

THE MIRROR

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Stan Hellman received the prestigious Parker Maurie Award from the Sacramento Area Alarm Association by SAAA President Mark Simpson in recognition of his decades of work for the association.



In Appreciation

To all my colleagues,

Thank you..... thank you..... thank you. "Today I am a fountain pen." Those were my thoughts receiving the award. I want to thank each and every one for your participation and support at our 2018 California Alarm Association Winter Convention this year. It was a very special, humbling event for me especially receiving the George A. Weinstock Lifetime Achievement Award this year. I want to thank the California Alarm Association. Thank you Mr. President Chuck Petruscha, thank you my friend and teacher Jerry Lenander (from your Humble Student), thank you Dad, thank you my wife Joan, thank you my family. And thank you USA Alarm Systems. As you can see we always make room for one more. One more Company, one more Industry professional, one more friend & one more family member. To all my friends, family, peers, colleagues and the new first time friends I met during the convention thank you. I needed more time to personally thank each one of you for taking the time to be there sharing this special occasion. For those traveling from the East Coast I'm most grateful. Others I know had strong commitments at home - I appreciate your attendance as well. We come together from the East coast, Midwest and all of California here to the West coast celebrating the achievements of the Industry

as a whole. Working together for the "Good of the Order" and betterment for the Security Industry. Effecting changes for the Security Industry within the Associations and across the United States and abroad.

To receive the California Alarm Association highest award for me it is like winning the Oscar & Grammy Awards both at the same time. All of the past recipients, each of them I know personally, I also respect them with the highest regards and of course were mentors, advisors, great friends and family whom I could talk with and ask for advice anytime I needed. To receive this award, I needed to be nominated, then a vote is taken. From there to receiving a call from the President of the CAA Chuck Petruscha with the news



Mark Sepulveda of USA Alarm Systems received the CAA George A. Weinstock Award for Lifetime Achievement and Service to the Industry at the 2018 CAA Tribute Dinner at The Fairmont San Francisco.

In Appreciation from Mark Sepulveda, continued on page 3

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PRESIDENT'S MESSAGE

Just like that, 2019 is off and running and so is your CAA! The new CAA Board of Directors has had a planning and strategy meeting, an operating system has been created, meeting dates and formats are established, and committees have been confirmed.

Our goals are to increase revenue, membership and fill the year with relevant content. Our committee heads, and regional chapter presidents are organized, energized and working on bringing value to the members. I am extremely excited to continue to work with Mark Simpson on the Public safety committee ensuring our relationships with fire and law enforcement are at their best. One of my favorite and most rewarding committees - the CAA children of public Safety scholarship - continues to be led by Lilianne Chamout. Matt Kruger will continue to lead the Associates to ensure they are getting the most value as possible from the CAA. The Membership Committee led by Larry St. John is enthusiastic about delivering improved member benefits and services, membership growth, and sharing best practices with regional chapters. Keeping an eye on and reporting to membership on the ever changing technology in our industry will be led by Brian Boeglin's technology committee.

New for this year Shane Clary will be leading the Legislative committee; his decades of experience will be great for ensuring California Legislation and the CAA are aligned. Shane, Trent, and the Leg committee have already been hard at work reviewing over 300 bills since Jan 1. They have made plans for a valuable Leg day in Sacramento tied in with the upcoming board meeting. What a great time for the board and membership to come together at the Capitol to ensure CAA needs and California legislation are aligned.

We have reviewed the winter convention feedback and financial performance and confirmed it was one of the most successful winter conventions ever. Of course plans are in the works already for ISC West, and Palm Springs coming up this May. Make sure your calendars are blocked for an action packed year working on our business and our industry. To sign up or get additional info, contact info@caaonline.org or call the CAA at 800-437-7658. Any member who has an idea or question, or who is interested in serving on a committee, is encouraged to contact me directly through the CAA office. The CAA belongs to the members, and only the members can make it strong. We look forward to an amazing year working with all of you!

Sincerely,

Tim Westphal
CAA President



By Tim Westphal

In Appreciation from Mark Sepulveda, continued from page 1

was just so surprising and humbling at the same time. From the moment I found out of course I called my Dad George Gunning to give him the exciting news..... of course not thinking clearly my Dad already knew being a past recipient himself. From there "Mum's the word" until the ISC West Breakfast where the announcement is then made. Yes, anxiety and excitement all mixed together. Receiving congratulations throughout the year for what you love to do and helping others was a bit weird, however extremely appreciative to all.

For all of us working together for the Industry as group, as a force and as your business in the future, keep in mind that together we grow stronger. Team leaders, Industry Icons and your volunteerism in the ESA, California Alarm Association, Local Chapter Associations, your participation is immeasurable and essential for the Security Industry preservation.

Thank you Mr. George A. Weinstock, I am so lucky to know you and have worked with you in my career.

A special thank you to you Harvey Eisenstadt for the work you do and the remarkable poems you author.

Honored & humbled by you all,
Mark Sepulveda



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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. Please check the AFAA training calendar (www.afa.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@afa.org.

ESX Opens Registration for 2019 Event in New Location

ESX 2019 | June 3-6 | Indianapolis, IN

Open exclusively to the electronic security and life safety industry, ESX is designed to allow passionate professionals the ability to learn more, share more, and interact more. With an attendee base of decision makers from within the industry, collaboration is sparked within interactive sessions focusing on co-creation, innovation and brainstorming new business approaches — allowing professionals to return to the office with actionable advice.

Register now at www.esxweb.com/register

Electronic Security Expo (ESX) 2019 registration is now open for electronic security and life safety industry professionals. The joint trade show and educational conference, owned by the Electronic Security Association (ESA) and The Monitoring Association (TMA), is set for June 3-6, 2019 in Indianapolis, IN. ESX is designed to provide passionate professionals a unique forum in which to learn about the latest technology innovations; acquire proven business strategies; gain new insights based on best practices; and connect with peers to grow a trusted network.

“ESX is a place where you can feel the heartbeat of the industry,” says ESX Chairmen George De Marco.

ESX's expo floor provides attendees a venue to meet with exhibitors on the cutting edge of today's security landscape for commercial and residential solutions. By design, this event offers attendees from across the industry a more intimate experience to facilitate one-on-one interactions and quality conversations.

In addition to the expo experience, four tracks of education sessions held throughout the week deliver practical and strategic advice on how to run,

grow, and maximize business operations — as well as thought-provoking discussions aimed at challenging attendees to rethink the future. Topics covered range from sales optimization and marketing to how to implement the newest technologies in monitoring centers.

“I've been in the security industry for a little over 30 years now. I learned more in two days [at ESX] than I have since returning to the industry two years ago,” says Jonathan Schweiger, CEO of SmarTek Systems.

ESX's Main Stage sessions challenge, inspire and motivate attendees. Dr. Rick Rigsby, best-selling author and internationally acclaimed speaker, will present at this year's Keynote Luncheon, where he will discuss “Making an Impact” in the information age.

Kevin Brown, a 30-year marketing executive turned speaker, will share his presentation titled “The HERO Effect™” with attendees, teaching them habits of excellence and how to create meaningful relationships. Brown has presented for the likes of Delta Airlines, Siemens and Northwestern Mutual, and received high praises and recommendations along the way.

On top of the expo and education, ESX hosts special events and experiences that allow attendees to engage with one another in a more relaxed social setting to make meaningful connections. The Opening Celebration and Pub Crawl are great times to mingle with industry friends, and the new

VIP Experience will give 200 attendees a night of food, drink and fun, during which they'll view and take a trip around the Indy 500 race track in a pace car.

Preview the full schedule of education and events — as well as a list of exhibitors — and register online at esxweb.com/register. Early-bird rates available until April 19.





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The **OPENEYE** OE-C97512 Ultra High Definition 360° 12MP camera delivers superior IP video quality while capturing activity in all directions. Get the same coverage with one camera and no blind spots that would otherwise require multiple cameras and IP licenses. This camera comes with embedded IR LEDs to enhance the quality of nighttime images. Additional features include true day/night images, multi-stream capability and 176.8° horizontal field of view. The Smart Compression option reduces storage requirements by up to 70% while maintaining high-resolution video allowing you to meet video retention and resolution requirements for less. The OE-C97512 is IK10 rated and comes in an IP66-rated weatherproof housing. Visit www.openeye.net for more information.

DMP announced the addition of SecureCom Video's V-4408D NVR. Supporting any SecureCom Video™ or ONVIF® compatible camera. This powerful unit is designed exactly to DMP alarm system specifications and can be purchased directly through DMP. It features **EASYconnectVPN™**, the private firmware exclusively for SecureCom Wireless™ and DMP®.

To meet your customers' video surveillance needs, the V-4408D delivers 2 terabytes (TB) of storage, although the V-4408D has the capacity to expand up to 12 TB. The powerful new NVR is affordably priced, and you can stack two of them for a maximum of 16 cameras on any Virtual Keypad account. The V-4408D can be used with any DMP system and allows users to view their video surveillance 24/7 locally from their computer monitors or Apple TV® app. They can access that video from their Virtual Keypad app or browser. With Virtual Keypad, in fact, your customers can combine dozens of different cameras and up to two of these NVRs into their systems and manage them all with one app. To review the expanded commercial video options, go to DMP.com/Video.

DIGITAL MONITORING PRODUCTS (DMP) introduced the new 1128 Wireless Glassbreak Detector, designed to detect the shattering of framed glass mounted in an outside wall. The 1128 Wireless Glassbreak Detector is a fully supervised, low-current shock and glassbreak sensor that provides added detection coverage up to 20 feet. By detecting both high and low frequencies, the 1128 reduces the chance of false alarms. It's also suitable for armor-coated glass. For maximum flexibility and coverage, the 1128 Wireless Glassbreak Detector can be mounted on the ceiling or on an opposing wall. It's compatible with all DMP 1100 Series wireless receivers and existing wireless transmitters running Version 106 and higher. It uses the supplied 3 V lithium battery. For more information visit DMP.com.

JUST ADD POWER (J+P) announced that its scalable platform was successfully installed at the new headquarters for The Boston Globe. Commissioned to select a video distribution system that could drive and support the news organization's requirement for real-time access and switching of current video news, AV firm Maverick Integration installed J+P's cutting-edge, modular AV over IP system, allowing the organization to leverage its IP infrastructure to distribute HD video affordably to nearly 80 displays and 20 collaboration suites in the new facility. "From a cost and features comparison, J+P goes above and beyond the standard AV over IP solutions," said John Bray, consultant for Maverick Integration. "For example, if a project requires basic video transport, the client is not stuck buying a transmitter and receiver that also include USB, audio extraction, CEC control, and other features that are not required for their system. All J+P's transmitters and receivers are compatible, so a designer can mix-and-match models based upon system requirements. This is a real advantage for The Globe as

screens need to be upgraded to meet forthcoming format demands." Upon completion, the system featured more than 100 end points of IP distributed video and 20 conference rooms and executive offices equipped with in-room, wireless collaboration. For more information is available at www.justaddpower.com.

CAMDEN DOOR CONTROLS announced that its 2019 catalog and price lists are now available in both U.S. and Canadian editions. The 100+ page books detail all of Camden's offerings, including product overviews, features, specifications and pricing. In addition, the 2019 price lists will be published in multiple formats, including printed hardcopy versions, electronic PDF, and, new for 2019, configured model price lists. Camden's comprehensive product line spans Electrified Locks, Relays and Timers; Door Activation Devices; Restroom Control Systems, Industrial Door and Gate Controls, and Telephone Entry and Access Controls. "Our new 2019 Price Lists and catalog include all of Camden's extensive offerings and the latest innovative technologies Camden brings to market," says David Price, Marketing Manager, Camden Door Controls. Electronic Canadian and U.S. spreadsheet price list versions are now available on Camden's web site (www.camdencontrols.com). Printed 2019 catalog/price lists are available by contacting Camden's Customer Service department.



POTTER ELECTRIC SIGNAL COMPANY announced the release of The PotterNet Fire and Facility Supervising Station. PotterNet is a desktop application that facilitates the networking, monitoring, and control of IPA, AFC/ARC, and PFC-4064 fire alarm control panels. It utilizes a distributed client-server model for communication in order to reduce or eliminate single points of failure. PotterNet will monitor all compatible panels in a single building, on a local campus, or across multiple sites worldwide. PotterNet supports customizable CAD drawings and floor plans that automatically direct users to the highest priority signal. Additionally, PotterNet imports the Potter Fire Panel Configuration files or automatically learns the monitored points directly from the panel, making for simple and quick commissioning. Bob Teta, Engineering Manager for the Fire and Security Division at Potter said, "PotterNet will change the way our customers monitor their fire protection systems on campuses, high-rises, and multiple site building applications. As many as 1,000 networked panels can be monitored and controlled by up to 15 intuitive graphical client stations. Our fire panels have a built-in supervised ethernet connection that eliminates the need for additional hardware, converters, gateways, or network interface cards."

RTI announced that the next generation of the company's video distribution solutions is now available in the Americas. Building on the partnership with Pulse Eight RTI's new lineup includes HDBaseT matrix switches, extender sets, and accessories with the latest technology and class-leading features. Utilizing the latest Class C+DSC HDBaseT technology, the new video distribution solutions from RTI include the flagship VHU-8x 8 x 10 Matrix Switch and VHT-Ux Extender Set, which deliver Ultra HD 4K HDR with 4:4:4 chroma sampling over a single category cable. The result is a visually lossless video image with incredible color depth and contrast. These benefits are all possible over distances up to 328 feet (100 meters) with no latency. RTI also offers the VHD-4x and VHD-8x 4 x 4 and 8 x 10 HDBaseT Matrix Switches and the VHP-1x HDBaseT Class B Extender Set for the delivery of Ultra HD 4K video up to 131 feet. "Across the board, our new HDBaseT products offer the perfect combination of the latest technology and complete feature set, which truly sets them apart," said Ed McConaghay, CEO of RTI. "It starts with powerful installation and troubleshooting tools for our dealers and the result is stunning video quality for end users." More information about RTI is available at www.rticorp.com.



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LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2019

By Don Gilbert, Mike Robson, and Trent Smith

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

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

CAA PAC FUND CONTRIBUTIONS

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

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President Jay Levy of Saf-Com, Tatiana Abramek of NMC, CAA
Executive Director Jerry Lenander, Michael Mikaelian of STI.



BSIS Chief Darryl Woo and former Chief Laura Alarcon delivered
THE MIRROR at Governor Brown's holiday party with CAA Past
President Jon Sargent.



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Alarm Museum Display

Charlie Darsch and Jon Sargent of the National Alarm
Museum reviewed the history of the industry with Jarl Saal of
First Alarm at the CAA Winter Convention.



Celebrating 60 Year Anniversary

1958-2018



John Campau, Selling the Connected Lifestyle

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As owner of 23 Verizon Wireless retail stores in Michigan, John Campau, President and CEO of Comtronics, knows what consumers want ... a Connected Lifestyle. Now, they can control security, lights, cameras, locks, thermostats and more right from the palm of their hand.

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Think First, Then Speak



By Harvey Eisenstadt

As we travel through life, we will encounter times when we will say or do something that we regret and wish we could reel those words back in. Unfortunately, quite often the retraction is not that simple. Many relationships deteriorate and sales calls end in failure because of something the salesperson said or did without forethought that may have been received as insensitive by the prospect. However, it is critical to understand there will be times when we must communicate truthful information that may be hurtful or insensitive to the person receiving that message.

Clearly, it is always important to be honest and truthful but at the same time equally important to recognize how your message will be received and accepted by the person at the other end. Employing good judgement, common sense and diplomacy at times like these could strengthen relationships and increase your credibility with the person who is receiving your message. In a sales situation this could be a major step towards success. Let's look at some situations where good judgement, common sense and diplomacy will have a positive impact on your path to success.

We have all heard the expression "there is a time and place for everything" and that certainly holds true for what you say, when you say it and to whom you are addressing. Be conscious of who you are talking to and the impact the message you want to deliver may have on them. Ask yourself, "is this the right time to deliver this message or would it be more

discreet and considerate to deliver it later in our conversation or even at another time." Take a moment to think about what you are going to say and at the time of delivery of that message how it might be received by the person you are talking to. This is the time that applying good judgement, common sense and diplomacy will guide you to the right decision.

There has been much written referring to the important message that is sent with body language. Think of body language as supporting and reinforcing the words you are delivering. This is most evident when you know in advance that the message you are about to deliver may create an awkward or irritating condition for the person receiving that message, but it must be sent. Your actions could very well deliver a more powerful message than your spoken words. Simple actions like avoiding eye contact, turning your body slightly away from the person receiving your message and lowering the tone of your voice to a point of being potentially unintelligible could send a signal that they may not want to hear what's coming. You must avoid that impression. Make eye contact, face the person in a relaxed posture and speak slowly and clearly even if it is a message that will create disagreement. You will be exercising empathy, sensitivity and sincerity which could very well encourage discussion rather than animosity.

When someone says something that you know is blatantly wrong you must correct this situation. However, people do not like to be told they are wrong, especially if this is a prospect. The quickest way to end a sales call without getting the order is to tell the prospect they are wrong. Your challenge is to make them feel they introduced a topic that is important before proceeding to explain how you would address that issue. Compliment them for introducing the issue which will place them in a comfort zone and then explain how you would handle the situation. This will avoid an uncomfortable disagreement or confrontation and place you both on the same path to a conclusion.

Consideration of the other persons feelings and understanding how they might interpret your message is a critical skill. Practicing think first before speaking especially when discussions are of a sensitive nature will help you conquer this skill and strengthen relationships leading to more successful conclusions.

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



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A Dealer Perspective — #10



By Tony Smith

What does your future look like one year or five years from now? If you are an alarm company owner or employee the idea is the same, but your analysis is obviously different. Last month (January), I watched a “60 Minutes” report on “AI” (Artificial Intelligence). Their focus (pun intended) was on video and how it can be used to identify a specific individual in a crowd. A Taiwanese multi-Billionaire explained how the use of algorithms and mathematical techniques enable a camera to identify the specific facial points in dense detail from a photo. Each time the subject is photographed, the data collected is added to the previous rendering. While Communist China may have a population management intent with these techniques, clearly the security industry has a need to quickly and accurately identify terrorists and other bad actors. AI could be defined as the development of computer systems’ ability to perform tasks normally associated with human intelligence. The realization that AI requires an enormous amount of digital information development to be successful suggests that it will be some time before it has a broad impact beyond video.

When you receive your Homeland Security required “Real ID” from the Department of Motor Vehicles, there will be a picture of you that will be placed in a data base available to the government and perhaps some private companies. Our privacy laws as a nation are stringent, but the technology is moving quickly. If you are on Medicare, you will receive a new ID card that is unique to you and is not your Social Security number. Much of your personal information is available to hundreds of data bases. A hacker who is after your private information (such as passwords or bank account information) will likely find that he can enter your “Digital Front Door” and access the remaining key data needed to raise havoc with your life.

As more of our personal information is exposed through data breaches, Marriott, Target, Sony and so many more, we, as individuals and security professionals, must look to securing our “Digital Doorway.” This includes your homes, offices, and, of course, your customers. We also must accept the reality that at some point we all will be breached and have to deal with it. Threats can be blocked and companies can declare that they are able

to stop every threat, but those that say they are breach-proof will sooner, rather than later, be in trouble.

Randolph Morris, CTO of Relevance, a digital marketing company in Mission Viejo, CA, said that “Bad guys consider those (software blockers) as challenges and look forward to tackling them.” Most of us have been in a hotel room, and experienced trying to connect to WiFi, where we saw many other networks and knew that they all were not protected. Protecting your network from all vulnerabilities is probably not realistic and, at best, would be very expensive and tedious to manage. However, bad guys will seek the “Low hanging fruit,” so the more hurdles you place in their way, the less likely you are to become a victim.

It is very likely that you have 100-300 security accounts with various computer services...this is like having 100-300 keys to your digital doorway if the passwords are all different. How often do we use the same password for all of our key services? If one password is hacked, it may well open the door to your most vulnerable sites. The basic answer is to be sure you have a different password for each site and that you change those passwords every few months. Keeping track of those passwords, and the subsequent changes then becomes a management issue. Now that you have 100-300 keys, where do you put them? Certainly not in a notebook or separate computer file. Now is the time to check on a Password Manager. PC Magazine offers its best list: lat.ms/pcmagpasswordmgr.

With a Password Manager you only need to remember one password to get into your vault. An added layer of security is two-factor authentication. This involves a second password or a pin number, all of which can be stored in your vault. A final thought for this issue is to be sure to turn on the fire wall for your PC. This will block questionable communications: for Windows users: lat.ms/windowsfirewall; for The link to a Mac: lat.ms/macfirewall. California has legislated that by 2020, all devices that connect to the internet must have a certain level of security. Hopefully, there will soon be nationwide security requirements in place. Many thanks to the LA Times for some of the above information.

*Tony Smith is the Founder and President of Security Funding Associates, a 10yr. Brokerage, Marketing and Advisory Services firm located in Los Angeles, CA. He is a past President of the CAA and former Board Member of ESA. TSmith@securityfinance.com * (626) 795-9199*



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Sacramento Area Alarm Association
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saaasecretary1@gmail.com
www.sacalarm.org

Mark Simpson, President

The Sacramento Area Alarm Association held its 2018 Holiday Party on December 13, and a great time was had by all! In addition to collecting toys for local charity donations, the members elected their new Board of Directors for 2019:

President – Mark Simpson, TMS Total Monitoring Services
Vice President – Kayla Cusic, Valley Fire and Security
Treasurer – Tauni Wallace, PSR
Secretary – Andy Wilson, Signal Service
Sgt at Arms – Kent Brust, Resideo
Officer at Large – Dawn Smith, TMS
Officer at Large – Rich Whitlock, Safeside Security

This highlight of the evening however was honoring Stan Hellman with the Parker Maurie Memorial Award, the highest honor the SAAA can bestow. The Parker Maurie Memorial Award was established in memory of one of the SAAA's founding members, who lost his battle with cancer in 1994. The award is given to those individuals who go "above and beyond" their duties on behalf of the Sacramento Area Alarm Association. The Parker Maurie Memorial Award is not an annual award, but one that is given when the board of directors collectively feels that special recognition is warranted. Stan's contributions to the SAAA, the CAA, and the entire security industry are much appreciated!

SAAA Calendar

The SAAA calendar for 2019 is as follows:

- ♦ February 27 SAAA Police Forum
- ♦ April 24..... SAAA Video Forum
- ♦ August 21 SAAA Industry Trends
- ♦ September 19.. SAAA Fire Forum
- ♦ December 12 ... SAAA Holiday Party

Watch for our Top Golf event in July.

I hope everyone has a prosperous and successful 2019!! Thank you for supporting the SAAA and the CAA!

Mark Simpson, President

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Kayla Cusic and Charra Davolt of Valley Fire and Security



Tauni Wallace from PSR, Dawn Smith from TMS, and Eileen Tellez from Badger Reps



Jessica Criddle of Safeside Security, Chuck Yanez of Valley Fire & Security, and guest Brian Switzer



Mark Wilson from Signal Service, Jon (& Liam) Klosinsk, and Peter Saar of Safeside Security

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INLAND EMPIRE Alarm Association

Jon McNamara, President

IEAA is a professional association of alarm companies and leading industry specialists, focusing on bringing together the best resources possible for the mutual benefit of all members and associates. It is our goal to bring knowledgeable people together as a resource to better protect your business and your customers' safety. Please make time to come out and be a part of what I believe is the future of the alarm industry in California. Professional, Beneficial, Informational.

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.



Ben Martinez, President

SVAA MEETINGS

- ♦ February 13, 2019Bass Pro ShopsSan Jose
- ♦ May 8, 2019Bass Pro ShopsSan Jose
- ♦ August 21, 2019.....Bass Pro ShopsSan Jose

SVAA Information

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

MID-CAL



MID CAL ALARM ASSOCIATION

Mike Tarin, President



GREATER VALLEY Alarm Association

Joe Castro, President

Our meetings are held at Custom Electronic Supply, 1324 Dupont Court, Manteca 95336 and they start at 11:30 a.m. GVAA meetings are held on the second Thursday of every third month (once a quarter) at the above location. Please contact Joe Castro at 209-384-3305 or by email at josephc@alarmwatch.com for more information.

GLASAA

Greater Los Angeles Security Alarm Association

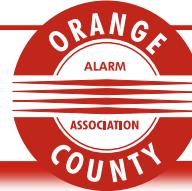
David Michel, President

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

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

GLASAA Meetings and Events

Please visit our website at www.glasaa.org.



ORANGE COUNTY Alarm Association

P.O. Box 2149, Newport Beach, CA 92659

800-339-1420

www.alarmassociation.org

CITY OF IRVINE PERMITS

The City of Irvine requires all alarm users to register their systems with a no fee permit. Alarm users may obtain an alarm permit application at the Irvine Police department website at www.irvinepd.org. The City also offers quarterly Alarm Awareness Classes to help defray the cost of false alarm fines.

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

SAN DIEGO SECURITY ASSOCIATION

SAN DIEGO Security Association

Chris Kwast, President

City of San Diego Permit Process

The San Diego Security Association and SIAC have been working cooperatively with the City of San Diego to assist with their fire alarm program, and now their burglar alarm program. The police are requesting alarm companies to submit their active burglar, panic and holdup alarm customer lists to the San Diego Police Department. The preferred method is to send your excel customer list electronically by email to Hilda Gonzalez-Reed at hgonzalezreed@pd.sandiego.gov. If you have any questions, please contact Hilda Gonzalez Reed at hgonzalezreed@pd.sandiego.gov or 619-531-2247. Visit our website www.sandiegosecurityassociation.org.



REDWOOD Alarm Association

Sean Cooke, President

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



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EAST BAY ALARM ASSOCIATION

Mike Salk, Vice President

EBAA Meetings

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

Richmond Ordinance

Alarm users are required to have an alarm permit, and failure to obtain one will result in a \$250 fine to BOTH THE ALARM/MONITORING COMPANY AND ALARM USER. Permits can be obtained now by the alarm user or alarm company online here: www.crywolfservices.com/richmondca/. Click on "new Users" for the permit application. The permit fee is \$30 for a two-year alarm permit. Renewals will be the same fee and term. A list of your newly installed, and newly cancelled alarm customers must be submitted on a monthly basis to richmondca@publicsafetycorp.com.



GOLDEN GATE ALARM ASSOCIATION

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

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INDUSTRY NEWS

AIREF Golf Classic



The 16th Annual AIREF Golf Classic, the industry's best golf event of the year, is coming back to Las Vegas during ISC West on Tuesday, April 9, 2019. Support vital industry initiatives as you enjoy time with industry movers and shakers. Funds from this outing will support increasing the visibility of our industry to combat the workforce shortage.

This year, you are now able to register and pay online and it takes just a moment. Register now at www.airef.org and join us in Las Vegas.

ESA News

ESA's National Training Schools courses and CEU programs are designed to help electronic security and life safety professionals advance in easily accessible and robust ways. With a focus on real world training, skills learned can be immediately put to use in the workplace. ESA has just announced 18 new continuing education courses for its National Training School. Courses are available now and will help students maintain certifications and licenses. Topics include networking, basic mathematics, science, project management, customer service and more. ESA members have access to exclusive rates on all National Training School courses. For more information visit www.esaweb.org.



TMA Tech Summit

February 27-28, 2019

Salt Lake City, UT

Emerging technologies, Artificial intelligence, the NIST Cybersecurity Framework, UL 827 and 2900, Data backup, encryption, and recovery and all the "things that matter" as it relates to running and securing an effective security business. We invite CTOs, CIOs, and IT directors of monitoring companies, as well as dealers, owners, and interested participants from manufacturing companies, to join us to discuss technology issues that directly affect monitoring centers in this highly valuable, problem-solving environment. Join your peers to explore relevant topics with immediate takeaways to take back to your company. Last year we heard from experts from Amazon, Microsoft, Rubrik, Secuvant, Telarus, AT&T and other tech innovators all while sharing practical industry specific practices of participants during this unique event. For information visit <https://tma.us/tma-tech-summit/>



Security Industry Alarm Coalition (SIAC)

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



Tue, April 9 / 8:30AM Shotgun Start
Las Vegas National Golf Course

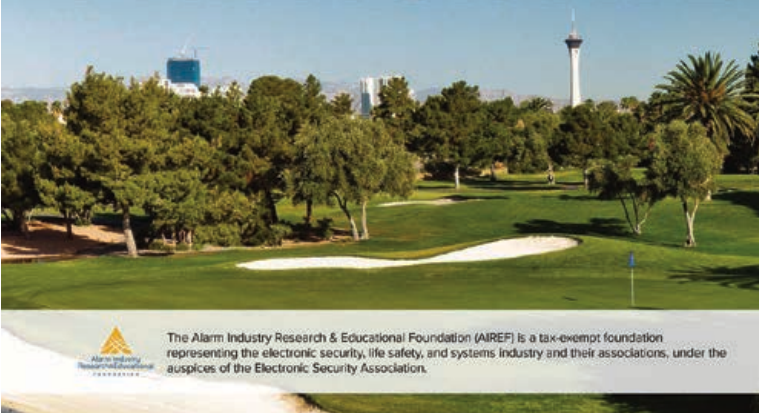
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AIREF.ORG/REGISTRATION

Pledge and Participate in 2019 to Support Vital Workforce Development and Industry Recognition Initiatives

Together, we have raised funds to benefit the industry we all share through the AIREF Golf Tournament. Today, we are all struggling to draw qualified talent into the industry. Your contributions in 2019 will be funneled into public relations, education and outreach efforts to spotlight the electronic security industry as an outlet of choice for the next generation of employees. To gain and maintain momentum, we need your support! Enjoy a guilt-free day of golf with colleagues and industry friends. Registration fees include breakfast, lunch, greens fees and carts.

PLEDGE AND PARTICIPATE



The Alarm Industry Research & Educational Foundation (AIREF) is a tax-exempt foundation representing the electronic security, life safety, and systems industry and their associations, under the auspices of the Electronic Security Association.

Georgia Electronic Life Safety & System Association Files Notice of Appeal

The Georgia Electronic Life Safety & Systems Association (GELSSA), A-Com Security Co. LLP and Safecom Security Solutions Inc. alarm companies, announced on January 17, 2019 that they filed a notice of appeal in their federal lawsuit against the City of Sandy Springs, Georgia, challenging the constitutionality of an ordinance that imposes fines on alarm companies for false alarms caused by alarm users.

In the district court, GELSSA and the alarm companies argued that this civil fine scheme was not rationally related to a legitimate government interest — and therefore unconstitutional — because alarm companies do not have any sort of “master-servant” or “principal-agent” relationship with alarm users and are not in a position to supervise, direct or control the actions of their customers.

In December, the district court dismissed the lawsuit, effectively finding that it was constitutional to hold alarm companies vicariously liable for the acts or omissions of their alarm users.

“We are obviously disappointed in the ruling, especially because there is significant federal precedent that supports our clients’ position, and that is why we’re appealing the decision to the Eleventh Circuit Court of Appeals,” said Brad Carver, a lawyer with the Atlanta firm of Hall Booth Smith who is representing the alarm companies.

“One of our principal arguments is the alarm industry can’t control the behavior of the end users, and the overwhelming majority of false alarms are caused by the end user. By imposing fines on alarm companies, the City is concerned with revenue generation rather than actually addressing the cause of the problem or the persons actually in a position to control it. Beyond constitutional concerns, this act of government over-reach will make it cost-prohibitive for alarm companies to conduct business in this community and provide security services to the City’s residents.”

Since the ordinance became effective, alarm companies have been subjected to tens of thousands of dollars in civil penalties for the actions of alarm users who have caused “false alarms” as determined by the City and billed by Cry Wolf Services, the city’s third-party alarm administrator.

“We can’t allow this type of ordinance to become the industry norm,” said Scott Hightower, GELSSA President. “Passing customer fines on to alarm companies cannot be an option on the table when discussing alarm management.”

For more information, visit www.siacinc.org



WILLIAM “JERRY” JEROME SCHUBERT AUGUST 28, 1932 – DECEMBER 23, 2018

William “Jerry” Jerome Schubert passed away on December 23, 2018 at the age of 86 at his home in Corona del Mar, CA. He is survived by his wife of 59 years, Margie Schubert, sons Michael (Akemi) and Scott Schubert, and grandchildren Joshua and Kira Schubert. He was preceded in death by his son Mark Schubert. Jerry was born in Seattle, WA and served in the U.S. Navy in the Korean War. Jerry founded National Alarm Computer Center (NACC), an industry leader in the security monitoring sector, in 1978. Jerry was a committed mentor to members of the NACC staff as well as many of the alarm companies to whom they provided services. He sold the company in 2000 when he retired. Jerry and his wife Margie were avid travelers and spent their retirement traveling the world. They were involved in the Culinary Institute of America (CIA) and the American Institute of Wine & Food (AIWF) supporting students pursuing a career in the culinary arts. They donated the library at the CIA Greystone Institute in St. Helena, CA. Jerry was an active member of The Roosters, a businessmen’s group that supported local charities. His memory and impact on the lives of many will be cherished forever.

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OBFAA Membership

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

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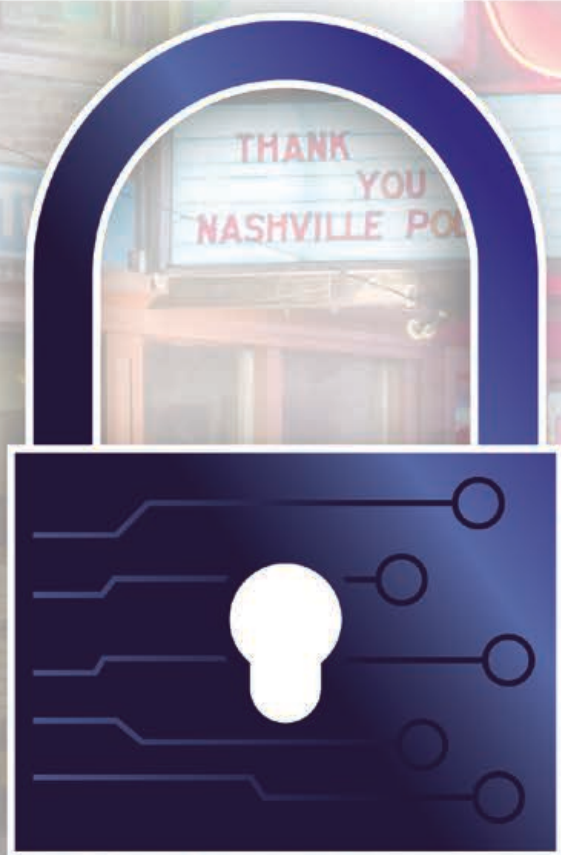


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Alarm Company New Year's Resolution: Join/renew membership in my trade industry association.

At our January meeting Attorney Holly Walker of Fisher & Phillips Law Firm gave a great presentation about best practices for employee handbooks, policies and procedures. Our members came away with great information for their businesses!

NSA has NEW General meeting DATE: 3rd Wednesdays, NEW TIME: 5:30pm; NEW LOCATION: Pub 365 at The Tuscany Suites & Casino, 255 E. Flamingo Rd, Las Vegas.

DON'T MISS NSA's UPCOMING EVENTS:

March 20

NSA General Meeting

Guest Speaker: Las Vegas Metro PD 9-1-1 Center

April 9

AIREF Golf

Las Vegas National Golf Course

April 9

ISC's Got Talent Welcome Reception, Rockhouse

April 10-12

ISC-West, Las Vegas

April 10

CAA Leadership Breakfast, Venetian Ballroom

April 11

NSA Public Safety Luncheon, Venetian Ballroom

Contact NSA for opportunities to sponsor and attend these great events.

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



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Jan. 2019 Meeting Guest
speaker Holly Walker with
NSA board: L to R: NSA
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Security, Guest Speaker Holly
Walker of Fisher & Phillips
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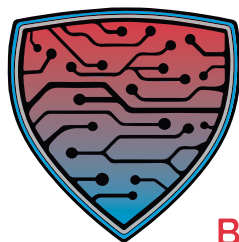
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CBFAA SCHEDULE

Next CBFAA General meeting is chock full! Bring your Office Manager/HR people for a great presentation for your business. We're also holding elections for President and Secretary.

DATE: February 13, 2018 (Wednesday)

TIME: 12:00 noon

LOCATION: Hacienda Restaurant, 4100 E. Mexico Ave, Denver, CO 80222

GUEST SPEAKER:

Attorney David Roth of Fisher & Phillips Law firm

TOPIC:

Best Practices for employee handbooks, policies and procedures

RSVP: Jeanne@cbfaa.org or call 303-805-088.

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

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

Don't forget to renew your membership or join CBFAA and get in on the action for 2019.

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For Fire/Life Safety Technicians with 4,000 hours of work experience, the state law requires them to be certified by passing the state exam. The renewal application is posted at www.dir.ca.gov/das and the state does not send out reminders. For information on the Electrician Certification Program visit www.dir.ca.gov/das and follow the links.

The WBFAA UATC has certification prep material available to member companies of the WBFAA UATC. If you are a member and would like the material, please contact the WBFAA UATC at 800-809-0280 or email info@wbfaa.net.

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The WBFAA UATC is offering an online continuing education program for electronic security systems technicians with nearly 100 hours of course offerings. Registered technicians with member companies will have access to 18 hours of online courses annually at no fee. In addition, registered technicians will have access to courses offered in physical classrooms and can submit third-party training for certification for renewal of the state Fire/Life Safety Certification card. For more information, visit www.wbfaa.net or www.wbfaatraining.net.

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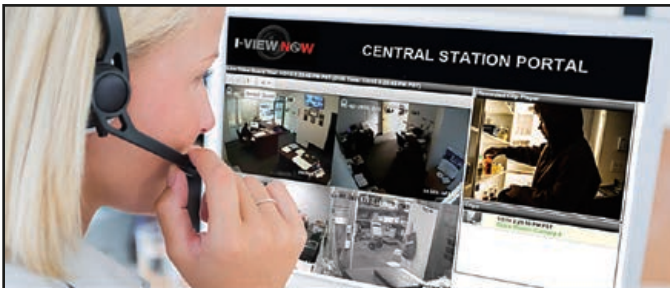
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