

THE MIRROR

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Leading Law Enforcement Associations Back Model Alarm Ordinance

Two of the nation's leading public safety associations have passed resolutions in support of members utilizing the Model Ordinance for Alarm Management and False Alarm Reduction developed in partnership between law enforcement and the electronic security industry through the Security Industry Alarm Coalition (SIAC).

The International Association of Chiefs of Police (IACP) approved a resolution at its 2018 Annual Conference "encouraging the use of this 2018 Model Ordinance...and all of the best practices."

The National Sheriffs' Association (NSA) also passed a resolution "recognizes the need for and value of strong enforcement recommended in this Model Ordinance to achieve the desired reduction in alarm dispatches experienced by police agencies..."

The recently updated model ordinance has been the result of close collaboration between SIAC and law enforcement for the past 20 years. While the ordinance has been endorsed at the committee level, this is the first time that both IACP and NSA have endorsed the ordinance on a national level.

"By working together, we have been able to significantly reduce unnecessary police dispatches while at the same time maintaining the police response to alarms," said Stan Martin, Executive Director of the Security Industry Alarm Coalition. "Alarm systems reduce crime

and protect homes, businesses, places of worship and schools. We want to make sure criminals know police are responding. It is an important component to protecting people and property and reducing crime.

"Every best practice in the model ordinance has been tried and tested for effectiveness in reducing false alarms and the resulting dispatches," said Martin. "In addition to IACP and NSA fifteen State Chiefs of Police organizations across the U.S. use some form of this model and recommend its use to chiefs within their respective states. When all recommendations within the model are followed and strictly enforced dispatch reductions of 40-50% can be expected with 85% of the permitted systems in any given year not requiring even one law enforcement dispatch."

Every year dozens of the nation's 18,000 law enforcement agencies consider creating or amending an alarm ordinance.

SIAC is funded by the alarm industry and has a team of experts, including retired chiefs, to assist local communities in developing and implementing the model ordinance to meet their needs. "SIAC needs support from the alarm industry to continue this important mission," said Martin.

For further information and to support the efforts of SIAC, visit www.siacinc.org.



Security Industry Alarm Coalition

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.

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PRESIDENT'S MESSAGE

It has been an honor and a privilege to have served you and the CAA for the two-year term as president.

I recall the election and the immediate days following as a whirlwind of thoughts and ideas including "oh no, what have I got myself into?" as I realized the challenge that was before me.

However, my father taught me at a young age to surround yourself with great people in any endeavor in life. In this case, I did just that, from the Vice Presidents Tim Westphal and Mike Matson to Ron Galippo as Secretary, Dave Michel as Treasurer, along with Sergeant at Arms Brian Boeglin and Past President Cathy Rempel. These folks are top notch in my books as they too accepted the challenges to guide our industry association in a time of unprecedented change and disruptors.

I am also thankful for the SYNCOMM staff and "Top Gun Professionals" in Les Gold and Charles Schwager. As an association, we faced challenges and these folks stepped up to the plate for you and me.

The core of your CAA is the local associations that all band together to form the CAA. I can attest that being on a local board or accepting the role of president of a local association is work! Sometimes without notice or support from others. "Thank you" to all who serve in this capacity, as you are the eyes and ears of our CAA, and your contributions are preserving the alarm industry for the future.

With the help I have received and the folks I have surrounded myself with, I am pleased to report that the CAA is in good standing to pass the baton to our incoming elected officials.

In the past two years, we have had success in many areas, including legislative wins, growing membership, securing new partners, strengthening our relationships, and balancing the budget, to name a few.

All this being said, my memories of serving as your CAA President will always include the fun and new friends I've made along the way. These will last a lifetime.

In closing, thank YOU for your support these past two years. Thank you for all the trust you have offered me in accepting me as your president.

We are in the right business at the right time.

All the best,

Chuck



By Chuck Petrusha

ESA NEWS

Scholarships to Support the Futures of the Sons and Daughters of First Responders

The Electronic Security Association (ESA) is inviting the daughters and sons of America's first responders to submit applications for its 2019 Youth Scholarship Program. The first-place national winner will be awarded a \$7,500 scholarship and the second-place national winner will be awarded a \$2,500 scholarship.

"ESA and the electronic security industry is intimately connected with first responders and public safety officials," says Chris Mosley, president of ESA. "We recognize the sacrifice and dedication that these men and women contribute to our everyday public safety in all of our communities. This annual scholarship award is our way of honoring these heroic individuals." Since its launch in 1996, more than \$700,500 has been awarded to students by ESA and its participating chapters.

For information visit www.esaweb.org.



ASSOCIATES NEWS

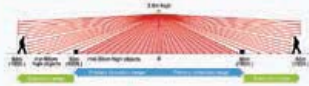
OPTEX has developed new versions of its product firmware and configuration software for its award-winning laser sensor, REDSCAN RLS-3060 series, that brings greater functionality to the existing models. Version 8.0 of the RLS-3060 series firmware and REDSCAN Manager feature a number of upgrades for the long-range, 190 degrees 2D LiDAR series. Both models, the RLS-3060L and RLS 3060SH will offer more flexibility in managing dry contacts with the option to switch from normally open (N.O) to normally closed (N.C). The new version brings features



RLS-3060L with more detection modes



RLS-3060SH with extended detection range



to the standard model 30m radius RLS-3060L that were only available in the high-end model previously. Four detection areas can now be independently adjusted on an analogue connection; and up to eight areas can be adjusted on an IP connection. The shape of the detection

area can also be customized to the layout of the site. An Area Allocation or Masking function will enable users to precisely define a number of independent detection zones. Ryosuke Miwa, Senior General Manager of Global Security Division from OPTEX Japan, says the new firmware and configuration software version increases the feature set for our long-range Laser scanner and brings more value to our customers: "With its new features and its integration with a number of VMS and PSIM platforms, our REDSCAN RLS-3060 series is ideal to protect perimeter, roof tops, ceilings for commercial sites and critical infrastructure. We are delighted that the new version has now been rolled out." For information visit www.optexamerica.com.

COPS MONITORING announced the addition of Joe Parisi to its leadership team as Director of Project Management. Parisi brings over 20 years of alarm industry experience to COPS and will play a key role on the company's management team by leading technological projects related to COPS' award-winning network of UL listed monitoring stations. This newly created Director position was designed specifically for Parisi to capitalize on his particular skill sets in Project Management and Technological areas. Key areas include facilities, alarm receiving equipment, and telephone system infrastructure. Parisi will also oversee the COPS technical support team that is designed to support COPS' alarm dealer customers in troubleshooting communications related to signal transmissions. "The last two years have been very dynamic for us," stated Jim McMullen, President and COO of COPS and we believe it's best to narrow the areas of responsibility of executives to ensure we maintain high quality support and throughput from their respective departments." After time with Radionics, Parisi shifted his focus of expertise to wholesale monitoring where he integrated new technology, trained operations personnel and field support, and converted central stations onto a single platform. "I had the pleasure of leading the New Jersey Chapter as President of the New Jersey Electronic Security Association (NJESA), now one of the largest chapters in the country" stated Parisi. As NJESA president, the national ESA recognized Parisi as 2013 Chapter President of the Year at the Leadership Awards. For more information about COPS Monitoring, visit www.copsmonitoring.com.






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LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2018

By Don Gilbert, Mike Robson, and Trent Smith

The Political Action Committee (PAC) is an important part of the CAA governmental relations program. In past years, CAA has raised more than \$30,000 in its PAC to contribute to business-minded legislators. We want to establish this funding level as a goal for 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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THE MIRROR popped into the TMA Fall Ops Conference in Dallas, TX with Kirk MacDowell of MacGuard, CAA Executive Director Jerry Lenander and David Morgan of Security Dealer Marketing.

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David Morgan of Security Dealer Marketing (left) and Dan Van Hart of the WBFAA UATC and CAA presented the latest industry news in THE MIRROR to David Alonzo of Telemundo/NBC at the Kings game in Los Angeles.

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Get Ready for the New Year



By Harvey Eisenstadt

As we approach the final days of this year it is the duty and obligation for each of us to take a retrospective look at our accomplishments and failures of this past year. One thing we can count on is that we will have experienced wins (accomplishments) as well as losses (failures). We certainly want to accelerate our activities that have resulted in accomplishments (wins). Equally important is to learn from our failures (losses) so that they are not repeated. As professionals we pride ourselves on our resilience and resolve to progress proactively,

exerting every discipline available to us to perpetuate improvements upon what we've already accomplished. As we begin to develop our plans and goals for the new year, this challenge must include a thorough investigative research of how we confronted our challenges of this past year.

To maximize your success when setting your goals for the new year you must begin by analyzing your accomplishments and identify where you were successful to create the plan that will capitalize on those successes. Likewise, you must take a close look at those activities that resulted in failure and be sure your plans include actions to improve in these areas. Creating workable plans and setting realistic goals along with your commitment to evaluate them at intervals during the year will guide you to a positive more successful year.

Focusing on your self-improvement is another area where professionals will find actions that will move them in a direction towards increased accomplishments. Resolve to step out of your comfort zone and face those challenges that for reasons only known to you were avoided in the past. Exercise more of your skills and don't be fearful of testing your limits. This is an excellent challenge that could propel you to the expansion of your potential.

Devote more time to promote your brand. Your strongest career assets are the strengths of the relationships you develop, and to achieve this your brand recognition is one of your most powerful tools. Opportunities for growth are directly related to the quality of your personal contacts and their recognition of your brand. Actively expanding your world of networking is the catalyst for these opportunities. Resolve to take advantage of all the networking opportunities that are present in your daily activities, promoting your brand and building strong relationships from the contacts that become available to you.

This year resolve to welcome and embrace both self-criticism as well as criticism from others. It is not unusual that at times you will not agree with the criticism you are receiving. That is quite common. However, think carefully about that criticism before you discount it completely. More often than you may realize there is a message in that criticism that you can employ for your self-improvement. Learning from self-criticism as well as criticism from others is a powerful tool for moving forward successfully.

These are just a few actions you can contemplate as you sit down to create your plans and goals for the coming year. Your resolve to employ these actions will take courage, tenacity and will power. Include in your resolutions the determination to employ these actions to achieve the goals of your plan.

My very best wishes to all for a Happy, Healthy, Safe and Prosperous New Year.

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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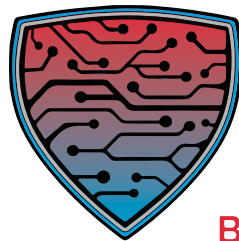
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Jon McNamara, President

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

IEAA Membership

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



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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 OCAlarmAssoc@aol.com. Visit our new website at www.alarmassociation.org for meeting information and registration forms, training opportunities, members list and a whole lot more.

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Mike Tarin, President

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

Please visit our website at www.glasaa.org.



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



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If you have any questions or want to participate in the Redwood Alarm Association, please contact Sean Cooke at scooke@allguard-systems.com or 800-255-4273.



Mike Salk, Vice President

EBAA Meetings

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



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

THE SDSA HOLIDAY PARTY will be on Wednesday December 12th at the Admiral Baker Golf Course Club House. For information or to help sponsor the event, please email events@sandiegosecurityassociation.org



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.



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Ben Martinez, President

SVAA Information

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

SVAA President Ben Martinez with Joe Bowman of First Trust Security, Deric Morrow of Johnson Controls, George DeMarco of ESX, David James of Crime Alert Monitoring, Mark Sepulveda of USA Alarm Systems and Trevor Wall of Creative Security at the SVAA general meeting.



Gathering gifts for Toys for Tots was George DeMarco of ESX, SVAA President Ben Martinez and Mark Sepulveda of USA Alarm Systems.



Marine veteran David James assisted the U.S. Marines Toys for Tots program at the SVAA meeting.



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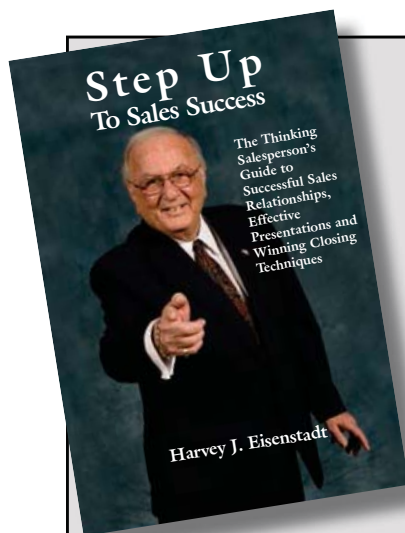
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INDUSTRY NEWS

SIAC Offers Updates to Associations

SIAC would like to give your association an update on law enforcement activities relative to our industry to you free of charge. SIAC works with all the state chapters of ESA to give them updates on our activities and any alarm ordinances being considered locally.

Our industry has Pat Egan to thank for a new program, helping us finance these presentations to ESA member states. Pat has been a long-time supporter of SIAC and leader in the electronic security industry. He understands the importance of law enforcement relationships and need in communicating to all members on this critical topic. We appreciate his support, vision and insights.

If your ESA chapter is interested in bringing Stan Martin of SIAC in, please get in touch with him directly at stan@siacinc.org. Pat will cover the air fare and we would appreciate the chapter covering one night in a hotel. This helps SIAC conserve our funds, while continuing to spread the word on improving alarm management standards. We only ask the ESA chapter to allocate 15-20 minutes during a membership lunch/dinner or annual meeting for an update. We are limited to one venue per month so it's important to make your request as soon as possible to secure the date desired.

Our thanks to Pat Egan of Select Security for stepping forward in this. For information and how you can support the efforts of SIAC, visit www.SIACinc.org.



Security Industry Alarm Coalition



CAA Past President Cathy Rempel of American Security Integrators gets some training tips with new world record holder for cycling Denise Korenek of Rancho Santa Fe Security Systems.

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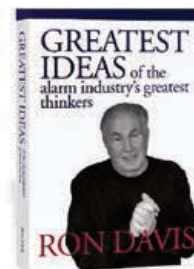
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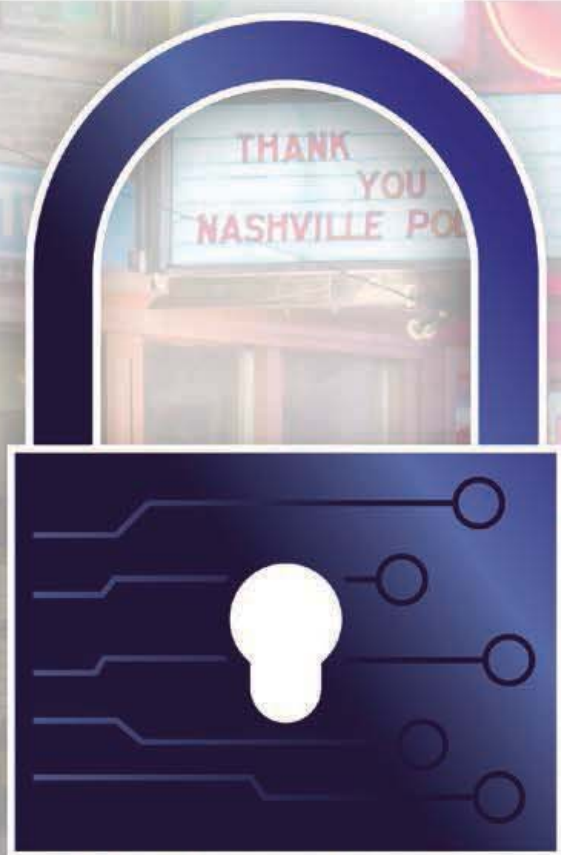


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Please contact us if you would like to be a member of the OBFAA. Being part of the OBFAA has many benefits such as the latest news dealing with the alarm industry in the Pacific Northwest. OBFAA represents You and Your opinion to consumers, lawmakers and the public at large. The bigger the organization, the louder its voice.

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We had special guest speaker Las Vegas Metro Sheriff Joe Lombardo at our November meeting. The Sheriff updated us on happenings in the police department and we let him know that our Youth Scholarship Program has started accepting applications for our 2019 awards to kids of police and fire in our community. Thanks to Jasmine Jones of ASSA ABLOY, our Vendor Spotlight for the November meeting. If anyone missed her presentation and would like more information you can reach her at Jasmine.jones@assaabloy.com or call (480) 299-9397.

Also, in November, in-coming NSA President Manny Robles attended the ESA Chapter Exchange in Irving, TX with Executive Director Jeanne Palmer. We will bring members a summary of what we learned at our next member meeting.

Have you thought about joining NSA but weren't sure? Give us a call and we can let you know all the benefits of becoming a member or find us at the CAA Winter Convention in San Francisco Dec 6-8 and we'd be happy to chat with you.

The NSA wishes you happy and safe holidays and we'll see you at our next meeting JANUARY 9, 2019 in Las Vegas.

NSA Calendar

December 12.....NSA Board of Directors Meeting Las Vegas
January 9 NSA Meeting..... Las Vegas

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



NSA President Manuel Robles of Stanley Convergent Security with Executive Director Jeanne Palmer at the ESA Chapter Exchange in Dallas sharing information on how to build strong associations.



John Perdichizzi of ASAP Security, Bob Sulliman of Alarmco and NSA Past President Jon Perry of Sting Alarm welcomed Sheriff Lombardi (second from left) to the NSA General Meeting.



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Colorado Burglar & Fire Alarm Association President Sofia Aguilar of A-1 Security Systems with CBFAA Treasurer John Wrzesinski of Safe Systems and Executive Director Jeanne Palmer at the ESA Chapter Exchange in Dallas.

November saw CBFAA President Sofia Aguilar, Treasurer John Wrzesinski and Executive Director Jeanne Palmer attending the ESA Chapter Exchange in Irving, TX. We learned a lot about providing the best for our members and will be sharing this info with our board and members. Watch for our upcoming survey about projects for the coming year.

Join us for our end of year Holiday Party:

- DATE: December 5, 2018 (Wednesday)
- TIME: 4:30pm-6:30pm
- LOCATION: Hacienda Restaurant, 4100 E. Mexico Ave, Denver, CO 80222
- Dinner, cocktails, free caricature drawings, networking, year-end recap and look forward toward the new year PLUS holiday cheer! See you there!
- RSVP: Jeanne@cbfaa.org or call 303-805-0885 by 11/30.

CBFAA SCHEDULE

December 5.....CBFAA Holiday Party Denver, CO

Watch for our upcoming survey to get your ideas about projects for the coming year.

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

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

Security America Risk Purchasing Group

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

NTS Expands Online Courses

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

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WBFAA UATC APPRENTICE TRAINING PROGRAM

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WBFAA UATC Apprentice Enrollment for Spring 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

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



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| 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

ESA Rising Leaders Forum 2019

January 28-31, 2019
Austin, TX



ESA Leadership Summit 2019

January 28-31, 2019
Austin TX



ISC West 2019

April 10-12, 2019
Las Vegas, NV



ESX 2019

June 2-6, 2019
Indianapolis, IN



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

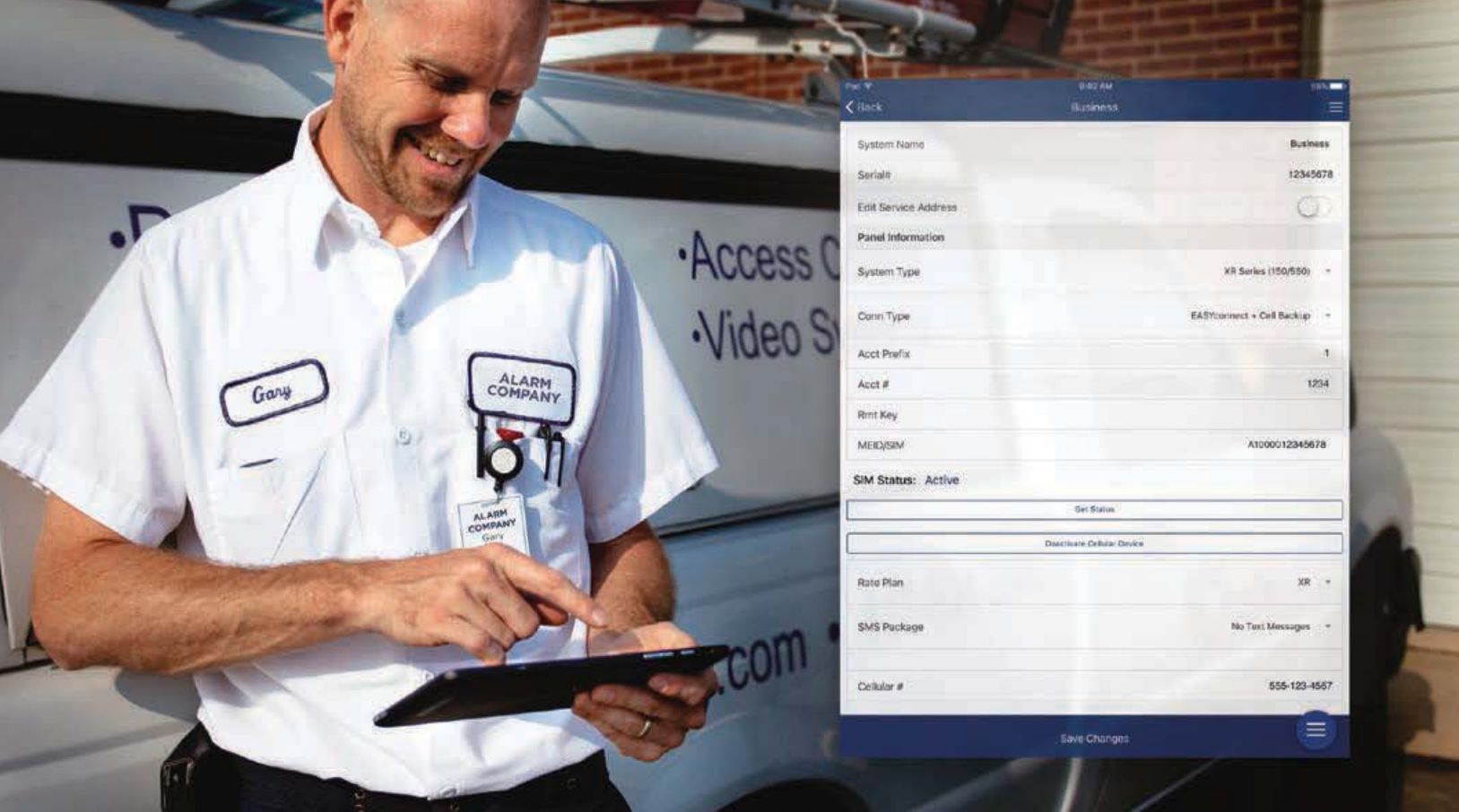
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The following are a list of important Bureau numbers to update your records:

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Email: bsis@dca.ca.gov
Web Homepage: www.dca.ca.gov/bsis



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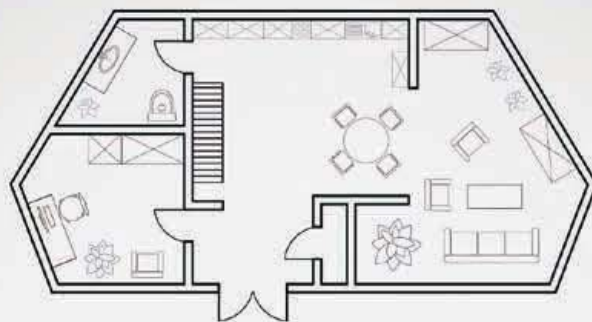


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