeting Fresno
- ♦ November 7 MCAA Golf Tournament (tentative) Fresno



REDWOOD ALARM ASSOCIATION

Sean Cooke, President

2016 RAA MEETINGS

- ♦ October 26 RAA General Meeting Windsor
- The meetings are at Johnny Garlic's in Windsor starting at 11:30 am.
 If you have any questions or want to participate in the Redwood Alarm Association, please contact Sean Cooke at scooke@all-guardiansystems.com or 800-255-4273.



EAST BAY ALARM ASSOCIATION

Mike Salk, President

2016 EBAA MEETINGS

- ♦ September 13.. EBAA General Meeting Richmond
- ♦ November 8 EBAA General Meeting Richmond

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



GREATER VALLEY ALARM ASSOCIATION

Joe Castro, President

2016 GVAA MEETINGS

- ♦ October 8 GVAA General Meeting Manteca

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

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GOLDEN GATE ALARM ASSOCIATION

Dave Hood, President

2016 GGAA MEETINGS

♦ **October 12** GGAA General Meeting San Francisco

For further information, contact Dave Hood at dhoo@firstalarm.com

SAN DIEGO
SECURITY ASSOCIATION

SAN DIEGO SECURITY ASSOCIATION

Jason Beardsley, President

2016 SDSA MEETINGS

♦ **September 20**..... SDSA General Meeting San Diego

♦ **December 14** SDSA Holiday Bash..... San Diego

City of San Diego Permit Process

The San Diego Security Association and SIAC have been working cooperatively with the City of San Diego to assist with their fire alarm program, and now their burglar alarm program. The police are requesting alarm companies to submit their active burglar, panic and holdup alarm customer lists to the San Diego Police Department. The preferred method is to send your excel customer list electronically by email to Hilda Gonzalez-Reed at hgonzalezreed@pd.sandiego.gov. If you have any questions, please contact Hilda Gonzalez Reed at hgonzalezreed@pd.sandiego.gov or 619-531-2247.

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ORANGE COUNTY ALARM ASSOCIATION

P.O. Box 2149, Newport Beach, CA 92659
800-339-1420
www.alarmassociation.org

Steve Maris, President

2016 OCAA MEETINGS

♦ **September 21** OCAA General Meeting Anaheim

♦ **November 16** OCAA General Meeting Anaheim

CITY OF IRVINE PERMITS

The City of Irvine requires all alarm users to register their systems with a no fee permit. Alarm users may obtain an alarm permit application at the Irvine Police department website at www.irvinepd.org. The City also offers quarterly Alarm Awareness Classes to help defray the cost of false alarm fines. For more information about the City's alarm program you can contact the Alarm Coordinator at 949-724-7066. Classes are 9 a.m. - 10 a.m. and fee is \$15.

For information contact:

Cristine Gaiennie, Regulatory Affairs Supervisor
Irvine Police Department 949-724-7066
cgaiennie@cityofirvine.org

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



Mark Simpson, President

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

SVAA 2016 MEETING

♦ **October 19** SVAA General Meeting Santa Clara

SVAA Information

If you are not on our e-mail list, please contact Mark Simpson at 408-882-4260 or msimpson@rfi.com. It is so important to get involved with your local associations more than ever and to keep up to date on all the new information.

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SACRAMENTO AREA ALARM ASSOCIATION

Sacramento Area Alarm Association
3491 Park Drive Suite 20-234, El Dorado Hills, CA 95762-4549
saaasecretary1@gmail.com
www.sacalarm.org

Leanne Boger, President

Sacramento Area Alarm Association had a fun evening at our **Spring Fling Bacon & Brew fest** on June 29, at Twelve Rounds Brewery. S.A.A.A. would like to thank our sponsors ADI, Sam Aviles and Tim Tracy with Honeywell Fire and Security, Jeff Dickerson with 2gig, Cyndee Doyle with Bay Alarm, Tauni Wallace with PSR, Travis Hunt with Somerville Security for Altronix, Dan Walker with Interlogix, Leanne Boger with Burgarello Alarm, and Brian with DSC. We had a fantastic evening reaching out to thank our members and sponsors. Our next forum is Industry Trends at TMS Event Center on August 16, 2016. Please contact Leanne at (916) 204-1645 if you have any questions regarding membership and upcoming forums.

2016 SAAA MEETINGS

- ♦ August 16..... SAAA Industry Trends.....Sacramento
- ♦ October 28..... SAAA Fire Forum with SRFMASun City
- ♦ December 15 ... SAAA Holiday Party.....Sacramento

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



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GLASAA Golf Classic



**Thursday, September 29th at
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at 818-220-1899.**

GLASAA

Greater Los Angeles Security Alarm Association

GLASAA

Greater Los Angeles Security Alarm Association

Tom Rankin, President

We are pleased to announce that we have replaced our Marina Cruise this year with an evening at Dodger Stadium. Our Dodgers will play their archrival San Francisco Giants on August 23 and GLASAA will be there. Please note that, as our Golf event has moved from October 8 to September 29, our August event has moved from August 16 to August 23.

Our Dodger event begins at 5:00 at the Terrace Club, where we will all enjoy traditional Dodger culinary faire, and then move to the Left Field Pavilion at game time. **THIS EVENT WILL SERVE TO BOTH APPRECIATE EXISTING MEMBERS AND ADD NEW MEMBERS!**

Any Vendor participating in our upcoming Golf Event or current dealer member who brings along a decision making licensed dealer who is not a member will get a free pass - free for both member and guest! Everyone else will pay only \$40 - a great price for Dodgers and food! Please contact any GLASAA Board member if you are interested in our Dodger Event. You will have to purchase and receive tickets in advance. Jump on this as tickets will go fast. As always, you can reach me at 818-335-5507.

GLASAA MEETINGS 2016

- ♦ **August 23**GLASAA Dodger Game.....**Los Angeles**
- ♦ **September 29**.....GLASAA Golf Classic.....**Los Angeles**
- ♦ **December 13**GLASAA Holiday Party.....**Los Angeles**

GLASAA Meetings and Events

Please visit our website at www.glasaa.org

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

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

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

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Security Industry Alarm Coalition (SIAC)

Visit www.SIACinc.org for alarm management resources for alarm companies, law enforcement and public safety policy development officials. Resources include model ordinance, ECV information and alarm school materials.



INLAND EMPIRE ALARM ASSOCIATION

Matt Standiford, President

IEAA is a professional association of alarm companies and leading industry specialists, focusing on bringing together the best resources possible for the mutual benefit of all members and associates. It is our goal to bring knowledgeable people together as a resource to better protect your business and your customers' safety. Please make time to come out and be a part of what I believe is the future of the alarm industry in California. Professional, Beneficial, Informational.

2016 IEAA MEETINGS

- ♦ **September 22**.....IEAA General Meeting.....**Riverside**
- ♦ **November 10**.....IEAA General Meeting.....**Riverside**

If you would like to attend a meeting or if you have a desire to get involved, then please join us or call 800-559-9060.

IEAA Membership

If you would like to become a member, or have any suggestions on ways to increase our membership, please us a call at 800-559-9060.



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INDUSTRY NEWS

Another Successful Show This Year at ESX 2016

The Electronic Security Expo (ESX) hosted its 9th annual event in Fort Worth, TX at the Fort Worth Convention Center, June 8-10. ESX provided the perfect blend of stimulating networking opportunities, peer-developed and peer-delivered educational sessions, thought-provoking business and industry presentations from the Main Stage, and next-gen products and services on the show floor. The event drew the industry's top decision makers and influencers, maintaining its reputation as the must-attend event for electronic security and life safety professionals. Owners, C-level executives and functional managers represented over 90% of attendees.

Greg Simmons, Owner & Vice-President of Sales for Eagle Sentry commented, "As a proud CEDIA and ESA member, I think ESX has become a great learning experience for members on both sides of the systems integration world. It has become a must attend for me and my team."

George De Marco, Chairman of ESX, stated "Each year, ESX provides security and life safety professionals an opportunity to be inspired and reinvest in themselves, helping them to be relevant and prepared for the future. Exposure to new ideas and concepts introduced our attendees to significant business and industry trends and leadership skills."

The ESX exhibit hall was filled with companies showcasing new and innovative products and services. This year, two new features were introduced on the show floor – ESX Central and the Learning Lab. Both

provided attendees a place to connect with peers, colleagues, conference speakers and Main Stage presenters in a forum that continued the learning and networking experience.

"ESX truly embraced the importance of networking, making it easy and convenient with an 'ESX Central' on the show floor," commented Nicole Swartwout, a Partner with Call-Safe. "Personally, I was happy to have a central meeting place for industry groups and committees such as the Young Security Professionals, allowing us to really be time efficient and get the most out of the show."

The ESX Innovation Awards featured winners in 25 industry related categories. Attendees had the opportunity to review the winners in the ESX Innova-

tion Awards Showcase and in the exhibitors' booths. In addition, the ESX TechVision Challenge, a "Shark Tank" style contest judged live at ESX by our "industry sharks," revealed the ESX 2016 "Best of Show" product. This year Qolsys was the TechVision Challenge Winner for their IQ Panel 2 product, a first all-in-one security and smart home platform.

ESX announced that its 2017 convention will return to the Music City Center in Nashville, Tennessee from June 13-16 – Save the Date for an industry event that is focused on the needs of electronic security and life safety professionals.



June 13-16, 2017



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AFAA Training Seminars

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- When you make professional development opportunities available, you're building a positive reputation as an employer that cares about its workforce and strives to employ only the best. Remember your employees are your brand ambassadors.

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



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Special thanks to immediate past president Tony Locatelli and departing Directors, Bill Hopple and John Sullivan for their time and service to the organization.

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2016 Training and Education Calendar

August 2
Tri-Ed North Hills: August
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www.tri-ed.com

August 2-3
NICET Fire Alarm 1&2 Training
Phoenix
702-648-8899
www.nationatrainingcenter.net

August 2-3
NICET Fire Alarm 1&2 Training
Denver
702-648-8899
www.nationatrainingcenter.net

August 9
Tri-Ed North Hills: August
Counter Days – Taco Tuesday
818-895-8830
www.tri-ed.com

August 9-10
NICET Fire Alarm 1&2 Training
Seattle
702-648-8899
www.nationatrainingcenter.net

August 11
ADI EXPO
Houston, TX
www.adiglobal.us

August 16
Tri-Ed North Hills: August
Counter Days – Taco Tuesday
818-895-8830
www.tri-ed.com

August 23
Tri-Ed North Hills: August
Counter Days – Taco Tuesday
818-895-8830
www.tri-ed.com

August 30
Tri-Ed Sacramento
Alarm.com Training Seminar
916-928-5766
www.tri-ed.com

August 30
Tri-Ed Anaheim Stadium Tour
(Angels vs. Reds)
Angel Stadium of Anaheim -
2000 E Gene Autry Way
Open 3:00PM to 6:00PM
www.tri-ed.com

August 30
Tri-Ed Union City: Arecont
Vision and Exacq Dealer
Training
10:00 AM - 1:00 PM
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August 30-31
NICET Fire Alarm 1&2 Training
S. San Francisco
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www.nationatrainingcenter.net

September 8
ADI EXPO
San Antonio, TX
www.adiglobal.us

September 14
Tri-Ed Sacramento: Eaton Lunch
& Learn with CEU Credits
11:00 AM - 12:00 PM
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September 29
ADI EXPO
Santa Clara, CA
www.adiglobal.us

October 6
ADI EXPO
Honolulu, HI
www.adiglobal.us

November 15
ADI EXPO
Dallas, TX
www.adiglobal.us

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NSA 2016 MEETINGS

September 14Member Meeting & Board Elections

November 11Scholarship Fundraiser Poker Party

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

Be a part of this award winning chapter by joining the NSA today! Membership promotions are underway! Contact us for details.

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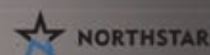
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NSA VP Jon Perry of Sting Alarm, NSA President Greg Simmons of Eagle Sentry, Chief Jack Manning of the Las Vegas Marshal's Criminal Division, NSA Treasurer John Perdichizzi of ASAP Security, and NSA Sargent-At-Arms Alan Reza of ADT at the NSA July member meeting in Las Vegas.



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Center: Jason Christensen with Honeywell's Doug Marshall (left) and Keith Baird (right) at the Honeywell design display at NorthStar Home headquarters.

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August 26..... WAESA Fire Alarm SymposiumAuburn, WA
September 13 WAESA Westside MeetingKent, WA
September 15 WAESA Eastside MeetingSpokane, WA
October 6 WAESA Security Alarm Symposium.....Seattle, WA
October 20 WAESA Eastside MeetingSpokane, WA
November 8 WAESA Westside MeetingTri-Ed
November 17 WAESA Eastside MeetingSpokane, WA

WASHINGTON APPRENTICESHIP PROGRAM

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

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

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

OBFAA Membership

Please contact us if you would like to be a member of the OBFAA.

Being part of the OBFAA has many benefits such as the latest news dealing with the alarm industry in the Pacific Northwest, OBFAA represents You and Your opinion to consumers, lawmakers and the public at large. The bigger the organization, the louder its voice.

2016 OBFAA MEETINGS

August 3..... OBFAA General Meeting

November 2 OBFAA General Meeting

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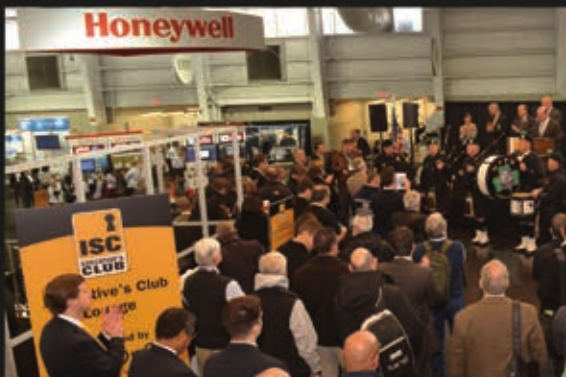
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Any inquiries regarding the Nevada Association of Security Professionals can be directed to Scott Wulforst from Stanley Convergent Security Solutions, 775-287-8110.

Please contact me if you have any questions.

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AZAA 2016 Annual Meeting

August 17-19, 2016



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TBFAA Golf Tournament

October 26, 2016 at Waterview Golf Club in Rowlett!

Featuring 15 acres of lakes and 1,500 trees, The Waterview Golf Club boasts a championship golf course with a challenging level of play for all golfers, from beginners to professionals. What was once pastureland is now a lush, gently rolling, par 72 course. With extensive practice facilities, an on-site bar and grill, and the finest greens in the Dallas-Fort Worth Metroplex, Waterview Golf Club is the premier destination for championship play.

TBFAA 2016 Annual Convention & Trade Show

October 27 & 28, 2016

Hilton Dallas

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www.WBFAA.net



WBFAA UATC Apprentice Fall Semester Class Begins August 2016

The WBFAA UATC Spring 2016 semester begins August 17, 2016. Call the WBFAA UATC at 800-809-0280. Please register new apprentices in advance of this start date. The WBFAA UATC is open to member companies of the CAA or CAFAA who require having registered apprentices with the State of California.

Certification – Fire/Life Safety Technician - Renewal

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

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

CSLB Enforces Zero Tolerance

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

WBFAA UATC Offers Online Continuing Education

The WBFAA UATC is offering an online continuing education program for electronic security systems technicians with nearly 100 hours of course offerings. Registered technicians with member companies will have access to 18 hours of online courses annually at no fee. In addition, registered technicians will have access to courses offered in physical classrooms and can submit third-party training for certification for renewal of the state Fire/Life Safety Certification card. For more information, visit www.wbfaa.net or www.wbfaatraining.net.

WBFAA UATC Invites Membership

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

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Electronic Security Association SECURE+ Initiative

The Electronic Security Association (ESA) web presence helps consumers find the most qualified and trustworthy professionals for their home safety and automation needs. The website, www.SecurePlusweb.org showcases ESA member companies who have joined the SECURE+ Initiative. These companies install security systems, along with lifestyle-enhancing features, such as remote control of lighting, air conditioning

and heating, making their customers' lives not only safer, but simpler, more energy-efficient and more convenient. For more information about the SECURE+ Initiative, go to ESAweb.org or contact the ESA Member Service Center at 972-807-6801.

ESA Member Buying Program

The ESA Member Buying Program, designed to save you and your company significant amounts of time and money, now offers collective buying power through our Buying Group Alliance, made up of more than 250,000 businesses. ESA members are seeing immediate value and reporting an average of 20% savings. "We are thrilled to deliver another valuable member benefit to ESA member companies and their employees. Members taking advantage of this program may be able to pay for their ESA membership many times over by saving significant money on products and services they already buy," said Knox. Electronic Security Association members can register for the ESA Member Savings Program by going to www.esaweb.org.

Security America Risk Retention Group

Security America Risk Retention Group (SARRG) is an insurance company developed by the ESA and administered through Marsh Insurance. Security America RRG was formed in 2003 to provide affordable and stable insurance coverage exclusively to ESA member companies. Security America RRG offers general liability including errors & omissions insurance specifically tailored to meet the needs of electronic life safety, security, and systems professionals throughout the country. Domiciled in Vermont, Security America RRG is registered in all 50 U.S. states. For information visit www.securityamericarrg.com, call 866-315-3838 or e-mail info@security-america.com.

NTS Expands Online Courses

The ESA National Training School has expanded its catalog of online training courses including technician and business management courses. For information, visit www.esaweb.org.



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WESTERN STATES SECURITY ALLIANCE CALENDAR 2016

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

AUGUST

- 3.....OBFAA General Meeting
- 16.....SAAA Industry TrendsSacramento
- 23.....GLASAA Dodger Game.....Los Angeles

SEPTEMBER

- 13.....EBAA General Meeting.....Richmond
- 13.....WAESA Westside Meeting.....ADI
- 14.....NSA Meeting & Elections.....Las Vegas
- 15.....WAESA Eastside Meeting.....Spokane, WA
- 20.....SDSA General MeetingSan Diego
- 21.....OCAA General Meeting.....Anaheim
- 22.....IEAA General Meeting.....Riverside
- 29.....GLASAA Golf ClassicLos Angeles

OCTOBER

- 6.....MCAA General MeetingFresno
- 6.....WAESA Security Alarm Symposium.....Seattle, WA
- 12.....GGAA General Meeting.....San Francisco
- 13.....GVAA General MeetingManteca
- 19.....SVAA General Meeting.....San Jose

- 20.....WAESA Eastside Meeting.....Spokane, WA
- 26.....RAA General MeetingWindsor
- 28.....SAAA Fire Forum with SRFMA.....Sun City

NOVEMBER

- 2.....OBFAA General Meeting
- 7.....MCAA Golf Tournament.....Fresno
- 8.....WAESA Westside Meeting.....Tri-Ed
- 8.....EBAA General Meeting.....Richmond
- 10.....IEAA General Meeting.....Riverside
- 11.....NSA Scholarship Poker Party.....Las Vegas
- 16.....OCAA General Meeting.....Anaheim
- 17.....WAESA Eastside Meeting.....Spokane, WA

DECEMBER

- 7-10.....CAA Winter ConventionSan Francisco Marriott Marquis
- 13.....GLASAA Holiday Party.....Los Angeles
- 14.....SDSA General MeetingSan Diego
- 15.....SAAA Holiday PartySacramento

CAA CONVENTIONS

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

2016 - 2017 Industry Events

- | | |
|---|---|
| AZAA 2016 Annual Meeting
August 17-19, 2016

ASIS Annual Seminar & Exhibits
September 12-15, 2016
Orlando, FL

YSP Rising Leaders
Oct. 11 - 13, 2016
Stevenson, WA

ISC East
Nov. 16-17, 2016
New York, NY | ESA Leadership Summit 2017
Feb. 12-15, 2017
Tampa, FL

SIA Education@ISC 2017
April 4-6, 2017

ISC WEST 2017
April 5-7, 2017
Las Vegas, NV

ESA Day on Capitol Hill 2017
May 9 - 10, 2017

ESX 2017
June 13 - 16, 2017
Nashville, TN |
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 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
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