

THE MIRROR

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Mission 500 and Bates Security Help Flooded Kentuckians

Mission 500, the non-profit charitable organization dedicated to serving children and communities in need across the U.S., teamed up with Bates Security to acquire and ship over \$200K worth of vital supplies to support the families impacted and recovering from the severe flooding in Eastern, KY. Basic items such as water, food, hand sanitizer, baby wipes, socks and more were palletized and shipped

via truck to the devastated area.



Mission 500 worked with local relief organizations, including the Christian Appalachian Project to ensure proper distribution of the supplies. Employees from Bates Security mobilized to assist and were instrumental in coordinating the efforts locally. Special thanks to Chris Isaac, Jessica Sutton and Jeremy Bates, of Bates Security for their dedication and hard work.

"Mission 500 stepped up and answered our call to help the victims of Eastern, KY," said Mr. Bates, President of Bates Security. "We are happy to be connected to such a caring and impactful charity as Mission 500."

In total over 52 pallets of supplies were shipped to help victims of the flooding. "We are so grateful to the security industry for their support during these difficult times," said Tracy Larson, Co-Chair of the Mission 500



A volunteer unloads a truck as Mission500 stepped up support efforts during severe flooding in Eastern Kentucky

Board. "On behalf of the entire Mission 500 organization, we thank everyone who offered their time and resources to help the families impacted by this natural disaster. Your support allows us to continue this critical work."

For more information on how you or your organization can help, contact Marivel Vervoordt at marivel@mission500.org.

OCAA Police Appreciation/First Responders Event

The OCAA PD Appreciation Luncheon saw a strong turnout including Board members, organizers and attendees: Tatiana Abramek (NMC), Monica Ramirez (NMC), Sandra Abramek (NMC), Steve Keefer (SIAC), Angie & David Morgan (SDM), and Elizabeth Courtney, OCAA President (Beacon Security)

The Orange County Alarm Association held their 2nd Annual Police and First Responders Appreciation Luncheon on November 15 at Fogo de Chao Restaurant in Irvine, CA. The event saw a mix of alarm company operators and owners, representatives of service providers to the industry, and police officers from six local law enforcement agencies, totaling thirty six in attendance. Steve Kiefer of the Security Industry Alarm Coalition

OCAA Event continued on page 12



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THE MIRROR

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DECEMBER 2022



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DEALER PERSPECTIVE #36



By Tony Smith

HAVE YOU EVER HAD YOUR ID STOLEN AND YOU HAD TO FIX IT?

A recent multi-page article in the Los Angeles Times described how a journalist found her identity stolen and the agony she went through to try and solve the problem. Of particular interest is that the three credit bureaus recently co-sponsored a research project by Javelin Strategy and Research and they found that approximately 42 million Americans were affected by some version of identity theft in 2021. That is 13% of our population and they suffered over \$52 billion in losses.

Her outrageous experience relates how a few institutional contacts -- banks, credit bureaus, and, police departments -- were rude, and inadequate. They were not the least bit interested in helping her solve

her identity theft problem. The banks were too busy making money. The credit bureaus were too entrenched in their own incompetence to assist her. And, the police departments and other law enforcement units are not trained to deal with this new criminal phenomenon.

As members of the Security Alarm Industry, our primary responsibility is to detect, deter, and report, criminal activity. Our relationship with our customers suggests that we offer education and, where available, protection from this heinous crime. The key is to limit the occurrence of identity theft and then mitigate the damage when it does strike.

Here are a few suggestions to offer your customers that will reduce the likelihood of their being attacked by these vicious predators:

- Maintain awareness of where your credit cards, medical cards and social security cards are located.
- Carry your credit cards and driver's license separately from your other identification.
- Freeze your credit cards with the credit bureaus. This is normally a free service.
- Pull your credit report once per year and review it carefully for any errors.
- Consider adding two-factor authentication to your phone and other devices.
- Evaluate your passwords to ensure they are both strong and unique. Using the same password for various software or devices is an invitation for identity theft.
- DON'T CARRY YOUR SOCIAL SECURITY CARD IN YOUR WALLET.
- Don't respond to prescreened credit offerings.
- Sign up for bank alerts that will warn you if anyone tries to open an account in your name.
- Never share your bank password or other verification code, including with your bank.
- Review and balance your bank account at the end of every month.
- Retrieve and carefully review your mail promptly. Shred any mail that has personal information, including pre-screened credit offers.
- Do not respond to any email that asks for personal information unless you know who it is and they have a legitimate reason to have the information.
- Limit your digital presence and you will be less likely to show up on the screen to potential bad guys.

Sending the above list to your customers, under your letterhead, is a good first step in being proactive to protect your customers. However, there is much more you can do and even create a revenue stream while doing it.

The **I DEFEND RESTORATION PLAN** is a very aggressive, yet inexpensive, program that brings in a crew of good guys to help solve the problem. The problem may be simple or complicated, but you have a dedicated crew of experts to assist your customer. Thanks to you, the Cavalry will ride to your customer's rescue.

- Add: The ID Theft Fraud Support Hotline.
- Add: Full ID Theft Restoration Services.
- Add: A \$1 Million Service Guarantee.
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- Add: Annual Home Cyber Defense Checkup.
- Add: Cyberhood Watch Membership.

The **I Defend Restoration Plan** is designed to add RMR to your company and reduce attrition. This is a very proactive, yet inexpensive, way to build your customer relationships and be a hero if any of them becomes one of the 13%.

Tony Smith is a Past President of the CAA and a former member of the Board of ESA. He is the Founder, President and CEO of Security Funding Associates, a leading industry financial services firm focused on Non-recourse financing for small to medium sized alarm companies. He may be reached at TSmith@SecurityFundingSolutions.com or (855) 723-2299.

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OCAA Event, continued from page 1

was the guest speaker, addressing the importance of partnerships between the Electronic Security industry and law enforcement. Guests from attending police departments also participated in the interactive discussion. This year's Luncheon saw almost double the attendance from the inaugural event. Plans for 2023 are to once again hold this event in the fall.



Angie Morgan, David Morgan, and Holley Hunt enjoy a moment together at the OCAA Luncheon.



Officers from multiple agencies were among those in attendance



Officers from the Garden Grove Police Department enjoy conversation before meal at the OCAA Luncheon



Officers from the Cypress Police Department conversed with OCAA members attending the Luncheon

Tatiana Abramek, of NMC and OCAA Board Members sharing a light moment with an officer

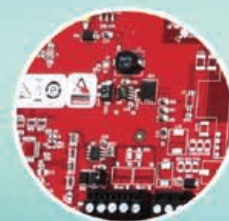
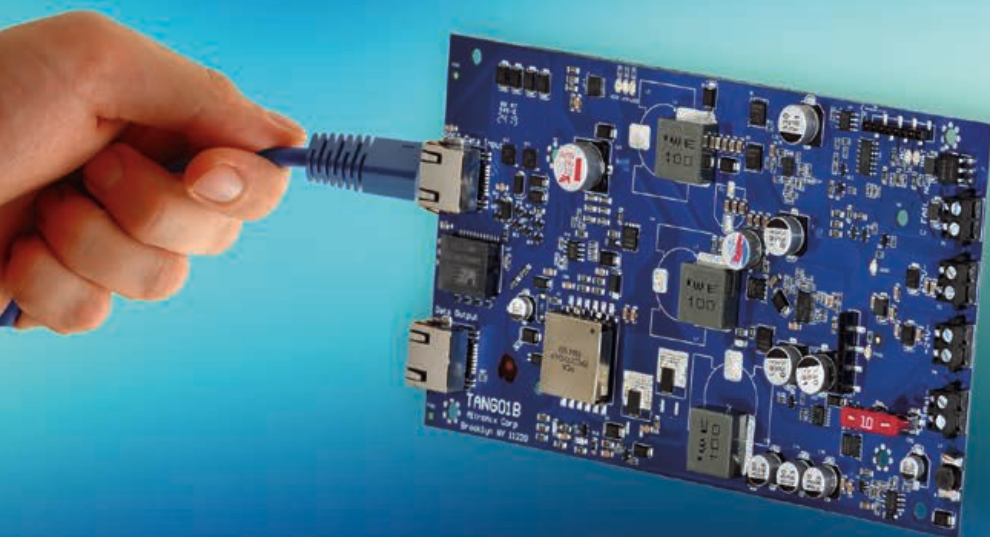


The strong showing gathered for a photo at the OCAA Police Appreciation Luncheon



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NAPCO SECURITY TECHNOLOGIES is pleased to announce the new FireLink XL 255 255-point addressable Cellular FACP, is now in stock at Napco Distributors nationwide. Its award-winning, all-in-one design was created to save fire dealers, both labor and equipment; it has up to 255 Addressable Points, with a built-in cell/IP communicator, powered by StarLink and on-door LCD Touchpad. Featuring easy to use cloud-programming from any smart device, FireLink XL255 starts out at 128 points, expandable to 255 with one module; plus it features a robust 7A/24V power supply. Fire Dealers quickly adopted the FireLink FACP systems, because they are already familiar with leading StarLink Fire cellular communications, or recognized savings using the original FireLink FACP 32, preprogrammed for up to 32 zones of conventional waterflow. Now the XL255 adds more capability, addressable device support, plus the Cloud Programming everyone wants – especially key in today’s more acute labor shortage. Lastly, as an added incentive, FireLink Cellular FACP’s are powered by StarLink Cellular, and so the StarLink Pro Incentive credit is also applicable, for even more equipment savings (see details on the easy online form available on NAPCO’s website).

SNAP ONE, a provider of smart living products, services, and software to professional integrators, announced the acquisition of Parasol (“Parasol”), a powerful 24/7 remote support service based on OvrC, creating new opportunities for Snap One Partners to focus on running their business while increasing profitability, productivity and service levels to their customers. The acquisition builds on Snap One’s strategic investment in Parasol



last year and affirms its commitment to supporting Partners across the entire project lifecycle. Snap One CEO John Heyman commented “Parasol has succeeded in popularizing a powerful remote service solution that helps professional integrators reduce response times, increase monthly service revenues, and improve client experiences with support,” Heyman said. “Adding to our initial investment, a full acquisition demonstrates our confidence in the service offering and the growth opportunities it offers to

Snap One Partners.” Parasol will continue to support all existing customers and projects, and the company’s knowledge and experience will integrate into the larger Snap One team to aid development of future software, services and support products.

EMERGENCY24, a leader in the alarm monitoring in the security industry since 1967, today announced it has hired Tom McNeil as the new Vice President of Sales and Marketing. Tom brings more than 20 years of experience and knowledge of the monitoring sector to Emergency24. He will be based in Chicago overseeing the national sales team launch new integrated marketing initiatives. “I am truly excited to join this great team. I have known Emergency24 as the best kept secret in the industry for some time,” said McNeill. “They not only have incredible depth of knowledge and capability, their proprietary solutions enable unique RMR opportunities for alarm companies. Plus, they are family owned so they provide that personal level of service not seen with large corporations. Emergency24’s powerful solutions and continuous innovation will empower my team to demonstrate to dealers, what’s possible by partnering with us.” He will report directly to Steve Mayer, Emergency24’s Vice President of Administration and Operations. “The Emergency24 team is very happy to welcome Tom with his high level of energy and depth of knowledge of our industry,” Steve Mayer said. “His competitive approach and friendly professionalism is a great fit for who we are and where we are headed.”



SDI, INC. has announced the launch of their Testfire Efficiency Calculator. The calculator was developed to provide a tailored calculation on the expected payback delivered by a switch to Testfire. It is also designed to show the benefit in terms of saving time, ‘smoke’ cost saving and ultimately, investment payback. Solo users are invited to try the calculator by entering a few details about their current testing to receive a tailored calculation. Visit sdifire.com/testfireswitch.

SNAP ONE announced a U.S. distribution partnership with Digital Watchdog, a leader in surveillance and video analytics, to provide Snap One Partners easy access to the manufacturer’s security products and offer even greater choice and flexibility for a wide variety of projects. There have been 51 Digital Watchdog SKUs added to Local Partner Stores nationwide, and Snap One will be releasing this curated product mix on its ecommerce platform in Q1. Current Digital Watchdog dealers will be able to port their existing Authorized Dealer status into Snap One’s system, while uninitiated dealers can quickly become authorized dealers through a simple form available at all Local Partner Stores and the ecommerce platform once the product is launched. “Snap One is excited to offer these premium products when

Associates News, continued on page 16



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ASSOCIATES NEWS, *continued*

and where they are needed, with same-day local availability for the most popular SKUs and access to the full catalog for orders,” Andras Balassy, Senior Business Development Manager at Snap One concluded. “We strive to be the single source for everything our Partners need to bid on bigger, more sophisticated jobs.”

SKYKIT, a leading digital signage and workplace experience provider, announces a new distribution agreement with ADI Global Distribution. “We are excited to expand our reach with ADI and offer our digital signage and workplace experience solutions to their customers across the United States and Canada,” said Irfan Khan, Skykit CEO. “Partnering with ADI will allow us to utilize their strong distribution network to help elevate Skykit into a global digital signage solutions provider.” Skykit solution offerings available through ADI include Beam, Skykit’s award-winning content management system; Turf, Skykit’s check-in and space management solutions; and Control, a leading Android remote device management tool. These products are now available at ADI.

LENEL S2 announced a global reseller agreement with Hakimo. The agreement allows LenelS2 to offer the Hakimo solution, which integrates with LenelS2’s market-leading OnGuard® and NetBox™ access control systems, to its value-added reseller community. “We are excited to announce our deepened relationship with Hakimo, which aligns with our AI product strategy and roadmap,” said Jeff Stanek, President, LenelS2. “Hakimo’s award-winning solution addresses two of the top challenges that enterprise security teams face – false alarms and tailgating.” Sam Joseph, Co-Founder and CEO of Hakimo added “Hakimo’s AI solution is revolutionizing enterprise physical security monitoring, we look forward to bringing the technology to many more security operations teams through our collaboration with LenelS2, the leading access control provider.” Earlier this year, the Hakimo solution won the Security Industry Association (SIA) New Products and Solutions Judges’ Choice award at ISC West.

INDUSTRY NEWS

ADI Global Distribution awarded the 2022 Distributor of the Year for the U.S. by Axis Communications

ADI was recognized for its strong customer support, operational excellence and commitment to the network security market. “We’re proud to present

ADI with our 2022 U.S. Distributor of the Year award — recognizing their achievements and contributions to the network security market,” said Fredrik Nilsson, Vice President, Americas, Axis Communications, Inc. “ADI is a valued partner and an essential

distributor for Axis. Their commitment to excellence and strong distribution channels have expanded our reach and contributed to building a smarter, safer world.” Axis Communications presents the Distributor of the Year award annually to recognize a distributor’s success, loyalty and collaboration. The award was presented to ADI at the 17th annual Axis Connect & Converge Conference (ACCC) held in Phoenix last month.



Larry Newman, Sr. Director Sales, Axis; Russell Hough, National Distribution Account Manager, Axis; Nick Terry, Area Sales Manager, ADI; John Sullivan, SVP, Strategic Accounts, ADI; Rob Aarnes, President, ADI; Greg Carter, National Account Manager, ADI; Garrett Savage, Director Category Management U.S., ADI; Fredrik Nilsson, VP, Americas, Axis



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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



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Paul Wassem

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Vice President - Lisa Beale, American Alarm Systems

Secretary/Treasurer - Tatiana Abramek, NMC

Visit www.OCAAonline.org for more information.

By Elizabeth Courtney, OCAA President

This year the Orange County Alarm Association is focusing its efforts on recognizing our law enforcement partnerships. We are endeavoring to build stronger, real-life relationships with our law enforcement partners. We have much to learn about law enforcement issues and we have much to teach in return.

We are encouraging our Chapter members to initiate and cement relationships by meeting with their local law enforcement agencies. Consider simply dropping by the station unannounced with donuts,

coffee, pizza or sandwiches. Shift changes present a unique opportunity.

For more information about OCAA activities, contact the OCAA office at 800-437-7658 or email OCAAlarmAssoc@aol.com. Visit our new website at www.ocaaonline.org for meeting information and registration forms, training opportunities, members list and a whole lot more.

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Richard Jimenez, Vice President

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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.



SACRAMENTO AREA ALARM ASSOCIATION

Rich Whitlock

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530/604-5067

The SAAA has put together an interim slate of officers that includes:

Rich Whitlock, Wesco - President
Open - Vice President
Tauni Wallace, Notifier - Treasurer
Raven Brockway, Eclipse Insurance - Secretary
Ken Brust, Resideo - Sgt of Arms
Dawn Smith, TMS - Officer at Large
Leanne Boger, Integrated Fire Systems - Officer at Large

The Sacramento Area Alarm Association is looking for Officers for 2023.

Have you considered being on the Sacramento Area Alarm Association Board? We could use your fresh perspective and ideas. You have been wanting to give back, so why not get involved? We need good people such as yourself. As with most associations, it is continually difficult to find volunteers, especially Dealers. The

President's position is a two year term. All other Officers are a one year term. Please give it some thought. I would love to see you step in for the next term. Most of the involvement is by email. The rest is just on the day of the meetings.

Election will be held at the Holiday Party.

As we plan for the coming year, we need a fresh perspective. Do you have the initiative? Please contact Tauni Wallace tauni.wallace@honeywell.com, Dawn Smith dsmith@tmscentral.com, Rich Whitlock rich.whitlock@anixter.com, Raven Brockway rbrockway@eclipseinsurance.com or Kent Brust kbrust@pssandf.com for more information.

Please join the SAAA for our Annual Holiday Party, Dec. 8.

A time to reflect on the past year, vote on the Board for next year and honor some participants for their efforts.

12/8 Sacramento Area Alarm Association – Holiday Party

Where: Holiday Inn Sacramento – Capitol Plaza

300 J Street, Sacramento, CA 95814

The Capitol Plaza is located between Old Town and downtown Sacramento.

Valet parking is available as well as garage parking.

When: Thursday December 8th

Cocktails from 6:00pm - 7:00pm

Dinner, Awards and Elections from 7:00 –

Cost: Member tickets are \$35.00 each

Non Member tickets are \$40.00 each

No charge for Public Safety Officers who attend

Parker Maurie Memorial Award

The SAAA has an award that is not given out annually, but when the Board wishes to recognize one of their own. This year we are very pleased to present it to **Tauni Wallace**. It will be presented at the Holiday Party. We are hoping you all can attend and help us honor and thank this Industry Icon. Tauni has served on the SAAA board longer than anyone. She truly is the glue that holds our Regional Association together and keeps us compliant. She is a big part of why our events are a success.

The inscription on the Parker Maurie Memorial Award reads as follows;

“For Outstanding Efforts”

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Joe Castro, President

GVAA MEETINGS

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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www.ebaaonline.org

Tim Westphal, EBAA President

EBAA Meetings

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

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www.svaaonline.org

Deric Morrow, President

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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.



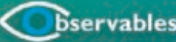
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The Utah Alarm Association invites all concerned professionals and other parties (Police, Fire, government, etc.) to join us for our monthly false alarm meeting, now in its 34th year.

We meet the third Tuesday of each month at Jim's Family Restaurant, 1728 Park Ave, Riverton, Utah 84065 at 8:30AM. We encourage all to come out for free breakfast and discuss false alarm reduction, industry standards, best practices, etc.

The Association is proud of our 2021 false alarm dispatch numbers. Our false alarm rate for residential dispatches is .08, that is one dispatch per system every 12.5 years. Our commercial false dispatch rate is .33, that is one dispatch every 3 years. Combined is .14 or one false dispatch every 7 years.

We look forward to your help as we work towards reducing our false alarm rate.

If you would like to sponsor one of these meeting or have questions about the association, please feel free to contact a member of the board.

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Join NSA for our final member meeting of 2022!

-WHEN: Wednesday, December 7th

-TIME: 12:00noon-2:00pm

-LOCATION: ADI, 5818 W. Spring Mountain Rd, Las Vegas, NV

-GUEST SPEAKER: Joey Rao-Russell, PPVAR Past-President.

Topic: ANSI Alarm Verification Scoring Standard

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Membership renewals are being sent out. Please watch for them.

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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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WBFAA BOARD OF DIRECTORS

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

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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 more than 50 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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SIA Education

Basics of Security Project Management
December 5th – 8th
3:30 PM – 5:30 PM

CAA CONVENTIONS - 2023 - 2026

**CAA WINTER CONVENTIONS - Western States
Security Conference/Fairmont San Francisco**

December 6 – December 9, 2023
December 4 – December 7, 2024
December 3 – December 6, 2025
December 2 – December 5, 2026

**CAA PALM SPRINGS CONVENTIONS /Hilton Palm
Springs**

May 17 – May 20, 2023
May 15 – May 18, 2024
May 14 – May 17, 2025

INDUSTRY EVENTS 2022-2023

November 16-17, 2022

ISC East, New York, NY

2023 - November 4-8, 2023

TMA Annual Meeting, Kapalua, Maui, Hawaii

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**ATTENTION -
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The State of
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tigative Services is
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Workshops for the purposes of writing,
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fied Manager Exam. Workshops are two
days long and may be held remotely or
in-person, and SMEs will receive \$200
per day for their participation. For in-
person workshops, the Bureau will book
lodging as well as airfare to and from the
workshops. Meals and mileage will be re-
imbursed in accordance with State travel
guidelines. ACO QMs who are interested
must enter into a three-year contract
with the State of California and must be
holders of an ACO QM Certificate in
current and clear status and be active in a
current ACO licensee's business. If you
are interested in participating, fill out the
Qualified Manager Subject Matter Expert
Registration Form found here: [https://
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BSIS Address and Telephone Numbers

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

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

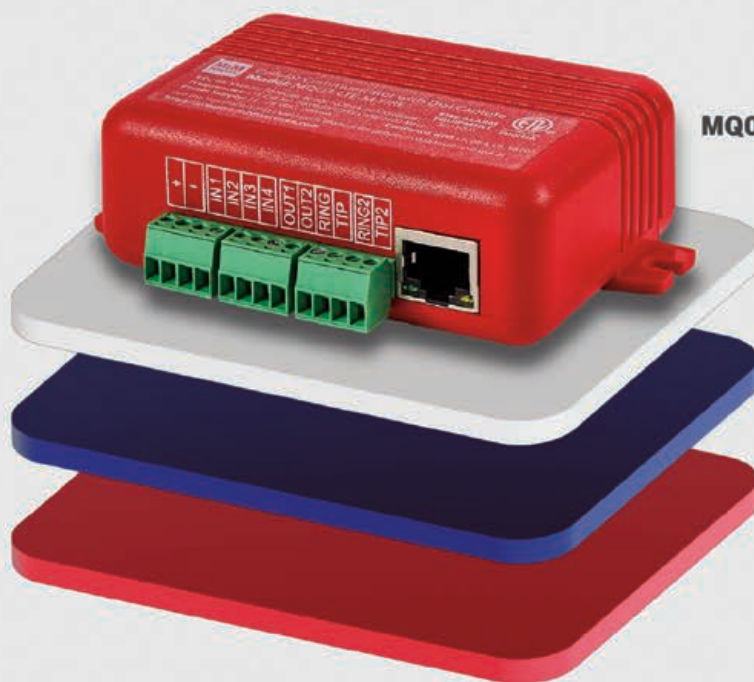


CONTACT THE CAA
California Alarm Association
333 Washington Blvd., Suite 433, Marina del Rey, CA 90292
TEL 800/437-7658 FAX 800/490-9682 www.CAAonline.org info@CAAonline.org
Jerry Lenander, Executive Director director@caaonline.org

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