

THE MIRROR

PUBLISHED BY THE CAA FOR THE WESTERN STATES SECURITY ALLIANCE

VOLUME XXVII, NUMBER 8 — AUGUST 2018

www.CAAonline.org



Alarm Detection Systems (ADS) of Aurora, Ill., was recognized for its second PDQ Award during ESX 2018. Pictured, left to right: Keith Baird of Honeywell; Ed Bonifas, Melissa Hodgetts and Ed Lubic of ADS, and Scott Goldfine of Security Sales & Integration magazine.

2018 CAA WINTER CONVENTION

The Fairmont – San Francisco – Nob Hill

- Networking
- Education
- Information for the Future

Plan on attending these great events:

WEDNESDAY DECEMBER 5

- Welcome Reception, Tonga Room

THURSDAY DECEMBER 6

- CAA BOARD MEETING
- CAFAA GENERAL MEETING
- CAA SPONSOR LUNCHEON
- MORE THAN 10 WORKSHOPS
- ASSOCIATE MEETING
- EXHIBITOR HAPPY HOUR
- GALA OPENING EXHIBITS & RECEPTION

FRIDAY DECEMBER 7

- BUFFET BREAKFAST BUFFET AND EXHIBITS
- CAA General Session
- KEYNOTE ADDRESS:
- LADIES LUNCHEON
- BUFFET LUNCHEON AND EXHIBITS
- EXECUTIVE SYMPOSIUM
- CAA TRIBUTE DINNER & RECEPTION

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SATURDAY DECEMBER 8

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THE MIRROR is published monthly by the California Alarm Association, a California not for profit association, for the Western States Security Alliance.

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Editorial: Copy is due the 10th of the month preceding publication. **Advertising:** Space reservations due the 10th and copy due the 15th of the month preceding publication.

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PRESIDENT'S MESSAGE

Get Your House in Order!

After working this weekend painting a garage at our cabin, I'm reminded that I'm not getting any younger!

My shoulder is so sore I can hardly shave, my back is so tight I could barely put on my shoes. And as my wife can attest, I'm making "old man noises" with every move I make this morning. Yes, for sure, I'm getting older.

If we are lucky enough, this is what is supposed to happen.

However, I have a strategy for the next lake project; I'm going to make sure to invite the kids up.

This story is paralleled in my business as I am closing in on my 40th anniversary at work. What is my strategy for the future?

When is the time to retire? Do I sell my business or pass it down? As the facticity of life begins to catch me, am I clear on my exit from our business or shall I leave it to fate?

I think not.

I am still designing, but have a few points that I am considering. If you are in a similar situation, or want to begin the planning process, I recommend that you start soon as some tactics take time to develop.

1. Know your numbers.
2. Set up a living trust.
3. Realize your body's capacity to act in daily situations.
4. Audit your customer base for missing or no contract accounts.
5. Understand your contractual commitments to vendors, suppliers, and your central station.
6. Get help in knowing the tax burden of selling your company including C-Corp. vs. S-Corp. vs. individual fillings.
7. Clean up your receivables.
8. Get help, the best you can afford.
9. Know what is next.
10. Build an identity of trust and value in everything you do.

These are but a few as I look to you to add to the list.

Where is the Advil?

All the best,
Chuck



By Chuck Petrusha

CAA Winter Convention

Dec. 5-8, 2018 - Fairmont Nob Hill

Mark Sepulveda has been selected as the 2018 CAA George A. Weinstock award recipient. He will be honored Friday night, Dec. 7 at a Tribute dinner at the Fairmont Hotel.

Call the CAA office for sponsorships for the Tribute event and for the CAA Winter convention.

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ASSOCIATES NEWS

SentryCon, **SENTRYNET**'s annual dealer conference held in Biloxi, MS, was held April 23-26th with more than 225 security industry professionals in attendance. The main focuses for this year's conference included how to deal with current challenges facing the security industry and how to increase business and Recurring Monthly Revenue (RMR). "This year, our theme was the Challenge of Change," says Julie Beach, VP of SentryNet. "During our several days together, we focused on education and networking to help our dealers gain the tools and knowledge needed to continue to stay competitive in the rapidly evolving security environment." During the event, dealers, vendors and employees raised over \$5,000 in donations to the National Firefighter Cancer Support Network (NFCNSN). These funds go to assist firefighters who are battling

cancer contracted by their career. The NFCNSN also provides valuable training and tools to firefighters to keep them safe from the contaminants that cause cancers. If you would like information on SentryCon, please contact Peggy Page at peggy.page@sbdinc.com. For more information on SentryNet, please call 800-932-3304, or visit www.sentrynet.com

COPS MONITORING announced the promotion of Kat Tallman to VP of Software Development. In her new role, Tallman will oversee the COPS team of programmers for ongoing software development and will be responsible for project management to support internal and external customers. "We are very pleased to announce Kat's promotion," said COPS Monitoring's President & COO Jim McMullen. "Kat has an impressive work ethic, and her innovative thinking and leadership will continue to enhance the direction of our software platforms and service offerings." Tallman began her career with COPS in 2000 and she most recently managed the programming team for COPS exclusive Generations UL listed monitoring platform and MPower Dealer and Subscriber account management systems. Tallman is a previous winner of the COPS Chairman's Award for Excellence – the company's top award. For more information about COPS Monitoring, visit www.copsmonitoring.com.

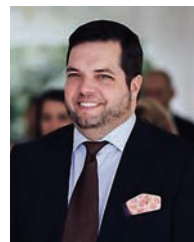


SYSTEM SENSOR is excited to announce the next phase of our L-Series product line with the availability of dual strobe universal expanderplates. This new offering includes compatibility with the new L-Series notification appliances that launched in Q1 of 2017. Expander plates cut costs, speed installation, and improve aesthetics on emergency communication applications that require both fire and emergency warnings. They combine the functions of two to three devices on a single mounting plate and back box. L-Series universal expander plates provide dual strobe and speaker strobe functionality that's easy for a single person to wire and install. Simply mount the expander plate to a junction box, attach the notification appliance mounting plate, and connect the field wiring to the terminals.

Clint Choate has joined **SNAPAV** as the Market Director of the Security Channel. Clint's focus will



be to align Snap's unique value proposition that became an initial disrupter in the CEDIA space by protecting dealer margin through direct sourcing and becoming mission critical to integrator and dealer operations to the security industry, and attracting security companies to purchase Snap's 14 networking, power, surveillance, cable, and audio/video brands and multiple affiliated products. For more information, go to www.snapav.com.



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LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2018

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 2018 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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CAA President Chuck Petrusha, Devin Swanson and Richard Jimenez of IE Alarms with THE MIRROR at ESX in Nashville.



John Hopper of Uber with Roy Pollack of Comcast/Xfinity Home with THE MIRROR.



Tommie Van Fossen of Honeywell with his family & THE MIRROR in St. Martin.



Christine and Jon Sargent with Diane and John Hopper of Uber with THE MIRROR.

Randy Fox of Fox Security and John Hopper of Uber with THE MIRROR.



SVAA SGT at Arms, Joe Bowman, was in Napa enjoying the day with the NFD.



Mike Miller of Moon Security and John Hopper of Uber with THE MIRROR at ESX in Nashville.



John Hopper of Uber with Woodie Andrawos of NMC with THE MIRROR at ESX in Nashville.

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



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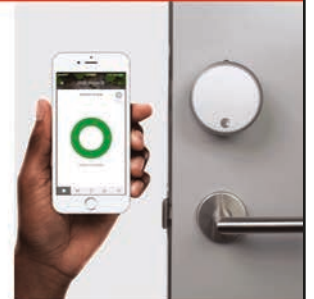


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Jon McNamara, President

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

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.



ORANGE COUNTY Alarm Association

P.O. Box 2149, Newport Beach, CA 92659
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Jason Keyz, President

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 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.

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Showing the \$500.00 check from ADI are Tatiana Abramek of OCAA & NMC, Rich Buchanan, Eric Camerino and Mike Ruiz of ADI.

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GREATER VALLEY ALARM ASSOCIATION

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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.



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Chris Kwast, President

City of San Diego Permit Process

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

Visit our website: www.sandiegosecurityassociation.org



Ben Martinez, President

SVAA Information

If you are not on our e-mail list, please contact Ben Martinez at (510) 750-0252 or bmartinez@gcsmonitoring.com. It is so important to get involved with your local associations now more than ever and to keep up to date on all the new information.

GLASAA

Greater Los Angeles Security Alarm Association

David Michel, President

Our annual GLASAA Golf Classic will be held on October 18, 2018. Please update your calendars!

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

Please feel free to email me at dmichel@valleyalarm.com.

Dave Michel

GLASAA President

GLASAA Meetings and Events

♦ **October 18..... GLASAA Golf Tournament**

Please visit our website at www.glasaa.org.



REDWOOD ALARM ASSOCIATION

Sean Cooke, President

Thanks for a Great Summer Member Meeting!

The Redwood Alarm Associations hosted its fall meeting on Wed., July 18 in Santa Rosa. Thanks to everyone who attended! It was a great meeting.

Our next meeting will be announced here in THE MIRROR. Stay tuned!

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



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EBAA Meetings

Our General Meetings are held at Trader Vic's in Emeryville. The meetings start at 11:30 a.m. RSVP to 800-437-7658, Ext. 3 or info@caaonline.org.

Richmond Ordinance

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



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EBAA Board Members with Special Guest Speaker Kirk MacDowell at the EBAA General Meeting.



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Oregon Burglar & Fire Alarm Association would like to invite you to our next General Meeting:

Tuesday, August 28, 2018
11:30 - 1:00 p.m.
NECA-IBEW Electrical Training Center
16021 NE Airport Way
Portland, OR 97230

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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Thank you to our guest speaker for our July NSA Member Meeting Ron Davis. With his finger on the pulse of the industry and many years in the industry, Ron gave a great presentation. Also, thanks to our vendor Spotlight: Andrew Speropoulos of Security Partners.

Don't forget to RSVP for the Annual NSA Scholarship Fundraiser Poker Party on October 19. We'll be at Las Vegas Country Club for dinner, networking, raffles and a fun game of poker to raise money for our scholarship for kids of first responders. Sponsorships available! admin@nevadasecurityassociation.org 702-551-4672.

2018 NSA Calendar:

August 8.....	NSA Board of Directors Meeting	Las Vegas
September 12	NSA Board of Directors Meeting	Las Vegas
September 12	NSA Membership Meeting	Las Vegas
October 10	NSA Board of Directors Meeting	Call-in
October 12	NSA Youth Scholarship Fundraiser	Las Vegas
November 14	NSA Board of Directors Meeting	Las Vegas
November 14	NSA Membership Meeting	Las Vegas
December 12.....	NSA Board of Directors Meeting	Las Vegas

The NSA will hold elections for Board of Directors at the September 12 member meeting. Here's your chance to make a difference in our industry! If you are interested in joining the board, contact Jeanne for more information.

NTS On-line Training is now accessible through the TRAINING TAB on the NSA website.

Join us and see what the power of our association can do. Membership applications available for download from our website www.nevadasecurityassociation.org

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July saw the CBFAA at the ADI-Expo in Denver and SES in Colorado Springs talking to companies about the work of the CBFAA. If you missed us and would like more information, do not hesitate to contact us.

Join us for our next meeting:

DATE: September 12, 2018

TIME: Noon

LOCATION: Hacienda Restaurant, 4100 E. Mexico Ave, Denver, CO 80222

GUEST SPEAKER: Colorado Marijuana Enforcement Division

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RSVP: Jeanne@cbfaa.org or call 303-805-0885 by September 10.

New to CBFAA? Add your name to our email list to get meeting notifications and our newsletter. Join us for our next meeting. Once you see the benefits of membership, you'll want to add your voice to ours. Info and membership applications available on our website www.cbfaa.org.

CBFAA SCHEDULE

August 8.....CBFAA Board of Directors Meeting..... Denver, CO
September 12.....CBFAA Board of Directors Meeting..... Denver, CO
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October 10.....CBFAA Board of Directors Meeting..... Denver, CO
November 14.....CBFAA Board of Directors Meeting..... Denver, CO
December 6.....CBFAA Holiday Party..... Denver, CO

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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 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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WESTERN STATES SECURITY ALLIANCE CALENDAR 2018

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

AUGUST

1	SVAA General Meeting	San Jose
6	MCAA General Meeting	Fresno
15	RAA General Meeting	Santa Rosa
28	Oregon BFAA Meeting	Portland
23	SAAA Industry Trends	Sacramento

SEPTEMBER

9	SDSA General Meeting	San Diego
11	EBAA General Meeting	Emeryville
12	NSA Membership Meeting	Las Vegas
12	CBFAA Membership Meeting	Denver, CO
20	IEAA General Meeting	Riverside
26	GGAA General Meeting	San Francisco

OCTOBER

11	GVAA General Meeting	
19	NSA Scholarship Fundraiser	Las Vegas
13-17	TMA Annual Meeting	Palm Beach, FL
18	GLASAA Golf Tournament	Los Angeles
25	SAAA Fire Forum	Sacramento

NOVEMBER

7	SVAA General Meeting	San Jose
8	IEAA Holiday Teen Charity	Riverside
13	EBAA General Meeting	Emeryville
14	NSA Membership Meeting	Las Vegas

DECEMBER

5-8	CAA Winter Convention	Fairmont San Francisco
13	SAAA Holiday Party	Sacramento
6	CBFAA Holiday Party	Denver, CO
12	NSA Board of Directors Meeting	Las Vegas
12	SDSA Holiday Bash	San Diego

2018 TRAINING CALENDAR

August 30	September 20	October 25
ANIXTER TRAIN- ING/EXPO/GOLF EVENT - TOP GOLF Denver, CO www.anixter.com	ANIXTER TRAIN- ING/EXPO/GOLF EVENT - TOP GOLF Houston, TX www.anixter.com	ANIXTER TRAIN- ING/EXPO/GOLF EVENT - TOP GOLF Dallas, TX www.anixter.com



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CAA CONVENTIONS

★ 2018.....December 5 – December 8.....Fairmont San Francisco ★

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

INDUSTRY EVENTS

ASIS 2018

Sept. 23-27, 2018
Las Vegas, NV

ISC East

Nov. 14-15, 2018
New York, NY



ESA Rising Leaders Forum

January 27-29, 2019
Austin, TX



ESA Leadership Summit

January 29-31, 2019
Austin TX



ISC West

April 10-12, 2019
Las Vegas, NV



ESX

June 2-6, 2019
Indianapolis, IN



Email your training and education calendar to info@CAAonline.org

BSIS Address and Telephone Numbers

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

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



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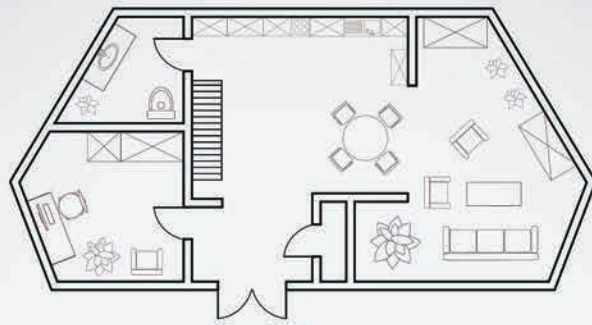
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