

# THE MIRROR

PUBLISHED BY THE CAA FOR THE WESTERN STATES SECURITY ALLIANCE  
VOLUME XXV, NUMBER 2 —FEBRUARY 2016

[www.CAAonline.org](http://www.CAAonline.org)



*The CAA and GLASAA were represented at the LEAPS conference by Dave Michel, Victor Sierra and Niko Ruperto of Valley Alarm who met with Los Angeles County Sheriff Jim McDonnell.*



*CAA Scholarship Committee Chair Lilianne Chaumont accepted donations of \$1,000 from Dukes Roberts of MongoTel and a \$5,500 donation from Rick Gombar of Bolton & Company insurance and SYNCOMM MANAGEMENT GROUP, publisher of THE MIRROR.*

*WBFAA UATC Chairman Shane Clary of Bay Alarm congratulated graduating apprentice David Allen, his wife Daisy and John Sullivan of Electronic Monitoring systems at the CAA General Session. Allen received certificates of completion from the State of California and the U.S. Department of Labor for the three-year program and a special tool bag with tools and a gift certificate donated by E-Dist.*



ISC West  
April 6 - 8

**ISC WEST FREE REGISTRATION**  
[www.iscwest.com/TEAM](http://www.iscwest.com/TEAM)



THE WORLDS *SMALLEST MOBILE PERS* DEVICE  
WITH THE *LONGEST* BATTERY LIFE!

our MiniMobile device:

**\$59.95**

Crystal clear 2-way voice  
Weighs only 1 ounce  
Battery lasts 3 months on 1 charge  
Water proof  
User friendly charger pad

Monthly mobile monitoring:

**\$6.95**  
PER MONTH

INCLUDES

Mobile Monitoring  
Cellular Service  
Unlimited Usage

**MOBILE PERS** is not just for seniors!

Additional *TotalTrack*® suite of services:



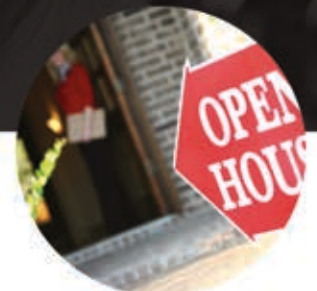
**MOBILE  
SAFETY  
CONCIERGE**



**MOBILE  
CHILD  
GUARDIAN**



**VEHICLE TRACKING  
AND CRASH  
DETECTION**



**LONE  
WORKER  
PROTECTION**



# CALIFORNIA ALARM ASSOCIATION BOARD OF DIRECTORS

## OFFICERS

### President

Cathy Rempel, American Security Integrators

### Northern Vice President

Chuck Petrusha, Advanced Security Systems

### Southern Vice President

Tim Westphal, Bay Alarm Company

### Secretary

Rich Whitlock, Safe Side Security

### Treasurer

David Michel, Valley Alarm

### Sergeant at Arms

Mike Matson, Matson Alarm

## REGIONAL PRESIDENTS

Mike Salk, East Bay Alarm Association

Dave Hood, Golden Gate Alarm Association

Tom Rankin, Greater L.A. Security Alarm Assn.

Joe Castro, Greater Valley Alarm Association

Matt Standiford, Inland Empire Alarm Association

Michael Tarin, Mid Cal Alarm Association

Steve Maris, Orange County Alarm Association

Sean Cooke, Redwood Alarm Association

Leanne Boger, Sacramento Area Alarm Association

Mark Simpson, Silicon Valley Alarm Association

Jason Beardsley, San Diego Alarm Association

Sam Aviles, Associates Director

Jon Sargent, Large Company Representative

## PAST PRESIDENTS

Bob Michel, Valley Alarm

John Hopper, Sentry Alarm

Matt Westphal, Bay Alarm Company

Jon Sargent, Tyco Integrated Security

Patty Hartman, Burgarello Alarm

Tony Smith, Security Finance Associates

George Gunning, USA Alarm Systems

Frank Burke, USA Alarm Systems

Pam Alva, Allied Security Alarms, retired

Ted Willie

Roger Westphal, Bay Alarm Company

Richard A. Beunk, Comseco of California, retired

Rod Uffindell, Denalect Alarm Company

Jack McAboy, retired

Harold France, retired

Bruce Westphal, Bay Alarm Company

Paul Worsley, Valley Burglar & Fire

Alarm Co. (deceased)

George A. Weinstock, retired

Everett Westphal, Bay Alarm Co. (deceased)

Frank Meiners, retired

William Swinney, retired

Robert Leeper (deceased)

Jerry J. Linder (deceased)

## EX OFFICIO

Jerry Lenander, Executive Director

Lessing E. Gold, Legal Counsel

Charles Schwager, CPA

THE MIRROR is published monthly by the California Alarm Association,

a California not for profit association, for the Western States Security Alliance.

No articles herein may be reproduced without written permission of the California Alarm Association. The Association is not responsible for any errors or omissions in advertising.

**Editorial:** Copy is due the 10th of the month preceding publication. **Advertising:** Space reservations due the 10th and copy due the 15th of the month preceding publication.

For Editorial and Advertising information, contact:

Jerry Lenander or Daniel Freitas

California Alarm Association

333 Washington Blvd. Ste. 433

Marina del Rey, CA 90292

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



www.facebook.com/CAAonline

www.twitter.com/CAA\_online



Web Site: www.CAAonline.org

info@caaonline.org

© Copyright 2016 by the California Alarm Association

# Love your iPad? Prefer Android?

Access Hardware Supply  
Retrofit Door App is Now  
Available on BOTH!



Just download this app for free through your iPad at store.apple.com, or through your Android tablet at play.google.com. This revolutionary app "asks" key questions and offers choices that prompt you through door opening specifications. You can even send reference photos through the app.

Then the data is sent to Access Hardware Supply. You will be informed exactly what you need and what it costs.



- No scribbling specs on notepads
- No wondering about hardware choice

- No cost overruns
- No mistakes



ALLEGATION  
Authorized Distributor

It's almost as good as having an  
Access Hardware Supply Pro at the jobsite.

accesshardware.com  
855.847.5691



ELECTRONIC  
SECURITY  
ASSOCIATION

Get Involved in ESA's  
Public Awareness Campaign Today!

Are you helping consumers and business owners

**Connect, Protect and Control** their homes and businesses?

Learn more at [www.secureplusweb.org](http://www.secureplusweb.org)

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.





## ASSOCIATES CORNER

### Befriend the Unknown

During my many years working with salespeople I have observed that all too often the salesperson will fail to recognize the value of the unknown person they have encountered when trying to reach a decision maker. They may be talking to a receptionist, secretary, administrative assistant or other employee who has been charged with screening incoming calls. Yes, in the field of sales these individuals are usually referred to as the “gatekeeper”.

By Harvey Eisenstadt

Salespeople must always remember that these “gatekeepers,” who are unknown to the caller, have a responsibility to their company. All too often they are the recipient of some level of verbal abuse especially if the caller has made several attempts to get to the decision maker. You may find it difficult to accept or you may have been there yourself, but callers can be demanding or even impolite after several attempts. Clearly, this will not score any points

with the individual, unknown to you, who may have the authority to connect you with the decision maker.

Now, you must also understand that decision makers in most organizations have full plates, and it would not be unusual for them to not be available to take your call each time you attempted to reach them. In fact, I’ve experienced on more than one occasion that although the decision maker did not take our call on the first several attempts, when we did finally get to see them they were truly interested in hearing what we had to offer. They just happened to be unavailable each time we called.

It is critical that you recognize that the gatekeeper can be your powerful ally or, simply stated, your enemy. It is not rocket science to understand that you want the gatekeeper as your ally. You do not know this person. You have never met them and you do not know their level of importance within their organization. You must befriend this unknown individual and leverage their ability to connect you with the decision maker. Exhibiting authority and inferring how important you are and the absolute necessity to speak with a decision maker may

**Yes, pitch the gatekeeper because if they identify with the benefits and value of what you want to discuss, then they can more effectively communicate that message to the decision maker.**

work once in a while. However, I can assure you that it will be in the minority of opportunities you address, not the majority. Remember the golden rule. “Do unto others as you would have others do unto you.” Or, “treat the gatekeeper as you would have the gatekeeper treat you.”

You must win this gatekeeper’s trust. Remember they are unknown to you. One of the most successful methods of accomplishing this is to have this unknown person identify with the fact that you recognize their importance to their company. After introducing yourself and expressing your gratitude for their time to speak with you, ask for their advice. How do you think I can best move forward to get that all important appointment with your decision maker? Never forget that the gatekeeper is a real person unknown

to you, and if they perceive that you recognize their value to their company then your chances of gaining their trust has been significantly advanced. You can get them to work for you, and as difficult as it may be at times, that is accomplished with compassion, patience and respect. Exhibiting anger or annoyance is guaranteed to turn this unknown person, the gatekeeper, against you.

Once you have connected with the gatekeeper, it is absolutely critical that you deliver a benefit or two that will resonate with them and which can be the connection between you and the decision maker. Here is where your 20 to 30 second elevator pitch plays an important role. Yes, pitch the gatekeeper because if they identify with the benefits and value of what you want to discuss, then they can more effectively communicate that message to the decision maker.

Lastly, there will be times where the person you are asking for may not be the right person for you to speak to. If you are successful in moving that “unknown person” over to your side, then they will connect you with the right decision maker.

*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*



Sharon Elder  
Vice President of Sales  
selder@NMCcentral.com

P 800.353.3031 f 949.631.6470

NMCcentral.com



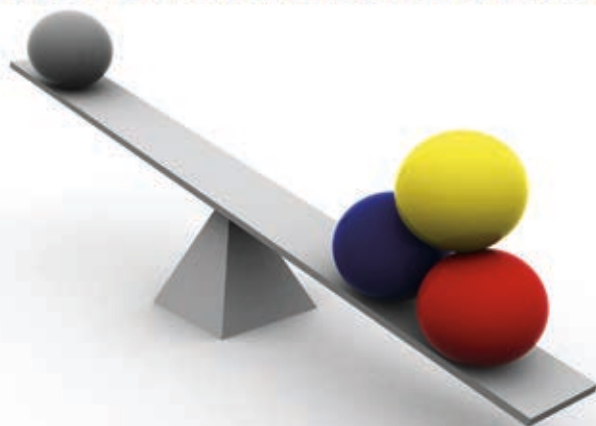
**Dana Scroggins**  
Regional Sales Director  
Western U.S. and Western Canada  
**Contact**  
Tel: (800) 966-7839 ext.124  
Cell: (951) 249-5414  
dscroggins@optexamerica.com

**Richard Ramos**  
Territory Sales Manager  
Northwestern U.S. / Western Canada  
**Contact**  
Tel: (800) 966-7839 x 147  
Cell: (909) 560-7969  
rramos@optexamerica.com

**Corporate Headquarters**  
13661 Benson Ave., Chino, CA 91710 USA  
Tel: (800) 966-7839  
Fax: (909) 628-5560  
www.optexamerica.com



## How Does Your Insurance Stack Up?



Security America RRG provides insurance policies tailored to meet the needs of alarm dealers, system integrators, central stations and locksmiths- we are the industry experts offering broader coverage!

You owe it to yourself to protect your business with the industry experts. Contact us for a free policy comparison!



[www.SecurityAmericaRRG.com](http://www.SecurityAmericaRRG.com)

## Custom Security Signs and Decals



All Of Our Custom Manufactured Products Are Quality Engineered For Long Term Outdoor Durability.

- Very Competitive Pricing
- Knowledgeable, Helpful And Courteous Customer Service Staff.
- Dependable Delivery.
- Digital Print And Vinyl Cut Lettering
- ...And Much More!

**J.C. Gury Company Inc.**

530 East Jamie Ave, La Habra, CA 90631  
Call (800) 903-3385 or Fax (800) 556-5576 [www.jcgury.com](http://www.jcgury.com)

## Service and Technology You Can Trust



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

Providing UL approved monitoring services since 1984



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

(800)230-1654 - [www.gcsmonitoring.com](http://www.gcsmonitoring.com)

Denis Cooke, President



# The NMC Promise.<sup>SM</sup>



## NMC Will Strengthen Your Customer Relationships.

We believe that from the moment you install and train the customer, you trust NMC to help create the relationship between you and your customer. We take this responsibility very seriously and work very hard to not only professionally represent your brand, but to solidify that customer relationship on your behalf. We manage this relationship day in and day out, overseeing every aspect of the process from hiring and thoroughly training the best people, to deploying the best technologies. You should never lose a customer because of your monitoring center. We will deliver on this promise.







## NMC Will Help You Grow Your Business.

Our goal at NMC is to help you grow your business by substantially increasing your referrals. We continue to work hard on your behalf and continue to challenge ourselves in order to always achieve our stated goal. Your monitoring center should help you grow your business, not just respond to alarm signals. This is our mission.

And that's *The NMC Promise*. Contact us today.



[www.NMCcentral.com](http://www.NMCcentral.com)  
877-353-3031

Lic # CA ACO 5633 TX B13486   UL2050



**COMMUNICATE.**  
Monitor, control and report from anywhere



Our innovative LINQ™ technology fills the void in network communications for mission critical power distribution applications. Power and transmission solutions integrated at multiple sites are easily managed and monitored remotely. LINQ reports diagnostics via Email/SNMP notifications greatly reducing system downtime and eliminating unnecessary service calls while creating RMR opportunities. Communicate over the network with LINQ.

**Altronix®**  
More than just power.™  
altronix.com • 1.888.258.7669  
MADE IN THE USA • LIFETIME WARRANTY

## LEGISLATIVE WATCH

### \*PAC ALERT\*

## \$30,000 GOAL FOR 2016

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 2016 and encourage CAA members to contribute what they can to reach this goal.

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

## CAA PAC FUND CONTRIBUTIONS

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

Payable to:

CAA PAC

Mail to:

CAA PAC

C/o Richard Eichman, CPA

1127 11th Street, #300

Sacramento, CA 95814

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

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

VISA/MASTERCARD/AMERICAN EXPRESS

To make donation with your VISA/MasterCard/AMEX call the CAA office at 800-437-7658 ext. 3.

**Control CENTER** Since 1979  
www.ControlCenterOnline.com 1-800-400-7347

**Professional Scalable Monitoring Solutions Built on Technology**

- Video Monitoring and Virtual Guard Tours
- GPS (Location-Based Services)
- Claris360
- Environmental Monitoring
- Open/Close Monitoring
- Fire and Life Safety Monitoring
- Water Detection
- Elevator Monitoring



CSAA CERTIFIED  
ESA ELECTRONIC SECURITY ASSOCIATION  
FARA CAM  
UL LISTED

**KRISTY JOHNSON**  
SENIOR ACCOUNT EXECUTIVE  
KJOHNSON@RRMS.COM  
888.997.6344

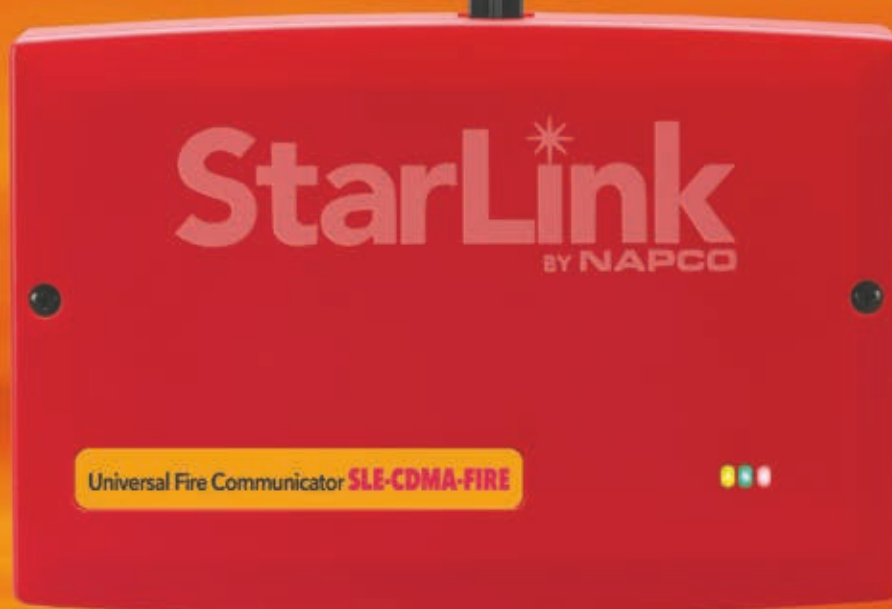


**Rapid Response Monitoring**  
www.rrms.com

RRM 4401 JEFFERSON BLVD. SUITE 100, SACRAMENTO, CA 95811-1000  
TEL: 916.441.1000 FAX: 916.441.1001  
WWW.rrms.com



**Today's Fire Solution  
to Sunsetting  
2G Networks &  
Landlines: Reports  
Fire Alarms from  
Any FACP from \$60<sup>NET</sup>**



# StarLink<sup>®</sup>

## COMMERCIAL FIRE

**New! Protect All your Commercial Fire Accounts' Reporting —  
As low as \$59.95<sup>NET</sup> with \$70 2G-Tradeup Bonus**



Merchandise & Standard Models available:  
Verizon or AT&T Networks

- NFPA 72/UL-Compliant Commercial Fire Alarm Reporting for any brand 12V-24V panel / FACP using Contact ID
- Proven to Work Anywhere in US StarLink Signal-Boost™ Technology gets thru to Any Central Station, even where others can't

- 2G Upgrade Offer, a \$70 Savings on the low \$129.95 sugg. dealer price (Scan QR code or go online for details)
- Broadest Coverage Available: Full data, primary or backup, CDMA, Verizon Network Certified
- Ultra-Economical service plans with 200-second, 5-minute or 1 hr. supervision - to meet any code

**NAPCO**  
[www.napcosecurity.com](http://www.napcosecurity.com)

**NOW AVAILABLE! Contact Napco 1.800.645.9445 or your distributor.**

COMPLIANCES: NFPA 72 Editions: 2013, 2010, 2007, UL 864, 9th Ed., UL1610, UL985, UL1023



StarLink & Signal Boost are trademarks of Napco. Verizon Network Certified and other marks are properties of their respective cos.

**ALTRONIX CORPORATION** showcased a number of new and innovative products and solutions at Intersec 2016. Among the highlights is the company's new LINQ™ Technology, which fills the void in network communications for mission-critical power distribution applications by providing remote control of power, along with monitoring and reporting of diagnostics. "Intersec provides Altronix with the opportunity to gain exposure and broaden its presence in global markets," said Alan Forman, President, Altronix Corporation. "Our recently introduced power and transmission products interface with trending and emerging surveillance and access technologies from the leading equipment suppliers in the professional security industry." Altronix's innovative LINQ™ Communication Technology allows you to monitor, control and report power from anywhere. Multiple products at multiple sites can be easily integrated and managed remotely. For more information, visit [www.altronix.com](http://www.altronix.com).

**DMP XR550 Series Access/Burglary/Fire Panel** now has the ability to manage up to 96 doors of access control. With the XR550's built-in Network communications customers can monitor and manage

their panel from anywhere via [MyVirtualKeypad.com](http://MyVirtualKeypad.com) or the DMP Virtual Keypad™ App. Now even the biggest installations can be managed with a single XR550. Even retail installations, with display-case mag locks and readers, will now require just one panel. And the bigger and better XR550 also solves multi-panel restrictions like anti-passback, and managing codes, authorities, and schedules. Doors 1-16 are supported on the standard keypad bus using any of the 734 Wiegand Interface Door Modules. The remaining 17- 80 doors are supported on the five LX bus ports which transition to Access (AX) buses. The AX bus™ supports both 734 devices and wireless zones; you can mix and match on the same bus. DMP regularly updates the XR550 panel software to add new features and functions. For more information, visit [www.dmp.com](http://www.dmp.com).

**TYCO SECURITY PRODUCTS** introduced the latest version of its C•CURE 9000 security and event management platform, which includes Open Supervised Device Protocol (OSPD) support for reader-to-panel communications, increased system capacity licensing and enhanced visitor management functionality that allows personnel to easily create and manage scheduled visitor appointments. "The C•CURE 9000 Visitor Management Web portal improves efficiency by reducing the centralized administrative burden of visitor management that typically falls on security staff – to effectively move the pre-visit data entry process into the hands of the responsible hosts through mobile self-service," said George Martinez, Senior Product Manager, Tyco Security Products. "The portal also facilitates better host accountability by providing an official record of visits and authorizations." C•CURE 9000 supports the new Tyco Security Products iSTAR Ultra SE controller from Software House, a special edition iSTAR Ultra controller that ensures flexibility and compatibility with all Software House systems. For more information, visit [www.swhouse.com](http://www.swhouse.com).

**DIGITAL MONITORING PRODUCTS (DMP)** has promoted Joe Hurst to Senior Vice President where he will have oversight over all domestic and international sales and corporate legal affairs. "Joe has made some outstanding contributions to DMP since joining the organization to lead our push into international markets," said Rick Britton, company owner and President. "While in that role, he demonstrated skills in other aspects of our operations as well. His new title reflects his expanded role in those areas. Joe's years of experience in our industry, both in the U.S. and international markets, combined with his law degree and corporate experience, make him a valuable contributor toward our goal of increasing market share." Joe joined DMP in 2013 as President of DMP International, responsible for identifying and recruiting new authorized dealers and facilitating product approvals related to sales outside the United States. His industry involvement includes serving on the board of Directors for the Security Industry Association (SIA), including two terms as President. He was honored with SIA's Lippert Award, presented annually to honor a distinguished individual from a SIA-member company for long-term, selfless service to the security industry and to SIA.



**TYCO SECURITY PRODUCTS** showcased its connected home solutions in its debut appearance at the 2016 CES show in Las Vegas. The world's gathering place for consumer technologies provides an ideal platform to feature the company's expanding range

*Associates News, continued on page 12*

**Custom Insurance for the Alarm and Communication Industry**

**"IP/VOIP alarm Network INSURANCE"**

**MICHAEL J. KELLY**  
Owner, Agent & Broker  
Custom Program - Founder

**Insurance Agency**  
Lic. # 0582597  
1174 Palomino Rd.  
Santa Barbara, CA 93105

800-329-5355  
Fax 805-569-8864

Web: <http://www.alarmchannel.com/>  
email: [Tac@alarmchannel.com](mailto:Tac@alarmchannel.com)

**Sigifredo Ruiz**  
Territory Sales Manager  
(702) 528-8985 cell  
[sruiz@tycoint.com](mailto:sruiz@tycoint.com)

**John Kaloper**  
Territory Sales Manager  
(949) 870-0480  
[jkaloper@tycoint.com](mailto:jkaloper@tycoint.com)

**Elias Melendrez**  
Territory Sales Manager  
(Northern CA, Northern NV)  
(209) 217-4394  
[emelendrez@tycoint.com](mailto:emelendrez@tycoint.com)

**Scott Baker**  
Technical Sales Trainer  
(530) 218-3116  
[scbaker@tycoint.com](mailto:scbaker@tycoint.com)

**Ryan Shumway**  
Technical Sales Trainer  
(951) 237-9112  
[rshumway@tycoint.com](mailto:rshumway@tycoint.com)

**DSC®**

DIGITAL SECURITY CONTROLS LTD.  
An ISO 9001 Registered Company

3301 Langstaff Road, Concord  
ON, Canada L4K 4L2  
[www.dsc.com](http://www.dsc.com)



# Better education. Better training. Better results!

Our people are our greatest asset. That's why only 4% of those that apply are interviewed... the best of the best. A two-year college degree or equivalent military experience is required. Plus, they must undergo drug-screening, personality profiling and extensive background checks. If

hired, they must complete the most rigorous SIA-certified training program in the industry, followed by even more training on advanced services, procedures and the latest technologies... the training never ends. Success favors the prepared mind. Are you ready to be successful?



***Rapid Response***  
***your smart choice***



800.558.7767 [www.rrms.com](http://www.rrms.com)

# ASSOCIATES NEWS, continued

of technology-inspired products and capabilities for the smart home. "Backed by our depth of experience and technology leadership in the residential security market, where we have millions of customers worldwide, our presence at CES highlights our focus on providing intuitive and innovative solutions to the smart home market," said Tim Myers, Director of Product Marketing, Tyco Security Products and Thread Group Board Member. For more information on Tyco Security Products, visit [www.tycosecurityproducts.com](http://www.tycosecurityproducts.com).

**TRI-ED, AN ANIXTER COMPANY**, announced the opening of its new branch location in Memphis, TN. The branch, which will be

**TRI-ED**  
An Anixter Company

managed by Cory Rumburg, is located at 6935 Appling Farms Parkway, Suite 101 in Memphis.

The branch can be reached at 901-498-5440. "TRI-ED is very pleased to be opening in the Memphis market," says Ken Cabler, VP of Sales. "We look forward to meeting and serving our new customers here, and exceeding their expectations." For more information, please visit [www.tri-ed.com](http://www.tri-ed.com).

**CHECKVIDEO**'s HD Analytics Gateway was judged Best 2015 Hosted Solution at the SIA/New Product Showcase and, in January 2016, was named Product of the Year by Security Products Magazine in the Hosted Solutions category. Along with Check-Video's all-new Cloud VMS, the HD Analytics Gateway allows standard definition to ultra-HD analytics processing of up to 16 IP video channels, secure Cloud backup of all relevant clips and instant video search. For more information, visit [www.checkvideo.com](http://www.checkvideo.com).



Standalone digital lock manufacturer **CODELOCKS, INC.** announced the appointment of Dotty Kaufenberg as its new Business

Development Manager for North America. Working from the company's offices in Irvine, California, Dotty will be responsible for developing its electronic security distribution channels throughout the country and driving sales in Southern California. Having worked in the security industry for 30 years, Kaufenberg brings a wealth of access control experience to the company's growing team. Commenting on the appointment, General Manager, Joey Dalessio, said: "Having worked in business development within the electronic security industry for many years, Dotty has the skills and contacts we need to help us further develop key sales channels. We are delighted to welcome Dotty to the team." For more information, visit [www.codelocks.us](http://www.codelocks.us).

**NORTEK SECURITY & CONTROL LLC** announced the next generation 2GIG® GC3 all-in-one home security and automation panel will roll out to dealers in February 2016. "2GIG changed the alarm industry model by making it dramatically easier to add home automation and control features to security systems," said Duane Paulson, senior vice president, Nortek Security & Control. "2GIG is at the forefront of driving the rapidly evolving security and home control market and the new 2GIG GC3 is the fruition of extensive research, beta testing, design engineering, and experience proven over millions of installations to deliver the premier all-in-one security and smart home solution in the industry, which is now poised to change the market again." The GC3 panel offers the state-of-the-art connectivity that security dealers need to start building a smart home system for their customers, including: 3G and CDMA Cellular modules, integrated Z-Wave 500 Series, and more. The GC3 combines monitored security and smart home control to give 2GIG dealers an easily installable and completely scalable solution. GC3 can manage up to 100 users and control up to 100 wireless zones, two hard-wired zones, and 32 keyfobs with scene support. For more information, visit [www.nortekcontrol.com/gocontrol](http://www.nortekcontrol.com/gocontrol).

**TRI-ED DISTRIBUTION**'s 2015 Stadium Tour wrapped up its cross country journey with a final stop in Denver, Colorado. These customer appreciation and training events attracted hundreds of dealers and integrators in Dallas, Los Angeles, Chicago, Philadelphia,

Seattle and Denver. The Stadium Tour included technical trainings across every product category, a manufacturer expo, product demos, dinner and a night at the ball game. "Our 2015 Stadium Tour was designed to provide customers with valuable training and great networking opportunities with our staff and supplier partners," says James Rothstein, Tri-Ed Senior Vice President - Global Security Marketing. "The Tour was a huge success and also allowed us to show our customers how much we appreciate them." For more information, please visit [www.tri-ed.com](http://www.tri-ed.com).







# Multi-media Technology Improves Communication and Speeds Police Response During a School Shooting Event

First responders control a portal to view live video and receive/send information from/to school occupants

- ✓ **Signal is activated through BluePoint® Alert Solutions hardware**
  - Pull stations, key fobs and gunshot sensors
- ✓ **Authorities and building occupants are immediately notified of the incident**
  - Email, text, voice call or social media alerts
- ✓ **First responders control the secure Internet-based portal**
  - Video feeds, visual point identification and emergency documents
  - Facilitates intelligence-based directions to onsite responders and occupants
  - Visual point identification shows the alarm trigger point on the floor plan
- ✓ **Custom messages to distinct groups can be written and sent when needed**
  - Teachers/administration, students, superintendent, school board and parents
- ✓ **Proprietary software “intelligently filters” responses from building occupants**
  - Most common terms, such as “injuries” or “cafeteria,” are identified
  - Responders use this information to plan, prioritize and adapt response efforts

For more information about EMERgency24's Incident Command and Control service, contact our sales department today at 1-800-800-3624.



# INDUSTRY NEWS



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

**TIM M. SPROUL**  
President / CEO

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

More than 25,000  
are expected to  
attend  
ISC Expo West  
in Las Vegas,  
April 6 - 8.

Free registration  
is available at  
[www.iscwest.com/TEAM](http://www.iscwest.com/TEAM).



BARKIN,  
PERREN,  
SCHWAGER &  
DOLAN, LLP

CHARLES H. SCHWAGER, CPA

21700 Oxnard Street, Suite 950  
Woodland Hills, CA 91367  
[www.bpsdcpa.com](http://www.bpsdcpa.com)

PH: 818.719.9020 ext.205  
FAX: 818.702.0273  
[cschwager@bpsdcpa.com](mailto:cschwager@bpsdcpa.com)



**TELGUARD**

CELLULAR ALARM  
SOLUTIONS FOR 3G/4G  
AND CDMA NETWORKS

**HENRY D. LAIK**  
Director, Strategic Accounts  
Direct: 678 264 2028  
Cell: 678 234 9611  
Fax: 678 945 7758  
Email: [hlaik@telguard.com](mailto:hlaik@telguard.com)

**BRIAN DOTSON**  
Sales Representative  
Pacific Coast Region  
Direct: 678 909 4608  
Fax: 678 945 7758  
Email: [bdotson@telguard.com](mailto:bdotson@telguard.com)

**TELGUARD HEADQUARTERS**  
3225 Cumberland Blvd SE • Suite 300  
Atlanta, GA 30339  
Phone: 800 229 2326; Option 5  
Fax: 678 945 7758  
[www.Telguard.com](http://www.Telguard.com)

**JACK CONARD**  
Director of Sales, West  
800.641.4282 x453  
Cell: 417.880.2467  
[jconard@dmp.com](mailto:jconard@dmp.com)

**JON ADAMS**  
Director of Sales, LA  
800.641.4282 x573  
Cell: 417.425.4293  
[jadams@dmp.com](mailto:jadams@dmp.com)



**PAUL WASSEM**  
Director of Sales,  
Bay Area  
800.641.4282 x577  
Cell: 417.422.1003  
[pwassem@dmp.com](mailto:pwassem@dmp.com)

**DORIAN JACKSON**  
Director of Sales,  
Southern CA  
800.641.4282 x570  
Cell: 417.827.2664  
[djackson@dmp.com](mailto:djackson@dmp.com)

Ask us about our Cellular & Network Solutions

2500 N. Partnership Blvd., Springfield, MO 65803  
Phone: 800.641.4282 Fax: 800.743.5724  
[www.dmp.com](http://www.dmp.com) [info@dmp.com](mailto:info@dmp.com)



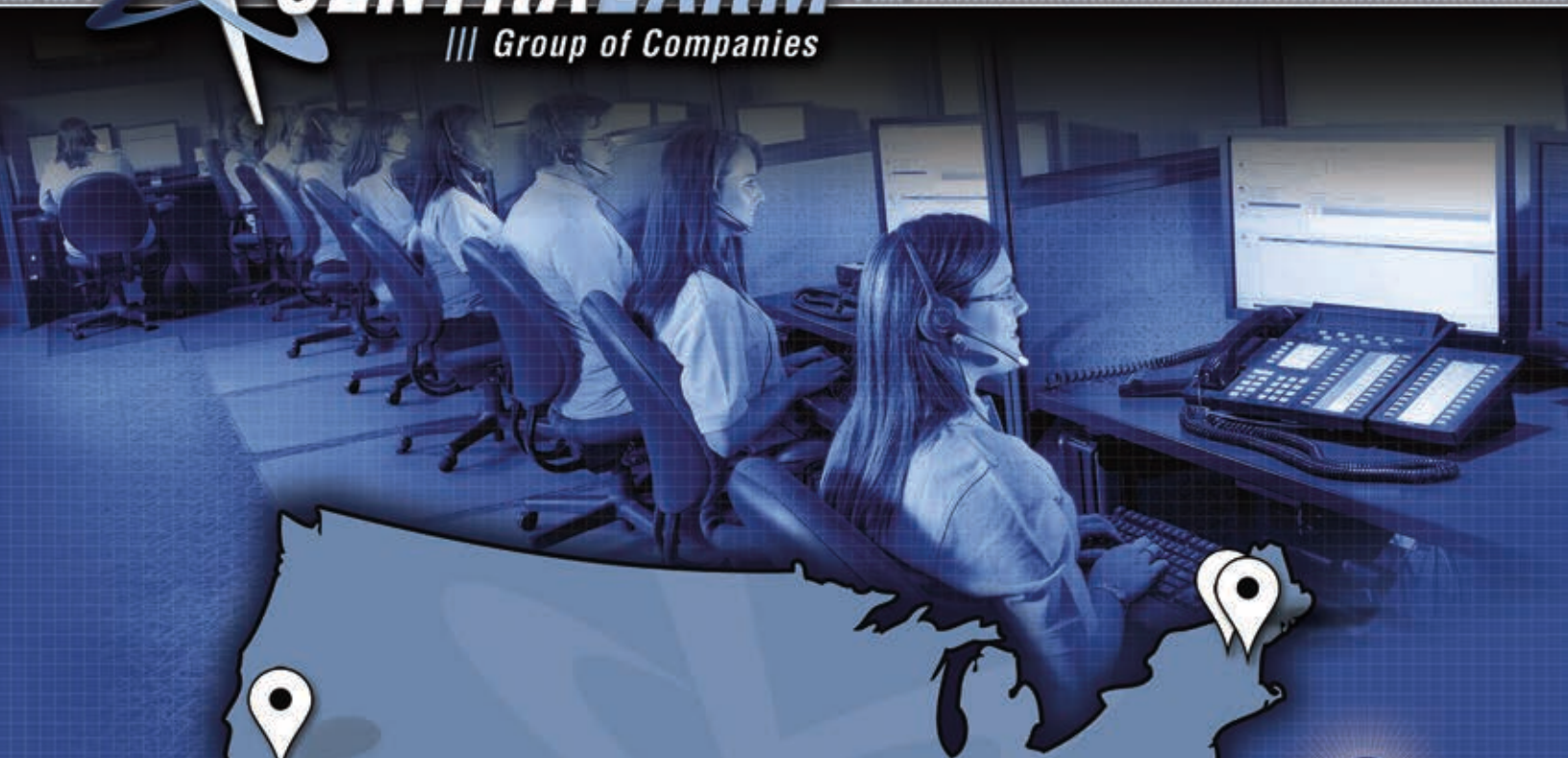
**STEVEN CURRENS**  
DIRECTOR, SALES

email: [scurrens@checkvideo.com](mailto:scurrens@checkvideo.com)  
office: 760 636 8127

**CheckVideo**  
6402 Arlington Blvd. Suite 200  
Falls Church, VA 22042  
[www.checkvideo.com](http://www.checkvideo.com)  
@checkvideo

intelligent video + Cloud simplicity to see what matters.





# The Centralarm Advantage<sup>3</sup>

*Coast to coast coverage - Moving forward... exponentially.*

## The Centralarm Advantage defined

What does it take to make someone feel secure? 360-degree coverage - every minute of every day. The most advanced dispatch center technology. Customized, personalized, attentive service. An unwavering commitment to meeting our Customer's changing needs. In short, it takes Centralarm!

For over 27 years, Centralarm has provided unrivaled monitoring services and support nationwide. We've accomplished this by combining leading-edge technology with the very best customer service personnel in order to safeguard you, your loved ones, and your possessions.

*Centralarm is committed to being a seamless extension of your company. This way, you can focus on increasing your revenue and growing your core business. You can take comfort in knowing that Centralarm has your monitoring service needs well-in-hand.*

## Here are just a few ways Centralarm is able to help your company's growth:

- Aggressive, all-inclusive monitoring rates with NO hidden fees!
- UL/UL2050, MAMA and CSAA 5-Diamond certifications.
- Quality Assured Operators that are dedicated to dispatching alarms and nothing else.
- Dedicated Technician Support Hotline for your Technicians to call with ZERO on-hold or wait times for all their account maintenance needs.
- Dedicated Dealer Support Team for all your Office Staff's day-to-day client maintenance needs.
- Dedicated Account Transition Team takes the pain and frustration out of moving accounts from your current central station to Centralarm.
- The very latest in remote access and mobile apps for all your Office Staff or Customer's needs.
- State-of-the-art Technology and Infrastructure at all of our seamlessly connected, load-balanced facilities.
- Dealer Financing Programs to help you with working capital for new installations.

# 1.800.639.4068

[www.centragroup.net](http://www.centragroup.net)





# Where in the World Is THE MIRROR?

Are you travelling with THE MIRROR? Paris? London? Chicago?  
Take a photo and email it to [info@caaonline.org](mailto:info@caaonline.org) with description and identification.



Bob and Brigitte Jennison of Post Alarm with THE MIRROR in front of the Cu Chi tunnels outside of Saigon, Vietnam.



Cindy Ballantyne and Troy Guerrero at the world famous Cadillac Ranch in Amarillo, TX with THE MIRROR.

## YOUR HOME SECURITY DISTRIBUTION EXPERTS

PROUDLY OFFERING



**Kwikset**



With over **20 YEARS OF DISTRIBUTION EXPERIENCE**, Custom Plus Distributing is a trusted partner for all of your local distributing needs. We pride ourselves on being **EASY TO DO BUSINESS WITH**, and we think you will enjoy this too.



LOCKS



HD CAMERAS



DOOR/WINDOW SENSORS



MOTION DETECTOR



GLASS BREAK SENSOR

As a new dealer with CPD, you will get a **FREE \$100 OPEN CREDIT** to use on your first opening order. Come into one of our branches, or **CHECK US OUT ONLINE** at [www.customplusedistributing.com](http://www.customplusedistributing.com). We think you'll like what you see.



[WWW.CUSTOMPLUSEDISTRIBUTING.COM](http://WWW.CUSTOMPLUSEDISTRIBUTING.COM)

**SAN JOSE:** 751 CHARCOT AVE.  
SAN JOSE, CA 95131  
(408) 444-7900  
**SACRAMENTO:** 1020 DEL PASO RD.  
SUITE 100  
SACRAMENTO, CA 95834  
(916) 329-1912





CAA past President Matt Westphal of Bay Alarm delivered *THE MIRROR* to the Masai Chief in Kenya.

**Central Station and Accounting Automation Software**

407-870-0040 ext 4104  
Sales 888-642-7653

www.microkey.com  
vferro@microkey.com

1631 East Vine Street, 2nd Floor  
Kissimmee, FL 34744

**Victoria Ferro**  
President

**CMKS**  
RETHINK AUTOMATION

**TANE ALARM PRODUCTS**

**Wayne Hauser**  
President

906 Jericho Turnpike, New Hyde Park, NY 11040, U.S.A  
Tel: 800-852-5050 • 516-328-3351 • Fax: 516-326-9125  
Email: wayneh@tanealarm.com www.tanealarm.com

Magnetic Contacts

## YOUR HOME A/V DISTRIBUTION EXPERTS

PROUDLY OFFERING

**SONY ONKYO.**  
**SONOS**

**D.**  
DEFINITIVE TECHNOLOGY

**KEF**  
**NILES**

**U-C**  
Control the Experience.



With over **20 YEARS OF DISTRIBUTION EXPERIENCE**, Custom Plus Distributing is a trusted partner for all of your local distributing needs. We pride ourselves on being **EASY TO DO BUSINESS WITH**, and we think you will enjoy this too.



TELEVISIONS



PROJECTORS



RECEIVERS



SPEAKERS



ENTERTAINMENT SYSTEMS

As a new dealer with CPD, you will get a **FREE \$100 OPEN CREDIT** to use on your first opening order. Come into one of our branches, or **CHECK US OUT ONLINE** at [www.customplusedistributing.com](http://www.customplusedistributing.com). We think you'll like what you see.

**CUSTOMPLUS**  
DISTRIBUTING

[WWW.CUSTOMPLUSEDISTRIBUTING.COM](http://WWW.CUSTOMPLUSEDISTRIBUTING.COM)

**SAN JOSE:** 751 CHARCOT AVE.  
SAN JOSE, CA 95131  
(408) 444-7900

**SACRAMENTO:** 1020 DEL PASO RD.  
SUITE 100  
SACRAMENTO, CA 95834  
(916) 329-1912

DIAMOND \$25,000

**Honeywell**

PLATINUM \$10,000



GOLD \$7,500



SILVER \$5,000



BRONZE \$3,000





# CAA Winter Convention News



*David Logan with BSIS Deputy Director of Enforcement Connie Bouvia and Chief Laura Alarcon along with Jon Sarget of Tyco Integrated Security.*



*Keynote speaker David Logan with ESA Past President Bart Didden of USA Alarm Systems.*



*Siyuan An and Susan Kohn Ross of Mitchell, Silberberg & Knupp met with keynote speaker David Logan, author of Tribal Leadership.*



*David Logan greeted fellow author Harvey Eisenstaedt at the CAA Winter Convention.*



*Matt and Shanette Westphal of Bay Alarm with Jane and Trent Smith of Edelstein Gilbert Robson & Smith at the CAA Winter Convention.*



*Yehuda Deutsch of MongoTel, Ezra Bodansky of B Secure, Solomon Wasserman of Top Security were welcomed to San Francisco by Michael Marks of Perennial Software.*



# CAA Winter Convention News



*Joe Mendoza of Aleph, Alex Chavez of Security Dealer Marketing and Joe Donato of Gentex at the CAA Winter Convention.*



*EBAA past President Tom Rood with CAA President Cathy Rempel, past President Jon Sargent and Akemi, Kira and Michael Schubert of National Monitoring Center.*



*More than 80 leading suppliers of products and services were on display at the CAA Winter Convention.*



*Michael and Rene Houser of Electronic Eye Security with Glen Guldbeck of Alarm.com at the opening exhibits.*



*David Hood of First Alarm with John Sullivan of ADI and Kelly and Bob Ricucci of Advanced Security Technologies.*



*Leonard Hanna of AES with Diane and Hal Lewis of Alarms Unlimited at the opening exhibits.*



# CAA Winter Convention News



*Jeffrey and Robin Samuels with First Alarm with Davin Ross of Keep Your IP and Jeff Maron of ASG.*



*Grant and Gene Jordan of Advanced Security Engineering, Austin Kennedy and Glen Guldbeck of Alarm.com and Tim Westphal of Bay Alarm participated in a group workshop led by the keynote speaker David Logan.*



*Celebrating the opening exhibits with NMC were Woodie and Jehan Andrawos, Elizabeth Courtney of Beacon Security, Mike Schubert, Todd Shuff, Mike Salk of Reed Brothers Security and Bob DiAlto.*



*BSIS Chief Laura Alarcon addressed the CAA General Session and the new online licensing program that has been put in place.*



*Yat Cheong Au of AEC Alarms with Katie Bally and Dorsie Mosher of Davis Mergers & Acquisitions.*



*IEAA President Matt Standiford of Agent Vi and GVAA Past President Matt Hoffman of Hoffman Electronic Systems welcomed Cindie Montoya of Kidde and Wayne Mills of Hue & Cry to the CAA opening exhibits.*



# CAA Winter Convention News



Past recipients on hand to celebrate the presentation of the CAA George A. Weinstock Award were Ron Lander, Shane Clary, Lessing Gold, George De Marco, Roger Westphal, Bruce Westphal, Ron Spiller, Jon Sargent, Rod Uffindell, Harvey Eisenstadt and George Weinstock.



Matt Westphal's family and members of the Bay Alarm management team celebrated his receiving the CAA George A. Weinstock Award for Lifetime Achievement and Service to the Industry.

## YOUR SECURITY COMPANY MAY GO THROUGH CHANGES, BUT YOUR SERVICE DEPARTMENT DOESN'T HAVE TO

Freedom is yours! Now you have more communication options and greater control with KeepYourIP™

### Peace of Mind Features Include:

- Portability of your IP addresses without concerns over Internet Service Provider (ISP) address changes or when the need to change central stations arises
- Ability to deploy the latest IP-based panel technology without costly field equipment reprogramming
- If an unplanned communication issue arises, your customer's alarm signals can be re-routed seamlessly to another back-up location in minutes



Central Stations: Learn about our Turnkey Partner Program

**KEEPYOURIP**  
ALARM IP SIGNALS YOU CONTROL

**KeepYourIP.com**

**1.866.444.7007**



**April 5, 2016**  
**RockHouse, Venetian**



# INTERACTIVE GSM

**\$2.50**  
A Month

**INCLUDING  
FREE TEXT MESSAGES**

★ **FREE** Text Messaging of Alarm, Trouble, Opening and Closing Signals to the Primary Keyholders.

★ **FREE** Dealer Access to Account Data

★ **FREE** Virtual Operator - Place your Accounts on Test via Smartphone App

★ **FREE** Emergency Reports Every 24 hours via Email

★ **NO SETUP FEES**, Long-term contracts or minimums

**CSAA Five Diamond Central Station**  
Commitment to highest standards

**Receivers include** multiple Sur-Guard w/IP models, DMP, Silent Knight IP, AlarmNet and ITI

Our swift and accurate response times to all signals along with great customer service is provided to you for only **\$2.50** per account.

We invite you to grow your business with us utilizing all our great services.

**Ask about our  
Meye View IP Camera Systems  
priced lower than wholesale.**

## TOP QUALITY MONITORING

**CALL US!... AND REMEMBER THE FIRST FEW MONTHS ARE ON US!**



**1-800-318-9486**

visit our website to learn more

[www.allamericanmonitoring.com](http://www.allamericanmonitoring.com)

Since 1973

Licensed  
in all  
Required States



Certified  
Central  
Station





# CAA Winter Convention News



David Michel, Keith Baird of Honeywell, CAA President Cathy Rempel and Vice President Tim Westphal recognized Honeywell's Diamond Sponsorship of \$25,000.

*CAA Treasurer David Michel and Vice President Tim Westphal recognized the sponsors of the CAA Tribute Dinner which serves as the annual fundraiser for the association.*



Michael Keagan of SARRG.



Bob Bonifas representing NetOne.



Gary Zatz of Altronix.



Ken Green of ItsPayd.



Mary Jo Lakhal-Ward of West.



Kelli Monahan of Rapid Response Monitoring.



Mary Beth Shaughnessy of ISC West.



*There is \$2 per month alarm monitoring,  
and there is Centralarm.*



*When you're in the business of life safety, there's no such thing as cutting corners. Our focus on what matters most helps us rise above the price wars and deliver the kind of value that really drives your business forward. And if our service doesn't perform as promised, we will pay for your account migration back to your old central station. We Guarantee it.*

*Call today for more details.*

**1.866.899.2909**



**The  
CENTRALARM**  
||| Group of Companies

**[www.centra-larm.com](http://www.centra-larm.com)**

**Alarm Monitoring | Video Monitoring | GPS Tracking | MPERS | Answering Service | National Coverage**

Florida EG13000379 California ACO 7385 Alabama 16-1305 Delaware CRSL-0044 Maryland 107-1438 Texas B18858 Texas Fire ACR-1927436 Virginia 11-5360



# CAA Winter Convention News



*Matt Westphal's father Bruce addressed the CAA Tribute Dinner.*



*Bay Alarm Vice President Eric Taylor addressed the issue of Moonbeam at the CAA Tribute Dinner.*



*Brother Graham Westphal explained why a personal check book was important part of the installer's tool kit for Matt Westphal.*



*Daughter Hanna Westphal and longtime friend Matt Schweiger present the "Top 10 Things You Do Not Know About Matt Westphal" and showed proof of his dancing ability.*



*Harvey Eisenstaedt and sons Steve and Paul welcomed the ladies to the Judy Eisenstadt Memorial Gift & Gab Luncheon at the CAA Winter Convention.*





# 13th Annual

## AIREF

### Golf Classic

### *13th Annual AIREF Golf Classic*

**Make 13 Your Lucky Number in Golf @ ISC West in Vegas**

This CLASSIC tournament has reached "the teen years", which is all the more reason to give it your utmost attention and support! Together we have done an incredible job of fundraising to benefit the industry we share. The AIREF golf tournament has raised in excess of \$1,000,000 for research and education projects significant to public safety, consumers and the electronic security industry. To keep this momentum going and growing, we need your continued pledge and participation. We strive to make each AIREF Golf Classic an exceptional event for all attendees and sponsors. We have succeeded to date to fulfill our fundraising goals and to treat every player to a fun, guilt-free day of golf. Please, help us sink the ball for a continued win.

Tee up for ISC West by spending the day on the greens with industry colleagues, clients, and cronies. It's the perfect introduction to a successful ISC show.

For more information about the golf tournament and sponsorship opportunities, call (203) 762-2444 or email Pat Remes at [premes@airef.org](mailto:premes@airef.org). Register online at [www.airef.org](http://www.airef.org)

**Tuesday, April 5, 2016**

Shotgun start at 8:45 a.m. local time

**REVERE COUNTRY CLUB, Lexington Course, Las Vegas**

Roundtrip bus transportation will be provided

**To register, go to [www.AIREF.org](http://www.AIREF.org) or email [premes@AIREF.org](mailto:premes@AIREF.org)**

Single golfers and pairs are welcome



# CAA Winter Convention News



*David Hood of First Alarm led a panel on leadership.*



*Mary Beth Shaughnessy of ISC and SIA COO Rand Price catch up with Security Systems News Publisher Tim Purpura at the CAA Board of Directors meeting in San Francisco.*



*Alana Forrest of Pixar Animation Studios presented information on working with clients like her studio.*



*Sharon Elder of NMC, Jay Bryant of The Systems Depot, Nicola Oakie and Randy Zeegers of I-View Now.*



*Jeff Snell of Honeywell and Leon Parks and Dan Moore prepare to welcome nearly 100 alarm companies to the CAA Winter Convention.*



*Scott Crown of PSR, Adam Belkowitz of Altronix and Andy Applegate of PSR were welcomed to the CAA Winter Convention by Lifetime Member Harvey Eisenstadt.*





## SELL SIGNAL

You asked us to make a Commercial Fire Approved version of the popular CellComSL Cellular Communicator that would work on any Fire Alarm Control Panel. Now we've done it... and it's unbelievably affordable. This is your signal to go sell the fire out of them.

Also available via Network. Learn more at [www.DMP.com/Fire](http://www.DMP.com/Fire)



*We make your company more valuable.*

877-725-1114 | [dmp.com](http://dmp.com)



**EASY**connect



## Sale of Alarm Company Assets 2016 “BIG” Changes

By Alyson Pattie, CPA at Barkin, Perren, Schwager & Dolan, LLP



Is your business currently registered as a C Corporation? Have you ever considered the benefits of converting to an S Corporation? If your entity is a C Corporation, you could be subject to double tax upon selling your valuable assets. To clarify, this is not pertaining to the sale of company stock. Specifically, it is for the sale of company assets, including the sale of RMR. There are strategies you can utilize to help retain more of your sales proceeds and 2016 has made this more viable.

On December 18, 2015, the President signed the Protecting Americans from Tax Hikes Act of 2015 (the PATH Act). The PATH Act makes permanent several provisions of the law that have been subject to several rounds of extenders. What does the passage of the PATH Act have to do with the alarm industry, one might ask? Great question, first a little background.

Prior to 1986, C Corporations were allowed to distribute appreciated assets to their shareholders or sell appreciated assets without paying corporate tax in addition to personal tax. To close that loophole, Congress put together Section 1374 and included it in the Tax Reform Act of 1986. This imposed double taxation from the sale of assets. At that point, this made a conversion to an S Corporation an option to avoid this onerous tax. Between 1986 and 2015, this conversion carried several rules and requirements to avoid this double tax. Under this tax, an S Corporation may be subject to tax on gains from the sale of assets held at the time of conversion if it sells the assets within a specified period of time after making the election. This period of time is often referred to as the recognition period.

The original “permanent” recognition period was a 10-year period, beginning with the effective date of the S-election. The maximum amount of the company’s built-in gain tax (also referred to as BIG tax) is based on the Corporation’s net unrealized built-in gain, which is determined on the date of conversion. The net unrealized built-in gain is the amount by which the fair market value of the assets, as of the effective date of the conversion, exceeds the cost basis of the assets. This has significant application for alarm dealers.

Over the years, we have seen a number of temporary amendments to the built in gains (BIG) tax recognition period. The American Recovery and Reinvestment Tax Act of 2009 shortened the ten-year recognition period for tax years 2009 and 2010 to seven years. This act was followed by the Small Business Jobs Act of 2010, which extended the built-in gains tax relief to 2011 and shortened the recognition period to five years. The five-year recognition period was extended a few more times through the end of 2013 and ultimately through the end of 2014. All companies who made their Selection and started the clock on their recognition period were forced to make this election with a bit of uncertainty. At any point, Congress could have decided not to extend the 5-year recognition period and the companies could have been exposed to reverting back to the 10-year period.

The good news is the uncertainty is over. With the passage of the PATH Act, the five-year holding period for the purposes of computing built-in gain on the conversion to an S Corporation is now permanent. What does this mean for you? It means a greater incentive to make the overdue conversion to an S Corporation in order to maximize the sale of proceeds of corporate assets. For entities with a calendar year end, the official due date to convert for the 2016 tax year is March 15, 2016. If you are currently a C Corporation and would like to discuss the benefits of making an S election, there is no better time than the present. Seize the opportunity for this upcoming year. We highly recommend for you to consult with your tax professional.

*If you are looking for a tax professional, we are only a phone call away! Charles Schwager and Alyson Pattie are available to answer any further questions, feel free to call us at 818-719-9020.*



## Why Technology Is AR’s New Besty

By Ken Green, ItsPayd

Over the last year here at ItsPayd, we have spent A TON of time doing market research for our new communications platform. We spoke to everyone from the C-level decision makers who think from the top down, to the hard working credit manager who would be working hands on with our product.

At first it was a nightmare. The concept we put forth was completely foreign to customers that were already very comfortable with their current process. We banged our head against the wall and sought sage advice as to what we needed to do. It became obvious that we needed to bridge the communication gap between us and our prospects. That is when we made a fundamental shift in our approach.

We learned that the language we were using was way outdated. In order to represent the future, we had to remove all traces of the old language when describing our product. That’s when we made the switch from being an “Automated Payment Platform for Collections” to a “Web Based Communications Application for Past Due Situations”.

Interestingly enough, this simple shift changed people’s preconceived notions of what we were offering. We were now able to present our product and guide the prospect to that “wow” moment we had wanted them to feel. This had the effect of opening their minds to what we were offering and eliminated the preconceived notions the old way of doing things had ingrained.

Over the course of this process one very beautiful thing was becoming apparent. We already knew our product had the power to increase the efficiency of the “old way” but also...

What became apparent was that our product had the power to COMPLETELY change the way a company looks at its accounts receivables. How may ask?

By automating the collections effort through digital communications(SMS/TEXT/E-MAIL) and by using bulk processes that take the same amount of effort to collect on 1 or 10,000 accounts. There is no difference whether they are \$1 or \$10,000 dollars. Our prospects saw this as a “Game Changer.”

The beauty of the whole thing is that we set out to make a product that strengthens bonds while opening lines of communication. We applied a focus where respect and relationships are the priority during sensitive past due situations. The technology was just a means to that end.

We made it our mission to show how technology can bridge the communication gap at the exact point where companies lose most of their customers. Once we presented that message in a way that resonated with people, the additional benefits of the technology like: Decreased DSO’S, Improved client relations, Customer retention, Mobile Payments, SMS/TEXT notifications started walking through the door effortlessly.



## BreEZe System Launches Eight New Programs

DCA programs on BreEZe now include; Release 1: Board of Barbering & Cosmetology, Board of Behavioral Sciences, Board of Podiatric Medicine, Board of Psychology, Board of Registered Nursing, Medical Board, Naturopathic Medicine Committee, Osteopathic Medical Board and Respiratory Care Board. Release 2: (launched January 19, 2016) Board of Occupational Therapy, Board of Optometry, Board of Vocational Nursing & Psychiatric Technicians, Bureau of Security & Investigative Services, Dental Board, Dental Hygiene Committee, Physical Therapy Board and Veterinary Medical Board

BreEZe is the new online, enterprise-wide licensing and enforcement system that is modernizing the way DCA's boards and bureaus do business, as well as the way licensees, license applicants and consumers interact with DCA programs. The BreEZe project was approved in 2009 and work on developing and implementing the project began in 2011. In October 2013, the first 10 boards launched onto the BreEZe system. Now that Release 2 has gone live, as recommended by the State Auditor, DCA will conduct a thorough cost-benefit analysis to address the needs of the remaining boards and bureaus not on BreEZe.

If you need additional information, please contact Jason Piccione, DCA's Chief Information Officer (916) 574-8004 or [Jason.Piccione@dca.ca.gov](mailto:Jason.Piccione@dca.ca.gov)

## Vivint is Latest Company to Connect with ASAP

Vivint, one of the largest smart home technology providers in North America with more than 850,000 customers, is the latest national alarm company to go live with ASAP®.


"We are very pleased to announce that Vivint has completed testing and officially is live with ASAP messaging," said CSAA President Pamela J. Petrow. "They join the ever-growing list of companies actively participating in this technology and further increasing our accuracy and speed at getting emergency information to the first responders."

"We are excited to be live with our first PSAP—Richmond, VA," said Amy Becht, Vivint Director of Central Stations. "We plan on steadily adding additional PSAPs in the coming weeks."

ASAP was launched in 2011 as a public-private partnership, designed to increase the efficiency and reliability of emergency electronic signals from central station alarm companies to Public Safety Answering Points (PSAPs). ASAP utilizes ANSI standard protocols developed cooperatively by the Association of Public Communications Officials (APCO) and the Central Station Alarm Association (CSAA).

With ASAP, critical life safety signals and accurate information is processed more quickly, through the Nlets system of state-to-state PSAP communication, insuring that complete and accurate information is transmitted to the PSAP every time. The ASAP program has the potential to save PSAPs and emergency services millions of dollars.

For more information, visit [www.csaaintl.org/asap](http://www.csaaintl.org/asap).



EXPERIENCE OF PAST  
**SENTRY  
CON 16**  
POWER OF FUTURE

SentryNet's 21st Annual Dealer Conference will be held in Philadelphia, Mississippi at The Pearl River Resort. Join us to learn how to move your business into the future by harnessing the experience of the past.

**3 Day SENTRYCON 2016 Agenda**


**Wednesday, April 27th** join us for golf at the Dancing Rabbit, or play Bingo in the Silver Star and end the day at our casual meet and greet at the Cheetah Lounge.

**Thursday, April 28th** we start early with a full day of educational classes. The day will end with our vendor trade-show and social event.

**Friday, April 29th** is a short day but you won't want to miss classes to complete your CEU's for the year.

**Visit [www.sentrycon.us](http://www.sentrycon.us) to register or call 1.800.932.304 for more details.**

2016 Dealer Conference  
Philadelphia, Mississippi



**SENTRYCON  
EVENT  
SPRING 2016  
PHILADELPHIA, MS**

**Register today at [sentrycon.us](http://sentrycon.us) to attend April 27th - 29th, 2016**





## ORANGE COUNTY ALARM ASSOCIATION

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

### 2016 OCAA MEETINGS

- ♦ March 16 ..... OCAA General Meeting ..... Anaheim
- ♦ June 16 ..... OCAA Golf Tournament..... Anaheim
- ♦ September 21 ..... OCAA General Meeting ..... Anaheim
- ♦ November 16 ..... OCAA General Meeting ..... Anaheim

### 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](http://www.irvinepd.org). The City also offers quarterly Alarm Awareness Classes to help defray the cost of false alarm fines. For more information about the City's alarm program you can contact the Alarm Coordinator at 949-724-7066. Classes are 9 a.m. - 10 a.m. and fee is \$15.

For information contact:

*Cristine Gaiennie*  
Regulatory Affairs Supervisor  
Irvine Police Department, 949-724-7066  
[cgaiennie@cityofirvine.org](mailto:cgaiennie@cityofirvine.org)

For more information about OCAA activities, contact the OCAA office at 800-339-1420 or email [OCAAlarmAssoc@aol.com](mailto:OCAAlarmAssoc@aol.com). Visit our new website at [www.alarmassociation.org](http://www.alarmassociation.org) for meeting information and registration forms, training opportunities, members list and a whole lot more.



## EAST BAY ALARM ASSOCIATION

*Mike Salk, President*

### 2016 EBAA MEETINGS

- ♦ March 8 ..... EBAA General Meeting.....Richmond
- ♦ May 10 ..... EBAA General Meeting.....Richmond
- ♦ July 12 ..... EBAA General Meeting.....Richmond
- ♦ September 13 ..... EBAA General Meeting.....Richmond
- ♦ November 8 ..... EBAA 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](mailto:info@caaonline.org).



## REDWOOD ALARM ASSOCIATION

*Sean Cooke, President*  
[scooke@allguardsystems.com](mailto:scooke@allguardsystems.com) 800-255-4273

### 2016 RAA MEETINGS

- ♦ June 15 ..... RAA General Meeting ..... Windsor
- ♦ October 26 ..... RAA General Meeting ..... Windsor

Meetings are held at 11:30 am at Johnny Garlic's, 8988 Brooks Road South, Windsor. Please RSVP to [cori@advancedsecurity.us](mailto:cori@advancedsecurity.us) or call 707-443-6366.

The Redwood Alarm Association met on Wednesday, January 27, 2016.

The speaker was Matt Harris, Crime Analyst from the Sonoma County Sheriff's Office. He shared statistics, reporting and research they use at the Sheriff's dept. It was a well-attended meeting and provided lively discussion.

The next RAA meeting is scheduled for June 15, 2016. If you have any questions or want to participate in the Redwood Alarm Association please contact Sean Cooke at [scooke@allguardsystems.com](mailto:scooke@allguardsystems.com) or 800-255-4273.

*If you have any questions or want to participate in the Redwood Alarm Association, please contact Sean Cooke at [scooke@allguardsystems.com](mailto:scooke@allguardsystems.com) or 800-255-4273.*



*Dan Walker, Interlogix,  
and Sean Cooke,  
All Guard Systems,  
networking at the  
November RAA meeting.*



## GREATER VALLEY ALARM ASSOCIATION

*Joe Castro, President*

### 2016 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](mailto:josephc@alarmwatch.com) for more information.



**Troy Iverson**  
Vice President  
Sales & Marketing  
[tiverson@agmonitoring.com](mailto:tiverson@agmonitoring.com)

Direct: 801.781.6108  
Toll Free: 877.206.9141  
Fax: 801.781.6133  
Cell: 801.940.2813

4699 Harrison Blvd., Ste.100 • Ogden, UT 84403  
[www.agmonitoring.com](http://www.agmonitoring.com)





**Digifort**  
IP Surveillance System

Intelligent • Enterprising • Dependable

**Digifort** is a global VMS company, providing solutions to meet the growing demand for integrated and automated surveillance systems.

Our products are trusted by thousands of professionals and broadly deployed in mission critical installations around the world, providing a stable and secure platform with reliable and environmentally adapting technology.



Open platform architecture with one of the largest list of integrated devices in the market and growing, with more than 5500 devices from over 240 different manufacturers



Stable and proven solution being developed and deployed since 2002, currently managing over 1 million cameras worldwide



Used by hundreds of Cities, Large Retailers, Law Enforcement, Military, Residential, Industry and Education



Advanced modules for Analytics and LPR



Integrated with multiple third party software such as Access Control, Alarm Monitoring, Fire Detection, Video Synopsys, POS Systems and many more



No additional fees or subscriptions for updates or technical support for the life of the product



With **Digifort**, all surveillance problems at the plant were resolved. It monitors the entire operation, including our Heritage Center, which houses millions of dollars in historic vehicles." Rich Sparkman, IT Director, Shelby American.



## Your feedback is valuable!

Digifort is giving a one year 8 camera base license from our Enterprise edition software for everyone who downloads, tests and sends feedback! Please visit [www.digifort.com/feedback](http://www.digifort.com/feedback) for more information.

From all feedbacks received between December 1st and February 29th, 2016 we will award three iPads Mini 4 16GB Wi-Fi (Color may vary), winners will be chosen randomly and advised via e-mail.

\*iPad is a registered trademark of Apple Inc.

Valid only for U.S.A. and Canada Territories

Learn more at [www.digifort.com](http://www.digifort.com)

USA, East  
23123 State Road 7, Suite 304  
Boca Raton - FL 33428  
+1 786 332 5525  
sales.usa@digifort.com

USA, West  
Las Vegas, NV  
+1 786 332 5525  
asia@digifort.com

Brazil  
Rua Tere, 314  
Bairro Santa Maria  
São Caetano do Sul - SP  
+55 11 4226 2386  
contato@digifort.com.br

Argentina  
Uruguay 1112, Piso 4  
Ciudad Autónoma  
Buenos Aires  
+54 5021 9492  
info@servishopnet.com.ar

Colombia  
Avenida Estación #50N93,  
Edificio María Victoria,  
Oficina 501  
Cali - Valle del Cauca  
+57 3142787428  
dopeda@springerinternet.com

Asia  
Room 203, Apac Plaza  
49 Hoi Nam Road  
Kwai Tong, Kowloon  
Hong Kong  
+852 3188 0518  
a.support@digifort.com

Asia Pacific  
Suite 3, Mezzanine Level  
55-58 Farramatta Road  
Lindcombe, NSW 2141  
Australia  
+61 2 9126 3404  
sales@digifort.com

New Zealand  
Unit 6, 156 Bush Road Albany  
Auckland, New Zealand  
+64 9 448 2040  
sales.nz@digifort.com

EMEA  
74 Elm Park Road  
SW3 0AU London UK  
+44 7503 861888  
Revij@digifort.com

Dubai  
Al Thuraya Building 2, 7th Floor  
Office 12, PO Box 500717  
United Arab Emirates  
+971 52 844 9429  
e.support@digifort.com

Please contact our local reps



**Professional Sales Representatives**  
877 776 7377 • [info@prosalesreps.com](mailto:info@prosalesreps.com)  
[www.prosalesreps.com](http://www.prosalesreps.com)

Jason Beardsley, President

**2016 SDSA MEETINGS**

- ♦ February 23 .....SDSA General Meeting.....San Diego
- ♦ May 17 .....SDSA General Meeting.....San Diego
- ♦ August 25 (tent.) ...SDSA Day at the Races.....Del Mar
- ♦ September 20.....SDSA General Meeting.....San Diego
- ♦ December 14 .....SDSA Holiday Bash.....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 hgongalezreed@pd.sandiego.gov. If you have any questions, please contact Hilda Gonzalez Reed at hgongalezreed@pd.sandiego.gov or 619-531-2247.

Visit our website: [www.sandiegosecurityassociation.org](http://www.sandiegosecurityassociation.org)

**GLASAA**

Greater Los Angeles Security Alarm Association

Tom Rankin, President

**GLASAA MEETINGS 2016**

- ♦ February 16 .....GLASAA General Meeting ..... Los Angeles
- ♦ April 19.....GLASAA General Meeting ..... Los Angeles
- ♦ June 21 .....GLASAA General Meeting ..... Los Angeles
- ♦ August 16 .....GLASAA Summer Outing ..... Los Angeles
- ♦ October 6.....GLASAA Golf Classic..... Los Angeles
- ♦ December 13 .....GLASAA Holiday Party ..... Los Angeles

**GLASAA Meetings and Events**

Please visit our website at [www.glasaa.org](http://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](http://www.glasaa.org) if you would like to contribute by serving on a committee.



**FLAIR**  
ELECTRONICS

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

**Call today for free samples**

800-532-3492  
[sales@flairsecurity.com](mailto:sales@flairsecurity.com)  
[www.flairsecurity.com](http://www.flairsecurity.com)

*At Flair  
We Care!*



Dave Hood, President | 800-684-1111 | [dhood@firstalarm.com](mailto:dhood@firstalarm.com)

**2016 GGAA MEETINGS**

- ♦ February 10 .... GGAA General Meeting
- ♦ June 8 ..... GGAA General Meeting
- ♦ October 12..... GGAA General Meeting

For further information, contact Dave Hood at [dhood@firstalarm.com](mailto:dhood@firstalarm.com)



Rudy Alva of Allied Security Systems and Derek Bradshaw of The Alarm Guys were welcomed to the CAA Winter Convention by Dan Walker of Interlogix.



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.

**2016 IEAA MEETINGS**

- ♦ February 25 ..... IEAA General Meeting .....Riverside
- ♦ May 19 ..... IEAA General Meeting .....Riverside
- ♦ September 22.. IEAA General Meeting .....Riverside
- ♦ November 10 ... IEAA General Meeting .....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.





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

**877.740.0283 | [www.monitor1.com](http://www.monitor1.com)**

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



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

#### SVAA 2016 MEETING

- ♦ April 20 ..... SVAA General Meeting ..... Santa Clara
- ♦ July 20..... SVAA General Meeting ..... Santa Clara
- ♦ October 19 ..... SVAA 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](mailto: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.



Gary and Mindy Buth of Takex with Mitch Reitman of Reitman Consulting Group at the SVAA General Meeting



Ron Crotty and Kristy Johnson of Rapid Response Monitoring at the SVAA General Meeting



Steve Currens of CheckVideo, Dan Walker of Interlogix and Greg Caulkins of Eclipse Insurance at the SVAA General Meeting

Automated payment platform  
that improves cash flow,  
client relationship and your  
business!

**Ken Green**  
President

(760)717-5897  
43525 Ridge Park Dr. Ste. 200  
Temecula, Ca 92590  
[info@ItsPayd.com](mailto:info@ItsPayd.com)

[www.itspayd.com](http://www.itspayd.com)

## MID-CAL



## MID CAL ALARM ASSOCIATION

#### 2016 MID CAL MEETINGS

- ♦ February 17 ..... MCAA General Meeting .....Fresno
- ♦ April 18..... MCAA Golf Tournament .....Fresno
- ♦ June 1 ..... MCAA General Meeting .....Fresno
- ♦ September 14.. MCAA General Meeting .....Fresno
- ♦ November 7 ..... MCAA Golf Tournament (tentative) Fresno

*Advertise in THE MIRROR. Reach a qualified, interested audience. Call the CAA office for rates and details.*

800-437-7658 ext. 3

[www.CAAonline.org](http://www.CAAonline.org)





## COMMITMENT



## SERVICE



## FLEXIBILITY

Fire / Burg  
Medical PERS  
Area Of Rescue  
Two-Way Audio  
Video Verification  
Elevator Monitoring



Alarmnet  
Telguard  
Connect 24  
AES-Intellinet  
Internet Monitoring  
Interactive Services

*Providing Security Services Since 1971*

Interpreter Service - Over 180 Languages  
Guard Dispatch Service ~ Offsite Disaster Recovery  
Dedicated Dealer Owned Toll-Free & IP Numbers  
Dealer Customized Voicemail & Call Answering  
Dealer Account Access and Service Tools

**Your Company In Good Company**

800-839-7212

[www.gmscentral.com](http://www.gmscentral.com)

ACO # 5198







Sacramento Area Alarm Association  
3491 Park Drive Suite 20-234  
El Dorado Hills, CA 95762-4549  
www.sacalarm.org

Leanne Boger  
President, Sacramento Area Alarm Association  
saaasecretary1@gmail.com

This is a great opportunity for Sacramento Security Companies to attend our 9<sup>th</sup> Annual Police Forum on February 18. It will be at TMS Conference Center at 2440 Glendale Lane Sacramento, CA. 95825 from 11 a.m. to 2 p.m. There are 10 Jurisdictions scheduled to be represented from Citrus Heights, Davis, Elk Grove, Folsom, Rocklin, Roseville, Sacramento City, Sacramento County Sheriff, Yolo County, and Placer County. Local jurisdictions shall be here with S.I.A.C. 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. S.I.A.C. comes together with local alarm communities and State Law Enforcement by maintaining and educating "dispatch reduction" and "alarm management".

#### 2016 SAAA MEETINGS

- ♦ February 18 ..... SAAA Police Forum ..... Sacramento
- ♦ April 14 ..... SAAA CCTV Forum ..... Sacramento
- ♦ June 16 ..... SAAA Mardi Gras Night ..... Sacramento
- ♦ August 16 ..... SAAA Industry Trends ..... Sacramento
- ♦ October 28 ..... SAAA Fire Forum with SRFMA ..... Sun City
- ♦ December 15 ... SAAA Holiday Party ..... Sacramento

An RSVP is required for our events. Call 800-437-7658 ext. 3 or email [info@caaonline.org](mailto:info@caaonline.org).



Peter Saar with Jennifer and Rodger Young of Safe Side Security attended the CAA opening exhibits in San Francisco.

**CAA Local Associations:** Make sure to get your copy of the Youth Scholarship Application for the children of active duty law enforcement and fire service personnel in the state of California. This is for children who are graduating from high school in 2016. Call the CAA office or go to [www.caaonline.org](http://www.caaonline.org) for an application form.

**2016 YOUTH SCHOLARSHIP PROGRAM**  
**\$27,000 IN GRANTS**  
**FOR CHILDREN OF**  
**LAW ENFORCEMENT AND**  
**FIRE SERVICE PERSONNEL**  
**APPLICANT INFORMATION**

Dear Applicant:

The 2016 CAA/ESA Youth Scholarship Program offers \$27,000 in funds to children of active duty law enforcement and fire service personnel in the State of California who are graduating from high school in 2016. There are 11 regional awards, one statewide award, and two national awards. The awards are made possible with the support of the CAA Members and Regional Chapters.

This program rewards students who have excelled academically and are active in community service and extracurricular activities at their school.

The members of the California Alarm Association (CAA) provide products and services that enhance public safety in every community in the state. We share a common mission with public safety officials to improve the quality of life for every citizen in California.

One of the unique aspects of our scholarship program is the requirement for each applicant to submit an essay about how their parent or guardian helps secure their community. This essay is judged on grammar and content and reinforces the important role that law enforcement and fire service personnel play in our community.

I encourage you to apply for this scholarship and wish you the very best in your academic endeavors.

Sincerely,

*Cathy Rempel*  
Cathy Rempel, CAA President

*Lilanne Chaumont*  
Lilanne Chaumont, Scholarship Chair

**Application Must Be Postmarked by**  
**March 25, 2016**

Local Associations listed on the left:  
SACRAMENTO AREA ALARM ASSOCIATION  
EAST BAY ALARM ASSOCIATION  
GLASAA  
GREATER LOS ANGELES SECURITY ALARM ASSOCIATION  
GOLDEN GATE ALARM ASSOCIATION  
MID-CAL  
MID-CAL ALARM ASSOCIATION  
SVAA  
SILICON VALLEY ALARM ASSOCIATION  
AA  
REDWOOD ALARM ASSOCIATION  
SAN DIEGO SECURITY ASSOCIATION  
ISAA  
INLAND EMPIRE ALARM ASSOCIATION  
GREATER VALLEY ALARM ASSOCIATION  
ORANGE COUNTY ALARM ASSOCIATION  
BOLTON & COMPANY  
THE MIRROR  
SENTINEL  
THE SENTRY



Jarl Saal of First Alarm with Dorsie Mosher of Davis Mergers & Acquisitions at the CAA Winter Convention.



# INDUSTRY NEWS



David Carter of NetOne with Doug Case of Control Networks were welcomed to the California Alarm Association Winter Convention by Keith Baird of Honeywell.



Hank Goldberg with Secure Global Solutions met up with former SIA Executive Director Ron Spiller and his wife Rainey, and past ESA President Bart Didden of USA Central Station at the California Alarm Association Winter Convention in San Francisco.

**ALARMWATCH**  
ADVANCED CUSTOMER SECURITY

Monitoring Facility  
Castle Business  
Development Center

P.O. Box 867  
Merced, CA 95341

209.723.2667  
800.927.6623  
Fax 209.722.1107

**MATTHEW HOFFMAN**  
President  
matth@alarmwatch.com

**Think Signs.  
Think Maxwell.**

Helping security professionals build their business since 1977 with personalized service and high quality products ...all at competitive prices.



**MAXWELL**  
...building a better sign™

**MAXWELL SIGN & DECAL DIVISION**

**800-472-7336**  
signs@maxwellmfg.com  
www.maxwellmfg.com



**SECURITY SIGNS • DECALS... AND MORE**

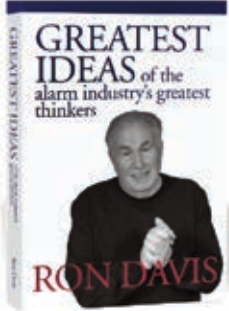
©2012 Maxwell Alarm Sign Mfg., Inc. All rights reserved.

## GREATEST IDEAS


of the alarm industry's greatest thinkers

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

**Order today!**  
Only \$40 hardback, or \$25 paperback. Call 847-955-2360 or visit [www.graybeardsrus.com/greatideas.html](http://www.graybeardsrus.com/greatideas.html).

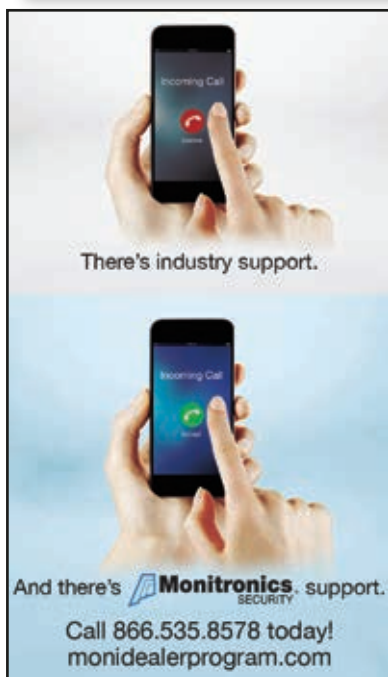


*Published by*



**DAVIS GROUP**  
MERGERS & ACQUISITIONS

## 2016 Training and Education Calendar



There's industry support.

And there's **Monitronics SECURITY** support.

Call 866.535.8578 today!  
monidealerprogram.com

February 2-3  
NICET Fire Alarm 1&2 Training  
Albuquerque  
702-648-8899  
www.nationatrainingcenter.net

March 1-2  
NICET Fire Alarm 1&2 Training  
Portland  
702-648-8899  
www.nationatrainingcenter.net



## CALIFORNIA AUTOMATIC FIRE ALARM ASSOCIATION

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

### BOARD OF DIRECTORS

#### PRESIDENT

Tony Locatelli  
Cupertino Electric Inc

#### VICE PRESIDENT-SOUTH

Jay Levy  
Eaton Cooper Notification Solutions

#### VICE PRESIDENT - NORTH

John Sullivan  
Engineered Monitoring Systems Inc

#### SECRETARY

Skip Vandeventer  
SimplexGrinnell LP

#### TREASURER

Jim Edon  
ADI

#### IMMEDIATE PAST PRESIDENT

Kevin Green  
Pyro-Comm Systems, Inc.

#### DIRECTORS

Heather Hays  
System Sensor

John Strohecker  
Cosco Fire Protection

Mark McQuaid

#### C.A. GAMBLE & ASSOCIATES

John "CC" Biggs  
Intrepid Electronic Systems

Patrick Ward  
Aon Fire Protection Engineering

Joel Reitz  
Siemens Industry, Inc.

#### TRAINING DIRECTOR

Bill Hopple  
Hopple & Co.



California Alarm Association Executive Director Jerry Lenander welcomed the California Automatic Fire Alarm Association and President Tony Locatelli to the CAA Winter Convention in San Francisco.

Advertise in *THE MIRROR*. Reach a qualified, interested audience. Call the CAA office for rates and details.

800-437-7658 ext. 3

www.CAAonline.org



# EXPLORE THE FUTURE

Two thought-provoking and highly relevant keynote presentations at ESX 2016

## NICHOLAS WEBB

World-renowned business futurist and innovation thought-leader Nicholas Webb shares his perspective on the fast-moving and connected future so you can proactively position your business with strategic insight.

Opening Keynote Luncheon  
sponsored by



## DR. ALAN BEAULIEU

Back by popular demand, Dr. Alan Beaulieu provides a humorous and straightforward approach to forecasting, planning, and increasing your company's profits.

Closing Keynote Luncheon  
sponsored by



These Main Stage presentations, coupled with a thought-provoking conference program, are full of relevant content, ideas, and strategies for security and life safety professionals.

**JUNE 8-10, 2016**

Fort Worth Convention Center

ESXweb.com



@ ESX web # ESX expo



facebook.com/ ESX web



Electronic Security Expo (ESX)

ring VIDEO DOORBELL



Ring provides a new level of security, by notifying you when someone is on your property and letting you see and speak with anyone at your front door. Imagine being home alone at night, and answering the door in complete safety and comfort.

Now Available at

**Volutone** 800-795-5111  
www.volutone.com

AS FEATURED ON

TIME

FAST COMPANY

SHARK TANK

TechCrunch



**AUTOMATIC  
FIRE ALARM  
ASSOCIATION**

## **National Headquarters**

81 Mill Street, Suite 300, Gahanna, OH 43230

[www.afaa.org](http://www.afaa.org)

844-GET-AFAA (844-438-2322)

614-416-8076 614-453-8744 Fax

Randall Hormann  
AFAA Administrative Director  
[randyhormann@afaa.org](mailto:randyhormann@afaa.org)

Tom Hammerberg  
AFAA Technical Director  
[tomhammerberg@afaa.org](mailto:tomhammerberg@afaa.org)

## **Executive Board of Directors**

President - Jack McNamara – Bosch  
Vice President - Bill Koffel P.E. – Koffel & Associates  
Treasurer - Rodger Reiswig, SET – Tyco Simplex Grinnell  
Secretary - Rick Heffernan – SDI  
Past Chairman - Art Black – Carmel Fire Protection

## **Directors**

Bob Baker, EBL Fire Engineering  
David E. Becker, SET, FESCO  
Shane M. Clary, PhD, Bay Alarm Co.  
Jason Dupuis, Cintas Fire Protection  
Rochelle McGee

Tom Parrish  
David Newhouse, Gentex Corp.  
Larry Rietz, Hughes Associates  
Richard Roberts, Honeywell Life Safety  
Susan Sadler, Xtralis

## **AFAA Testing & Inspection Seminar**

The Automatic Fire Alarm Association (AFAA) announced a new seven-hour accredited course on the testing and inspection requirements of NFPA 72 (2013). The new AFAA Fire Alarm System Testing & Inspection (AFAA026) seminar was developed for installers, service technicians, build and fire inspectors, and owner-representatives. Visit [www.afaa.org](http://www.afaa.org) for the latest training calendar or email [info@afaa.org](mailto:info@afaa.org) to sponsor a local seminar.

## **AFAA Annual Meeting and Codes Conference**

April 5-8, 2016 - Hilton St. Petersburg Bayfront  
St. Petersburg, Florida

The AFAA Annual Meeting and Codes Conference is one of the premier conferences of its kind. We offer an engaging and informative program with formal and informal opportunities to build your professional network, allowing you to learn, reflect, and engage with colleagues from around the country and beyond. Please visit [www.afaa.org](http://www.afaa.org) for more information.

## **AFAA Training Seminars**

AFAA continues to expand our benefits to members and provide continuing training opportunities designed to enhance your skills. Through our regional delivery program, AFAA is committed to providing training regionally in various part of the US and beyond.

## **Why training from our cadre of well-educated and experienced instructors?**

- Increase the collective knowledge of your team.
- Encouraging your employees to continually train on fire alarms and related codes and standards through professional development can have an immediate effect on productivity. Professional development will also help raise overall staff expertise and general knowledge.
- Enhance your company's reputation.
- Wouldn't your clients like to know that you have highly skilled employees on board?
- When you make professional development opportunities available, you're building a positive reputation as an employer that cares about its workforce and strives to employ only the best. Remember your employees are your brand ambassadors.

Please check the AFAA training calendar ([www.afaa.org](http://www.afaa.org)) for a seminar near you. If you would like to host or sponsor specific training in your area or at your facility, please contact us directly at [training@afaa.org](mailto:training@afaa.org).



**NEW CONNECTED  
Home Dealers  
Wanted  
for All-Inclusive  
iBridge Dealer  
Program to  
Maximize  
Accounts &  
Value:  
Ask How to Join.**

**BILL KENSER**  
South West Regional Sales Manager  
HI, NV, So. CA, AZ, NM  
Cell: (631) 786-3882  
[bkensler@napcosecurity.com](mailto:bkensler@napcosecurity.com)

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



ACO 5198

**Your Company In Good Company**

**Marketing/Business Development**  
P.O. Box 4053  
Huntington Beach, CA 92605

**Office: 800.839.7212**  
**Fax: 800.836.9272**  
[www.gmscentral.com](http://www.gmscentral.com)



*SNIFF IT: With a very early warning smoke detector*

# FireNET VAPOR®



When a fire strikes, very early warning high-sensitivity aspirating smoke detection is the only solution for protecting personnel and property. FireNET Vapor® actively samples the air for the smallest particles of smoke to detect fire at the earliest stage while reducing the occurrence of nuisance alarms.

FireNET Vapor® provides reliable detection in a wide range of demanding environments including, but not limited to, IT facilities, coal mines, clean rooms, airports, correctional facilities and residences. Available in multiple configurations to suit your needs.

*SNUFF IT: With a clean and fast suppression system*

# FirePro® XTINGUISH



This UL Listed, environmentally-friendly aerosol extinguishes fire by breaking the chemical chain reaction of the fire, without oxygen depletion. Quick design, easy installation, and minimal maintenance make FirePro® Xtinguish ideal for your total-flooding extinguishing applications. Available in multiple configurations to suit your needs. FirePro® Xtinguish is a "green" product and carries an EPA SNAP listing.



Please check our website for more listing information.



714-522-2246

[sales@hochiki.com](mailto:sales@hochiki.com)

[www.hochiki.com](http://www.hochiki.com)

# HOCHIKI

7051 Village Drive, Suite 100  
Buena Park, CA 90621-2268 USA

*Please see our website to locate the Regional Sales Manager nearest you.  
[http://www.hochikiamerica.com/contact\\_us.php](http://www.hochikiamerica.com/contact_us.php)*

## NSA NEVADA SECURITY ASSOCIATION



NEVADA SECURITY ASSOCIATION  
www.nevadasecurityassociation.org  
admin@nevadasecurityassociation.org  
702-551-4672

### 2016 NSA BOARD MEMBERS

#### PRESIDENT

Greg Simmons  
Eagle Sentry  
702-736-8880  
gsimmons@eaglesentry.com

#### VICE PRESIDENT

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

#### SECRETARY

Patty Hartman  
Burgarello Alarm  
702-891-0719  
patty@burgarelloalarm.com

#### TREASURER

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

#### SERGEANT AT ARMS

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

#### ASSOCIATE DIRECTOR

John Miller  
ADI  
702-362-8788  
john.miller@adiglobal.com

#### IMMEDIATE PAST

#### PRESIDENT

Larry Folsom  
American Video & Security  
702-896-4643  
lfolsom@avsdigital.com

#### EXECUTIVE DIRECTOR

Jeanne Palmer  
205 N. Stephanie St, Suite D #170  
Henderson, NV 89074  
702-551-4672  
admin@nevadasecurityassociation.org

### NSA 2016 MEETINGS

March 9 .....NSA Regular Meeting.....Las Vegas  
April 6-8 .....ISC West Expo .....Las Vegas  
April 7 .....NSA Public Safety Luncheon &  
Scholarship Presentation .....ISC-West

Regular meetings take place the second Wednesday of every other month 6:00pm at Gordon Biersch Restaurant, 3987 Paradise Rd, Las Vegas, NV 89169.

In December the NSA attended the California Alarm Association Winter Convention in San Francisco. The CAA program had excellent speakers, events and chances to network. Be sure to attend this great event in 2016.

Thanks to Karl Bennison, Chief of Enforcement for the NV Gaming Commission. He was our Guest Speaker for January's meeting. It was a great way to kick off the year! Thanks also to Randal Sharpe of Samsung for being our Vendor Spotlight.

The NSA 2016 Youth Scholarship Program application is now available for download on our website! Let your contacts police and fire departments in Clark County, NV know about this great opportunity for their kids. Application deadline is March 11, 2016.

Our website is a source for members and consumers alike. Information about NSA and industry events, Licensing and contact info for our dealer and vendor companies is posted there. Tell them you saw them on the NSA website!

Our next member meeting is Wednesday, March 9, 2016 at 6:00pm. Your chance to join and get full year's benefits is NOW!

Download a membership application and join us for a great year. [www.nevadasecurityassociation.org](http://www.nevadasecurityassociation.org). Add your voice to ours in this ever changing industry.



*Jon Perry of Sting Alarm and NSA President Greg Simmons of Eagle Sentry welcomed Nevada Gaming Commission Chief of Enforcement Karl Bennison (center) to the January meeting.*

We publish THE MIRROR monthly,  
to serve the Western States Security Alliance

# THE MIRROR

PUBLISHED BY THE CAA FOR THE WESTERN STATES SECURITY ALLIANCE

Send us your news with a high resolution photo, training schedules, event calendars, etc.

Email to: [info@snnonline.com](mailto:info@snnonline.com)

See us on line at: [www.snnonline.com](http://www.snnonline.com)

Call for advertising information, rates and specifications.

800-490-9680, Ext. 3



## ESA OF WASHINGTON



PO Box 73087  
Puyallup, WA 98373  
360-739-7772  
www.waesa.org  
info@waesa.org  
www.facebook.com/waesaonline  
**PRESIDENT**  
Jamie Vos

### BOARD OF DIRECTORS - ESA OF WASHINGTON

#### **PRESIDENT**

Jamie Vos  
Security Solutions  
360-734-4940

#### **DIRECTOR, EASTERN CHAPTER**

#### **CHAIRMAN, PAST PRESIDENT**

Mike Miller  
Moon Security  
509-545-1881 x 3808

#### **TREASURER**

David Ewton  
Bosch  
203-375-0363

#### **SECRETARY, WESTERN CHAPTER**

Phill Moran  
Limited Energy Services  
866-309-2911

#### **VICE CHAIRMAN, WESTERN CHAPTER**

Shannon Woodman  
Washington Alarm  
206-328-3288

#### **ALARM RESPONSE MANAGER**

Ron Haner  
Alarm Center Inc.  
360-456-1441

#### **BOARD MEMBER**

Leonard Hanna  
AES

#### **SECRETARY, EASTERN CHAPTER**

Chris Wood  
Graybar  
509-532-7060

#### **APPRENTICESHIP PROGRAM**

Executive Director  
Stella McDonald  
stella@reachone.com

## 2016 WAESA MEETINGS

February 9 .....WAESA Westside Lunch & Learn Meeting  
February 18 .....WAESA Eastside Meeting .....Spokane, WA  
February 23 .....WAESA Board Meeting  
March 8 .....WAESA Westside Meeting  
March 17 .....WAESA Eastside Meeting .....Spokane, WA  
April 12 .....WAESA Westside Meeting  
April 21 .....WAESA Eastside Meeting .....Spokane, WA  
May 5 .....WAESA Eastside Meeting .....Spokane, WA  
May 18 .....WAESA Annual Meeting  
June 16 .....WAESA Eastside Meeting .....Spokane, WA  
July 13 .....WAESA Board Meeting  
July 14 .....WAESA Golf Tournament .....Redmond, WA  
September 13....WAESA Westside Meeting  
September 15....WAESA Eastside Meeting .....Spokane, WA  
October 11 .....WAESA Westside Meeting  
October 20 .....WAESA Eastside Meeting .....Spokane, WA  
November 8.....WAESA Westside Meeting  
November 17....WAESA Eastside Meeting .....Spokane, WA

## 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

## It's Not Rocket Science

By Ron Walters

For the last two decades the industry has preached the need to reduce false alarms. Throughout those 20 years we have known that user error represented the largest culprit, estimated at over 75% of these costly errors.

It isn't like we haven't addressed the user error issue. In fact, 85% of all of our systems have no incidents in any 12-month period. Once we identified the problem the industry began a campaign called the Dirty Dozen where each company was challenged to identify their 12 worst customers and either fix the alarm or train the customers. Once you addressed those first 12 customers you went on to the next 12 and so on. This process is still an excellent way to address problem customers and many companies still employ various variants, but this is closing the barn after the horse is out.

SIAC has developed an extremely effective program to teach alarm technicians how to effectively train new alarm system users on the proper use of alarms. Putting an effective plan in place that is followed can reduce a company's false alarm rate by over 70%. This program is provided FREE of charge to any- one who requests a copy. \*

We live in the "information age" where just about any data is available, but it serves no purpose if we aren't reading the information, and even less good if we aren't taking action on it. Here are some things you may not be looking at but perhaps should be.

- Ask your monitoring provider to provide your list of the 12 worst customers.
- Make contact with these customers and determine if the problem is technical or training.
- As you clear one customer add another to your list.
- Address these issues one at a time.

As you clean up the worst of the worst you will begin to see that your worst customers don't have dozens of alarms, instead it will only be a handful.

Remember, servicing a system under warranty, or sending someone out to reeducate a new customer on proper alarm use generates no revenue, and worse yet, erodes customer confidence. We invest time training technicians in proper installing techniques but then we don't train them on how to train the end user?

In Sandy, UT, a suburb of Salt Lake City where they don't respond to alarms, their alarm ordinance is only about the abusers. Instead of registrations along with fees and fines they hold a monthly meeting where each company in attendance is handed a list of their worst customers from the previous month. You are expected to provide the corrective action taken at the next month's meeting. It is amazing what peer pressure can accomplish when your dirty laundry is aired for all to see. In addition, the Alarm Coordinator personally visits the worst violator, that's all, just visits yet Sandy has one of the lowest dispatch rates in the country.

I challenge each of you to look at your problem accounts and address them. To give you a target, your residential accounts should be at .20, or one dispatch every 5 years. The commercial accounts should not be more than 1.2, or one dispatch per year. How do your customers compare against those numbers? Accept this challenge and become part of the solution.

Look, this isn't rocket science. Let's all just be responsible.

\*If you want a copy of the FREE training program email to ronw@siacinc.org or call Ron Walters at 954-347-4883. This includes the Power-Point presentation and supporting documents.

Ron Walters is a 30+ year veteran of the alarm industry and a Director of SIAC.

## NEW MEXICO ELECTRONIC SECURITY ASSOCIATION



P O Box 45266  
Rio Rancho, NM 87174  
505.453.4044  
www.esa-nm.org  
Gary Scheffer - 505-350-4370  
Executive Director  
email to: execdirnmesa@gmail.com

### 2016 NMESA OFFICERS

Steve Berniklau - President  
Industrial & Commercial Security  
Systems  
Phone: (505) 888-2951  
Email: steveb@icssnm.com  
Marty Mayo - Vice President  
TAS Security Systems  
Phone: (505) 881-0001  
Email: marty@thealarmstore.com  
David Meurer - Secretary  
Armed Response Team  
Phone: (505) 237-2278  
dmeurer@armedresponseteam.com

Rich Rosley - Board Member at Large  
A-Tech Security  
Phone: (505) 821-5777  
Email: rrosley@atechsecurity.com  
Chris Ipiotis - Board Member at Large  
Security & Access Systems  
Phone: (505) 823-1561  
Email: cipiotis@securityandaccess.com  
Joseph Salazar - Board Member at Large  
ATI Security  
Phone: (505) 473-0508  
Email: joseph@atisecurity.net

## COLORADO BURGLAR & FIRE ALARM ASSOCIATION, INC.



Colorado Burglar & Fire Alarm Association  
PO Box 24604, Denver, CO 80224-0604  
303-805-0885  
info@coloradoalarms.org  
www.coloradoalarms.org

### BOARD OF DIRECTORS

#### PRESIDENT

Andrea Van Dyke  
Safenet, Inc.

#### VICE PRESIDENT

Jordan Jackson  
Security Central Co.

#### SECRETARY/TREASURER

Frank Lawrence  
Integrated Systems

#### DIRECTOR

Sofia Aguilar  
A-1 Security Systems

#### DIRECTOR

Larry Halpern  
Safe Systems, Inc.

#### DIRECTOR

Jennifer Porter  
Advanced Alarm Co.

#### DIRECTOR

Bill Roberts  
ADI

#### EXECUTIVE DIRECTOR

Susan Brenton

## TEXAS BURGLAR & FIRE ALARM ASSOCIATION



Texas Burglar & Fire Alarm Association  
P.O. Box 59982 Dallas, TX 75229-1982  
TEL 877-908-2322  
www.tbfaa.org  
ExecutiveDirector@tbfaa.org  
Brad Shipp, Executive Director  
385-229-2120

### TBFAA 2016 Annual Convention & Trade Show

October 27 & 28, 2016  
Hilton Dallas

## ESA OF UTAH



ELECTRONIC  
SECURITY  
ASSOCIATION®

of Utah - formerly Utah Alarm Association

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

### EXECUTIVE BOARD

#### PRESIDENT

Nathan B. Wilcox  
General Counsel  
Vivint, 800-216-5232 Toll Free  
nwilcox@vivint.com

#### VICE PRESIDENT

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

#### SECRETARY

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

#### TREASURER

Jared Mellor  
Tech Force National  
801-437-9049

#### BOARD MEMBER AT LARGE

Ed Bruerton  
President  
Anchor Alarm  
801-943-8001

#### BOARD MEMBER AT LARGE

Linda Ferguson  
Operations/Safety  
ADT Commercial Security  
801-799-5625  
lferguson@adt.com

#### EXECUTIVE DIRECTOR

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

## ARIZONA ALARM ASSOCIATION



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

### BOARD OF DIRECTORS

Maria Malice, President  
Kevin Campbell, Vice President  
Julia Bogen, Secretary  
Tom Eggebrecht, Treasurer  
Steve Compton, Past President  
Ray Casillas, Director  
Gary Franklin, Director

Candi Hurtt, Director  
Charlie Lester, Director  
Mike Proudfit, Director  
Ben Wilson, Director  
Brandon Eadon, Public Safety Director  
Susan Brenton, Executive Director

### AZAA 2016 Annual Meeting

August 17-19, 2016



### ADVANCED SECURITY • SAFETY TECHNOLOGY

ePIR-Smart PIR - EE933MMD, EE988DPG, EE977DMC, EE905D

eLEDing-Solar Powered Smart Illuminators for CCTV, Security & Safety  
- EE800DDC series

ePower-Solar Powered off-grid Generator  
- EE830-60W/SPG (up to 600WH)

www.eesgi.com at **ADI Tri-Ed**



# QUICK RESPONSE

Your trusted partner in security.

## MONITORING SOLUTIONS

### YOUR SOURCE FOR RELIABLE MONITORING SERVICES:

- Security  
Burglary  
Fire  
PERS
- Two-Way Voice  
Remote Video  
GPS
- Access Control  
Cellular GSM  
IP Alarm



**QUICK RESPONSE** has been providing dependable, cutting-edge monitoring services to alarm dealers for over 44 years. We provide comprehensive dealer internet access with 24-hour assistance, custom financing, marketing support and more.

Contact us **TODAY** to start securing your future!

**800-462-5353**

[info@quickresponse.net](mailto:info@quickresponse.net)

[quickresponse.net](http://quickresponse.net)

## OREGON BURGLAR & FIRE ALARM ASSOCIATION



OBFAA Offices  
800/692-3798  
Fax: 503/684-6481  
Please check our website at  
[www.obfaa.com](http://www.obfaa.com)  
  
LinkedIn [www.linkedin.com/  
groups?gid=4782456](http://www.linkedin.com/groups?gid=4782456)  
Facebook [www.facebook.com/OBFAA](http://www.facebook.com/OBFAA)

### 2015 BOARD OF DIRECTORS

**PRESIDENT**  
AJ Gomez  
**VICE PRESIDENT**  
Jesse Foglio  
**SECRETARY-TREASURER**  
Casey Phillips  
**COMMUNICATIONS**  
Justin Gates  
**REGULAR MEMBER**  
Earl Rickards  
**ASSOCIATE MEMBER**  
Jim Essam  
**PAST PRESIDENT**  
Jeff Martin  
**AT LARGE MEMBERS**  
Bill Glasbrenner  
Patrick Petrie

### Public Safety Agency Members

We are proud to have as our affiliate members the following agencies:

Multnomah County Sheriff's Office  
Oregon City Police  
Portland Police Alarms Administration  
Tigard Police Dept. Alarm Unit  
Washington County Sheriff's Office  
Clackamas County Sheriff's Office

### OBFAA Membership

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

### Benefits of Membership

**Government Affairs** - By our membership and participation in other industry related groups, we advocate for our industry and for our customers. By our participation, we have our finger on the pulse of changes in alarm ordinances, installation requirements, consumer issues, etc. On your behalf, we regularly participate with NWAFAA, FARA, Multnomah County Alarm Task Force, Portland Police Bureau Alarm User Education, WAESA, etc.

**The Latest Industry News** - Professionals know that only the most current information can keep them on top, and only OBFAA members receive the latest news dealing with the alarm industry in the Pacific Northwest. This keeps you on top of local trends, laws, products and people and allows you to make informed decisions as to the future of your business.

**Making Your Opinion Count** - As the only professional organization in the state dedicated to furthering the interest of business in our industry, the OBFAA represents YOU and YOUR opinion to consumers, lawmakers, and the public at large.

**Strength in Numbers** - The bigger the organization, the louder its voice. As the OBFAA continues to grow, our ability to influence the outcome of major issues increases. It also helps to know you're not alone—the OBFAA is out there fighting for you.

**Access to Training through NWAFAA** (at a discount)

### 2016 OBFAA MEETINGS

February 3 .....OBFAA General Meeting  
May 4 .....OBFAA General Meeting  
August 3 .....OBFAA General Meeting  
November 2 .....OBFAA General Meeting

Justin Gates  
503-630-8991  
[jgates@csmul.com](mailto:jgates@csmul.com)

## NEVADA ASSOCIATION OF SECURITY PROFESSIONALS



Nevada Association of  
Security Professionals  
P.O. Box 50911  
Sparks, NV 89435-0911

### NASP BOARD OF DIRECTORS

**PRESIDENT**  
Todd F. Harrington  
RFI Communications & Security  
**VICE PRESIDENT**  
Larry Tracy  
Aleph America Corporation  
**TREASURER**  
Michaun Burgarello  
High Standard Alarm  
**SECRETARY**  
Scott Wulforst  
Stanley Security Solutions  
**SERGEANT AT ARMS**  
Jackie Vye  
ADI - Reno

Any inquiries regarding the Nevada Association of Security Professionals can be directed to Scott Wulforst from Stanley Convergent Security Solutions 775-287-8110.

Please contact me if you have any questions.


Todd Harrington 775-852-3555 [tharrington@rfi.com](mailto:tharrington@rfi.com)



24636 Brighton Dr.  
UNIT B  
Valencia, CA 91355

**Dave Middleton**  
Regional Sales Manager


Phone: 1-800-645-5516 ext. 101  
Fax: 631-297-7201 • Mobile: 661-342-7516  
[dmiddleton@specotech.com](mailto:dmiddleton@specotech.com)  
[www.specotech.com](http://www.specotech.com)



**DIMITRI BEGEOR**  
Director of  
Dealer Development

503.630.8961  
503.630.8944 Fax  
800.722.0364 ext 8961  
[begeord@cuaccess.net](mailto:begeord@cuaccess.net)

[www.csmul.com](http://www.csmul.com)  
PO Box 1005  
Estacada, OR 97023

24-Hour  Listed UUFx Central Station





SIA WITH ISC SUPPORTING  
THE SECURITY INDUSTRY



SIA EDUCATION@ISC | EXHIBIT HALL | SANDS EXPO  
APRIL 5-7, 2016 | APRIL 6-8, 2016 | LAS VEGAS

# CONNECTING THE WORLD OF SECURITY



- New Products & Technologies from over 1,000 Exhibitors & Brands
- 65+ SIA Education@ISC Conference Sessions
- Countless Networking Events
- **NEW!** Connected Security Expo @ ISC West – Bringing Cyber & Physical Security Together



**REGISTER TODAY AT [WWW.ISCWEST.COM/TEAM](http://WWW.ISCWEST.COM/TEAM)**

Endorsed By:



Corporate Sponsors:



## WBFAA UATC APPRENTICE TRAINING PROGRAM

### WBFAA BOARD OF DIRECTORS

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

#### PRESIDENT

Shane Clary, Bay Alarm Company

#### SECRETARY/TREASURER

Ron Lander, Ultrasafe Security Specialists

#### IMMEDIATE PAST PRESIDENT

George Gunning, USA Alarm Systems

#### DIRECTOR

Jon Sargent, Tyco Integrated Security

#### DIRECTOR

Doug Shackley, Pacific Auxiliary Fire Alarm

#### DIRECTOR

Nan Snow, Apprenticeship Development Group

#### DIRECTOR

Mathew Westphal, Bay Alarm Company

#### DIRECTOR

Beverly Cramer, VFS Fire & Security Services



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

[www.WBFAA.net](http://www.WBFAA.net)



### WBFAA UATC Apprentice Fall Semester Class Set for August 2016

The WBFAA UATC Fall 2016 semester set for August 2016. Call the WBFAA UATC at 800-809-0280. Please register new apprentices in advance of this start date. The WBFAA UATC is open to member companies of the CAA or CAFAA who require having registered apprentices with the State of California.

### 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](http://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](http://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](mailto: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](http://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](http://www.wbfaa.net) or [www.wbfaatraining.net](http://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](http://www.wbfaa.net) or call the WBFAA UATC at 800-809-0280.



**RSI VIDEO  
TECHNOLOGIES**

Dennis Dop  
Vice President  
[ddop@videofied.com](mailto:ddop@videofied.com)

#### RSI VIDEO TECHNOLOGIES

4455 White Bear Parkway  
Suite 700  
White Bear Lake, MN 55110

Tech Sup/Cust Svc > 877-206-5800

Fax > 651-762-4693

[www.videofied.com](http://www.videofied.com)

### We have the capital! CapitalSource Security Lending Group

With deep industry expertise and approximately \$800 million in committed financing, our security financing team understands the complexities of the security market and provides creative financing to accelerate growth and/or facilitate acquisitions. **Contact us today.**



Will Schmidt • 314.259.4206  
[wschmidt@capitalsource.com](mailto:wschmidt@capitalsource.com)

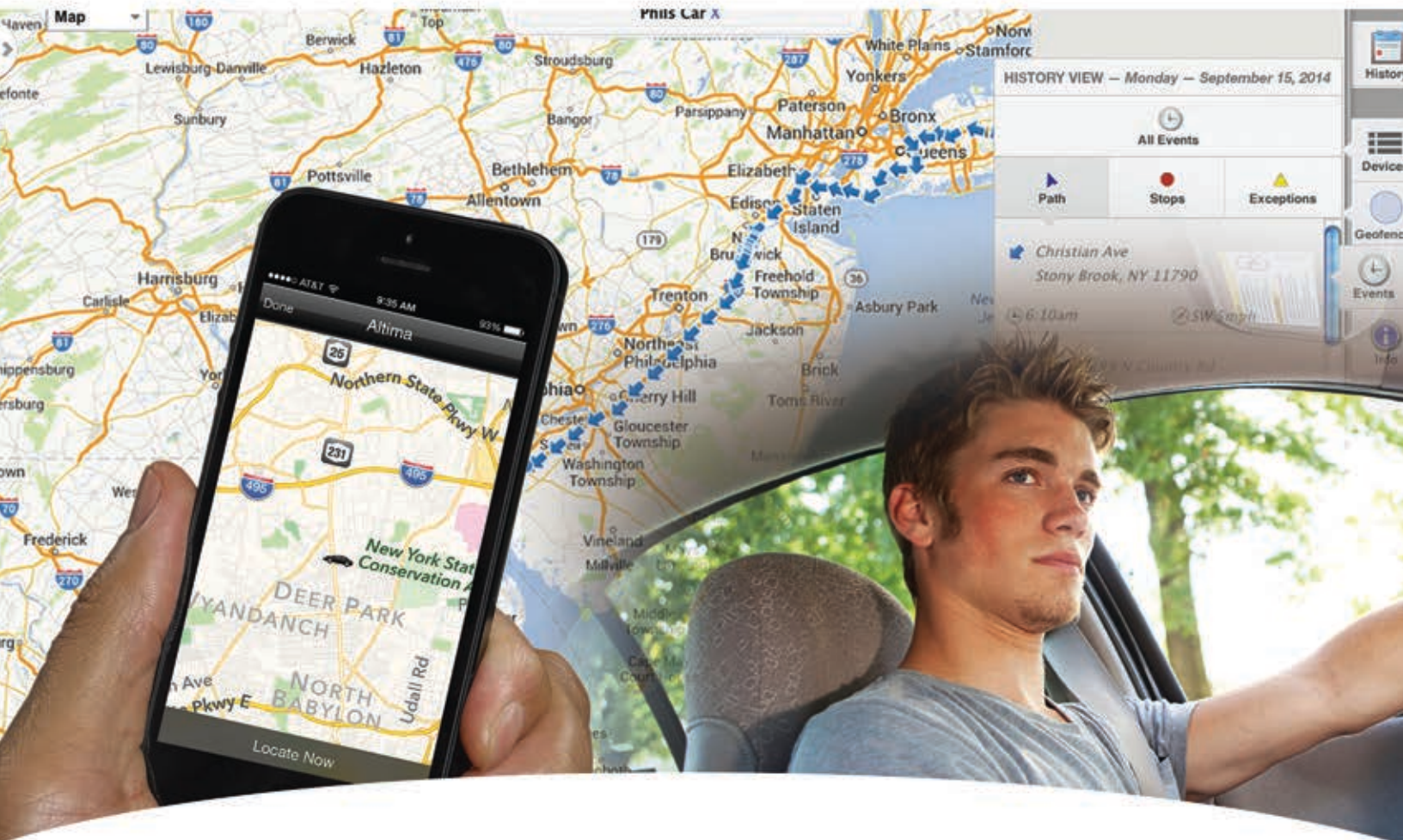


**ALARM.COM®**

Glen Guldbeck  
Account Executive West  
(818) 599-3579 Mobile  
[gguldbeck@alarm.com](mailto:gguldbeck@alarm.com)



# the big picture



## Get on Track for More RMR with the Industry's Most Complete Remote Services Offering.

Honeywell Total Connect® Tracking Services can put your business on the map—helping you reach new markets, retain your accounts and drive more RMR. It puts real-time location information, alerts and updates at your customers' fingertips—a great way to keep tabs on family members and employees, know if speed limits or predetermined geographic boundaries have been exceeded and recover lost or stolen valuables. Great as a standalone offering, it's the industry's most convenient, cost-effective vehicle and asset tracking solution. Already selling Honeywell Total Connect? You're in business!

Think big picture and offer it along with video, energy management and security for a remote services solution that is absolutely unmatched—all from one seamless, integrated platform. **Make the smart move.**

## Honeywell



Scan to see video

For more information, please visit [www.totalconnecttoolkit.com](http://www.totalconnecttoolkit.com) or call 1-800-467-5875.

© 2015 Honeywell International Inc. All rights reserved.



## ELECTRONIC SECURITY ASSOCIATION

### EXECUTIVE COMMITTEE

#### CHAIR

Marshall Marinace

#### VICE PRESIDENT/PRESIDENT ELECT

Angela White

#### VICE PRESIDENT

Dee Ann Harn

#### VICE PRESIDENT

Roy Pollack

#### VICE PRESIDENT

Chris Mosley

#### SECRETARY

Jon Sargent

#### TREASURER

Steve Paley

#### IMMEDIATE PAST PRESIDENT

John Knox

#### ESA EXECUTIVE DIRECTOR

Merlin Guilbeau



6333 North State Highway 161, Suite 350

Irving, TX 75038

Phone: (972) 807-6800

Toll free: (888) 447-1689

Fax: (214) 260-5979

www.alarm.org

National Training School (NTS)

866/636-1687

#### ASSOCIATION COUNSEL (EX-OFFICIO)

Bryan Lawrence

#### EXECUTIVE DIRECTOR

Merlin Guilbeau (Ex Officio)

#### ASSOCIATION COUNSEL

Bryan Lawrence (Ex Officio)

more information about the SECURE+ Initiative, go to [ESAweb.org](http://ESAweb.org) or contact the ESA Member Service Center at 972-807-6801.

### ESA Member Buying Program

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](http://www.esaweb.org).

### Security America Risk Retention Group

Security America Risk Retention Group (SARRG) 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 RRG 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 RRG is registered in all 50 U.S. states. For information visit [www.securityamericarrg.com](http://www.securityamericarrg.com), call 866-315-3838 or e-mail [info@security-america.com](mailto:info@security-america.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](http://www.esaweb.org).

### Electronic Security Association SECURE+ Initiative

The Electronic Security Association (ESA) web presence helps consumers find the most qualified and trustworthy professionals for their home safety and automation needs. The website, [www.Secure-Plusweb.org](http://www.Secure-Plusweb.org) showcases ESA member companies who have joined the SECURE+ Initiative. These companies install security systems, along with lifestyle-enhancing features, such as remote control of lighting, air conditioning and heating, making their customers' lives not only safer, but simpler, more energy-efficient and more convenient. For

# WANTED

## Integration, Fire, Security, CCTV BUSINESS and/or ACCOUNTS

SELL TO US OR OUR QUALIFIED BUYERS.  
WE HAVE THE EXPERIENCE TO MAKE  
THE TRANSACTION QUICK  
AND HASSLE FREE.



**Call Now: 1-800-354-FUND (3863)**  
**for a complete Business Valuation.**

Call Rory Russell, the industry leader in acquisitions and funding

**A F S**  
ACQUISITION &  
FUNDING SERVICES

[www.afsSMARTfunding.com](http://www.afsSMARTfunding.com)



Our people make the difference.



## What qualities make the best dispatchers?

It's a critical question because that person on the phone is representing *your company*.

### Attitude | Professionalism | Sense of Duty

We believe to achieve excellence in service you must have people who demonstrate professionalism, empathy, a respect for confidentiality, a calm demeanor, and a positive attitude. The best dispatchers also possess a strong sense of duty and a desire to help others in their moment of need.

Watch our video at [copsmonitoring.com/difference](http://copsmonitoring.com/difference), read about our exclusive Gradation training program, and imagine how a **COPS Monitoring Dispatcher** can make a difference safeguarding your customers and upholding your hard-earned reputation.

Providing nationwide wholesale alarm monitoring and dealer services from  
New Jersey | Florida | Arizona | Tennessee | Texas | Maryland  
800.367.2677 | Fax: 856.629.4043 | [info@copsmonitoring.com](mailto:info@copsmonitoring.com) | [copsmonitoring.com](http://copsmonitoring.com)

CA: ACC6132 • DE: 05-85 • FL: EF20000481 • IL: 127-001299 • MD: 107-840 • TN: 632/1626 • TX Burg: B11561/17961 • TX Fire: ACR-2215 • VA: 11-1941



**COPS**  
**Monitoring**  
Your Hometown Central Station

# WESTERN STATES SECURITY ALLIANCE CAA CALENDAR 2016

*Send your events to CAA Mirror: [info@caaonline.org](mailto:info@caaonline.org)*

## FEBRUARY

3	OBFAA General Meeting	
16	GLASAA General Meeting	Los Angeles
17	MCAA General Meeting	Fresno
18	SAAA Police Forum	Sacramento
23	SDSA General Meeting	San Diego
25	IEAA General Meeting	Riverside

## MARCH

8	EBAA General Meeting	Richmond
16	OCAA General Meeting	Anaheim

## APRIL

5	AIREF GOLF	Las Vegas, NV
5-8	AFAA Annual Conference	St. Petersburg, FL
6-8	ISC WEST	Las Vegas, NV
14	GVAA General Meeting	Manteca
14	SAAA CCTV Forum	Sacramento
18	MCAA Golf Tournament	Fresno
19	GLASAA General Meeting	Los Angeles
20	SVAA General Meeting	San Jose
27-28	ASIS Security Conference	New York, NY

## MAY

4	OBFAA General Meeting	
4-7	CAA Palm Springs Convention	Palm Springs Hilton
10-12	PSA TEC CONFERENCE	Westminster, CO
10	EBAA General Meeting	Richmond
17	SDSA General Meeting	San Diego
19	IEAA General Meeting	Riverside

## JUNE

1	MCAA General Meeting	Fresno
8-10	ESX 2016	Fort Worth, TX
15-17	SIA Government Summit	Washington D.C.
15	RAA General Meeting	Windsor
16	OCAA Golf Tournament	Rancho Santa Margarita
16	SAAA Mardi Gras Night	Sacramento
21	GLASAA General Meeting	Los Angeles

## BSIS Address and Telephone Numbers

Bureau of Security and Investigative Services  
2420 Del Paso Road, Suite 270, Sacramento, California 95834.  
The following are a list of important Bureau numbers to update your records:

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

## JULY

12	EBAA General Meeting	Richmond
14	GVAA General Meeting	Manteca
20	SVAA General Meeting	San Jose

## AUGUST

3	OBFAA General Meeting	
16	GLASAA Summer Outing	Los Angeles
16	SAAA Industry Trends	Sacramento
25	SDSA Day at the Races	Del Mar

## SEPTEMBER

13	EBAA General Meeting	Richmond
14	MCAA General Meeting	Fresno
20	SDSA General Meeting	San Diego
21	OCAA General Meeting	Anaheim
22	IEAA General Meeting	Riverside

## OCTOBER

6	GLASAA General Meeting	Los Angeles
13	GVAA General Meeting	Manteca
19	SVAA General Meeting	San Jose
26	RAA General Meeting	Windsor
28	SAAA Fire Forum with SRFMA	Sun City

## NOVEMBER

2	OBFAA General Meeting	
7	MCAA Golf Tournament	Fresno
8	EBAA General Meeting	Richmond
10	IEAA General Meeting	Riverside
16	OCAA General Meeting	Anaheim

## DECEMBER

7-10	CAA Winter Convention	San Francisco Marriott Marquis
13	GLASAA Holiday Party	Los Angeles
14	SDSA General Meeting	San Diego
15	SAAA Holiday Party	Sacramento

## CAA CONVENTIONS

2016	May 4-7	Palm Springs Hilton
2016	December 7-10	San Francisco Marriott Marquis
2017	May 10-13	Palm Springs Hilton
2017	Nov 29-Dec. 2	San Francisco Marriott Marquis

## 2016 Industry Events

April 5	ISC West 2016, Sands Expo Las Vegas
SIA/ISC Loves Security, Rock House Las Vegas	June 15-17, 2016 SIA Government Summit, The Westin Washington, D.C. City Center
April 5-7	August 17-19
SIA Education@ISC, Las Vegas	AZAA 2016 Annual Meeting
April 5-8	November 16-17
AFAA Annual Meeting and Conference Hilton St. Petersburg Bayfront St. Petersburg, Florida	ISC East 2016 Javits Center North, New York, NY



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](http://www.CAAonline.org) [info@CAAonline.org](mailto:info@CAAonline.org)  
Jerry Lenander, Executive Director [director@caaonline.org](mailto:director@caaonline.org)





There's industry support.



And there's  **Monitronics** SECURITY support.

We always accept your calls. As a Monitronics dealer, you have a dedicated support team focused on your business.

Learn more about flexible dealer program options, including bulk buy acquisitions.

We have stable funding and unmatched support that make our dealer program first-in-class. Call us today!

866.535.8578 | [monidealerprogram.com](http://monidealerprogram.com)



*"ADI offers  
pick-up after hours,  
a user-friendly website,  
and a great in-store  
experience. Works  
for me!"*

## MORE WAYS TO SHOP THAN EVER BEFORE!

More ways to decide how, when and where to stock up!



### BRANCH

Thousands of products in  
stock every day!



### CALL

1-800-233-6261



### ONLINE

@ adiglobal.com/us



### MOBILE

Get the ADI app  
for iPhone & Android

## VISIT THE ADI LOCATION NEAREST YOU:

### ARIZONA PHOENIX

3710 E. University Dr., Suite 5  
Phoenix, AZ 85034  
602.437.2878

### CALIFORNIA FRESNO

230 West Fallbrook Ave., Unit 103  
Fresno, CA 93711  
559.437.1444

### LONG BEACH

1709 Mahalo Place  
Rancho Dominguez, CA 90220  
310.523.2840

### NORTH HOLLYWOOD

7260 Radford Ave.  
N. Hollywood, CA 91605  
818.764.4202

### ORANGE

1635 North Batavia St.  
Orange, CA 92667  
714.283.0110

### CALIFORNIA (cont'd) RIVERSIDE

1737 Atlanta Ave., Suite H1  
Riverside, CA 92507  
951.787.6790

### SACRAMENTO

709W Del Paso Rd.  
Sacramento, CA 95834  
916.929.8700

### SAN DIEGO

9610 Ridgehaven Ct., Suite B  
San Diego, CA 92123  
858.268.9641

### SAN LEANDRO

20980 Cabot Blvd.  
Hayward, CA 94545  
510.352.8700

### SANTA CLARA

487 Mathew St.  
Santa Clara, CA 95050  
408.986.8200

### CALIFORNIA (cont'd) SO. SAN FRANCISCO

441 Victory Ave.  
S. San Francisco, CA 94080  
650.871.2300

### COLORADO DENVER

5065 Kalamath St.  
Denver, CO 80221  
303.777.1660

### HAWAII HONOLULU

3015 Koaepaka St., Suite C  
Honolulu, HI 96819  
808.833.8722

### IDAHO BOISE

9999 West Emerald St. Building A  
Boise, ID 83704  
208.375.1502

### NEVADA LAS VEGAS

5818 West Spring Mountain Rd.  
Suite 207 - 211  
Las Vegas, NV 89146  
702.362.8788

### RENO

525 Vista Blvd.  
Sparks, NV 89434  
775.355.5066

### NEW MEXICO ALBUQUERQUE

4380 Alexander N.E. Suite E & F  
Albuquerque, NM 87107  
505.345.3678

### OREGON PORTLAND

25977 Canyon Creek Rd. Suite A  
Portland, OR 97070  
503.570.9088

### TEXAS AUSTIN

1901 West Braker Ln., Suite 100  
Austin, TX 78758  
512.832.5440

### DALLAS

12880 Valley Branch Ln.  
Dallas, TX 75234  
972.402.8612

### HOUSTON

7425 Pinemont Dr., Suite 100  
Houston, TX 77040  
713.861.9418

### NORTH HOUSTON

335 Pennbright Dr., Suite 110  
Houston, TX 77090  
281.872.4330

### SAN ANTONIO

853 Isom Rd.  
San Antonio, TX 78216  
210.366.3327

### UTAH SALT LAKE CITY

466 West Lawndale Dr., Unit H  
Salt Lake City, UT 84115  
801.972.8787

### WASHINGTON BOTHELL

22121 17th Ave. S.E.  
Olympic Bldg., Suite 103  
Bothell, WA 98021  
425.485.3938

### KENT

7617 South 180th St.  
Kent, WA 98032  
253.872.7128



intrusion  
& z-wave®



fire



video  
surveillance



access  
control



power



audio/video



networking



communications



central  
vacuum



tools &  
hardware



wire  
& cable



structured  
wiring