

THE MIRROR

PUBLISHED BY THE CAA FOR THE WESTERN STATES SECURITY ALLIANCE

VOLUME XXIX, NUMBER 8 — AUGUST 2020

www.CAAonline.org



Appeals Court Upholds Sandy Springs Ordinance Fining Alarm Companies

The 11th U.S. Circuit Court of Appeals has upheld a controversial ordinance enacted by the city of Sandy Springs, Georgia, that fines alarm companies for false alarm generated by their customers.

The Georgia Electronic Life Safety & Systems Association (GELSSA), A-Com Security Co. LLP and Safecom Security Solutions Inc. were the plaintiffs in the case. The legal challenge was organized by the Security Industry Alarm Coalition (SIAC) which has managed all aspects of the effort, from hiring the law firm to raising funds necessary for the effort. The original challenge to the law was rejected by a lower federal court in 2018. Industry attorneys are currently reviewing the ruling to determine what, if any, next steps are appropriate.

GELSSA and the alarm company plaintiffs argued that this civil fine scheme was not rationally related to a legitimate government interest—and therefore unconstitutional—because alarm companies are not in a position to supervise, direct or control the actions of their customers.

The 11th Circuit judges disagreed stating “as we see it, it is entirely rational for the City to penalize alarm companies for the false alarms of their customers.” The court reasoned that alarm companies could educate their customers, pass along fines, or stop serving chronic abusers and that it does not violate due process to hold them vicariously liable for the misconduct of their customers.

“Even after it started fining alarm companies, Sandy Springs continued to impose additional punitive measures on the 80% of the community that depends on alarm

systems to protect life and property,” said Stan Martin, SIAC Executive Director.

“The Sandy Springs ordinance is also among the most punitive in the nation with excessive fines, even when a dispatch is cancelled and the requirement of some type of verification before police will be dispatched.”

Since the ordinance became effective, alarm companies have been subjected to tens of thousands of dollars in civil penalties for the actions of alarm users who have caused “false alarms” as determined by the City and billed by Cry Wolf Services, the city’s third-party alarm administrator.

“While we are disappointed in the court’s ruling, we are pleased that other cities have shown little interest in Sandy Springs’ vindictive approach to our industry,” said Scott Hightower, GELSSA President.

“SIAC continues working closely with law enforcement agencies throughout the country to promote the model ordinance it helped create in partnership with leaders in the law enforcement community,” said Martin. “When you consider that the cost of fighting a single bad ordinance can easily run into the six figures, supporting SIAC’s work at the local and national level remains a wise investment. Extreme proposals such as fining alarm companies or requiring verification before police will respond to alarms is not on the table when a community is reducing unnecessary dispatches using the model ordinance,” said Martin. “More than 1,000 communities nationwide are currently using the principles of the model ordinance and that number continues to grow steadily each year.” For more information visit www.SIACinc.com.

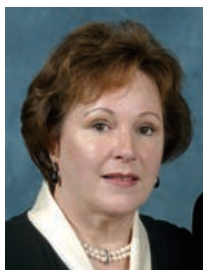
Penny Lynne Westphal

May 10, 1945 - July 1, 2020

Penny Lynne Westphal of Lafayette, CA passed away peacefully in her home of 47 years on July 1, 2020. She was surrounded by her family and friends whom she loved with all her heart. She was

75 years old and loved by many. She is survived by her loving husband Roger, daughter Amy, son Tim, brother Warren, and 4 grandchildren.

Penny was born May 10, 1945 in Colorado Springs, CO to Ruth and Warren Truitt. She was raised in Richmond California and graduated from Harry Ells High School in



Penny Lynne Westphal, continued on page 14

Passages

Anne “Laurie” Wulforst

April 6, 1944 - July 14, 2020

We are saddened to report the passing of Lauri Wulforst, a faithful friend of the CAA and regular attendee at our CAA

Winter Convention for more than 20 years. We extend our sincerest sympathies to her husband Bud, sons Howard and his wife Jeanne, and to Scott, and Leif.

Anne “Laurie” Wulforst, age 76, passed away peacefully in her home in Reno, Nevada on Tuesday, July 14th, 2020. By her side was her high school sweetheart and husband of 57 years, Howard Edward “Bud” Wulforst.

She and Bud met at Sewanhaka High School in 1961.



Laurie Wulforst, continued on page 22

PERS from the company that invented it.
Best products, prices, and services in the business.



Numera 4200 kit

Complete kit including panel, one transmitter.

\$59.95 | \$4.95
Kit price | 24/7 Monitoring Service

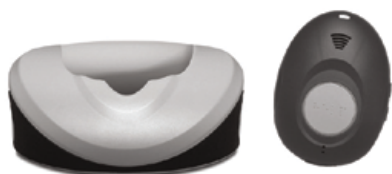


Numera 4200 cellular kit

Complete kit including panel, one transmitter, and cellular module.

\$79.95 | \$6.95
Kit price | 24/7 Monitoring & Cellular Service

CALL NOW **800.821.8200** EMAIL **SALES@ATWCENTRAL.COM**



ATW mPERS Fall Detector Unit with GPS

Waterproof, Auto fall detection, portal with geo-fencing and location history, two-way voice. AT&T 3G/4G Network.

\$99.95 | \$10.95
Kit price | 24/7 Monitoring & Cellular Service



ATW mPERS Unit with GPS

Water resistant, portal with geo-fencing and location history, two-way voice. AT&T 3G/4G Network.

\$99.95 | \$8.95
Kit price | 24/7 Monitoring & Cellular Service



ATW mPERS 1-T

Triangulation technology through our monitoring center, two-way voice, AT&T 3G/4G Network.

\$89.95 | \$7.95
Kit price | 24/7 Monitoring & Cellular Service

ATW offers a full array of fantastic support services including:

End user direct fulfillment, End user monitoring billing, End user tech support, all under your own brand.

CALIFORNIA ALARM ASSOCIATION BOARD OF DIRECTORS

OFFICERS

President

Tim Westphal, Bay Alarm Company

Northern Vice President

Mike Salk, Reed Brothers

Southern Vice President

Mike Matson, Matson Alarm

Secretary

Ron Galippo, Smart Tech Security

Treasurer

David Michel, Valley Alarm

Sergeant at Arms

Brian Boeglin

REGIONAL PRESIDENTS

Mike Salk *East Bay Alarm Association*

Paul Wasserm, *Golden Gate Alarm Association*

David Michel, *Greater L.A. Security Alarm Assn.*

Joe Castro, *Greater Valley Alarm Association*

William Watson, *Inland Empire Alarm Association*

Michael Tarin, *Mid Cal Alarm Association*

Vacant, *Orange County Alarm Association*

Sean Cooke, *Redwood Alarm Association*

Mark Simpson, *Sacramento Area Alarm Association*

Deric Morrow, *Silicon Valley Alarm Association*

Matt Kruger, *San Diego Alarm Association*

Tim Tracy, *Associates Director*

Joe Nuccio, *Large Company Representative*

PAST PRESIDENTS

Chuck Petrusha, *Advanced Security Systems*

Cathy Rempel, *American Security Integrators*

Bob Michel, *Valley Alarm*

John Hopper, *Sentry Alarm*

Matt Westphal, *Bay Alarm Company*

Jon Sargent, *Tyco Integrated Security*

Patty Hartman, *Burgarello Alarm*

Tony Smith, *Security Finance Associates*

George Gunning, *USA Alarm Systems*

Frank Burke, *USA Alarm Systems*

Pam Alva, *Allied Security Alarms*

Ted Willie

Roger Westphal, *Bay Alarm Company*

Richard A. Beunk, *Comseco of California*

Rod Uffindell, *Denalect Alarm Company*

Jack McAboy

Harold France

Bruce Westphal, *Bay Alarm Company*

Paul Worsley, *Valley Burglar & Fire Alarm Co.*

George A. Weinstock

Everett Westphal, *Bay Alarm Co.*

Frank Meiners

William Swinney

Robert Leeper

Jerry J. Linder

EX OFFICIO

Jerry Lenander, *Executive Director*

Lessing E. Gold, *Legal Counsel*

Charles Schwager, *CPA*

THE MIRROR is published monthly by the

California Alarm Association,

a California not for profit association, for the

Western States Security Alliance.

No articles herein may be reproduced without written permission

of the California Alarm Association. The Association is not

responsible for any errors or omissions in advertising.

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.

For Editorial and Advertising information, contact:

Jerry Lenander

California Alarm Association

333 Washington Blvd. Ste. 433

Marina del Rey, CA 90292

TEL 800/437-7658 FAX 800/490-9682

Web Site: www.CAAonline.org

info@caaonline.org

© Copyright 2020 by the California Alarm Association



www.facebook.com/CAAonline
www.twitter.com/CAA_online



PRESIDENT'S MESSAGE

Dear CAA Member,

The more it changes, the more it stays the same.

The evolving pandemic continues to generate ongoing and new challenges to each of us managing our business, personnel and ensuring the health and safety of our families. I think we have adapted to the new normal and continue to live our life and do the work that has been deemed essential to our community.

I hope you have been reviewing the weekly legislative update from our Sacramento lobbyist. Our Government Affairs Committee and our legislative advocate Edelstein Gilbert Robson & Smith continue to represent our interests and those of our customers at the Capitol. As you can imagine, the state is struggling with budget shortfalls and we are ensuring there are no threats to our industry or our companies. We have had great success in the recent years legislatively and continue to take initiatives that will ensure the marketplace that we all earn our living in is fair and balanced.

We had nearly 100 people join us for our recent Southern California chapter meeting via webinar, with four outstanding perspectives from alarm company owners and senior managers discussing best practices. It was interesting to hear what actual steps these companies have taken to enhance retention and continue to grow their business. While we long for the future when we can gather, network and share our experiences in person, the webinar provided vital and innovative information for those who participated.

As you know, the ISC West event was moved to March 2021, leaving as our next target the CAA Winter Convention in San Francisco December 2-5, 2020 at The Fairmont. The hotel is open and has adopted stay safe and meeting wellness protocols to ensure a safe gathering place for the CAA. Registration is open and I hope you will continue to consider joining us.

The convention is our annual fundraiser, based on the CAA Tribute Dinner honoring Mike Salk for 30 years of volunteer service. Sponsorship and tribute ads are available, and regardless of your travel plans, I hope you will participate in this fundraiser. Opportunities begin at \$250 and provide the financial foundation to support the programs and initiatives undertaken by the CAA on your behalf.

Please visit our newly launched website at www.caaonline.org for updates on all our programs and initiatives including our CAA Training Program.

Stay safe, have a healthy August and enjoy the balance of the summer months.

Tim Westphal
President



By Tim Westphal

As you know, the ISC West event was moved to March 2021, leaving as our next target the CAA Winter Convention in San Francisco December 2-5, 2020 at The Fairmont. The hotel is open and has adopted stay safe and meeting wellness protocols to ensure a safe gathering place for the CAA. Registration is open and I hope you will continue to consider joining us.

CAA CONVENTIONS

2020.....December 2 – December 5..... Fairmont San Francisco

2021.....May 12 – May 15..... Hilton Palm Springs

2021.....December 1 – December 4..... Fairmont San Francisco

Covering the Insurance Needs of the Security and Alarms Industry.

Security professionals are exposed to numerous risks that standard insurance policies just don't cover.

That's why Bolton's Security & Alarms Program arms you with a range of industry-specific resources and policy enhancements to protect your company from the challenges you may face.



Industry Experts
Rick Gombor
& John Guthrie



Broader Perspective. Business Solutions.

Since 1981, Bolton has been an expert provider of risk management and insurance for the security industry. Our team has the experience to provide customized programs to assure alarm dealers and central stations have the right coverage that matches their budget and specific needs.

John Guthrie, Executive Vice President
jguthrie@boltonco.com // (626) 535-1824 direct
www.boltonco.com // Insurance License No. 0008309

LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2020

By Don Gilbert, Mike Robson, and Trent Smith

The Political Action Committee (PAC) is an important part of the CAA governmental relations program. In past years, CAA has raised more than \$30,000 in its PAC to contribute to business-minded legislators. We want to establish this funding level as a goal for 2019 and encourage CAA members to contribute what they can to reach this goal.

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

CAA PAC FUND CONTRIBUTIONS

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

Payable to:

CAA PAC

Mail to:

CAA PAC
C/o Richard Eichman, CPA
1127 11th Street, #300
Sacramento, CA 95814

Funds can be corporate or personal, although they are not tax deductible.

IMPORTANT: Include your name, address, employer and occupation with each contribution.

VISA/MasterCard/AMERICAN EXPRESS

To make donation with your VISA/MasterCard/AMEX call the CAA office at 800-437-7658.

MERGERS & ACQUISITIONS LLC

John H. Colehower
Managing Director

**Providing Acquisition Services to the Security Industry
for 30 Years**

MergersAcquisitionsUS.com

jcolehower@MergersAcquisitionsUS.com

Direct:

609.466.7244

TATIANA ABRAHEK
REGIONAL SALES MANAGER, WEST
tabramek@nmccentral.com
Office: 877-353-3031
Cell: 949-877-2226

www.NMCcentral.com



THE FIRST MONITORING CENTER TO BE ISSUED UL 827A

NMC creates a path for independent dealers with in-house UL monitoring centers to comply with emergent redundancy and business continuity regulations by providing backup and hybrid monitoring services.

We're first to innovate so that you're first to succeed.

To learn more, visit:

www.NMCcentral.com/UL827A | 877-353-3031

THE INDEPENDENT DEALERS' PARTNER OF CHOICE

© 2020 National Monitoring Center, a Netwatch Group Company. All rights reserved.

AL 1456 | AR CMPY.000222 | CA ACO7829 | FL EF20000505 | IL 124.002015 | OK AC1035 | TN 1785 | TX B13486 | TX Fire ACR-2919 | VA 11-7288





**AUTOMATIC
FIRE ALARM
ASSOCIATION**

National Headquarters

3246 Noe Bixby Road, Suite 101, Columbus, Ohio 43232
www.afa.org 844-438-2322 alex@afa.org

Executive Director: Alex Strausser
Training Manager: Tim Knisely

AFAA Board of Directors and Executive Committee

President: Rick Heffernan - SDI
Vice President: Tom Parrish - Telgian Corp.
Treasurer: Dave Newhouse - Gentex
Secretary: Larry Rietz - Jensen Hughes
Immediate Past President: Rodger Reiswig - Johnson Controls

Board of Directors

Shane Clary - Bay Alarm
Chris Creamer - DynaFire
Jim Loftus - Siemens
Jason Dupuis - Cintas Fire Protection
Leon Newsome - Cooper Notification
Kathleen Almand P.E., FSFPE
Joseph Cagiano - SDI
Jack Poole - Poole Fire Protection
Deborah Shaner - Shaner Life Safety
Jason Webb - Potter Electric Signal Company



CALIFORNIA AUTOMATIC FIRE ALARM ASSOCIATION

TEL 888/607-5959
www.CAFAA.com | info@CAFAA.com
P.O. BOX 1459
FREMONT, CA 94538-0013

CAFAA BOARD OF DIRECTORS

Joel Reitz
PRESIDENT

John Maitrejean
VP - SOUTH

Daniel Tate
VP - NORTH

Joseph R. Cervantes, Sr.
SECRETARY

Drew Turner
TREASURER

Jay Levy
**IMMEDIATE PAST
PRESIDENT**

DIRECTORS
Heather Hays

Kirk Greenwood

Kevin Green

Toby Woods

Ivy Moon

Jon Kapis

Frank Alvernaz

Visit www.AFAA.org for the latest training calendar,
or email admin@AFAA.org to sponsor a local seminar.

*Affordable, quality
education delivered by
renowned experts...*

*Ensure consistency for
your team by keeping
up with the current
industry standards!*



Automatic Fire Alarm Association

Your Fire/Integration/ Alarm Company is WORTH MORE THAN YOU THINK!

Sell Your Company or Accounts Now

*We have qualified buyers
ready to purchase your
Security, Fire, Integration
business and/or accounts.*

- FIRE ALARM
- INTEGRATION
- BURGLAR
- CCTV



**CALL RORY'S CELL
AT 1-800-354-3863**

Talk to Rory Russell to get the
most recent and complete
Business Valuation for your
company and see for yourself
how much your business is
currently worth.

A F S
ACQUISITION &
FUNDING SERVICES

Don't Wait! We Are Closing Deals Now! (over \$35 million):

Metairie, LA	\$450,000
Oxford, GA	\$525,000
Ponoma, NY	\$575,000
Detroit, MI	\$600,000
Mt. Vernon, NY	\$1 Million
Boston, MA	\$1 Million
Northern GA	\$1.3 Million
Jackson Hole, WY	\$1.8 Million

Clifton, NJ	\$1.8 Million
Ft Meyers, FL	\$5.5 Million
Los Angeles, CA	\$10.4 Million
Orlando, FL	\$11 Million

<i>Pending:</i>	
Fort Pierce, FL	\$2.8 Million
Edison, NJ	\$10 Million

**CALL
RORY RUSSELL
FOR A COMPLETE
BUSINESS VALUATION
1-800-354-3863**



Dallan Labrum
Regional Sales Manager
801-688-9292

pdk™ | Anytime.
Anywhere.
Any Device.

Defining the future of access
control.
prodtakey.com



CMS
BEYOND MONITORING

Zuzana Spencer
Business Development Representative
714.713.0870
zspencer@cmsn.com
www.cmsn.com



**How much is my
company worth?**

Dorsie Mosher will answer
that and many more questions
before you sell your Security
company.

Call **847-651-1282**
or email
dorsie.mosher@gmail.com




Innovative Security Transactions
www.dorsie.com

PPVAR New President Tom Nakatani



The Partnership for Priority Verified Alarm Response (PPVAR) announced Tom Nakatani, IT VP of Customer Monitoring Technology for ADT, has been elected President. Nakatani officially began his two-year term at the June 10 PPVAR member's meeting after serving as Vice President. He succeeds Joey Rao-Russell, President & CEO for Sonitrol-Kimberlite, who will now serve on the PPVAR Board as an Immediate Past President and Treasurer.

"I am honored to take on the role of PPVAR President and to work with the distinguished and influential group of industry thought leaders, Public Safety leaders, and key partners on our Board of Directors," said Nakatani. "The use of verification technology is fundamentally changing the relationship between the alarm industry and Public Safety for the better. We're thrilled to be involved with the development of industry standards that will provide more actionable information for first responders. This information will improve officer safety while prioritizing their impact."

Nakatani started his career at ADT in 1991 and has held a number of positions with the company including global monitoring technology, monitoring standards, program management, operational reporting, M&A, and Product delivery. He also sits on the Board of Directors for the Security Industry Association and participates on a number of industry and regulatory committees.

Three of the Public Safety and Partner members are David L. Holl is the Director of Public Safety for Lower Allen Township, PA, Frank G. Fernandez, the retired Chief of Police from Miami and Hollywood Police, and John Chiaramonte, president of Mission Critical Partners' Consulting Business.

For more information visit www.PPVAR.org or email communications@ppvar.org



TMS
**TOTAL MONITORING
SERVICES INC.**

Locally owned and operated in
Northern California
UL S-8219-1

DAWN SMITH
Product & Services Manager

Toll: (888) 610-4377
Direct: (916) 480-4828
Cell: (916) 474-0486
dsmith@tmscentral.com

J.C. Gury
Signs & Decals

**YOUR ONE STOP SHOP FOR
SIGNS, STAKES & DECALS**



Our Custom Printed Products Are Made For Long Term Durability.

Contact us today at
800-903-3385 or sales@jcgury.com

Come see more of our products at
jcgury.com

530 East Jamie Ave, La Habra, California

TriStar
Monitoring LLC

Service with
Integrity and Commitment

Tim LeBlanc
President

(951) 442-2526 Cell
(888) 790-0922 Office
(855) 479-8686 Fax
tim@tristarmonitoring.com
ACO 7211 UL S25277-1

Powered by **DICE** Automation

Celebrating 60 Year Anniversary

1958-2018



John Campau, Selling the Connected Lifestyle

JohnCampau@Comtronics.com

As owner of 23 Verizon Wireless retail stores in Michigan, John Campau, President and CEO of Comtronics, knows what consumers want ... a Connected Lifestyle. Now, they can control security, lights, cameras, locks, thermostats and more right from the palm of their hand.

SMART PHONES CONNECTED TO SMART HOMES

Visit www.comtronics.com • Call (517) 787-2900

ASSOCIATES NEWS



NICOLA OAKIE
VICE PRESIDENT OF SALES
PROACTIVE VIDEO MONITORING
nookie@nmccentral.com
Cell: 702-816-1974

www.NMCcentral.com

netwatch
proactive video monitoring

brought to you by **NMC**

POTTER ELECTRIC SIGNAL COMPANY announced the integration of Potter fire alarm systems with the IntelliView™ Dashboard. The web-based dashboard allows the user to monitor their Potter fire alarm control panels in addition to the IntelliGen™ nitrogen generators from anywhere in the world. A mobile app is also available in the iOS and Google Play stores and provides increased functionality. Bob Teta, Potter's Software Engineering Manager said, "Mobile device access to a building's fire systems is long overdue. IntelliView will make installation, testing and inspection much more efficient and accurate. It will also enable life-safety personnel to have immediate information when a system is in trouble or in alarm – this creates a safer environment for everyone." Visit www.PotterIntelliView.com for more information.



POTTER ELECTRIC SIGNAL COMPANY announced the hiring of Jeff Klein to the position of President of Fire & Security. Klein is joining Potter after previously working at Chamberlain Group in Chicago as their Vice President/General Manager of Commercial Business. Klein will be taking over for Dave Kosciuk, who will be moving into the role of Senior Vice President of Business Development before retiring at the end of 2020.

DMP announced the addition of Collin Brady to the West sales team. With his home base in San Diego, Collin is strategically placed to serve and support the DMP-authorized dealers in Southern California as their new Dealer Development Manager (DDM). This territory includes San Diego, Orange and Riverside counties. Collin's career in the security industry has been distinguished by his high performance and tenacity. In his most recent position, he consistently exceeded his goals while selling complex intrusion, access control and video surveillance solutions to key government and defense accounts on the West Coast. Contact Collin at 800-641-4282 x 5146, cell 417-406-2172 or email CBrady@DMP.com.



NATIONAL MONITORING CENTER (NMC) announced it has been issued the first UL 827A listing as a Central Station Provider for Central Station Hosted Services upon having met strict compliances. This process requires a significant investment in infrastructure and personnel with specialized IT skills. UL's Hosted Central Station Service category allows central stations to achieve increased operational efficiencies and capabilities through the use of a third party provider of information technology services having received a UL Certification, such as NMC. Examples include disaster recovery services, central station automation software as a service and receiver and server hosting. "We are extremely honored to be the first monitoring center to earn this designation. Central Stations that aren't able to build a backup center can leverage our monitoring centers to keep them in compliance," said Woodie Andrawos, President of NMC. For more information, visit www.nmccentral.com, call 877-353-3031 or email at sales@NMCcentral.com.



Ivy Moon
Southwest Regional Sales Manager

www.sdifire.com
ivy.moon@sdifire.com
Mobile: 310-344-6608 | Office: 732-751-9266
3535 Route 66, Building 6, Neptune, NJ 07753



ADD REMOTE REBOOTING

REDUCE TRUCK ROLLS

REPAIR ANYTIME, ANYWHERE

**LESS DRIVING.
MORE RMR.**



AlwaysON™
PREMISES
MANAGEMENT PLATFORM



REQUEST A DEMO
www.observables.com/demo

2020 CAA Winter Convention Scheduled for December 2-5 at The Fairmont in San Francisco

The hotel is developing safe meeting and safe stay protocols to ensure the safety of the attendees.

Meetings, seminars, special events, display floor, and much more.

**Tribute Dinner to be held
Dec. 4, Friday, honoring
Mike Salk**



Mike Salk Named George A. Weinstock 2020 Award Honoree

His nearly 30 years of volunteer service, providing leadership to major issues facing the industry, make him a natural selection for lifetime achievement and service to the industry recognition.



ACT365
DO IT ALL FROM
ANYWHERE.

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

- Integrated access control and video management
- Cloud-based real time reporting
- Access from anywhere, anytime, on any device
- Manage unlimited sites and users
- No IT investment or headaches

As a Master Allegion Distributor, AHS has what you need IN STOCK, READY TO SHIP - usually the same day. AHS also has the access control experts you need - to answer questions, recommend and assist. Visit accesshardware.com for product information, installation downloads and training videos.

AHS ACCESS
HARDWARE
SUPPLY

855.847.5691
accesshardware.com



Altronix®

More than just power.™

• Advanced Power Solutions with Network Communication	• Custom Access & Power Distribution kitted to your specification
• Long Range Ethernet	• Hardened PoE Switches
• Fiber / EoC / UTP Solutions	• NAC Power Extenders

info@altronix.com / altronix.com / 718.567.8181



dynamark ALWAYS INNOVATING

 Wholesale Monitoring	 Funding Program	 Live Video Dispatch	 Equipment Financing	 Bulk Acquisitions	 Fire Alarm Monitoring
---	--	--	--	--	--

NORTHERN US Mike Hatcher (301) 992-5291 mhatcher@dynamarkmonitoring.com	SOUTHERN US Hank Groff (904) 333-1078 hgroff@dynamarkmonitoring.com	WESTERN US Rich Cowan (609) 760-0233 rcowan@dynamarkmonitoring.com
--	--	---

OCTOBER 5-7, 2020

ISC WEST

PREMIER SPONSOR:



COMPREHENSIVE SECURITY

FOR A SAFER, CONNECTED WORLD



Due to the cancellation of the ISC West 2020 in-person event, Reed Exhibitions, along with premier sponsor SIA, will transform ISC West 2020 into an all-virtual event occurring on October 5-7, 2020 to serve the security and public safety community.

Our team will be rolling out additional information on the ISC West 2020 Virtual Event but visit the link below to be the first to know when registration opens and stay tuned as we announce more details!



FEATURING

Keynotes | SIA Education@ISC Sessions
Showcased Solutions & Technologies | Vendor
Solution Sessions | Networking Opportunities
Discussion Groups | & More!

Be the first to know when registration opens:
WWW.ISCWEST2020.COM/CAA



Secure

from **\$79⁹⁵**
net

Complete Professional Cellular Alarm Systems

**If you like 2GIG® or Qolsys IQ2®,
You'll love unbeatable iSecure®, saves 1/2 the Cost**



Add RMR-producing accounts SUPER FAST



Connected Home, Video & SMS Notifications



Lowest equipment costs. Full Pro Line of Add-ons



1 Hr Pro Installation & 24 Hr Pro Battery Backup

Fast-track adding more accounts,
& return on investment than ever possible

All-Inclusive Cellular Alarm Systems with App, Connected Home, Choice of Wireless Devices, Video Cameras & Doorbell

- **Lowest equipment costs, for fastest payback** – Full System w/cellular communicator, from \$79.95^{net} to \$199.95^{net*}
- Built-in, up to 80 zones, intrusion & fire
- App for security, automation economical SMS text and video notification alerts/reminder service for accounts
- **1-hour installation** - programs from your phone/tablet in minutes
- Built-in Dual Path LTE cellular/IP reporting (inside); **StarLink-Incentive-eligible*** (Saves \$100/Kit, reflected above)
- **Go-Anywhere Smart Hub™** - position for smash prevention and best signal reception, includes 85db siren & wireless receiver
- Uses Pro 4Ah battery for longest power outage protection- for 24 Hr. standby time, avg.
- **Choice of 3 All-Inclusive Kits** with either Multifunction 7" Security/Video/Connected Home Touchscreen (1024 x 600HR), 4" security touchscreen, or wireless LCD keypad + Hub, 2 Window/Door Transmitters & Wireless PIR, supplied
- **Z-Wave control built-in in Touchscreen Kits | Full Line of Accessories, Sirens/Strobe & Existing Sensor Takeover Module, etc.**



Secure

Systems by Napco

www.isecurealarms.com | 1.800.645.9445

Now Available! At a Distributor Near You

iSecure, StarLink, Go-Anywhere Smart Hub & iBridge are trademarks of Napco Security Technologies, Inc. All other marks are intellectual property of their respective cos.
*Note: Net Kit pricing shown is suggested dealer pricing and already reflects StarLink Free for All™ Tradeup Incentive (\$100 credit), quoted in USD. For full incentive promo details see <http://www.napcosecurity.com/starlink/starlink4upgrade/>.

The Passing of Penny Lynne Westphal, *continued from page 1*

1963, where she was crowned homecoming queen. After graduation, she attended Contra Costa College and worked as a Parks Activities Director for the city of El Cerrito. She subsequently went on to work as an administrative assistant at Warner Chilcott and Kaiser Aluminum. Penny met Roger Westphal on a blind date when she was 20 years old. They married two years later, in 1967 and welcomed their daughter Amy, in 1971. Penny managed to convince Roger to move to Lafayette



in 1972, and their Son Tim was born shortly after, in 1973.

Penny spent the next 47 years cultivating a beautiful, inspiring home and environment that she delighted in sharing with others. She was an avid gardener, enjoyed cooking and sharing food, playing cards (she usually won), being hilarious, reading and spending meaningful time with her longtime circle of

friends. Family vacations were important to her and she treasured her time in Mexico, Tahoe, and Yolla Bolly. She was an intrepid traveler, covering much of the globe with Roger, loved to sing and dance and had an infectious enthusiasm for life. She was a partner of the highest caliber to her beloved husband Roger. They celebrated their 53rd wedding anniversary on June 17. Penny will be remembered as a person of integrity, humility and kindness by those who were lucky enough to know her.

Donations in memory of Penny can be may be made to:

Hospice of the East Bay
3470 Buskirk Ave., Pleasant Hill, CA 94523

Condolences may be sent to:

Roger Westphal
Bay Alarm Company
5130 Commercial Circle, Concord, CA 94520

Tim Westphal
Bay Alarm Company
5130 Commercial Circle, Concord, CA 94520



avantguard
agmonitoring.com



**Monitoring Solutions for
a Connected World**



JEFF DICKERSON
National Accounts - West
509.521.4233
jdickerson@agmonitoring.com



**CONFIDENTIALLY: DOES
YOUR COMPANY HAVE A
FUTURE? IS IT TIME
TO CHANGE OR SELL?**

**ASK A 30-YEAR
INDUSTRY VETERAN.**

**Call Tony Smith at
(626) 795-9199**

tsmith@securityfundingsolutions.com



www.securityfundingassociates.com

Sigifredo Ruiz
Territory Sales Manager
(702) 528-8985
sigifredo.ruiz@jci.com

John Kaloper
National Accounts
(949) 870-0480
john.kaloper@jci.com

Freddie Amaral
Technical Sales Trainer
(951) 429-2036
freddie.amaral@jci.com


Dustin Evans
Territory Sales Manager
(951) 455-8045
william.evans@jci.com

Mark Stirling
Technical Sales Trainer
(503) 530-6687
mark.1.stirling@jci.com



DIGITAL SECURITY CONTROLS LTD.
An ISO 9001 Registered Company
3301 Langstaff Road, Concord
ON, Canada L4K 4L2
www.dsc.com

*Where in the World Is THE MIRROR? Carry THE MIRROR
on your travels and send us a photo of your adventures.*



**BARKIN,
PERREN,
SCHWAGER &
DOLAN, LLP**

CERTIFIED PUBLIC ACCOUNTANTS

CHARLES H. SCHWAGER, CPA

21700 Oxnard Street, Suite 950
Woodland Hills, CA 91367
www.bpsidcpa.com

PH: 818.719.9020 ext.205
FAX: 818.702.0273
cschwager@bpsidcpa.com



Want to grow your business beyond traditional alarm monitoring?



The 5500EZ can be used in Industrial Monitoring!

The 5500EZ for non-security applications is a new use of Uplink's wireless monitoring technology for industrial monitoring. Now you can use the 5500EZ to control:

- Sewer pumps
- Water/wastewater systems
- Lights
- Generators
- and much, much more!


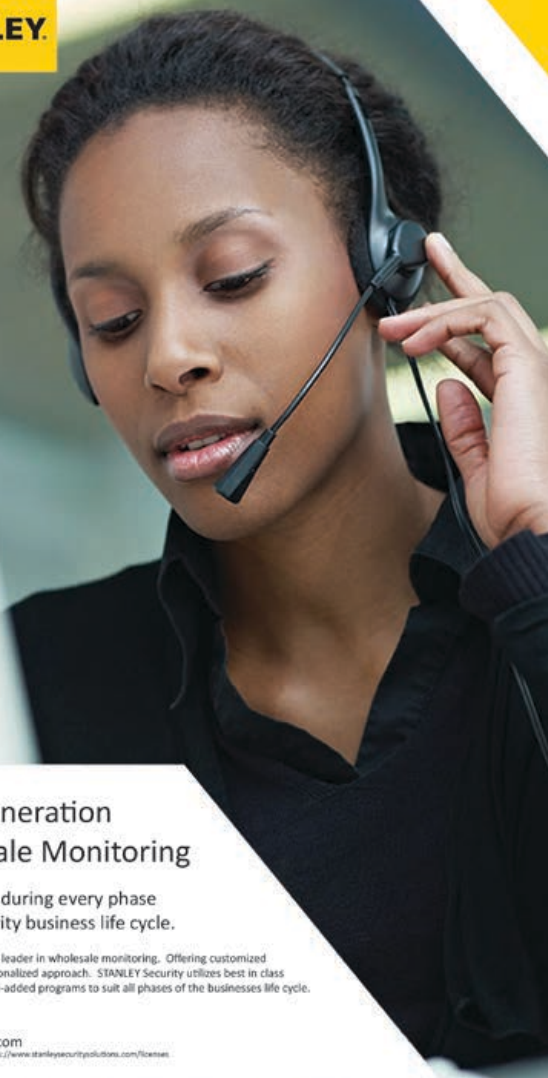
The number of use cases is almost limitless, and provides alarm dealers with another source of revenue — perfect for those looking to increase the number of connected devices to supplement their traditional security monitoring business.

Contact us today to learn more!

(888) 987-5465 | uplinksales@sierrawireless.com | uplink.com



Uplink®

**Next Generation
Wholesale Monitoring**

Your partner during every phase
of your security business life cycle.

STANLEY Security is a leader in wholesale monitoring. Offering customized solutions with a personalized approach. STANLEY Security utilizes best in class technology and value-added programs to suit all phases of the businesses life cycle.

800-932-3304
www.sentrynet.com
Licensing information at <https://www.stanleysecuritysolutions.com/licenses>



NEWS

TMA 2020 Fall Events Pivot to Virtual Format

The Board of Directors of The Monitoring Association (TMA) has announced their decision to transition the organization's 2020 Annual Meeting and Ops-Tech from face-to-face to virtual meetings. The dramatic increase in the spread of COVID-19 in recent weeks raised great concern for the wellbeing of our members and other prospective attendees.

The meetings will be presented as follows:

2020 Annual Meeting Education Sessions: Tuesday, October 27 - Thursday, October, 29

2020 Ops-Tech Education Sessions:

- Focus on Operations: Monday, Nov. 9th - Thursday, November 12
Includes a bonus one-day Video Security Monitoring track
- Focus on Technology:
Tuesday, November 17 - Wednesday, November 18

"Virtual programming opens up some outstanding new opportunities for both attendees and speakers," stated TMA President Don Young. "We anticipate a heightened comfort level with registering for each event and hope everyone can enjoy the savings and convenience."

Attendees can expect the same quality and scope of content in educational programming that has long been a distinguishing attribute of TMA meetings. "The educational portion of our fall events reflects the current, unprecedented business landscape for monitoring and installation companies of all sizes," remarked John Brady, TMA Education Committee Chair. "From emerging insurance and legal issues to remote workforce management training issues amid the pandemic, the meeting will dedicate time to the latest technology offerings and explore new business opportunities that have arisen in recent months."

More information about the meetings will be posted at www.tma.us.

Affiliated Monitoring Wins "Marvel" Award

The Monitoring Association (TMA) and Security Sales & Integration (SSI) Editor-in-Chief and Associate Publisher Scott Goldfine presented the 2020 TMA/SSI Monitoring Technology "Marvel" Award to New Jersey-based Affiliated Monitoring, Inc. for its AlertMessage and CareAlert products. Managing Director Mike Zydor accepted the award on behalf of winning company.

This award honors innovations in monitoring center technology and is sponsored by TMA and Security Sales & Integration (SSI) and coordinated by the TMA Technology Committee.

2020 TMA Excellence Award Winners

TMA's Monitoring Center Excellence Awards recognize monitoring centers (TMA members and non-members) and outstanding personnel who perform in the highest professional manner, thereby making a significant contribution to the betterment of the alarm industry and the alarm profession while demonstrating exceptional service to their customers and community.

The 2020 Excellence Award Winners are:

- 2020 Monitoring Center of the Year - Securitas Electronic Security, Inc.
- 2020 Manager of the Year - Jacqueline Brogan, Alarm Detection Systems
- 2020 Operator of the Year - Amanda Edmunds, AvantGuard Monitoring Services, LLC.
- 2020 Support Person of the Year - Gavin Butterfield, AvantGuard Monitoring Services, LLC.

TMA's Monitoring Center Excellence Awards are co-sponsored by SDM Magazine, which will publish a feature story on the winners in its August issue. Entries are judged by a blue-ribbon volunteer judging panel appointed by TMA. For past winners and more information, visit www.tma.us.



General Monitoring Services, Inc.

Your Company In Good Company
ACO 5198

KEN GRESTD
Business Development

☎ 800.839.7212
☎ 714.393.4573
✉ kgresty@gmscentral.com

 UUFX Protective Signaling Services - Central Station



ALARM.COM®

877-389-4033
703-304-0867
info@alarm.com

False Alarm Prevention Simplified.

97%

of alarms are FALSE.

68%

of police dispatches are
due to customers not
answering when the
monitoring center calls.

rapidSMS

Help your customers prevent false alarms instantly via a text message containing important information needed to make critical decisions in real time, *with* the ability to take action quickly.

Learn more about this app-free solution: rrms.com/rapidSMS



800.558.7767
rrms.com



INLAND EMPIRE ALARM ASSOCIATION

William Watson, 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.



GOLDEN GATE ALARM ASSOCIATION

Paul Wassem, President

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

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



EAST BAY ALARM ASSOCIATION

Mike Salk, EBAA President / CAA Vice President NorCal

EBAA Meetings

For questions please reach out to Treasurer Deric Morrow 510-432-8130 deric.morrow@jci.com

RSVP to 800-437-7658 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.



Deric Morrow, President

SVAA Information

If you are not on our e-mail list, please contact Deric Morrow at 510-921-3987 or deric.morrow@jci.com. 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

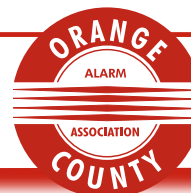
David Michel, President

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.

GLASAA Meetings and Events

Please visit our website at www.glasaa.org.



ORANGE COUNTY ALARM ASSOCIATION

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

NEW OFFICERS ELECTED

The OCAA held an election on July 23 and named three new industry veterans to leadership roles. The new officers are:

President Elizabeth Courtney, Beacon Security
Secretary Lisa Beale, American Alarm Systems
Treasurer Tatiana Abramek, NMC

MEETINGS

The OCAA will hold virtual meetings on the following dates:

- ♦ September 16
- ♦ November 18

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.

MID-CAL

Alarm
Association

MID CAL ALARM ASSOCIATION

Mike Tarin, President

MEETINGS 2020

♦ September 8, 2020..... MCAA General Meeting



**AMS Puts the Services You Need
in the Palm of Your Hand.**

877.740.0283 | www.monitor1.com

Setting the standard for quality monitoring and dealer service since 1980.



**FLAIR
ELECTRONICS**

Standard and Custom Magnetic Contacts
Wired and Wireless Annunciators
Perimeter Fence Sensors

Call today for free samples

800-532-3492
sales@flairsecurity.com
www.flairsecurity.com

*At Flair
We Care!*

Matt Standiford
Regional Sales Manager
951-642-3366



Anytime.
Anywhere.
Any Device.

Defining the future of access
control.
prodatakey.com




**TriStar
Monitoring LLC**

"Service with Integrity and Commitment"

**Success
Stability
Constant**

Call Today to Join Our Solid & Stable Monitoring Program

TIM LeBLANC
(951) 442-2526
Sales@TriStarMonitoring.com • TriStarMonitoring.com

State of the Art Technology
Rock Solid, Enduring Ownership
Veteran Owned



Ca License #AC07211



**SAN DIEGO
SECURITY ASSOCIATION**

**SAN DIEGO
SECURITY ASSOCIATION**

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



**REDWOOD
ALARM ASSOCIATION**

**REDWOOD
ALARM ASSOCIATION**

Sean Cooke, President

Meetings - RAA Looks Forward to Summer!

Hello Redwood Alarm Association members! Unfortunately, our spring meeting was canceled due to the Governor's statewide stay-at-home order. We hope all our members and colleagues across the state are safe and healthy.

Our fall RAA meeting is scheduled for October 14, 2020.

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



**GREATER VALLEY
ALARM ASSOCIATION**

**GREATER VALLEY
ALARM ASSOCIATION**

Joe Castro, President

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



**SACRAMENTO AREA
ALARM ASSOCIATION**

**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

Mark Simpson, President

LOCAL MONITORING

Only Better

THE ONLY PROFESSIONAL MONITORING COMPANY CALLING
6 STATES HOME AND 19 MORE NEXT-DOOR NEIGHBORS

With no concentrated mega-centers making employees feel like numbers, our network of smaller hometown monitoring centers makes our team members feel valued, invested, and eager to serve your customers – *wherever they are.*

If the success of your company depends on high reliability and a great customer experience, then back it up with the best redundancy and personable service the monitoring industry has to offer.

Not just different. Better.

copsmonitoring.com

Providing nationwide professional alarm monitoring and dealer services from
New Jersey | Florida | Arizona | Tennessee | Texas | Maryland
800.367.2677 | Fax: 856.629.4043 | info@copsmonitoring.com | copsmonitoring.com

CA: ACO6132 • DE: 05-85 • FL: EF20000481 • IL: 127-001299 • MD: 107-840 • TN: 632/1626 • TX Burg: B11561/17961 • TX Fire: ACR-2215 • VA: 11-1941



COPS
Monitoring
Your Hometown Central Station

NSA NEVADA SECURITY ASSOCIATION



www.nevadasecurityassociation.org
 Contact NSA:
 admin@nevadasecurityassociation.org
 or call 702-551-4672
EXECUTIVE DIRECTOR
 Jeanne Palmer
 205 N. Stephanie St, Suite D #170
 Henderson, NV 89074
 702-551-4672
 admin@nevadasecurityassociation.org

NSA BOARD MEMBERS

PRESIDENT

Manuel Robles
 Stanley Convergent Security
 702-252-4200
 manuel.robles@sbdinc.com

VICE PRESIDENT

Robert Sulliman
 Alarmco
 702-382-5000
 rsulliman@alarmco.com

SECRETARY

Duncan Coons
 Eagle Sentry
 702.736.8880
 drcoons@eaglesentry.com

TREASURER

John Perdichizzi
 ASAP Security 702-870-8880
 Johnp@asapnv.com

SERGEANT AT ARMS

Alan "Ray" Reza
 ADT 702-822-3803
 areza@adt.com

ASSOCIATE DIRECTOR

Rex Camerino
 Resideo Pro Install Security
 619.213.3769
 rex.camerino@resideo.com

IMMEDIATE PAST PRESIDENT

Jon Perry
 Sting Alarm 702-737-8464
 jperry@stingsystems.com

The NSA is looking forward to meeting with our federal legislators in August to advocate for our industry.

We are holding elections for our Board of Directors this fall. If you want to have a say in the direction of your industry, consider joining our board. As a board member, you'll join forces with others who have similar commitments to Security & Life Safety here in Nevada. Contact us for details.

As with everyone, COVID-19 continues to wreak havoc on our meeting schedule. We are looking at a possible next meeting in September. Keep an eye out for updates in your inbox. Contact us at admin@nevadasecurityassociation.org or check our website for membership applications.

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

Get involved with NSA today! www.nevadasecurityassociation.org

The Passing of Laurie Wulforst, continued from page 1

Bud and Laurie were very active in the security industry and together were a beacon of happiness for so many. Their love for each other and those around them was magnetic, they couldn't help but attract a crowd in their gatherings and travels. If you were joining them out on the town, enjoying dinner or a holiday you knew you were in for something special.

In lieu of flowers, a wonderful way to honor your memory of Laurie is by donation in her name to the Food Bank of Northern Nevada.



FOOD BANK OF
 NORTHERN NEVADA

550 Italy Drive
 Sparks, NV 89437

Condolences may be sent to:

Bud Wulforst
 P.O. Box 60160
 Reno, NV 89506

ASK ABOUT OUR CELLULAR AND NETWORK SOLUTIONS



DIRECTOR OF SALES, WEST | Jeff Spatz

Cell: 417-689-7045 | JSpatz@DMP.com



SOUTHERN CALIFORNIA | Collin Brady

Cell: 417-406-2172 | CBrady@DMP.com



NORTHERN CALIFORNIA | Tauni Wallace

Cell: 417-408-3573 | TWallace@DMP.com



LA | Edward Zachar

Cell: 417-399-0358 | EZachar@DMP.com



CENTRAL CALIFORNIA | Joshua Jetton

Cell: 417-709-9799 | JJetton@DMP.com



2500 N. Partnership Blvd | Springfield, MO 65803
 Phone: 800-641-4282 | Fax: 800-743-5724
 DMP.com | Info@DMP.com

RACHEL NAPOLITANO
 ACCOUNT MANAGER
 RLNAPOLITANO@RRMS.COM
 844.779.2952

rapid response
Rapid Response Monitoring
 www.rrms.com

ALL INFORMATION CONTAINED HEREIN IS UNCLASSIFIED EXCEPT WHERE SHOWN OTHERWISE. DATE 08-01-2019 BY 60322/UC/LP/STP/TK/DA/TK/BR/HRM, 15144-ADN/2019, 05, 15, 2020



**ALL AMERICAN
MONITORING**

\$2.50 Nationwide
Monitoring

Reliability Counts

**Over 45 Years Monitoring Experience
The Partner you have been looking for!**



844 489 3030 • [www★AllAmericanMonitoring★com](http://www.AllAmericanMonitoring.com)

COLORADO BURGLAR & FIRE ALARM ASSOCIATION, INC.



Colorado Burglar & Fire Alarm Association

303-805-0885

cbfaa@cbfaa.org

www.cbfaa.org

CBFAA is proud to support children of police and firefighters across Colorado with its 2020 Youth Scholarship Program!

The Scholarship judges had a tough time picking out a winner from the many outstanding students who applied from all over Colorado. They finally chose Mikey Amella of Pueblo, CO. Mikey's father is Firefighter Michael Amella of the Pueblo Rural Fire Protection District. CBFAA VP John Wrzesinski and CBFAA Secretary Jennifer Porter presented the award in front of Mikey's family and PRFPD firefighters on June 24th.



Colorado Burglar & Fire Alarm Association scholarship winner Mikey Amella with his family.



CBFAA Vice President John Wrzesinski and Secretary Jennifer Porter presented the scholarship award in front of Mikey's family and PRFPD firefighters on June 24.

Are you concerned about legislation that affects our industry and your business? Do you want to have a strong voice? Add your voice to ours by joining CBFAA today!

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

CBFAA has a new easy flat rate dues structure for 2020 that makes membership easy! Membership applications are available on our website www.cbfaa.org. Due to Covid-19, the CBFAA is carefully considering its next meetings. Watch your inbox and newsletter for continued updates.

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



Grandfather Gary with winner Mikey Amella and his father Mike, Sr.



Friends and family attended the CBFAA scholarship presentation.

CBFAA BOARD OF DIRECTORS

PRESIDENT

Brian Kirtley
Xfinity
215-756-2789
Brian_Kirtley@comcast.com

VICE PRESIDENT

John Wrzesinski
Safe Systems
(303) 996-4036
jwrzesinski@safe-systems.com

SECRETARY

Jennifer Porter
Advanced Burglar & Fire Alarm Company
Inc.
(719) 599-5051
jenn@advancedalarm.com

TREASURER

Andrea VanDyke-Quist
Safenet, Inc.
303-985-9186
Andrea.safenetalarms@gmail.com

BOARD MEMBER AT LARGE

Bill Roberts
Johnson Controls
303-283-4308
william.roberts@jci.com

BOARD MEMBER AT LARGE

Leif Wulforst
A-1 Security Systems
303-587-7344
lwulforst@a-1security.com

IMMEDIATE PAST PRESIDENT

Sofia Aguilar
A-1 Security Systems
303-587-7344
saguilar@a-1security.com

EXECUTIVE DIRECTOR

Jeanne Palmer
820 S. Monaco Pkwy, #141
Denver, CO 80224
303-805-0885 Jeanne@cbfaa.org

ALARM INSURANCE

The Insurance Specialists for the Alarm Industry

John Bures, CPCU
President - Alarm Insurance Agency/Michael J. Kelly Insurance Agency

P.O.B. 61886
North Charleston, SC 29419

jbures@alarmins.com
www.alarmins.com

Phone: (248) 206-0900
Phone: (800) 474-0933
Fax: (800) 240-0631

California License # OK04779

StarLink connect
Cell/IP Communications/Smart Hub
Virtual Keypads & Downloads
For Top Panel Brands

StarLink
DSC®
Honeywell® & ADT®
Napco®



Jason Harris
Western Regional Sales Manager
AK, N. CA, WA, MT, ID, WY, UT, CO, OR
Cell: 631-553-5067
jharris@napcosecurity.com

Christian Brandow
SW Regional Sales Manager
AZ, S. CA, NM, NV, HI
Cell: 631-786-3882
cbrandow@napcosecurity.com

Eric Felton
Regional Sales Manager
TX, OK
Cell: 631-793-4713
efelton@napcosecurity.com

333 Bayview Ave., Amityville, NY 11701
1-800-645-9445

WE ARE IN THIS *Together*

When times get tough, family is something you can rely on.
At Security Central, we are here for you, helping guide you
to the next level of success. Partner with a monitoring
company where you are treated like family.

TOOLS TO HELP YOU GROW!

- ◆ Business Enhancement Services
- ◆ In-house Technical Support
- ◆ Continued Education Courses
- ◆ Dealer Rewards Program

3RD GENERATION FAMILY OWNED



1-800-560-6568
www.security-central.com

PO Box 5393
Statesville, NC



ESA OF WASHINGTON

PO Box 73087
Puyallup, WA 98373
360-739-7772

www.waesa.org info@waesa.org
www.facebook.com/waesaonline

PRESIDENT
Steve Autio



BOARD OF DIRECTORS - ESA OF WASHINGTON

PRESIDENT

Steve Autio, My Alarm Center

SECRETARY

Phill Moran, Limited Energy Services

TREASURER

Open

PAST PRESIDENT

Jamie Vos, Security Solutions

BOARD MEMBER

Mike Miller, Moon Security

BOARD MEMBER

Shannon Woodman, Washington Alarm

BOARD MEMBER

Christopher Wood, Graybar

BOARD MEMBER

Tim Nichols, ADT

ALARM RESPONSE MANAGER

Ron Haner, Alarm Center

EXECUTIVE DIRECTOR

Margaret Spitznas

ARIZONA ALARM ASSOCIATION



2158 N. Gilbert Rd., #116
Mesa, AZ 85203
Ph: 480-831-1318
www.azalarms.org

2020 AZAA BOARD OF DIRECTORS

Jim Metz, *President*
jamesmetz@adt.com

Erik Evans, *Vice President*
Erik.evans@cox.com

Brianna McNeely, *Treasurer*
Mike Proudfit, *Past President*
mike@titanalarm.net

Becky Buckhannon, *Public Safety*
Rebecca_buckhannon@tempe.gov

Charlie Lester, *Director*
Charlie_leser@adi-dist.com

Anthony Pegnataro, *Director*
afpegnataro@safeguard.us

Susan Brenton, *Executive Director*
susan@azalarms.org

2020 Annual AZAA Convention & Golf Tournament - Sept. 29-30

The Arizona Alarm Association will be holding its 2020 Annual Convention September 29 - 30 at the Wild Horse Pass Hotel & Casino in Chandler (about 15 minutes from Phoenix Sky Harbor Airport). Our speakers will include Jeff Scanlan on "People Just Quit Too Soon" (a great speaker for all salespeople), Attorney Lillian Chaumont and many more. For more info go to www.AZAlarmAssociation.com. We offer classes for security company owners and upper management; technicians; and alarm coordinators from jurisdictions around the state.

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

Congratulations to our new AzAA Officers - President Jim Metz, ADT; Vice President Erik Evans, Cox Communications; and Treasurer Brianna McNeely, G & T Alarm. We are sorry to see former President Steve Compton leave the security industry and wish him luck in his future endeavors.

AZAA MEETINGS

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

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





Mariana Ferguson
Northwest Regional Sales Manager

www.sdifire.com
mariana.ferguson@sdifire.com
Mobile: 208-982-2479 | Office: 732-751-9266
3535 Route 66, Building 6, Neptune, NJ 07753









Robust and Reliable PoE/PoE+ network switches and media converters with:

- 1-Port up to 48-Ports
- Fiber Optic Uplinks
- Competitive Pricing
- Lifetime Warranty



VERSITRON, Inc. • 83C Albe Drive • Newark, DE 19702
(P) 302-894-0699 • (F) 302-894-0624 • www.versitron.com
e-mail: fiberlink@versitron.com

The AzAA Convention and Golf Tournament in September will be held at the Wild Horse Pass Hotel & Casino in Chandler

Volutone

a Snap company

FREE SHIPPING AVAILABLE!



Your Local Intrusion Warehouse



7 Locations



www.volutone.com
800-795-5111

Service and Technology You Can Trust



"Everything we do is inspired by our belief that relationships with our customers make a difference; and that when we work together we transform good ideas into great results."

Providing UL approved monitoring services since 1984



We invite you to discover the difference personalized service makes here at GCS.

(800)230-1654 - www.gcsmonitoring.com

Denis Cooke, President

UTAH ALARM ASSOCIATION



UTAH ALARM
ASSOCIATION

358 South 700 East B # 602
Salt Lake City, UT 84102
385-229-2120 FAX 801/282-9507
www.esautah.com

BOARD OF DIRECTORS

PRESIDENT

Clint Beecroft
Peak Alarm
801-486-7231 x 410
clint@peakalarm.com

VICE PRESIDENT

Jacob Menke
Zions Security
801-770-2806
jake@zionssecurity.com

SECRETARY

Brek Grover
AvantGuard Monitoring Centers
801-781-6109
bgrover@agmonitoring.com

TREASURER

Jared Mellor
Tech Force National
801-437-9049
jared@techforcenational.com

BOARD MEMBERS

AT-LARGE

Erick Spotten
The Installation Department
espot10@gmail.com

Adam Christian
General Counsel
Alder Alarm Protection
385-218-2645
adam.c@alder.com

EXECUTIVE DIRECTOR

Michelle Best
385-229-2120
utahesa@gmail.com

OREGON BURGLAR & FIRE ALARM ASSOCIATION



www.obfaa.com
Raquel Light, OBFAA Coordinator
Rlight.obfaa@gmail.com
503-319-8556

OBFAA BOARD OF DIRECTORS & OFFICERS

Jesse Foglio - Regular Director - President
First Response Systems

Pat Petrie - Regular Director - Vice President
Action Technology Systems LLC

Vinnie Ferraris - G1 Government Dir - Secretary
Portland Police Bureau

Casey Phillips - Regular Director - Treasurer
Phillips Electronics

AJ Gomez - Regular Director - Past President
Global Security and Communications Inc

Jim Essam - Associate Director
Alarm Central Station (ACS)

Bill Glasbrenner - Regular Director
Central Electronic Alarm

Justin Gates - Associate Director
Central Station Monitoring (CSM)

Harold Brookins - Regular Director
Alarm Tracks Inc

Jake Coulter - Associate Director
Anixter

PUBLIC SAFETY AGENCY MEMBERS:

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.

2020 CAA Winter Convention Is Scheduled for December 2-5 at The Fairmont in San Francisco

Meetings, seminars, special events, display floor, and much more.

The hotel is developing safe meeting and safe stay protocols to ensure the safety of the attendees.

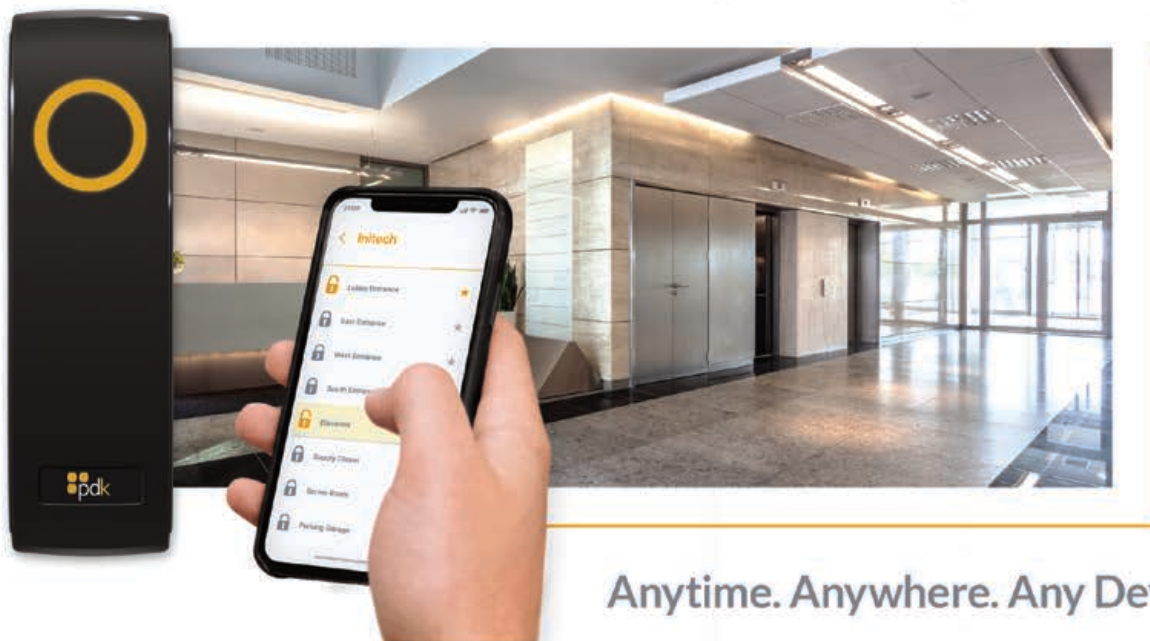
**Tribute Dinner to be held Dec. 4, Friday,
honoring Mike Salk, the CAA George A.
Weinstock 2020 Award Honoree.**

Mike Salk's nearly 30 years of volunteer service, providing leadership to major issues facing the industry, make him a natural selection for lifetime achievement and service to the industry recognition.



mobile-first accesscontrol

— Your phone is your key



Anytime. Anywhere. Any Device.

The only-true 100% mobile-first access control solution
for employees, tenants, administrators, and installers

- Complete installation & management from the mobile-app
- Remotely unlock your doors with the push of a button
- Use your phone as an encrypted access credential
- Keep your phone in your pocket for hassle-free entry



801.317.8802
prodatakey.com





Monitoring Facility
Castle Business
Development Center

P.O. Box 867
Merced, CA 95341

209.723.2667
800.927.6623
Fax 209.722.1107

MATTHEW HOFFMAN
President
matth@alarmwatch.com

NEW MEXICO SECURITY & LIFE SAFETY ASSOCIATION

P.O. Box 35286
Albuquerque, NM 87176
505-453-4044
www.nmsalsa.org

Gary Scheffler – Executive Director
NMESA
P O Box 45266
Rio Rancho, NM 87174

Your Engine for Better Billing & Faster Payments



- Clockwork billing
- On-time payments
- Life cycle software
- Hands-on support

 **Cornerstone**
BILLING SOLUTIONS

(847) 405-9517 x2
Scott@Alarmbills.com

TEXAS BURGLAR & FIRE ALARM ASSOCIATION

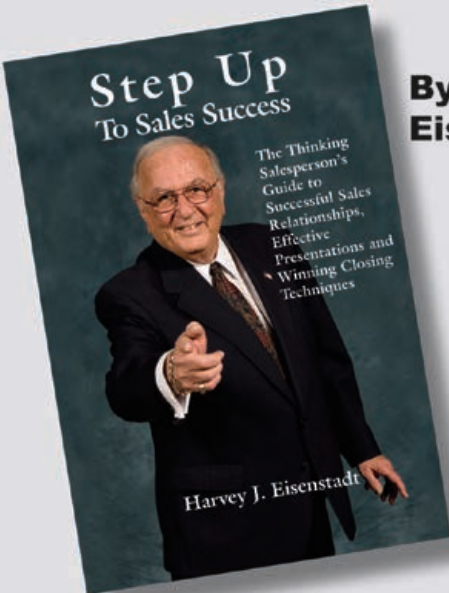


Texas Burglar & Fire Alarm Association
P.O. Box 59982, Dallas, TX 75229
www.tbfaa.org

ExecutiveDirector@tbfaa.org
Brad Shipp, Executive Director
385-229-2120

Step Up To Sales Success

The Thinking Salesperson's Guide to Successful
Sales Relationships, Effective Presentations and
Winning Closing Techniques



**By Harvey J.
Eisenstadt**

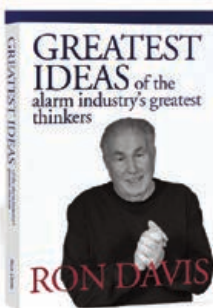
Contact SYNCOMM MANAGEMENT GROUP
TO ORDER BY PHONE 800-490-9680
or email to: info@snnonline.com


GREATEST IDEAS

of the alarm industry's greatest thinkers

Ron Davis, one of the alarm industry's greatest leaders and motivators, asked successful entrepreneurs, "If you had just one really great idea to share with the alarm industry, what would it be?" Their answers are in this remarkable new book, available now.

Order today!
Only \$40 hardback, or
\$25 paperback. Call 847-955-2360 or visit
www.graybeardsrus.com/greatideas.html.



Published by  **DAVIS GROUP**
MERGERS & ACQUISITIONS

Paying Too Much to Upgrade Honeywell® Accounts with Sunsetting 3G/CDMA Radios?



AT&T® LTE
or
verizon® LTE

Try StarLink LTE Communicators, Cell/IP or Cellular as low as **FREE***

The New Dealer's Choice for Good Reason:

Fastest 10-Min. Installation

For Commercial & Residential Accounts

Compass® Hi-Speed Downloads

Up/Download w/StarLink Connect® models

Quick-Connect Remote App

for Customers

Vista®-Style Virtual Keypad & SMS Text/Video Alert options

+ "No-Roll" contactless service calls for you w/ real Honeywell® Keypad programming on app (shown)

Largest Nationwide LTE Footprint,

AT&T LTE & Verizon LTE coverage

Preactivated for You

Know they're working before you're onsite

Works Better Every Time

Dual diversity antennae & Signal Boost® combine to perform better on any Panel using Contact ID or 4/2

Reasonable Cell &/or IP Unlimited Signal & Supervision Plans

Reports to Any Central

3-Year No-Hassle, No-RMA Warranty

StarLink[®] LTE

1.800.645.9445 • email: StarLink4Accounts@napcosecurity.com
www.StarLinkLTE.com

Try a **FREE*** StarLink LTE Cell Radio, or StarLink Connect Cell/IP LTE from **\$99⁹⁵**

(w/Compass® downloads) and easy \$100 StarLink Tradeup incentive available on every model & install: POTS, 3G/CDMA Sunset Radios & New Installations. **In stock at local distributors near you**

StarLink, StarLink Connect™, Signal Boost™ are trademarks of Napco. Other marks trademarks of their respective cos. †for model specifications always consult tech docs. Sugg. pricing quoted in USD with StarLink Tradeup Incentive Program™ already reflected - see full details www.napcosecurity.com/starlink/starlink4guarantee.

WBFAA UATC APPRENTICE TRAINING PROGRAM

WBFAA BOARD OF DIRECTORS

The officers and board of the WBFAA are made up of the following industry people:

PRESIDENT

Ron Lander, Ultrasafe Security Specialists

SECRETARY/TREASURER

Shane Clary, Bay Alarm Company

IMMEDIATE PAST PRESIDENT

George Gunning, USA Alarm Systems

DIRECTOR

Richard Jimenez, IE Alarms

DIRECTOR

Mathew Westphal, Bay Alarm Company

DIRECTOR

Beverly Cramer, VFS Fire & Security Services

DIRECTOR

Curtis Streeter, Deep Blue Integration

DIRECTOR

Morgan Hertel, Rapid Response



**SPONSOR OF THE
FIRE/LIFE SAFETY
CERTIFICATION PROGRAM
UNILATERAL
APPRENTICESHIP AND TRAINING
COMMITTEE (UATC)
THE WBFAA
APPRENTICESHIP PROGRAM**

www.WBFAA.net



WBFAA UATC Apprentice Enrollment for Fall Semester Class Open

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

Certification – Fire/Life Safety Technician - Renewal

For Fire/Life Safety Technicians with 4,000 hours of work experience, the state law requires them to be certified by passing the state exam. The renewal application is posted at www.dir.ca.gov/das 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

TMS
**TOTAL MONITORING
SERVICES INC.**

Locally owned and operated in
Northern California
UL S-8219-1

TIM M. SPROUL
President / CEO

(916) 480-4800
(888) 610-4377 Toll Free
(888) 610-4399 Fax
tsproul@tmscentral.com
Lic. #ACO 5715

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.



Steven Brackett
Regional Sales Manager
(760) 238-3877 | steven.brackett@dahuattech.com
Southern California, Las Vegas, Arizona, Hawaii and New Mexico

Adrian Tameguia
Regional Sales Manager
(415) 298-6000 | adrian.tameguia@dahuattech.com
Northern California, Reno, Utah and Colorado

Greg Cortina
Regional Sales Director
(661) 965-1100 | greg.cortina@dahuattech.com
Western US

NIGHT COLOR
Capture vivid color and detail in the dark with 4x brightness


LincX2PRO
New Wi-Fi enabled devices to connect homes to professional systems


SMD
Humans and vehicles are differentiated from other motion to reduce false alarms up to 95%.


Dahua Technology USA | us.dahuasecurity.com

Digital Marketing For A New Generation.

We design websites and marketing campaigns that generate leads, sales, and RMR for alarm companies and industry providers.



***The Official Webmaster of the
California Alarm Association***

(909) 317-3540

www.igniteleads.com

WESTERN STATES SECURITY ALLIANCE CALENDAR 2020 - 2021

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

INDUSTRY EVENTS

TMA Annual Meeting
October 24-28, 2020
Virtual Event



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



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



SIA/ISC Love Security
March 23, 2021
THE ROCKHOUSE, Las Vegas, NV



ISC West
March 23-26, 2021
Sands Expo Center, Las Vegas, NV



CAA Palm Springs Convention
May 12-15, 2021
Hilton Palm Springs



CAA Winter Convention
The Fairmont San Francisco
December 1 – December 4, 2021



August 12.....AZAA General Meeting Phoenix
September 16OCAA..... Virtual meeting
October 5-7ISC West Virtual event
October 8-9AZAA Convention..... Phoenix
October 14.....RAA General Meeting..... Santa Rosa
November 18.....OCAA..... Virtual meeting
December 12AZAA Holiday Party

CAA CONVENTIONS

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

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.

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



CONTACT THE CAA
California Alarm Association
333 Washington Blvd., Suite 433, Marina del Rey, CA 90292
TEL 800/437-7658 FAX 800/490-9682 www.CAAonline.org info@CAAonline.org
Jerry Lenander, Executive Director director@caaonline.org

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



Affordable Dual Fire Alarm Communication

DMP's DualCom™ gives you commercial fire communication with ease of installation. Engineered with dual tip and ring terminals, it works elegantly with existing FACPs. Included hardwired IP and LTE cellular over AT&T or Verizon. Designed to quickly provision on the SecureCom Wireless™ platform — so you can get systems up and running fast. Learn more: DMP.com/DualCom.



We make your company more valuable.

877-725-1114 • DMP.com

Keep updated on our new products and features:



DualCom™
SERIES

- DualComWZ - Communicator with Wi-Fi Primary, Cell Backup, & Z-Wave®
- DualComNF - Fire Communicator with Network Primary & Cell Backup

CHICAGO • WASHINGTON, D.C. • LOS ANGELES • MILWAUKEE

EMERgency²⁴

ALARM MONITORING



FAST RELIABLE RESPONSIVE

Trusted for 50+ years
High quality
traditional monitoring

Build RMR with video verification
EM24 supports leading
video platforms

Innovate with EM24
In-house developers adapt monitoring
services to your business needs

EMERgency²⁴

999 East Touhy Avenue, Suite 500
Des Plaines, Illinois 60018

1.800.800.3624 | EMERgency24.com

