

THE MIRROR

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www.CAAonline.org



CSAA Past Presidents gather to honor Retiring Executive Vice President Steve Doyle with the Recipient of the Stanley C. Lott Award. Story continues on page 36.

ESX 2015 Keynote Speaker Major General Greg Champion

Retired U.S. Army Special Forces Officer Major General (Ret) James 'Greg' Champion will inspire ESX attendees with his Opening Keynote presentation, "Leadership Is A 24/7 Job."

ESX attendees will be motivated as Major General Champion - one of our highest-ranking veterans - shares stories from both his civilian and military life that exemplify the concept of leading by example. Attendees will learn what leadership means today - and how creating a vision of where you want to go can make

all the difference in achieving your goals. "Leaders are never off the clock," says Major General Champion.

"Security America Risk Retention Group (SARRG) is honored to once again sponsor the ESX Opening Keynote event. The past ESX Keynote speakers have educated and inspired us over the years and I'm looking forward to learning from a true leader, U.S. Army Special Forces Officer Major General (Ret) James 'Greg' Champion. Major General Champion's career on and

ESX continued on page 37

CAA Day at the California State Capitol Wednesday, March 25, 2015

CAA Day at the California State Capitol is an opportunity for California Alarm Association members to come to Sacramento and meet with members of the Senate and Assembly and their staff face-to-face. Participation in this event is important for members of the electronic security community.

"It's so important for members of our trade to be here for our CAA Day at the California State Capitol. It demonstrates

"Every man owes a part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere."

- Theodore Roosevelt

that our industry is dedicated to protecting and preserving the cornerstones of electronic security," according to Matt Westphal, CAA Past President. "The more people we can get to participate in this event, the more California legislators will understand the fire/life safety industry and welcome our positions on important electronic security public policy issues."

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THE MIRROR

PRESIDENT'S MESSAGE

It's an exciting year in front of us as we start walking the path to achieve our objectives for 2015 which include increasing membership and participation in CAA. I'm impressed by the level of commitment from our members and partners already creating solid relations with government officials, local public agencies and other security associations. Many commitments are already off and running and now we turn to all of you for your voice and participation. We want to hear from you and I invite all of you to raise your hand and join the journey of continuing to move our association to the next level through a focused approach on providing for the needs of our members in our events, local chapter meetings and member offerings.

This is a year of relevancy and inclusiveness. Together we can continue to grow the CAA at both the local chapter and state levels to make a difference in the security industry. Let's work more closely with our local public safety agencies; let's join together on our Day at the California State Capital, March 25th, to discuss relevant topics in the security industry; let's participate in meetings and events that both inspire us and make a positive difference to our businesses. Let's be involved!

Participation in the CAA provides networking, and in turn, support in reaching your professional goals. Join in at events and enhance your knowledge of industry directions and trends, laws that affect your business, and products and services that can impact your bottom line. Most importantly, the underlying sense of community is the fuel that has kept our association growing and will move us to the next level.

There are many ways of becoming involved and I would invite you to visit our website, www.caaonline.org, to keep abreast of local chapter meetings and state events. If you are interested in serving on one of our committees from membership to public safety to technology to scholarship, please contact CAA directly. However you choose to be involved, enjoy it knowing we are inspired by our heritage and dedicated to our future!



Cathy Rempel

12th ANNUAL AIREF Golf Classic at ISC West

Tuesday, April 14, 2015

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Working with security integration companies, manufacturers and service providers, the Electronic Security Association (ESA) established the SECURE+ Initiative as a way of increasing public awareness of the lifestyle-enhancing features offered by ESA Members.



PAGE 3

FEBRUARY 2015



ASSOCIATES CORNER

It Starts at the Top

By Harvey Eisenstadt

Nobody will question that any company with high employee turnover is finding it very much affecting their bottom line. Having to interview, hire and train new employees because of turnover is a financial drain on most organizations. As we expect and hope that the economy will begin to improve, and more jobs open up, stemming employee exodus is a challenge facing many organizations. Management must acknowledge that increasing employee loyalty and satisfaction begins at the top. Surely, there are corporate policies that will make a difference. Some of these are wage increase programs, working conditions and other benefits. However, enveloping all of these are the skills that are exercised by management. How management uses their skills to interact with the employees and provide the quality supervisory leadership to motivate them will be the critical factor in employee success and longevity. There is a plethora of actions that can be taken by management to encourage employee dedication and work environment satisfaction. Here are a few of them.

Listen very carefully to what your employees are telling you and make sure that the employee recognizes that you are attentive to their comments. Respect the employee's time to discuss a critical matter with you and let them finish completely before commenting. Too often we tend to interrupt and respond before the comment has been completed. This signals a message to the employee that you really did not listen carefully and truly value what they were saying. To insure that the employee recognizes that you do value and understand their comment, always repeat what they have said followed by your response. This tells them you are engaged and do understand their comment. Yes, I know that managers are busy and quite often do not have the luxury of time to listen to all of their employees. To that I say, weigh the cost of employee dissatisfaction and possible turnover to the cost

of a few minutes to listen to each of your employees who have something to say. That should put priorities into their proper perspective.

Management must set realistic goals and expectations and the standards to which the progress can be measured. Empowering the employee to take certain risks to achieve those goals and expectations while making decisions based on those risks will elevate employee enthusiasm while increasing their morale. Successful employees are ones who feel they are an integral and responsible part of the company's growth. To get people to rise above the level at which they are, and to exhibit their talents, management must encourage taking some risks and set forth those opportunities. Delegating realistic responsibility and providing the appropriate supervision will bring out the best in the employee. The employee benefits from the motivation, and the company benefits from the employee's dedication to performing at their best. Employee empowerment is an investment that creates enthusiasm, energizes the employee and excites the team.

You must remember that as a manager you are also a teacher and a coach. Teaching and coaching require the gift of communication. Don't be an absentee manager. Communicate regularly with your employees. All too often managers only communicate with employees when there is a bad or negative issue to be discussed. This is a sure-fire step towards employee turnover. Take the time to recognize and praise the employee when they achieve certain accomplishments. Let them know that you recognize that they are doing a good job, and the positive effect it is having not only on the business of the company but also on customer service and team morale. When there is a problem to be discussed with an employee, try to focus on it from a positive perspective. For example, take the time to explain how something could have been addressed in a more productive manner rather than how it was done. This is where teaching and coaching become critical and the results will usually be an increase in employee efficiency along with higher morale and loyalty.

Associates Corner continued on next page

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These are just a few of the actions that can be employed by management to build morale, increase efficiency and avoid high employee turnover. Management supervisory competencies also encompass a wide range of activities including delegating responsibility, critical employee evaluations, setting an example, employee orientation, decision making and of course effective communication. Very important to remember is that it starts at the top, and managers must regularly evaluate their own actions to insure that they are providing the supervisory leadership so necessary for success.

Harvey Eisenstadt is a Sales Consultant, Trainer, Speaker, Mentor and Author. Harvey possesses over 45 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

Security Industry Alarm Coalition (SIAC)

Visit www.SIACinc.org for alarm management resources for alarm companies, law enforcement and public safety policy development officials. Resources include model ordinance, ECV information and alarm school materials.



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clients. NMC also operates a fully-staffed redundant monitoring center location in Irving, Texas.

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LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2015

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 2015 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 a new line of Low Frequency devices is now available. Codes have changed in response to studies showing that low frequency audible devices are more effective in waking individuals in sleeping areas. Our Low Frequency devices were specifically designed to produce the 520HZ square wave tones that meet the new NFPA 72 requirements. SpectraAlert Advance Low Frequency products can be paired with listed compatible panels or power supplies that utilize the System Sensor sync protocol. Fire-Lite's new Low Frequency Intelligent sounder base offers maximum flexibility for installing intelligent Fire-Lite detectors while meeting the low frequency code requirements for NFPA 72. Fire-Lite's ECC-50/100 is now listed with select System Sensor Speakers and Speaker Strobes to produce the low frequency tones for Voice Evacuation or Emergency Communications. For more information, visit www.firelite.com.

ADI GLOBAL DISTRIBUTION named Andy Morra as Vice President of Global Marketing. Morra previously served as the Vice President of Marketing for ADI Americas. As part of ADI's global leadership team, Morra will lead all marketing initiatives across the Americas, EMEA and India. Andy will help drive a global marketing strategy that is focused on growth, and delivering value to customers and vendors worldwide. Marco Cardazzi, who has served as the U.S. Senior Product Manager for video surveillance at ADI has been named the Vice President of Marketing for ADI North America. In this role, Marco will be responsible for driving all marketing strategies across the U.S., Canada and Puerto Rico. For more information, visit www.adiglobal.com.

TYCO SECURITY PRODUCTS announced that Stafford Mahfouz, Manager of the Government and Department of Defense Vertical for Tyco Security Products, has been elected to the Smart Card Alliance's Access Control Council steering committee for 2015-2016 as a representative of physical access control product and services providers. The Smart Card Alliance, of which the Council is a part, is a non-profit, worldwide association of smart card issuers and adopters that works to foster understanding, adoption, use and widespread application of smart card technology. "Election to the committee provides an opportunity to engage in broad discussions of what industry standards should be and how to evaluate and improve best practices within access control," said Mahfouz. "My election to the Smart Alliance's Access Control Council steering committee also means I'll be able to share Tyco Security Products' philosophy with

a larger audience — an ethos centered on the notion that technology should be adapted to meet the customer's needs, not vice versa." For more information, visit www.tycosecurityproducts.com.

GAMEWELL-FCI by **HONEYWELL** introduced a new addition to its FFAST series of aspirating smoke detectors from System Sensor – FFAST XT. In addition to the very early warning of smoke and enhanced immunity to false alarms all detectors within this series offers, one FFAST XT unit can protect nearly 30,000 sq. ft. of space with each of its four air sampling pipes running out as far as 400 ft. in length. This breadth of coverage mixed with such immediate and high precision smoke detection is being viewed as a big problem-solver for an assortment of common fire protection challenges. "We had an old building retrofit we were about start. Then they redesigned all the under floor air race ways," said Jim Brady of Electronic Security Corp., a Gamewell-FCI Distributor in the greater Philadelphia area. "Now we needed more pipe for smoke detection. It was way more cost effective to go with three XT units, rather than multiples of other detectors." For more information, visit www.Gamewell-FCI.com.



DMP's Z-TZEMT400BB3X Z-Wave Thermostat is being discontinued and will be replaced by Z-TZEMT400AB3NX Z-Wave Thermostat. Pricing and functionality remain the same, and stock will switch to the new thermostat approximately February 1, 2015. The Z-Wave thermostat gives users remote control over their heating and cooling system via the Virtual Keypad App. In addition to by-degree temperature control, users may also select Heat, Cool, Auto, Fan, or Off. Z-Wave requires a 738Z Z-Wave module and supports 232 modules. For more information visit www.dmp.com.



SAFE SECURITY announced that Babe Kilgore has joined the firm as Director of National Sales. Kilgore will be responsible for developing an internal sales program and an outbound telemarketing and Search Engine Marketing program to complement SAFE DIY initiatives. Kilgore will be based out of Safeguard Security, SAFE's branch office in Scottsdale, Arizona. Paul Sargenti, SAFE Security President and CEO comments, "Babe's security industry expertise makes him the perfect fit for our rapidly growing sales and dealer program. This is also the right time for SAFE to explore different markets and expand in directions that enhance our flexible hybrid business platform." For more information, visit www.safesecurity.com.



Paul Sargenti, President and CEO of **SAFE SECURITY**, announced that Citizens Bank, N.A. led a six-bank syndicate that has refinanced SAFE Security's senior secured credit facility. The new \$150 million senior facility is co-led by Citizens Bank, as Lead Left Arranger and Administrative Agent and US Bank as Co-Lead Arranger and Syndication Agent. Prospect Capital provided \$25 million of unsecured subordinated debt financing to complement the senior credit facility. "In concert with our equity partners at ICV, this expansion of our senior credit facility will provide the capital that SAFE needs

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Associates News, continued on page 12

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ASSOCIATES NEWS, continued

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to execute its long-term growth strategy and stay on track with strategic acquisitions and geographic expansion,” said Sargenti, who founded the company in 1988. “It also gives us financial flexibility to provide the finest security services and monitoring to our customers nationwide.” For more information, visit www.safesecurity.com.

SENTRYNET and Co. will be sailing to Cozumel, Mexico out of New Orleans on April 23, 2015. We return to NOLA on the morning of April 27, 2015. But don't forget the party (TBA) that will be in NOLA on April 22, 2015 to get us all ready for sailing away. Dealers can earn points to send their selves, loved ones and employees on this one of a kind experience! Our cruise incentive program runs for 16 months, October 1, 2013 through January 31, 2015. Once onboard, you will have four days to unwind and enjoy the warm Caribbean. Plus, SentryNet will provide you with class time to earn the NTS CEUs you need for state licenses and time with vendors, making this trip not just a vacation but a 100% business expense to be written off come tax time. This is a great time to grow your business and sail to success, so make plans now to attend! “Our dealers work so hard all year, this is a chance for them to sit back and enjoy the fruits of their labor. We have made it easy for them to turn this into a sales contest within their office so that they can reward themselves and their employees.” Alain Jamet, VP of Operations points out. For more information, visit www.sentrynet.com.

INNOVATIVE BUSINESS SOFTWARE (IBS), a major supplier of Central Station automation software, has earned the first-ever UL certification for a cloud-based monitoring product. The **DMP SCS-VR Virtual Receiver** was a key component in developing this new approach to Central Station automation. Using the SCS-VR, SBN Cloud allows Central Stations of all sizes to provide monitoring services without the cost of installing, maintaining, and operating the infrastructure required to respond to alarm signals. For more information, visit www.dmp.com.

The **KEPLER GROUP** announced that industry veteran Holley Hunt has joined their team to develop the partnerships services group. Hunt comes to the Kepler team with a wealth of experience in the industry having spent the last seven years with Bosch Security Systems as Regional Sales Manager for Southern California. She was instrumental in growing the brand through dealer partnerships and direct end-user business development. Many projects have been attributed to her contribution to the deployment team, that includes security system upgrades at Long Beach Unified School District and Grossmont Community College District. Ms. Hunt joins Kepler Networks as Director of Strategic Partnerships to continue to drive new business through our security dealer clients as well as industry vendor partnership initiatives. She also currently serves in positions with the California Alarm Association and ASIS. Hunt comments “I'm so grateful for the opportunity to help grow the Kepler Group suite of professional services as well as to continue to support our industry trade associations so that we continue to bring value to our clients and vendor partners by staying current on the leading technologies and trends in our industry”. Gavin Bortles, President said “With Holley's wealth of experience and industry knowledge she is a key addition to our company and we expect an immediate impact on the growth of our company.”

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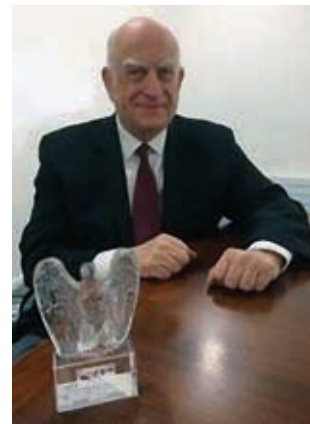
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HARLIN McEWEN was selected as a recipient of a 2014 President's Special Recognition Award in recognition of his service, commitment and support of CSAA and the alarm industry. Hahn noted that "with more than five decades of experience as both an advocate for public safety telecommunications issues and as a career law enforcement officer and administrator, he has left an indelible mark and we cannot thank you enough for your service."

"The beautiful 2014 CSAA President's Special Recognition Award is very much appreciated," said McEwen. "I have enjoyed working with the members of the CSAA for many years and this was a truly unexpected honor."

For more information, contact Elizabeth Lasko at CSAA, 703-242-4670 x 16 or ewlasko@csaaintl.org.



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Tobi and Allan Pepper of Mitchell, Silberberg & Knupp with Jeanne Michel of Valley Alarm and CAA Past President Bob Michel at the Ha Long Bay in Vietnam with THE MIRROR.



John Kaloper of DSC, Brian Dotson of Telguard, Steve Maris OCAA President, Cathy Rempel, CAA President and Glen Guldbeck of Alarm.com show off THE MIRROR.



Past President of CSAA Bob Bonifas on the Antarctica shore with THE MIRROR.



Tobi and Allan Pepper of Mitchell, Silberberg & Knupp at the Hudson Bay in Canada with THE MIRROR.



CSAA Past President Bob Bonifas brought THE MIRROR to the South Pole, the Russian Novo Runway and a 1,000 foot glacier cave in Antarctica.





Allan and Tobi Pepper of Mitchell, Silberberg & Knupp and Jeanne and Bob Michel of Valley Alarm with THE MIRROR in Angkor Wat, Cambodia.



CSAA Past President Bob Bonifas brought THE MIRROR to Cape Town South Africa. Out the window is a view of Table Rock Mountain.

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In Loving Memory of Mark Merkley

The Electronic Security Industry lost a true friend with the passing of Mark Merkley. Mark held various positions with companies such as: Integrated Security Information Technology, RFI, Honeywell Access Systems, ADI Global, Visonic / Tyco Security Products and Salient Systems. The whole way, he was becoming a valuable contact and making friends. Mark was our confidante, our go-to resource (for technology or even the obscure), our debater, our source of sarcasm, our companion, our friend, and the type of person who we worked to be like. He was one of the best, and will be deeply missed.

"I'd like the memory of me to be a happy one, I'd like to leave an afterglow of smiles when day is done. I'd like to leave an echo whispering softly down the ways, of happy times, and laughing times, and bright and sunny days. I'd like the tears of those who grieve to dry before the sun, of happy memories that leave behind when day is done."

Mark Merkley
1973-2014

Donations can be made in Mark's memory to Star Fellowship where Mark was an active member participating in clean and sober events and retreats. To make donations and learn more, visit the website: www.starfellowship.org



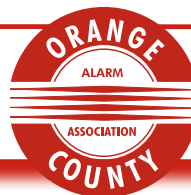
All meetings are held at Fiorillo's Restaurant – Santa Clara, 638 El Camino Real, Santa Clara, CA 95050. Please RSVP to info@caaonline.org or call the CAA office at 800-437-7658, Ext. 3.

SVAA 2015 MEETING

- ♦ April 22SVAA General Meeting Santa Clara
- ♦ July 22SVAA & GGAA Summer Meeting Santa Clara
- ♦ October 21SVAA General Meeting Santa Clara

SVAA Information

If you are not on our e-mail list please contact Mark Simpson at 408-882-4260 or msimpson@rfi.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.



ORANGE COUNTY ALARM ASSOCIATION

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

By Steve Maris, President

We started off the new year with a great meeting. We had more than 35 people in attendance at the meeting. We had three guest speakers: John Kaloper of DSC, Brian Dotson of Telguard and Glen Guldbeck of Alarm.com. The topics for the evening were interactive services and alternatives to POTS lines. We would like to thank these three gentlemen for their time and information they provided to all of us.

We will be making some changes in our meetings for 2015.

Due to many different circumstances we will not have our annual OCAA golf tournament this year. We hope to move forward with the golf tournament in 2016.

Our meeting dates and times are also changing for 2015. We are going to change from diner meetings to lunch meetings. The new meeting time will be from 11:30 AM to 1:30PM. We are hoping that by making this change it will bring more dealers to the meetings. We are also going to have a total of four general meetings in 2015.

We look forward to a productive 2015 and hope to see you at the meetings.

2015 OCAA MEETINGS

- ♦ May 20 OCAA General MeetingAnaheim
- ♦ September 16 OCAA General MeetingAnaheim
- ♦ November 18 OCAA General MeetingAnaheim

MID-CAL



MID CAL ALARM ASSOCIATION

2015 MID CAL MEETINGS

- ♦ April 21..... MCAA General MeetingFresno
- ♦ August 11..... MCAA General MeetingFresno
- ♦ Nov. 17 MCAA Golf Tournament.....Fresno



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Sean Hamm, President

2015 SDSA MEETINGS

- ♦ February 24. SDSA General Meeting San Diego
- ♦ May 19 SDSA General Meeting San Diego
- ♦ August 27 SDSA Day at the Races Del Mar
- ♦ Sept. 17 SDSA General Meeting San Diego
- ♦ Dec. 16 SDSA Holiday Party San Diego

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



REDWOOD
ALARM ASSOCIATION

Sean Cooke, President

scooke@allguardsystems.com
800-255-4273

2015 RAA MEETINGS

- ♦ May 20 RAA General Meeting Windsor
- ♦ October 21 ... RAA General Meeting Windsor

Meetings are held at Johnny Garlic's in Windsor- 8988 Brooks Road South, Windsor. Please RSVP to cori@advancedsecurity.us or call 707-443-6366.

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.



RAA President Sean Cooke, Jessie Adams of Outsource, Ben Martinez of All-Guard, Chanel Viola of Outsource and Stan Hellman of PSR at the RAA General Meeting in Windsor, CA.



INLAND EMPIRE
ALARM ASSOCIATION

Matt Standiford, 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.

2015 IEAA MEETINGS

- ♦ March 27 IEAA General Meeting Riverside
- ♦ May TBD IEAA Poker Tournament Riverside
- ♦ September TBD IEAA General Meeting Riverside
- ♦ November TBD IEAA Charity Tree of Life Riverside

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.



GREATER VALLEY
ALARM ASSOCIATION

By Joe Castro, President

2015 GVAA MEETINGS

- ♦ April 9 GVAA General Meeting Manteca
- ♦ July 9 GVAA General Meeting Manteca
- ♦ October 8 GVAA General Meeting Manteca

Our meetings are held at Custom Electronic Supply, 1324 Dupont CT, Manteca 95336 and they will 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.



GOLDEN GATE
ALARM ASSOCIATION

Gary Lowndes, President

2015 GGAA MEETINGS

- ♦ Feb 11 GGAA General Meeting San Francisco
- ♦ May 14 GGAA General Meeting San Francisco
- ♦ Nov. 12 GGAA General Meeting San Francisco

For further information, contact Gary Lowndes at 650-574-1077 or g.lowndes@hueandcry.com.



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Rich Whitlock, President

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www.sacalarm.org

SAAA's 8th Annual Police Forum February 19, 2015 - TMS Event Center

Our local Law Enforcement shall be discussing their current ordinance. Representatives include Citrus Heights, Elk Grove, Fairfield, Placerville, Roseville, Sacramento PD and Sacramento Sheriff. They shall be here to discuss the change in types, methods, and abilities for communication of alarm data, current industry trends, alarm ordinances, permit fees, and false alarm fines. Speakers for this event are Steve Keefer of SIAC & Retired Police Chief Sparks, Nevada and Kerri McDonald, President of FARA.

Davis, CA

We learned that the Davis Police Department advised a Sacramento alarm monitoring center that they had adopted a Broadcast and File policy and refused to respond to their call because it "was not verified in person or by electronic means." Jon Sargent and Chief Steve Keefer with SIAC met with their Assistant Police Chief, a Lieutenant and the city's Police Resource Analyst in December. They had indeed just enacted a verified response/Broadcast and File policy, but had done so on the advice of a paid government consultant who had been hired by the city to study the city's business structures and efficiencies. This consulting company then made cost saving and financial improvement recommendations; one of which was that the police needed to go to verified response on alarms. The police were very willing to hear what SIAC had to discuss and the meeting ended with them stating that they will work together with us cooperatively after the holidays. Jon Sargent will be the point person and has asked the city for their consultant's contact information so we can meet with them to discuss their alarm response viewpoint and provide them with SIAC materials and Best Practices for their future work with other jurisdictions.

Galt, CA

Lt. Vizzusi with the Galt Police Department is working with Steve Keefer from SIAC. With SIAC's guidance, they will be adopting a version of the Model Ordinance. The City of Galt has also requested information on third party alarm management services. It sounds like this one is going in the right direction.

Other Jurisdictions

Please remember that you all are our eyes and ears in the field. Please let us know if you hear of any potential changes to an Alarm Ordinance in your service area. Don't be afraid to mention the CAA Scholarship while you are talking to them. A copy of the application can be found on the CAA website.

2015 SAAA MEETINGS

- ♦ February 19SAAA Police Forum.....Sacramento
- ♦ April 9.....SAAA CCTV Forum.....Sacramento
- ♦ June 18SAAA River Boat CruiseSacramento
- ♦ August 20SAAA Industry TrendsSacramento
- ♦ October 15.....SAAA Fire Forum.....Sacramento
- ♦ December 17SAAA Holiday Party.....Sacramento

An RSVP is required for our events! Call 800-437-7658 ext. 3 or email info@caaonline.org.

We hope that throughout the year you make a commitment to get involved with your Association and aid us in continuing to grow, communicate, prosper and leave a legacy for future generations. We have all benefited from the efforts of those who have participated before us and your current board hopes you will help them build on the foundation our predecessors have provided.

Bill Collins, President

Happy New Year to all of you. For those of you who made it to San Francisco I commend you for navigating dark stairwells and showering in cold water, you rock. You also know that GLASAA presented a check for fifteen thousand dollars that went to the CAA Scholarship fund and other industry causes. The fifteen thousand dollars came from the proceeds of the 2014 GLASAA Golf Classic and included donations to the CAA Youth Scholarship Fund, SIAC, the Pac Fund and the Chico Legal Fund. Thanks again to everyone who participated in the 2014 GLASAA Golf Classic.

On to 2015 and our business at hand, our first GLASAA meeting of the year will take place on Tuesday February 17 at the Castaway Restaurant in Burbank, California. Registration begins at 5:30 p.m. with dinner at 6:30 p.m. Our featured speaker will be Chief Art Miller from the South Pasadena PD. We will also introduce our 2015 Board of Directors. We have a position open for Treasurer and we still have room for two Directors. We hope some of you will step up at the February meeting.

By the time you read this we will only be about 5 weeks away from our Day on Capitol Hill in Sacramento. We are looking to have well over 100 CAA members in attendance. Stay tuned for more information coming soon.

GLASAA MEETINGS 2015

- ♦ February 17 General MeetingBurbank
- ♦ April 21..... General MeetingLos Angeles
- ♦ June 16 Scholarship PresentationLos Angeles
- ♦ August 18 General MeetingLos Angeles
- ♦ October 16..... General MeetingLos Angeles
- ♦ December 17 General MeetingLos Angeles

GLASAA Meetings and Events

Please visit our website at www.glasaa.org

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

GLASAA and its members continue to support the extremely important work of the CAA and ESA.

Contact GLASAA at 888-826-9149 or through the web at www.glasaa.org if you would like to contribute by serving on a committee.



Mitch Reitman of Reitman Consulting Group moderated the CAA Business Management Forum at the CAA Winter Convention in San Francisco, CA.



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By Mike Salk, President

2015 EBAA MEETINGS

- ♦ March 10EBAA General Meeting Richmond
- ♦ May 12.....EBAA General Meeting Richmond
- ♦ July 14.....EBAA General Meeting Richmond
- ♦ September 8EBAA General Meeting Richmond
- ♦ November 10EBAA General Meeting Richmond

Our General Meetings are held at Chevy's, 3101 Garrity Way, Richmond. The meetings start at 11:30 a.m. For further information contact EBAA President Mike Salk 510-652-2477. RSVP to 800-437-7658, Ext. 3 or info@caaonline.org.



Art Black of Carmel Fire Protection Associates discussed fire alarm communication, requirements and options with the members of the East Bay Alarm Association in Richmond, CA.



The EBAA Meeting had more than 25 people at the first meeting of 2015. Everyone enjoyed a great lunch, special guest speaker Art Black and networking at Chevy's Fresh Mex.

415-628 Area Code Overlay

Attention: Alarm and Security Service/Equipment Providers

To ensure a continuing supply of telephone numbers, the 628 area code will be added to the area currently served by the 415 area code. The new 628 area code will serve customers in the same geographic region as the current 415 area code. This is known as an area code overlay.

What is an area code overlay? An overlay is the addition of another area code (in this case 628) to the same geographic region as an existing area code (415). An overlay does not require customers to change their existing area code.

How does this affect providers of alarm and security services and equipment? As a result of the overlay, a new dialing procedure requires callers to dial 1 + area code + 7-digit telephone number. This means that all calls in the 415 area code that are currently dialed with seven digits will need to be dialed using 1 + area code + 7-digit telephone number.

Alarm and security services and equipment currently located in the 415 area code and programmed to dial only seven digits must be updated or reprogrammed to dial 1+ area code + 7-digit telephone number for all calls in the 415/628 area code.

When will the change take place? On August 16, 2014, customers began using the new dialing procedure (1 + area code + 7-digit telephone number) when placing calls from the 415 area code. If customers forgot and used the old dialing procedure of dialing just seven digits, calls will still be completed.

Beginning February 21, 2015, customers must use the new dialing procedure for all calls. If customers do not use the new dialing procedure, calls will not be completed, and a recording will instruct them to hang up and dial again.

Reprogramming of alarm equipment should take place from August 16, 2014 through February 20, 2015. This period allows either the old or new dialing procedure to be used to complete calls. **All alarm service providers must make their programming changes during this period.**

To enable you to verify that equipment can complete calls to the new area code, a special test number will become available on December 21, 2014. This special number, (628) 628-1628 will remain active through April 21, 2015.

Beginning March 21, 2015, new telephone lines or services may be assigned numbers with the new 628 area code, and it will be necessary to dial 1 + area code + 7-digit telephone number for all calls within the 415 and 628 area codes.

What will remain the same? The price of a call, coverage area, or other rates and services will not change due to the overlay, and what is a local call now will remain a local call regardless of the number of digits dialed. Customers can still dial just three digits to reach 911, as well as 211, 311, 411, 511, 611, 711 and 811.

Questions about the dialing procedure change should be directed to your local service provider. You can also call the California Public Utilities Commission, Consumer Affairs Branch at 1-800-649-7570 or visit the California Public Utilities Commission website at www.cpuc.ca.gov/areacode415/ for more information.

Sincerely,

415 Public Education Program
Task Force Co-Chairs

Paula Jordan - T-Mobile (Paula.Jordan@T-Mobile.com)
Karen Riepenkroger - Sprint (Karen.S.Riepenkroger@Sprint.com)
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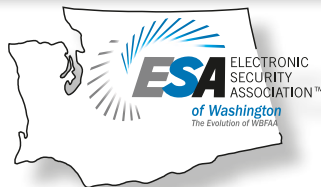
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2015 WAESA MEETINGS

February 10 WAESA Western Lunch Meeting..... ADI Seattle
March 10 WAESA Western Lunch Meeting..... Tri-Ed Seattle
April 14 WAESA Eastern Lunch Meeting..... ADI Seattle
May TBD WAESA Annual Meeting Location TBD

WASHINGTON APPRENTICESHIP PROGRAM

We have a great apprenticeship program which is valuable to both employers and employees. It is dedicated to training apprentices in all phases of the electronic life safety, security and systems industry. The recruitment, selection, employment and training of apprentices during their apprenticeship shall be without discrimination because of race, sex, color, religion, national origin, age, disability or otherwise specified by law. We encourage the application of female and minority apprentices. For more information contact Stella McDonald, Training Director at stella@waesa.org

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THE NSA's first meeting of 2015 was a busy one. We started the year off at a new meeting location. We introduced our incoming board members and thanked our outgoing members. In 2015, we will continue to capitalize on the great work done by the previous boards. We look to continue to gain in membership, maintain relationships with law enforcement and life safety officials, provide Member Only events and great guest speakers, and community outreach. The NSA 2015 Youth Scholarship Program is in full swing! If you know a firefighter or police officer in Clark County, NV who has kids graduating high school this year, tell them to go to our website and download the scholarship application. Deadline is March 13, 2015.

Our Guest Speaker for the evening was David Logue, Head of Security for Wynn & Encore Casino and Resorts in Las Vegas. David is also a member of the Las Vegas Security Chief's Association whom we partnered with for our Public Safety Luncheon at ISC-West. As former law enforcement, he gave us great background on the security picture in Las Vegas. Our Vendor Spotlight was on Jeff Oakie from WatchNet, Inc. Thanks Jeff!

2015 NSA MEETINGS

March 11Member Meeting..... Las Vegas
April 16Public Safety Lunch & Scholarship...Las Vegas
May 13Member Meeting.....Las Vegas

Member meetings take place at our NEW LOCATION: Claim Jumper at Town Square, 6605 Las Vegas Blvd South (intersection of South Street & South Main Street in Town Square), Las Vegas, NV 89119. We meet on the second Wednesday of every other month starting at 6:00pm.

WANT TO JOIN THE NSA? Join now and your dues will carry you through to the end of 2015.

For membership information and to be notified about upcoming NSA events send your contact information to Jeanne at admin@nevadasecurityassociation.org.

The NSA website is chock full of information including NSA and industry meetings and events, licensing information, information for consumers, scholarship information, regular and associate member contact information. Visit www.nevadasecurityassociation.org.

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AZAA 2015 MEETINGS

March 11AZAA General Meeting..... Tucson, AZ
April 8AZAA Membership Meeting
May 13AZAA Membership Meeting Scottsdale, AZ
June 10AZAA Membership Meeting Phoenix, AZ
July 8AZAA General Meeting Northern Arizona
October 14AZAA General Meeting Tucson, AZ
November 18AZAA General Meeting Phoenix, AZ
December 9 AZAA Holiday Party

Surprise Alarm Ordinance in Arizona

The new ordinance in Surprise, AZ took effect May 1, 2014. The ordinance is available at www.surpriseaz.gov. For questions please contact Duane Fletcher at 623-222-4282 or email questions to duane.fletcher@surpriseaz.gov or harold.bradley@surpriseaz.gov.



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February 10OBFAA General Meeting..... Lake Oswego, OR
May 12 OBFAA General Meeting..... Lake Oswego, OR
October 6OBFAA General Meeting..... Lake Oswego, OR

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- Tigard Police Dept. Alarm Unit
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- Clackamas County Sheriff's Office

OBFAA Membership

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

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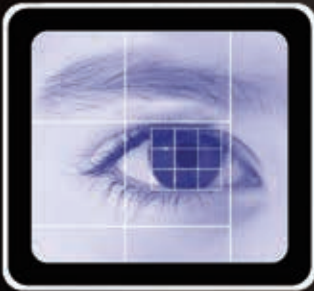


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WBFAA UATC Apprentice Class Has Begun

The WBFAA UATC Spring 2015 first semester apprentice course began January 21, 2015. Call the WBFAA UATC at 800-809-0280. Class is open to employees of member companies who are have an apprentice registered with the State of California.

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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) issues legal action against any C-10 Electrical contractor who willfully employs an uncertified electrician to perform work as an electrician. 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/Electrical-Trade

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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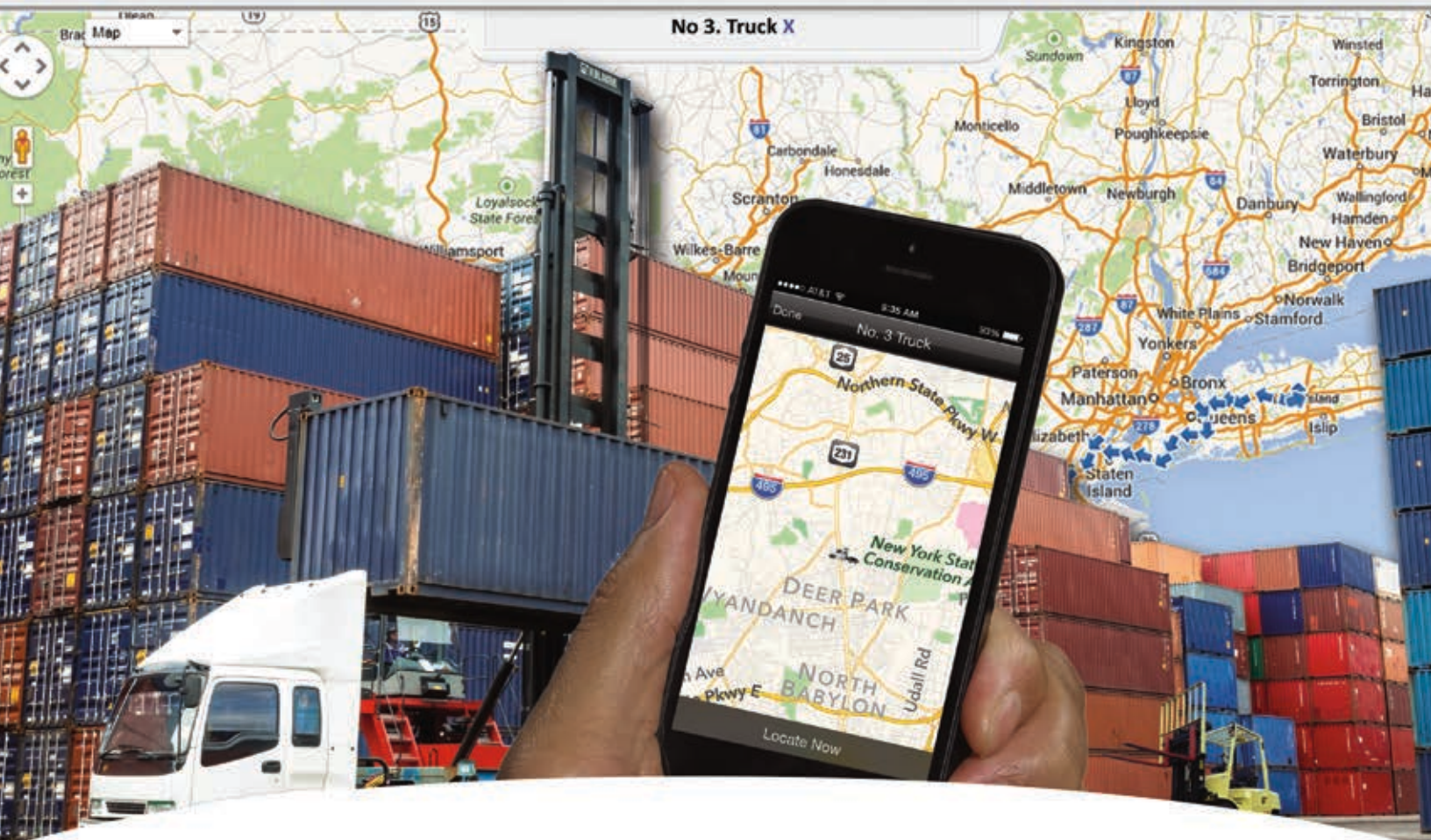
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CSAA International President's Special Recognition Award for 2014

CSAA International announced three recipients of the CSAA International President's Special Recognition Award for 2014. They are Shannon Woodman, Washington Alarm, Inc. Seattle WA; Stanley Oppenheim, DGA Security Systems, Inc., New York, NY; and Harlin McEwen, International Association of Chiefs of Police, Ithaca, NY.

Each year the President of CSAA can elect to recognize special individuals who have given of their time and efforts to the association. These awards are usually presented during the association's annual meeting in October, but this year were delayed because CSAA's event, scheduled to be held in Bermuda, was canceled due to the threat of Hurricane Gonzalo.

"Shannon Woodman was selected as a recipient of a 2014 President's Special Recognition Award in recognition of the time she has committed as chairperson of the Membership Committee. Under her leadership we have seen membership in CSAA increase and we are grateful for her input and guidance in leading us forward," said Jay Hauhn, president of CSAA.

"It is nice to be recognized for my volunteer work over the years," said Woodman. "The CSAA staff does an outstanding job of keeping track of all the committees and the work the committees do. There are many members of CSAA who give a tremendous amount of their valuable time to make our industry better. I would like to take this opportunity to thank them for their hard work."

Hauhn stated that "Stanley Oppenheim is a recipient this year because of the many years he has devoted to serving on the CSAA board, for his strong support of CSAA's branding efforts and especially for his leadership in spearheading the creation and installation of the alarm museum housed in the CSAA offices," said Hauhn. "The museum created a much needed repository for the many significant artifacts that comprise the history of our important industry. We are certain that the museum will continue to grow under his strong guidance."



CSAA Retiring Executive Vice President Steve Doyle is Recipient of Stanley C. Lott Award

*Special Recognition Presented at Ceremony on December 3
Attended by Nine Past Presidents of CSAA*

Nine past presidents of CSAA International, the voice for central station monitoring companies, were in attendance when CSAA President Jay Hauhn announced the recipient of the 2014 Stanley C. Lott Award: Steve Doyle, who recently retired as CSAA Executive Vice President after 22 years.

The Stanley C. Lott Award, the highest award CSAA bestows, "is reserved for the very special recognition of those whose contributions to the industry have been most significant—contributions which have spanned years and decades," in the words of CSAA Past President David Carter. Lott was a dedicated leader in the alarm industry and also a past president of CSAA.

Former CSAA presidents Bob Bonifas (president, Alarm Detection Systems, Inc.) and Dick Sampson (Chairman of the Board, American Alarm and Communications, Inc.) gave remarks reminiscing about Doyle's time at the helm of CSAA.

In addition, a special certificate of appreciation from UL was presented to Doyle from Peter Tallman, Project Manager at UL. "When we learned of Steve's retirement we huddled to reach a consensus about how we could recognize his years of service to the industry and professional engagement with UL," said Tallman after the ceremony. "In view of UL's role as the premier certifier of alarm products, central stations and alarm service providers, a certificate of recognition was the obvious conclusion. [It] represents UL's appreciation for Steve's significant contribution and long service on our Security Council. He is widely recognized for thoughtful and impartial support of UL's mission and we wish him all the best in retirement."



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ESX Keynote Speaker Major General Greg Champion, continued from page 1

off the battlefield is incredibly impressive and we are so fortunate to have him as the ESX 2015 Opening Keynote presenter," said Mike Keegan, president of SARRG.

Major General Champion will also share his experience as the first Chairman of the Green Beret Foundation - a Veteran Service Organization dedicated to providing resources to support the U.S. Army's Green Berets and their families. ESX attendees will learn



how they can support the Green Beret Foundation's transition program The "Next Ridgeline," which focuses on streamlining Green Beret veterans' re-entry into civilian life. The ESX Opening Keynote will take place Thursday, June 25 at 11:30 a.m. during ESX 2015, which will take place at the Baltimore Convention Center. For more information, visit www.ESXweb.com

WESTERN STATES SECURITY ALLIANCE
CAA CALENDAR 2015

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

FEBRUARY

10	OBFAA General Meeting	Lake Oswego, OR
10	WAESA Western Lunch Meeting	Seattle, WA
11	GGAA General Meeting	San Francisco
17	GLASAA General Meeting	Los Angeles
19	SAAA Police Forum	Sacramento
24	SDSA General Meeting	San Diego

MARCH

10	EBAA General Meeting	Richmond
10	WAESA Western Lunch Meeting	Seattle, WA
11	AZAA General Meeting	Tucson, AZ
27	IEAA General Meeting	Riverside

APRIL

2	GLASAA General Meeting	Los Angeles
8	AZAA Membership Meeting	
9	SAAA CCTV Forum	Sacramento
9	GVAA General Meeting	Manteca
14	WAESA Eastern Lunch Meeting	Seattle, WA
21	MCAA General Meeting	Fresno
22	SVAA General Meeting	Santa Clara

MAY

12	OBFAA General Meeting	Lake Oswego, OR
12	EBAA General Meeting	Richmond
13-16	CAA Palm Springs Convention	Palm Springs
13	AZAA Membership Meeting	Scottsdale, AZ
14	GGAA General Meeting	San Francisco
19	SDSA General Meeting	San Diego
20	RAA General Meeting	Windsor
20	OCAA General Meeting	Anaheim
TBD	WAESA Annual Meeting	Seattle, WA
TBD	IEAA Poker Tournament	Riverside

JUNE

10	AZAA Membership Meeting	Phoenix, AZ
16	GLASAA General Meeting	Los Angeles
18	SAAA River Boat Cruise	Sacramento

JULY

8	AZAA General Meeting	Northern Arizona
9	GVAA General Meeting	Manteca
14	EBAA General Meeting	Richmond
22	SVAA & GGAA Summer Meeting	Santa Clara

AUGUST

11	MCAA General Meeting	Fresno
18	GLASAA General Meeting	Los Angeles
20	SAAA Industry Trends	Sacramento
27	SDSA Day at the Races	Del Mar

SEPTEMBER

8	EBAA General Meeting	Richmond
16	OCAA General Meeting	Anaheim
17	SDSA General Meeting	San Diego
TBD	IEAA General Meeting	Riverside

OCTOBER

6	OBFAA General Meeting	Lake Oswego, OR
8	GVAA General Meeting	Manteca
14	AZAA General Meeting	Tucson, AZ
15	SAAA Fire Forum	
16	GLASAA General Meeting	Los Angeles
21	SVAA General Meeting	Santa Clara
21	RAA General Meeting	Windsor

NOVEMBER

10	EBAA General Meeting	Richmond
12	GGAA General Meeting	San Francisco
17	MCAA General Meeting	Fresno
18	AZAA General Meeting	Phoenix, AZ
18	OCAA General Meeting	Anaheim
TBD	IEAA Charity Tree of Life	Riverside

DECEMBER

9	AZAA Holiday Party	
9-12	CAA Winter Convention	San Francisco
16	SDSA Holiday Party	San Diego
17	GLASAA General Meeting	Los Angeles
17	SAAA Holiday Party	Sacramento

2015 EVENTS

February 8-11	Leadership Summit
March 25	CAA Day at the California State Capitol
April 14	AIREF Golf Classic
April 15	ESA YSP West
April 15-17	ISC West 2015, Sands Expo Las Vegas
May 4 -5	ESA on Capitol Hill
June 22-26	ESX Baltimore

CAA CONVENTIONS

2015	May 13-16	Palm Springs Hilton
2015	December 9-12	Wyndham Parc 55 San Francisco
2016	April 27-30	Palm Springs Hilton
2017	May 3-6	Palm Springs Hilton

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