

THE MIRROR

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www.CAAonline.org



Governor Signs Law Restricting Fines, Permit Fees for Alarm Companies



By Shane Clary, Chair
CAA Government Affairs Committee

On July 9, 2019, Governor Gavin Newsom signed into law AB 1298. AB 1289, authored by Assembly member Phillip Chen (A-55-R) amends the California Alarm Act so as to prohibit law enforcement agencies and/or their third party false alarm ordinance compliance contractors from directly billing an alarm company of any fines that may occur if the end user of a system was responsible for obtaining an alarm use permit, or the renewal of that permit.

The bill adds Section 7592.9 to the Act.

7592.9. Notwithstanding Section 7592.8, a city, county, or city and county that requires a person who owns, leases, rents, or otherwise possesses an alarm system to obtain a local use permit to operate the alarm system shall not fine an alarm company for requesting dispatch to a customer, whether residential or commercial, that does not have a current local use permit if either apply:

- (a) *It was not the alarm company's legal responsibility to obtain the local use permit for the customer or renew the local use permit for the customer.*
- (b) *If it is the alarm company's legal responsibility to renew the local use permit for the customer, the alarm company was not notified that the customer's local use permit had expired.*

A key benefit of belonging to the California Alarm Association is the work that is performed by our lobbyist Trent Smith and the firm that he is a Partner with, Edelstein Gilbert Robson & Smith, LLC. Trent works very closely with the Governmental Affairs Committee which in turn works with the members of the Association on issues related to the alarm industry in California.

It was through this partnership that a number of member firms identified this as an issue in 2018. The CAA Government Affairs Committee, in working with Trent worked to develop suitable language for such a bill and to find a member of either the California Senate or Assembly to move the bill through the process of amending the California Alarm Act. Trent's office has a close working relationship with Assembly member Chen, and in working with him and his staff was able to draft the legislation. In meeting with law enforcement advocacy groups and others, the CAA made it clear that we were not opposed to the registration of alarm systems or the fines to those systems if they were not registered. The issue that the Association had was who the bill was being sent to. As the bill passed through both houses, not a single negative vote was cast. Trent worked closely with Assembly member Chen's office as well as with the Assembly and Senate Committees that would require the approval of.

Trent also worked closely with the members of your Governmental Affairs Committee as this bill went through the adoption process; Holly Borgmann-ADT, Brian Boeglin-Comcast, Ron Lander-Ultra Safe, Deric Morrow-JCI and Shane Clary-Bay Alarm Company. I would like to thank Holly for her work on this bill, including flying across the country to appear at the first hearing before the Assembly on behalf of the bill.

These amended requirements go into effect on January 1, 2020.

TMA Urges "9-1-1 SAVES" Act Support

The federal government currently classifies 9-1-1 operator positions as administrative/clerical in nature, in the same group for secretaries, office clerks, and taxicab dispatchers, which is inaccurate and a disservice to the lifesaving work and dedication of these professionals. In partnership with APCO International, TMA is seeking your support for the bipartisan, bicameral 9-1-1 SAVES Act, a simple zero-cost bill that would fix the federal classification by appropriately grouping Public Safety Telecommunicators with other "Protective" occupations.

Many of you work closely with 9-1-1 operators across the United States. You, more than most, understand the nature of the specialized training that is required and the depth of commitment to helping those in need. TMA asks you to take a few minutes to lend your support to this legislation aimed at raising the profile of your colleagues. It's good governance, and it's a much-deserved recognition for the 100,000 Public Safety Telecommunicators in our country.

Public Safety Telecommunicators should be categorized as Protective Service Occupations, which includes a broad range of "protective" occupations: lifeguards, gambling surveillance officers, fish and game wardens, parking enforcement workers, firefighters, and playground monitors, among others. Reclassification is common sense, and about getting Public Safety Telecommunicators the recognition they deserve for the work they do every day to protect and save the lives of the public and first responders.

Please support the 9-1-1 SAVES Act by sending a letter of support to those representatives who support the Act or a letter to request support.

To all ACO licensed companies in California: If you are an LLC you are required to FILE ANNUALLY the BSIS Insurance Claim form by MARCH 1 of each year. If YOU HAVE NOT FILED THIS FORM for 2018, please visit the BSIS website at www.bsis.ca.gov. Details on page 34.

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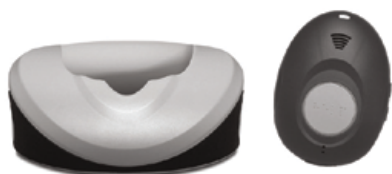


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THE MIRROR

PRESIDENT'S MESSAGE

Dear CAA Members,

As we look to the second half of the year and reflect on our performance year to date – think about how we are stacked up for 3rd and 4th quarters– it's also time to start thinking about the budgeting process for next year. How are we going to continue to build our business? How will we budget and what will we invest in to grow? Are you going to start replacing 3G radios? How much will that cost? How much will it affect net profit? Do you have to invest in vehicles? Monitoring equipment? People?

I am sure you do, and it's a lot to think about and plan for in the coming months. One additional thing to think about as you plan your budgeting for the next year is your industry.

How will you invest in ensuring your industry is healthy? An industry sponsored bill, AB 1289, recently passed and was signed by the Governor. This bill has been worked on for more than a year by the industry and ensures alarm companies cannot be billed by cities or law enforcement agencies for fines that occur by customers for lack of alarm permits.

The passing of this bill will save alarm companies thousands of dollars in administration and collection time and attention. Please ensure that you continue to invest in your membership to the CAA with your time, budget and attention.

I look forward to discussing this and many other topics with you at the upcoming chapter meetings around the state and our CAA Winter Convention at The Fairmont in San Francisco December 4-7, 2019.

Sincerely,

Tim Westphal
CAA President



By Tim Westphal

All bay area meetings are in the same week so manufacturers should book their airfare now! That includes Golden Gate, Silicon Valley and East Bay Alarm Associations.

BAY AREA SPEAKER ROADSHOW Upcoming events include:

August 20 — EBAA - Penetration Testing (White Hats Give Advice), Chevy's, Emeryville @ 11:30

August 21 — SVAA - Fire Form, Three Flames, San Jose @ 11:30

August 22 — GGAA - Recruiting Panel / Staffing Shortage, Chevy's, South San Francisco @ 11:30

For more information, contact: *Deric Morrow*

deric.morrow@jci.com

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See details
of the Bay
Area Speaker
Roadshow on
pages 16 & 22

CAA Winter Convention December 4-7, 2019 - Fairmont Nob Hill

Bob Michel has been selected
as the 2019 CAA George A.
Weinstock award recipient. He
will be honored Friday night,
Dec. 7 at a Tribute dinner at
the Fairmont Hotel.

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AUGUST 2019

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LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2019

By Don Gilbert, Mike Robson, and Trent Smith

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

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

CAA PAC FUND CONTRIBUTIONS

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

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FIRE-LITE ALARMS announced the availability of a new line of dual path LTE / IP fire alarm communicators known as the HWF2-COM Series that replace the IPGSM-4G. The HWF2-COM Series includes a Verizon model (available now) and AT&T model (coming soon) that operate over LTE cellular networks and are compatible with any brand of fire alarm control panel (FACP). The Honeywell HWF2-COM Series provides the most complete and versatile solution for commercial fire alarm communications. The HWF2-COM Series eliminates the need for two costly phone lines providing money-saving solutions for dealers and end-users while the LTE connectivity ensures a long-term solution to meet NFPA 72, UL, CSFM and FDNY requirements. The selectable reporting path feature allows the radios to be configured for single or dual path, while providing appropriate supervision intervals based on NFPA

72 requirements. End-users can choose between three selectable reporting paths which include LTE cellular only, IP only, or IP primary with LTE cellular backup. Supervision timing intervals include 5 minutes, 60 minutes, 6 hours, and 24 hours.

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outdoor use, with Napco's StarLink Cell &/or IP Communicator models, as well as universally supporting most other popular radios, including Honeywell®, DSC®, DMP®, etc. All feature easy no-aim professional design, compact omnidirectional antennas, with long-life UV-stable polyurethane conical shape and physically resonant design; average gain of 4-9dBi and outstanding low VSWR, for maximum radiated power and maximum cellular signal range -ideal in difficult coverage areas throughout the country. Universal all-inclusive StarLink Omni Antennas include various brand-compatible-connectors, an L-bracket with stainless steel U-bolts for pole or wall mounting, and a ground fault isolation plate for fire applications. For more information, visit www.StarLinkLTE.com, or ask your Napco Rep or Customer Service at 800-645-9445.

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2020

- Board of Directors Meeting, Jacksonville, FL, January 15-16, 2020
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Building Customer Loyalty



By Harvey Eisenstadt

Tenured salespeople are very much aware that existing customers represent their most successful resource for new business. As the existing customer's needs expand, the salesperson must be confident that the customer will think of them first. Recognizing this value, the salesperson's first challenge is to employ the customer service actions that will keep that customer. It should not come as a surprise that your competition is knocking on that customer's door, and knowing how fickle customers can be, that loss of business can occur at any time. You cannot escape from competition.

You can, however, retain that business by continuing to offer value added service, and of critical importance, focus on building customer loyalty. To build and maintain customer loyalty the salesperson must understand that they require as much of that customer's attention as realistically possible. There is no single action that will accomplish this task. There are many actions that can be employed and a combination of several of them will increase that customer loyalty and retain that existing business. Here are a few of those actions that are critical to building customer loyalty.

The very first action a salesperson must employ is to set up an effective communication plan that keeps them in touch with their customer. We have all heard the saying "out of sight out of mind." Don't allow that to be a guide to your customers loyalty. Communicate regularly with your customer. Depending on your volume of customers, your plan might be to contact every customer on a three-month or six-month rotation. Set aside

an hour or two each week and begin calling your customers. Remind them that you are thinking about them and available for any additional service they may need. Also, this is the perfect opportunity to ask if they have any friends, relatives or business associates that would benefit from your service and with their permission you would like to contact them. A very polite, non-intrusive way of asking for referrals.

Listen carefully when your customer is talking to you. Don't interrupt no matter how desperately you want to say something. Allowing them to complete their comment or question will in many instances provide you with helpful information of significant concern to them. Furthermore, allowing them to complete their thoughts not only delivers a message that you are a good listener but that you truly care about what is important to them. This is a very powerful act on your part in building customer loyalty.

Be responsive to your customer. An action that is very powerful in building customer loyalty is the timely response to a customer call or inquiry. All too often salespeople fail to recognize that a prompt response sends a message of caring. A delayed response sends an opposite message and certainly does not build loyalty but rather begins to open the door to competition. Remembering that your most successful resource for new business and quality referrals is your existing customer, you must put their calls and inquiries at the top of your response list.

Building customer loyalty is not only a result of being accessible to the customer but also the result of sending a message that you are listening carefully to what they are saying and care about what is important to them. Taking the appropriate and timely action is critical to successfully build that loyalty.

Harvey Eisenstadt is a Sales Consultant, Trainer, Speaker, Mentor and Author. Harvey possesses more than 55 years of successful sales and sales management experience and is a nationally recognized authority on relationship building. Harvey can be reached at 818-701-7799 or harvey@hjesales.com

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A Dealer's Perspective — #16



By Tony Smith

STOP! If you are a small to medium sized alarm company (or even a large one), or a central monitoring station, you need to read this message of concern and opportunity.

Since 2005, over 340,000,000 records have been stolen from, or inadvertently disclosed by, businesses. (Source: Privacy-Rights Clearinghouse). Identity theft, fraud, and privacy violations have become an epidemic problem for all of us. If you grant credit, collect, use, transmit or store information about your customers, you must comply with the laws and regulations in force that strive to protect your customers. The Red Flag Rules promulgated by

the Federal Trade Commission is a good example. Here there are \$3500 fines per breach occurrence and consumers have the right to collect full damages. Another regulation is the Graham Leach Billey Act for lenders and financial institutions, where the fines run upwards of \$100,000 per violation and the owners can be held personally liable.

PCI (credit cards) and HIPPA (medical and PERS) are two other regulations along with numerous state laws. A system breach subject to these federal and state regulations requires full voluntary disclosure to governmental authorities, and to those whose information was stolen. The costs of customer mitigation from such a breach can be substantial. Additionally, the fines from the government for failure to protect that information can put you out of business. In the event your information management systems are not in compliance with these laws and regulations at the time of breach, you also may face punitive fines for non-compliance. Your financial exposure is significant, and your customers will be looking elsewhere for service.

How do you deal with this risk to your business? First, consider purchasing a cyber security endorsement for your G&L insurance policy. Remember, your G&L policy does not cover cyber losses, and the

endorsement will likely not cover punitive fines for non-compliance. The next step is to become compliant and maintain that compliance for the year and each succeeding year. Compliance is not an easy task. It requires detailed knowledge of the risk management requirements and processes. One option is to retain lawyers and IT professionals to create and manage these requirements for you, which could come at considerable expense. The second, and most affordable and effective option is to retain a firm specializing in risk management compliance to assist you in managing this process. InfoSafe, working with SFA, can provide this service for less than \$40 per week for up to a total of 20 employees, or just over \$80 per week for up to a total of 50 employees.

It is a continuing service each month for the year. It includes an assessment, development of a required security management manual, assistance with employee security information meetings, and penetration studies to try to hack into your systems. InfoSafe will work with you to bring you into compliance with the regulations and then, most importantly, we certify your compliance. Each year that you subscribe to the service, InfoSafe will award you an InfoSafe Certificate for use on your web site, marketing materials, and other corporate communications.

This Certificate is confirmation that you are in base-line compliance with all the requisite governmental regulations. This Certificate is much like the "Good Housekeeping Seal of Approval", only for information risk management. Over time, you will likely find that you will gain a competitive advantage with your competitors who are not certified. Your customers (especially government customers) will be "stickier" because they know they can have confidence in you to manage their information correctly and to conform with governmental regulations.

Tony Smith is the founder and President of Security Funding Associates, a 20yr. Brokerage, and Advisory Services firm, located in Los Angeles CA. He is a licensed alarm dealer, past President of the CAA and former Board Member of ESA. - Tsmith@securityfundingsolutions.com - (626) 795-9199



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Chevy's 1890 Powell St, Emeryville, CA 94608

8/20/19 – Penetration Testing (White Hats Give Advice)
11/5/19 – State of the industry (One Man / Regional / National)
2/4/20 – Disruption Crisis
4/28/20 – Video Integration

SILICON VALLEY ALARM ASSOCIATION
Three Flames 1547 Meridian Ave, San Jose, CA 95125

8/21/19 – Fire Forum
11/6/19 – State of Tech (George De Marco)
2/5/20 – Legislation 2020 Review
4/29/20 – Fire Forum

GOLDEN GATE ALARM ASSOCIATION
Chevy's 141 Hickey Blvd, South San Francisco, CA 94080

8/22/19 – Recruiting Panel / Man Power Shortage
11/7/19 – Physical and Cyber Cross Roads
2/6/20 – Dealer Partnerships adding new services to your catalog
4/30/20 – Protecting the Masses (Active Shooter)



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Become A Member of the California Alarm Association

The California Alarm Association develops and manages programs to benefit members and to promote the growth of professionalism in the electronic security industry throughout the state of California.

Member Benefits

- Government relations/full time lobbyist in Sacramento
- BSIS liaison and participation in enforcement
- Legal advocacy and ordinance monitoring
- Public safety relationships with law enforcement and fire service
- Organized local chapters working with local public agencies
- Network events in San Francisco, Palm Springs and Las Vegas
- Up to 65% off on WBFSA training and workforce development
- ISC West Partnership in largest industry trade show

Preferred Vendor Relationships

- Opportunity to review new technologies and applications
- Develop personal relationships with industry leaders
- Information from manufacturers and service providers

Our purpose is to promote growth, professionalism and innovation in the security industry, and to make all Californians safer and more secure.



For more information go to www.caaonline.org or call 800-437-7658

What We Do

The California Alarm Association guided the passage of the statewide Alarm Company Act which eliminates the need for licensing at the municipal and county level.

The CAA supported legislation that establishes that alarm companies are not required to have consumer contracts signed for renewal every year.

More than 100 preferred vendors and 100 alarm companies attend semi-annual conventions for networking and professional development.
San Francisco December 4-7, 2019
Palm Springs May 13-16, 2020

Alarm companies cannot be fined for non-permitted alarm dispatches by government agencies.

The CAA monitors ordinances with local city and county agencies through the 11 Regional Chapters and the Security Industry Alarm Coalition.



ANDY APPLGATE

February 18, 1960 – July 17, 2019

On July 17, 2019 Andy Applegate of Professional Sales Representatives (PSR) lost his 8-month battle with cancer in Washougal, WA. Andy's life was filled with a love for family, his beautiful wife Jackie, his son Thomas, his daughter Kaci and 7 grandchildren as well as many lifelong school friends, and an entire network of colleagues that considered him family. He brought smiles and joy to all who crossed his path. This is a heartbreaking time for all of us especially his family as they are overwhelmed with the details. We are raising money to help with his funeral arrangements as well as to help his family through this transition. 100% of the proceeds will go to the family. Visit www.GoFundMe.com and search Andy Applegate Family Fund.

Andy graduated from Aviation High in Redondo Beach in 1978 where he was a standout quarterback for the football team. He played trumpet, loved to ride his Harley and could still ride a unicycle.

Andy loved his friends and was the greatest friend, mentor, buddy and was personally responsible for many industry people's careers providing mental, physical and spiritual support of many of those people.

"Andy was one of the dearest friends I ever had, and he was special to my children as well," said Scott Crown of PSR. "I will miss him deeply and carry his spirit and sense of joy throughout my life."



MEL MAHLER

Mel Mahler, a prominent figure in the security industry, passed away from complications of a stroke on Sunday, July 21, 2019.

"Mel really had a love for people and for the industry at large," said Ralph Sevinor of Wayne Alarm Systems, who worked closely with Mahler and considered him a dear friend. "He really helped to professionalize the industry. He gave so much, and the industry is much better for it."

Mahler worked at ADS Security of Nashville for 22 years before announcing his retirement in 2012 and stepping down as chairman and CEO. At ADS, he built one of the nation's largest and most successful security companies. He continued to serve ADS as chairman emeritus after retirement. Before his time at ADS, Mahler worked as president of Savin Corporation and Ryder Logistics.

He also served as president of CSAA (now known as The Monitoring Association) from 2001-2003. He was heavily involved in the Security Industry Alarm Coalition (SIAC), holding multiple offices over the years. Mahler received many awards for his impact on the industry, including the SIAC William Moody Award and the SIA Stanley C. Lott Award.

"He was one of those individuals who could cross over into different organizations, and he was so well-respected," Sevinor said.

Mahler leaves behind his wife Carol and three children. A private funeral ceremony will be held in Illinois where Mel grew up. Information on Mahler's charity of choice will be released soon. Condolences may be sent to ADS Security Services, 3021 Smith Lane, Franklin, TN 37069.





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**REDWOOD
ALARM ASSOCIATION**

Sean Cooke, President

RAA MEETINGS


Thanks for Making Our Summer Meeting a Success!

Thanks to everybody who came out to the Summer Redwood Alarm Association meeting on July 17. We especially want to thank our guest speaker Wayne Mills from ADI Global.

The Redwood Alarm Association hosts its fall member meeting on Wednesday, October 16, 2019, from 11:30 a.m. to 1 p.m. at Chevy's Mexican Restaurant in Santa Rosa, CA.

To RSVP, please email Jarad Petroske at jarad@advancedsecurity.us.

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



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♦ 11/7/19 – Physical and Cyber Cross Roads

2020

♦ 2/6/20 – Dealer Partnerships adding new services to your catalog

♦ 4/30/20 – Protecting the Masses (Active Shooter)

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



EAST BAY ALARM ASSOCIATION

Mike Salk, Vice President

EBAA Meetings

With a focus on the "Evolution Revolution," we look forward to you joining these lively events at our new home location in Emeryville. The new location has a safe parking lot with magnificent views of the bay. We are offering lunch at \$25 with an open menu and free for any public service works. For questions please reach out to Treasure Deric Morrow 510-432-8130 deric.morrow@jci.com

Meetings to be held at:

Chevy's Fresh Mex, 1890 Powell St, Emeryville, CA 94608

♦ 8/20/19 - Penetration Testing (White Hats Give Advice)

♦ 11/5/19 – State of the industry (One Man / Regional / National)

2020

♦ 2/4/20 – Disruption Crisis

♦ 4/28/20 – Video Integration

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.

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Bay Area Speaker Roadshow

8/20/19 11:30am

Chevy's Emeryville

Topic – Physical Security Penetration Testing

We have enlisted Andy Cottrell the CEO of Truvariant to speak to us about how his service is using Social, Cyber, and Force attack testing on the physical security of his customer's. This will be a lively discussion on weak links in today's security plans.



Andy Cottrell

8/21/19 11:30am

Three Flames San Jose

Topic – Fire Forum

The 'answer man' Art Black is back from last years highly attended forum on the state of fire code, system layout, and plan approvals. With Art's sense of humor and extensive knowledge this is a meeting for anyone working with commercial fire protection. We look forward to seeing everyone at this CAN'T MISS EVENT! We will also be doing a prize drawing for attendees

8/22/19 11:30am

Chevy's South San Francisco

Topic – Recruiting and Retaining Man Power

The biggest problem our industry faces is how to recruit and retraining top talent. This panel discussion with RFI Enterprises CEO Dee Ann Harn, Outsorce Account Management Brad Cook and moderated by Johnson Controls Account Manager Deric Morrow will bring you a new perspective and ideas on how to met your man power needs. Also we will be providing FREE LUNCH as a thank you to all of our members and guest.



Dee Ann Harn



Brad Cook



Deric Morrow



Special Note: Elections for board seats on all three chapters will be held in November



Ben Martinez, President

SVAA MEETINGS

Bass Pro (Uncle Buck's Fish Bowl & Grill, 5160 Cherry Ave), San Jose, CA 95118

♦ August 21 11:30-1:30..... Fire Forum

♦ November 6 11:30-1:30..... State of Tech (George De Marco)

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 more than ever and to keep up to date on all the new information.



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GLASAA

Greater Los Angeles Security Alarm Association

David Michel, President

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

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

GLASAA Meetings and Events

Please visit our website at www.glasaa.org.

SAN DIEGO SECURITY ASSOCIATION

SAN DIEGO SECURITY ASSOCIATION

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 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

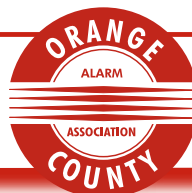


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CITY OF IRVINE PERMITS

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.




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.

GVAA MEETINGS


- ♦ September 12Custom Electronic SupplyManteca
- ♦ December 12Custom Electronic SupplyManteca



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INLAND EMPIRE ALARM ASSOCIATION

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.

IEAA MEETINGS

♦ September 26 General Meeting

♦ November 7 Teen Holiday Charity Event The Mission Inn

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.

MID-CAL

Alarm
Association



MID CAL ALARM ASSOCIATION

Mike Tarin, President

♦ August 14..... Mid-Cal MeetingFresno

♦ November 4..... Mid-Cal Golf Tournament.....Fresno

6th Annual MCAA Golf Tournament - November 4, 2019

Plan on joining us on November 4, 2019 for the 6th Annual MCAA Golf Tournament in Fresno, CA to support law enforcement and the outreach program of the Mid-Cal Alarm Association. For information and sponsorship opportunities contact Vanessa Wood at vanessa@matsonalarm.com.



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

SAAA MEETINGS

♦ August 21 Total Monitoring Event CenterSacramento

♦ December 12... Total Monitoring Event CenterSacramento

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WEDNESDAY

LAS VEGAS

AUG 23
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NSA MEETINGS

No member meeting in August but the NSA is still working for our members!

Upcoming Meeting Schedule:

September 18General Meeting – Fire themed with special guest speakers!
October TBD Youth Scholarship Fundraiser
November 20General Meeting

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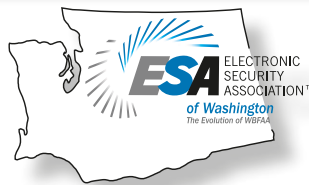
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2019 Arizona Alarm Convention August 21 - 22, 2019

The 2019 Arizona Alarm Convention will be held August 21 - 22 at the beautiful Wild Horse Pass Hotel in Chandler, AZ (about 15 minutes from Phoenix Sky Harbor airport). It will begin on Wednesday morning with our Annual Golf Tournament at the Whirlwind Golf Club at the hotel. We will also offer classes all day for security technicians and the city and county alarm coordinators.

Dr. Harold Wong will be returning by special demand as Wednesday afternoon's speaker for security company owners and upper management. He will speak on ways to reduce or eliminate your taxes. At one of our recent meetings, he spoke for about one-half hour and everyone insisted we bring him back with more info!

Maricopa County Sheriff Paul Penzone will speak at the Law Enforcement Appreciation Dinner on Thursday evening. The Dinner is a great opportunity to meet with the Police Chiefs, Sheriffs and Alarm Coordinators for around the state.

For more information, please contact the Arizona Alarm Association at susan@azalarms.org or 480-831-1318.





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Even through the "dog days" of summer, CBFAA remains active.
Do you want more information about CBFAA and what we're work-
ing on? Join us at an upcoming meeting or event.

Schedule

August 5 Anixter-Denver - Stop by our table to find out more about CBFAA

August 6 ADI Expo-Denver - Come see us at our table at this great Expo.

August 14... General Meeting at SES in Colorado Springs

Guest Speaker: DexYp - small business online presence.

October 9... General Meeting at Hacienda Restaurant, Mexico Ave, Denver.

Guest Speaker: SIAC (Security Industry Alarm Coalition)- industry relations
with law enforcement

December .. Member Holiday Party



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CBFAA Secretary Jennifer Porter chatted with dealers and vendors at the
SES BBQ in Colorado Springs. In August, visit our tables at Anixter-Denver
and also the ADI-Expo in Denver!

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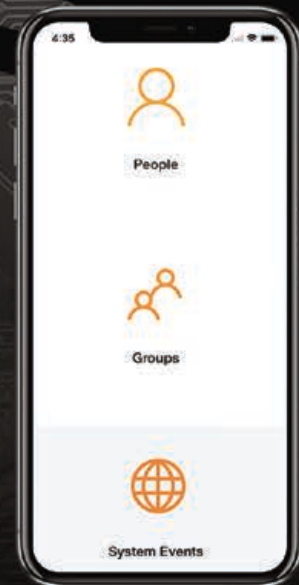
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SIA Releases ANSI Standard

The Security Industry Association (SIA) has released the American National Standards Institute (ANSI)-approved ANSI/SIACP-01-2019, a security systems standard for false alarm reduction features.

The standard leverages technology, industry experience and common knowledge to pinpoint the causes of and decrease the frequency of false alarm dispatches, detailing recommended design features applicable to both residential and commercial properties protected by electronic security systems.

The 2019 standard is a revision of ANSI/SIA CP-01 2014 and builds on the 2014 version in meaningful ways, according to SIA.

These improvements are said to include new guidance for handling informative signals and definitions for remote devices to reduce the frequency of false alarm dispatches and updated language throughout that minimizes the dependence on the term "control panel," ensuring increased applicability to innovative security system approaches.

"When CP-01 was first released, we saw a significant reduction in false alarms, but as technology advances, so must the standards and processes that help reduce false alarms," states Joe Gittens, director of standards at SIA. "There is still a great deal of work to do industry-wide, but this release is a step forward."

The effort to update the 2014 standard was led by SIA's Intrusion Subcommittee with valuable input from The Monitoring Association (TMA) and the Electronic Security Association (ESA), according to the announcement.

Addressing both user- and equipment-caused false alarms, CP-01-2019 is intended for use or reference by all security industry professionals.

Areas covered by ANSI/SIA CP-01-2014 include event recognition, information handling sequences and provisions for system layout testing, installer programming options and recommended test procedures to help determine compliance to the standard.

The specifications for the revised standard are available for purchase at www.securityindustry.org.

California BSIS News - For LLC Companies

If you are an LLC you are required to FILE ANNUALLY the BSIS Insurance Claim form by MARCH 1 of each year.

IF YOU HAVE NOT FILED THIS FORM for 2018, please visit the BSIS website: www.bsis.ca.gov

New Reporting Requirements For Alarm Company Operator Licensees Organized As A Limited Liability Company Effective January 1, 2019

Please be advised that as a result of recently enacted legislation (Senate Bill 904, Chapter 406, Statutes of 2018), effective January 1, 2019, an Alarm Company Operator (ACO) licensee organized as a Limited Liability Company (LLC) must report to the Bureau the date and amount of any claim paid during the prior calendar year from the general liability insurance policy or policies that the ACO LLC is required to maintain pursuant to Business and Professions Code (BPC) Section 7599.34. Further, the new law requires the licensee to report this information to the Bureau no later than March 1st of every year on a form provided by the Bureau.

The Alarm Company Operator Limited Liability Company Licensee Insurance Claim Data Reporting form is also available on the Bureau's website at www.bsis.ca.gov/industries/aco_llc_insuranceclaim.pdf.

For additional information regarding claim reporting requirements, visit https://www.bsis.ca.gov/industries/insurance_alarm.shtml. If you have any questions after reading this information, you may email them to AlarmCompanies@dca.ca.gov or call (800) 952-5210, select option 2 and advise the call center staff that you wish to be transferred to the Alarm Company phone line. Due to high call volume, the Bureau recommends submitting your questions via email. (BSIS contact information on pg. 38.)

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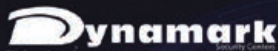
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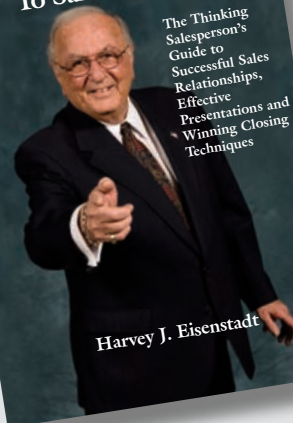
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WBFAA UATC Apprentice Enrollment for Fall Semester Class Open

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.

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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 2019 - 2021

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

August 14	Colorado BFAA.....	Colorado Springs
August 14	Mid-Cal Meeting.....	Fresno
August 20	EBAA Board Meeting.....	Emeryville
August 21 – 22	AzAA Convention.....	Chandler, AZ
August 21	SAAA Industry Trends.....	Sacramento
August 22	GGAA General Meeting.....	S. San Francisco
August 26	SVAA Fire Forum	San Jose
September 19.....	SAAA Fire Forum	Sacramento
September 26.....	IEAA General Meeting	Riverside
October 9	Colorado BFAA.....	Denver
October 16	RAA General Meeting	Santa Rosa
November 4	MCAA Golf Tournament	Fresno
November 5	EBAA General Meeting	Emeryville
November 6	SVAA General Meeting	San Jose
November 7	GGAA General Meeting	S. San Francisco
November 7	IEAA Holiday Charity	Riverside
December TBD	Colorado BFAA Holiday	Denver
December 12	SAAA Holiday Party.....	Sacramento
December 12	GVAA General Meeting.....	Manteca

2020

February 4	EBAA General Meeting.....	Emeryville
February 6	GGAA General Meeting.....	S. San Francisco
April 28.....	EBAA General Meeting.....	Emeryville
April 30.....	GGAA General Meeting.....	S. San Francisco

CAA CONVENTIONS

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

Resideo Technologies
October 24-27, 2019
Phoenix, AZ

ISC East
Nov. 20 - 21, 2019
NY, NY

ISC West 2020
March 17-20, 2020
Las Vegas



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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
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Jerry Lenander, Executive Director director@caaonline.org



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