

THE MIRROR

PUBLISHED BY THE CAA FOR THE WESTERN STATES SECURITY ALLIANCE

VOLUME XXIX, NUMBER 2 — FEBRUARY 2020

www.CAAonline.org



A DEALER'S PERSPECTIVE...#21



By Tony Smith

Allied Universal Under Ransomware Siege

According to "Data Breach Today", a cyber management firm, Allied Universal, a \$7 Billion dollar security services firm, has suffered a data breach and is being held ransom for approximately \$4 million. The original ransom amount was approximately \$1 million, but Allied Universal did not pay the Bit Coin ransom when first requested and 10% of the data was subsequently released to Wikileaks. Evidence currently available indicates that the bad actor responsible for this attack is likely a nation state. The attack utilized the Maze Ransomware to penetrate the Allied data base of some 200,000 employees. This is a complex situation as it appears to still be underway, since Allied purportedly only offered \$50,000 to reacquire the data. Allied is spending a large amount of money to correct the system issues, but their handling of the situation to date suggests that their problems have just begun.

It takes professional guidance to fully understand the risks you face with a breach at your company. When a breach does occur, and it likely will at some point, how you have prepared your company and employees to meet the challenge can save your company millions of dollars and a lost reputation.

Equifax Finally Settles For \$1.38 Billion Dollars

News reports on January 16, 2020 confirm that a federal Judge has approved a settlement in a class action lawsuit against credit bureau Equifax for the massive breach they suffered in 2017. One billion dollars of this amount will be just for required security upgrades. The settlement fund for victims has now reached \$380 million dollars and may go higher. The cause of the breach was determined to be by an attack on unpatched "Apache

Struts" software, where a security certificate had not been renewed in May-July, 2017. A patch had been issued back in March, but Equifax did not detect it until they renewed the security certificate. The breach was discovered at the end of July, but the damage was done. The attackers had access to 148 million individuals in the U.S., 15 million in the U.K., and 20,000 in Canada. In separate legal actions, Equifax settled with the FTC, the Consumer Protection Bureau, and 50 states and territories for \$275 million in civil penalties.

While Equifax is a big company with substantial resources, this breach hurt them badly. A similar, but probably smaller, breach by an alarm central station or alarm dealer could be a crushing blow to their financial condition, and most importantly, their customer base. An IT professional will tell you how important software certificates are to the safe operation and credibility of a company, but an InfoSafe certificate of compliance will tell the FTC, the Consumer Protection Bureau and 50 states that your company has taken the proper steps to protect the data and privacy of your clients.

National Security Agency Detects Vulnerability In Windows 10

The U.S. National Security Agency has issued an advisory disclosing a serious vulnerability in Windows 10 and Windows Server 2016 and 2019. At this point, it is not clear if attackers have exploited the vulnerability. The bug is referred to as a spoofing flaw which affects Windows CryptoAPI, a component handling cryptographic operations within the operating system. This is serious enough that the U.S. Department of Homeland Security issued an alert on January 14, 2020 asking businesses and federal agencies to apply the Microsoft patch within 10 days.

Does this notice apply to you? Perhaps. A major responsibility of InfoSafe is to keep you informed of the governmental notices and regulations that affect your

Dealer's Perspective, continued on page 14



YOUTH SCHOLARSHIP

FOR CHILDREN OF LAW ENFORCEMENT & FIRE SERVICE PERSONNEL

\$25,000

Application & Information
at www.CAAonline.org



PERS from the company that invented it.
Best products, prices, and services in the business.



Numera 4200 kit

Complete kit including panel, one transmitter.

\$59.95 | \$4.95
Kit price | 24/7 Monitoring Service

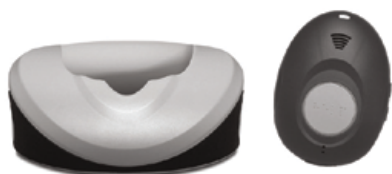


Numera 4200 cellular kit

Complete kit including panel, one transmitter, and cellular module.

\$79.95 | \$6.95
Kit price | 24/7 Monitoring & Cellular Service

CALL NOW **800.821.8200** EMAIL **SALES@ATWCENTRAL.COM**



ATW mPERS Fall Detector Unit with GPS

Waterproof, Auto fall detection, portal with geo-fencing and location history, two-way voice. AT&T 3G/4G Network.

\$99.95 | \$10.95
Kit price | 24/7 Monitoring & Cellular Service



ATW mPERS Unit with GPS

Water resistant, portal with geo-fencing and location history, two-way voice. AT&T 3G/4G Network.

\$99.95 | \$8.95
Kit price | 24/7 Monitoring & Cellular Service



ATW mPERS 1-T

Triangulation technology through our monitoring center, two-way voice, AT&T 3G/4G Network.

\$89.95 | \$7.95
Kit price | 24/7 Monitoring & Cellular Service

ATW offers a full array of fantastic support services including:

End user direct fulfillment, End user monitoring billing, End user tech support, all under your own brand.

CALIFORNIA ALARM ASSOCIATION BOARD OF DIRECTORS

OFFICERS

President

Tim Westphal, Bay Alarm Company

Northern Vice President

Mike Salk, Reed Brothers

Southern Vice President

Mike Matson, Matson Alarm

Secretary

Ron Galippo, Smart Tech Security

Treasurer

David Michel, Valley Alarm

Sergeant at Arms

Brian Boeglin

REGIONAL PRESIDENTS

Mike Salk, East Bay Alarm Association

Paul Wasserman, Golden Gate Alarm Association

David Michel, Greater L.A. Security Alarm Assn.

Joe Castro, Greater Valley Alarm Association

William Watson, Inland Empire Alarm Association

Michael Tarin, Mid Cal Alarm Association

Vacant, Orange County Alarm Association

Sean Cooke, Redwood Alarm Association

Mark Simpson, Sacramento Area Alarm Association

Deric Morrow, Silicon Valley Alarm Association

Chris Kwast, San Diego Alarm Association

Tim Tracy, Associates Director

Joe Nuccio, Large Company Representative

PAST PRESIDENTS

Chuck Petrusha, Advanced Security Systems

Cathy Rempel, American Security Integrators

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

Ted Willie

Roger Westphal, Bay Alarm Company

Richard A. Beunk, Comseco of California

Rod Uffindell, Denalect Alarm Company

Jack McAboy

Harold France

Bruce Westphal, Bay Alarm Company

Paul Worsley, Valley Burglar & Fire Alarm Co.

George A. Weinstock

Everett Westphal, Bay Alarm Co.

Frank Meiners

William Swinney

Robert Leeper

Jerry J. Linder

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

California Alarm Association

333 Washington Blvd. Ste. 433

Marina del Rey, CA 90292

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

Web Site: www.CAAonline.org

info@caaonline.org

© Copyright 2020 by the California Alarm Association



www.facebook.com/CAAonline
www.twitter.com/CAA_online



THE MIRROR

PRESIDENT'S MESSAGE

Dear CAA Membership,

Our vision for 2020 is to advance the mission of the California Alarm Association through effective and comprehensive programs. This includes the CAA Government Affairs program with a foundation in our volunteer committee in partnership with our full time Legislative Advocate in Sacramento. I invite you to be a part of this great group of hard workers during our visit to Sacramento February 24-25, 2020.

Our 5th Annual Day at the Capitol will be held Tuesday, February 25 and is your opportunity to visit with your legislators and their staff. We will begin in the morning with a briefing and then hit the Capitol for office visits. You can share your thoughts on AB-5, the new law that changes the way you categorize subcontractors and employees, and other laws and regulations being considered by your elected representative. We will conclude with a luncheon to debrief with our legislative advocate and a special guest speaker. Please call the CAA Office 800-437-7658 for information and to RSVP.

The CAA and our regional chapters offer \$25,000 in scholarships to children of law enforcement and the fire service. Applications can be submitted online and also printed and mailed. Visit www.caaonline.org to review, and forward to your local public safety agencies. This is a great way to initiate or enhance your relationship with these agencies.

Get your green on for St. Patrick's Day March 17 at the ROCKHOUSE at the Venetian where the CAA will host ISC's Got Talent from 8-10pm. Enjoy drinks courtesy of our sponsors and performances from the greatest talent in the security industry. The CAA program includes the opening day CAA Leadership Breakfast and the NSA Public Safety Luncheon on Thursday. You are welcome to attend all three networking events. I hope to see you at ISC West and be sure to stop by the CAA Association Pavilion in the lobby of the show.

FREE exhibit hall passes are available at www.iscwest2020.com/CAA and more information can be obtained at www.iscwest2020.com.

I look forward to seeing you all in Sacramento and Las Vegas in the coming months!

Sincerely,

Tim Westphal
CAA President



By Tim Westphal

UPCOMING EVENT RECAP

- 5th Annual Day at the Capitol, Feb. 24-25
- CAA 2020 Scholarships to the Children of Law Enforcement and Fire Service, applications now being accepted
- ROCKHOUSE at the Venetian/ISC's Got Talent, March 17
- CAA Leadership Breakfast at ISC West
- NSA Public Safety Luncheon at ISC West
- Free ISC passes at www.iscwest2020.com/CAA

CAA CONVENTIONS

2020.....May 13 – May 16..... Hilton Palm Springs

2020.....December 2 – December 5..... Fairmont San Francisco

2021.....May 12 – May 15..... Hilton Palm Springs

2021.....December 1 – December 4..... Fairmont San Francisco

Covering the Insurance Needs of the Security and Alarms Industry.

Security professionals are exposed to numerous risks that standard insurance policies just don't cover.

That's why Bolton's Security & Alarms Program arms you with a range of industry-specific resources and policy enhancements to protect your company from the challenges you may face.



Industry Experts
Rick Gombor
& John Guthrie



Broader Perspective. Business Solutions.

Since 1981, Bolton has been an expert provider of risk management and insurance for the security industry. Our team has the experience to provide customized programs to assure alarm dealers and central stations have the right coverage that matches their budget and specific needs.

John Guthrie, Executive Vice President
jguthrie@boltonco.com // (626) 535-1824 direct
www.boltonco.com // Insurance License No. 0008309

LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2020

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.

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.

MERGERS & ACQUISITIONS LLC

John H. Colehower
Managing Director

**Providing Acquisition Services to the Security Industry
for 30 Years**

MergersAcquisitionsUS.com

jcolehower@MergersAcquisitionsUS.com

Direct:

609.466.7244

JULIE ROBILLARD
DIRECTOR OF SALES, EAST
Jrobillard@nmccentral.com
Office: 877-353-3031
Cell: 508-223-6628

www.NMCCentral.com

NMC'S ANNUAL DEALER EVENT LAS VEGAS

@MAYFAIR SUPPER CLUB - BELLAGIO'S FOUNTAIN SIDE DINING CONCEPT
WEDNESDAY - MARCH 18, 2020 - 5:30PM - 8:30PM

ENJOY AN OPULENT EVENING OF COCKTAILS, CONVERSATIONS WITH FRIENDS,
AND THE FINEST CUISINE INSPIRED FROM SUPPER CLUBS OF ERAS PAST.



DATE

MARCH 18, 2020
WEDNESDAY



TIME

5:30PM TO 8:30PM
PACIFIC COAST



LOCATION

MAYFAIR SUPPER CLUB
AT THE BELLAGIO
3600 S LAS VEGAS BLVD
LAS VEGAS, NV 89109

To RSVP Visit: WWW.NMCCENTRAL.COM/LASVEGAS2020

ISC WEST

COME SEE THE UNVEILING OF OUR LATEST INNOVATION

FROM CONTRACT MONITORING TO OUR **netwatch°** PROACTIVE VIDEO MONITORING,
LEARN HOW TO HARNESS OUR INDUSTRY LEADING TECHNOLOGIES TO GROW YOUR BUSINESS

VISIT NMC AT ISC WEST 2020, WE WILL BE AT **BOOTH 2071**



THE INDEPENDENT DEALERS'
PARTNER OF CHOICE

www.NMCCentral.com | 877-353-3031



AL 1456 | AR CMPY.000222 | CA ACO7829 | FL EF20000505 | IL 124.002015 | OK AC1035 | TN 1785 | TX B13486 | TX Fire ACR-2919 | VA 11-7288

ASSOCIATES NEWS

Dynamark ALWAYS INNOVATING

Wholesale Monitoring, Funding Program, **NEW** Live Video Dispatch, Equipment Financing, Bulk Acquisitions, Fire Alarm Monitoring

NORTHERN US	SOUTHERN US	WESTERN US
Mike Hatcher (301) 992-5291 mhatcher@dynamarkmonitoring.com	Hank Groff (904) 333-1078 hgroff@dynamarkmonitoring.com	Rich Cowan (609) 760-0233 rcowan@dynamarkmonitoring.com



DMP has named Bret Anderson to the position of Dealer Development Manager in the company's Northwest territory. His duties will include generating new sales opportunities and providing ongoing support to DMP-authorized dealers in the six-state territory including Alaska, Washington, Oregon, Idaho, Montana and Wyoming. This territory also encompasses British Columbia and Alberta, Canada. Bret joins the DMP west coast sales team with over 25 years of experience in the security industry. Most recently, he represented Convergent Technologies as a Business Development Manager where he built a new team and company presence throughout Idaho. About his new role with DMP, Bret says, "I am very excited for the opportunity to expand my knowledge and experience with a well-known and successful company such as DMP." From working with super regional alarm companies and a national account, Bret's career thus far has given him ample exposure to DMP products and services. Among his peers and colleagues, Bret is recognized for his skills and expertise in fire alarms and access control. Jeff Spatz, DMP Director of Sales – West, remarks: "We are excited to have Bret in the Northwest region." Contact Information: Bret can be reached at 800-641-4282 x 5145 or BAnderson@DMP.com.

JOHNSON CONTROLS introduced the exacqVision Facial Matching solution, an Artificial Intelligence enabled system that provides immediate notification of persons of interest who are returning to a retail business, venue, or other premise. Using highly accurate deep learning analytics, exacqVision Facial Matching serves as a "front door host," with immediate recall of recognized visitors that arrive on site, such as a suspected shoplifter returning to the store, or to detect persons of interest entering a high-profile sporting event or a place of business. "The power of exacqVision Facial Matching comes from its deep learning capabilities for accuracy as well as in its extensive integrations with exacqVision and other retail tools, such as electronic article surveillance and point of sale systems," said Ryan Hulse, senior product manager for Exacq. "Leveraging these tools for a complete automated detection and notification system significantly lessens the burden on staff who have a whole host of other responsibilities to fulfill." For more information, visit www.exacq.com.

POTTER ELECTRIC SIGNAL COMPANY announced the acquisition of TowerIQ, a designer and manufacturer of emergency communication systems with offices in New York, Florida and Kiev. By supporting the technology offered by TowerIQ, Potter expands its capabilities in life safety and emergency communication systems thus providing partners and end users with state-of-the-art wireless communications technology. Gerry Connolly, CEO of Potter said, "The technology offered by TowerIQ is in the evolving and fast-growing field of Public Safety Two-way Radio Communication Enhancement Systems (RCES), which includes Auxiliary Radio Communication Systems (ARCS) and related monitoring equipment. Since their founding, TowerIQ has been a leader in creating advanced technology that gives first responders the ability to communicate effectively and uninterrupted during an emergency." For more information visit www.pottersignal.com.

StarLink connect
Cell/IP Communications/Smart Hub
Virtual Keypads & Downloads
For Top Panel Brands

NAPCO

Jason Harris
Western Regional Sales Manager
AK, N. CA, WA, MT, ID, WY, UT, CO, OR
Cell: 631-553-5067
jharris@napcosecurity.com

Christian Brandow
SW Regional Sales Manager
AZ, S. CA, NM, NV, HI
Cell: 631-786-3882
cbrandow@napcosecurity.com

Eric Felton
Regional Sales Manager
TX, OK
Cell: 631-793-4713
efelton@napcosecurity.com

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

MJOLLNIR GROUP, INC.
SPECIALTY FINANCE FIRM

**Raise Capital Quickly
by Selling your Defaulted
Alarm Contracts**

866-629-0653 Service@mjollnirgroup.com

TATIANA ABRAHEK
REGIONAL SALES MANAGER, WEST
Tabramek@nmccentral.com
Office: 877-353-3031
Cell: 949-877-2226

www.NMCCentral.com

5 Reasons to Attend Networking Events

Courtesy of simPRO — www.simPRO.us

Is networking on your to-do list? Networking is one of the best ways to be successful in your industry. If you don't have plans to attend a networking event, read on for some reasons why networking can boost your business and view our list of the top trade shows happening in 2020.

Why It's Important to Network

1. Make connections to improve your business

Take advantage of the community of knowledge in your own backyard. The next person you meet at a networking event could become a vital partner in growing your business. When you network, you're developing a wealth of resources for your future projects, ambitions, and growth goals.

2. Learn valuable insights to help you grow and innovate

Most networking events aren't only about networking. They are also about learning. Gain valuable insights from industry speakers or participate in Q&A sessions and get those answers you've been curious about. Also, you never know what you'll learn from the attendees you interact with.

3. Stay on top of new industry trends

Do you know all about the latest products and business tools that professionals in your industry are using to stay ahead of the curve? Attending networking events is a great way to learn about new innovations, trends, and tools that can help you excel. Keep an eye on those industry trends that can help you excel.

4. Meet prospective customers

When you branch out and attend professional events outside of your industry such as chamber of commerce events or other local meetings, you increase your chances of meeting prospective customers. Bring your business card or be prepared with a way to exchange contact information.

5. Spread the word about your business

Even if you don't meet a potential customer at a networking event, the people you meet know other people who know other people, and so on. Every connection you make provides the potential for you to get the word out about your services. Before your next networking event, prepare a very brief "pitch" or introduction about what you do so you can promote your business naturally.

Ready to get networking, but not sure where to start? Industry trade shows are a great opportunity to network and learn about new trends. You can also join your local industry associations (www.caaonline.org) and attend their meetings and events.

Top trade shows to attend in 2020:

- ISC West — March 17-20, 2020
- CAA Palm Springs Convention – May 13-16, 2020
- Electronic Security Expo — June 9-12, 2020
- NFPA Expo — June 15-18, 2020
- CEDIA Expo (Home Technology) — September 8-12, 2020
- CAA Winter Convention – December 2-5, 2020



RELAX.

MATT BRANDON
National Sales Manager
770.298.3074
mbrandon@agmonitoring.com

avantguard.com
we offer custom solutions for your monitoring needs



ACT365
DO IT ALL FROM ANYWHERE.

ACT365 by Vanderbilt is a complete, cloud-based access control and video management solution that enables you to manage your security system from anywhere - at any time. With ACT365 you can watch video footage, disable a user or open a door and more - from any device from a PC, Laptop or Smart Phone.

- Integrated access control and video management
- Cloud-based real time reporting
- Access from anywhere, anytime, on any device
- Manage unlimited sites and users
- No IT investment or headaches

As a Master Allegion Distributor, AHS has what you need IN STOCK, READY TO SHIP - usually the same day. AHS also has the access control experts you need - to answer questions, recommend and assist. Visit accesshardware.com for product information, installation downloads and training videos.

AHS ACCESS HARDWARE SUPPLY
855.847.5691
accesshardware.com



CALIFORNIA AUTOMATIC FIRE ALARM ASSOCIATION

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

CAFAA BOARD OF DIRECTORS

PRESIDENT

Jay Levy
Saf-Com Supply
jay@saf-com.com

VP-NORTH

Joel Reitz
Sabah International
jreitz@sciensbuildingsolu-
tions.com

VP-SOUTH

John Strohecker
Cosco
jstrohecker@coscofire.com

SECRETARY

Joseph Cervantes
Space Age Electronics
joseph.cervantes@lsae.
com

TREASURER

Drew Turner
HCI Systems
treasurer@cafaa.com

IMMED. PAST PRES.

Skip Vandeventer
Skip & Associates.
skip@skudy.us

DIRECTORS

Daniel Tate
Intrepid Electronic Systems
daniel@intrepidelectronic.com

Heather Hays
Honeywell Fire
heather.hays@systemsensor.com

Ivy Moon

Sdi
ivy.moon@sdfire.com

John Maitrejean
Siemens Industry
john.maitrejean@siemens.
com

Kevin Green
PyroComm
kgreen@pyrocomm.com

Kirk Greenwood
JCI
kirk.greenwood@jci.com

Toby Woods
Beacon Security
tw@beaconsecurityinc.com



**AUTOMATIC
FIRE ALARM
ASSOCIATION**

National Headquarters

3246 Noe Bixby Road, Suite 101, Columbus, Ohio 43232
www.afa.org 844-438-2322 alex@afa.org

Executive Director: Alex Strausser
Training Manager: Tim Knisely

AFAA Board of Directors and Executive Committee

President: Rodger Reiswig - Johnson Controls

Vice President: Rick Heffernan - SDI

Treasurer: Sue Sadler - Honeywell

Secretary: Larry Rietz - Jensen Hughes

Immediate Past President: William Koffel - Koffel and Associates

Board of Directors

Bob Baker - EBL Fire Engineering

Dave Newhouse - Gentex

Dan Finnegan - Siemens

Jim Loftus - Siemens

Chris Creamer - DynaFire

Tom Parrish - Telgian Corp.

Jack Poole - Poole Fire Protection

Richard Roberts - Honeywell Life Safety

Deborah Shaner - Shaner Life Safety

John Ventrella - Red Hawk Fire & Security

Upcoming Events

- 2020 Annual Meeting and Codes Conference, Phoenix, AZ, May 4 - 7, 2020
- 2020 Annual Breakfast (held at NFPA Conference), Orlando, FL, June 16, 2020



for every stage of
your business.

*Our experience
drives us to provide
opportunities for
your continued
growth.*

Dealer Focused

- Vendor Discounts
- Answering Service
- Subscriber Billing
- Personalized Support
- Dealer Development
- MASweb and MASmobile
- Online Education and CEUs

800-932-3304, option 2 — www.sentrynet.com — sentrynet-sales@sbdinc.com
licensing and qualification at <http://www.sentrynet.us/explore-usa/Complust>



CHARLES H. SCHWAGER, CPA

21700 Oxnard Street, Suite 950
Woodland Hills, CA 91367
www.bpsdcpa.com

PH: 818.719.9020 ext.205
FAX: 818.702.0273
cschwager@bpsdcpa.com



More than just power.™

- Advanced Power Solutions with Network Communication
- Long Range Ethernet
- Fiber / EoC / UTP Solutions
- Custom Access & Power Distribution kitted to your specification
- Hardened PoE Switches
- NAC Power Extenders

info@altronix.com / altronix.com / 718.567.8181

Your Security/Fire/Integration Company is WORTH MORE THAN YOU THINK!

Sell Your Company or Accounts Now:

*We have qualified buyers ready to purchase your
Security, Fire, Integration business and/or accounts.*

CALL RORY RUSSELL'S CELL: 1-800-354-3863

Talk to Rory to get the most recent and complete Business
Valuation for your company and see for yourself how
much your business is currently worth.

Our Most Recent Transactions (over \$50 million):

Sarasota, FL - SOLD

Phoenix, AZ - SOLD

Boston, MA - SOLD

Atlanta, GA - SOLD

Houston, TX - SOLD

Telluride, CO - SOLD



Rory's Cell: 1-800-354-3863
get a Full Business Valuation



Information, Testimonials, Videos and an Informative eBook available at www.afsSMARTfunding.com



SECURITY CENTRAL

WWW.SECURITY-CENTRAL.COM

1-800-560-6568



Nationwide Monitoring

INNOVATION YOU CAN FEEL

Innovation is the key to everything the future can be.

INNOVATION STARTS WITH US.

Become part of three generations of innovation with Security Central.



**BILLING
SERVICES**



**ANSWERING
SERVICES**



**CUSTOM VIDEO
SOLUTIONS**



**DEALER
TRAINING**

ISC WEST

Meet our team at

BOOTH L2

Successful Closing Practices



By Harvey Eisenstadt

Closing must be recognized as the payoff to your sales efforts. Closing is not the sales process itself but rather the result of critical elements of the discussion that takes place between the salesperson and the prospect during the sales process. Every salesperson has learned right from their first day as a salesperson that "you are closing from your very first contact with the prospect". As Les Brown, a wonderful motivational speaker once said, "closing is the logical conclusion to an effective presentation". In today's marketplace,

which is highly competitive, the salesperson's presentation is where the salesperson must be successful in getting the prospect's recognition and agreement of the value of their product or

service while both are moving in the same direction. This unity will most often represent the difference between success and failure. To move the prospect over to their side and achieve sales success there are critical actions the salesperson must employ. This begins with the prospect simply liking and trusting the salesperson.

To achieve this relationship the prospect must recognize that the salesperson truly understands their need. The prospect must also identify with the benefits they will achieve as delivered by the salesperson. The salesperson must precisely deliver the solution to the prospect's need fortified with benefits. To accompany this the salesperson must also be confident that the prospect is acknowledging and understanding any pros and cons to what is being presented to them. Accomplishing this relationship and understanding, the salesperson has now set the stage for closing.

There are two basic conditions for closing. First, is when the prospect is ready to buy now. Second, is when the prospect is in a state of indecision. The salesperson must be prepared to express appreciation for both decisions and confidently address both.

All too often the salesperson does not recognize the buying signals communicated by the prospect and misses the fact that they are ready to buy now. As a result of this negligence the salesperson keeps selling and quite often will talk themselves out of the sale. There are many avenues the salesperson can take to determine if the prospect is ready to buy now. The most powerful path is that of the value of the benefits to the prospect. As a true form of trial closing the salesperson should review each benefit, one at a time with the prospect, getting their agreement and acknowledgement of the value of each benefit as it is presented to them. Think of each positive response from the prospect as a trial close. As the prospect keeps saying yes to the benefits it will become more difficult for them to say no when closing. The prospect may now be ready to buy.

The second scenario is when the prospect is in a state of indecision and they say no when the salesperson asks for the order. Whatever the reason for this negative response the salesperson must recognize that the prospect needs help in overcoming this indecision. Remember, you asked for the order based on your assumption the prospect was ready to buy. Since they said no, you apparently missed something along the way. Do not ask why. The chances are high that you will not get a completely thought out, honest reply from the prospect. This would place you in a reactive question and answer situation with the prospect and all too often does not end favorably for the salesperson.

Instead, agree with the prospect that a lot of detail was covered, and they may not be sure of some of the issues concerning their need. Then, with their permission, immediately begin reviewing all the benefits where the prospect had previously acknowledged and agreed to, once again get their acknowledgement and agreement. You may notice a hesitation along the way, stop there and resolve the reason for the hesitation before moving on to the next benefit. When completing this activity your chances are significantly increased that the prospect's indecisions have been addressed and you can complete the sale.

Remember, for the prospect to buy now they must feel confident that their need and concerns were effectively addressed and resolved.

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



Ivy Moon
Southwest Regional Sales Manager

www.sdifire.com
ivy.moon@sdifire.com
Mobile: 310-344-6608 | Office: 732-751-9266
3535 Route 66, Building 6, Neptune, NJ 07753




Franchise Opportunity:

Tired of making money for someone else? How about opening your own Security Distribution business and being your own boss? Be part of a 17-year multi-location security distribution business.

We offer:

- Shared inventory of the most highly desired product lines in the industry
- Complete distribution software solution
- Full sales and Marketing support
- Six months of local operations support
- Very low cost to entry

If you are a high performer and are looking to maximize your earning potential, email franchise@securitydatasupply.com

**This is not a franchise offering. Franchises are offered through Franchise Disclosure Documents.*

Celebrating 60 Year Anniversary

1958-2018



John Campau, Selling the Connected Lifestyle

JohnCampau@Comtronics.com

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.

SMART PHONES CONNECTED TO SMART HOMES

Visit www.comtronics.com • Call (517) 787-2900



CONFIDENTIALLY: DOES YOUR COMPANY HAVE A FUTURE? IS IT TIME TO CHANGE OR SELL?

ASK A 30-YEAR INDUSTRY VETERAN.

Call Tony Smith at (626) 795-9199

tsmith@securityfundingsolutions.com

www.securityfundingassociates.com



ADD REMOTE REBOOTING

REDUCE TRUCK ROLLS

REPAIR ANYTIME, ANYWHERE

LESS DRIVING. MORE RMR.



AlwaysON™
PREMISES
MANAGEMENT PLATFORM



REQUEST A DEMO

www.observables.com/demo



ALARM.COM®

877-389-4033

703-304-0867

info@alarm.com

Dealer Perspective #21, continued from page 1

business. That is why their first step in the certification process is to evaluate your system(s). InfoSafe then works with your IT person to educate and create awareness in your employees on how to operate your system(s).

Technology Is The Problem... And The Solution

Our industry has changed radically in the past few years and the prognosis is for even more change in the future. Some of this change is disruptive (the advent of DIY), but most of it is the adoption of technology in all its myriad forms. Keeping up with the changes in industry related technology is an all-consuming task. When we add new privacy regulations, data management requirements, and intrusive government, we need professional help. InfoSafe is an affordable partner with the knowledge and technology to help ease the pain of confronting these growing challenges.

Tony Smith is President of Security Funding Associates, past President of the CAA and member of the ESA Board. He is a licensed California alarm dealer, member of TMA, and may be reached at (626) 795-9199 or tsmith@securityfundingsolutions.com

How much is my company worth?

Dorsie Mosher will answer that and many more questions before you sell your Security company.

Call 847-651-1282

or email

dorsie.mosher@gmail.com



Innovative Security Transactions
www.dorsie.com

Dallan Labrum

Regional Sales Manager

801-688-9292



**Anytime.
Anywhere.
Any Device.**

Defining the future of access control.

prodakey.com



CMS
BEYOND MONITORING

Zuzana Spencer

Business Development Representative

714.713.0870

zspencer@cmsn.com

www.cmsn.com



Strategic
Certified Personalized
Innovative
Advanced Dedicated
Diligent
Responsive
Resilient Peerless Service
Meticulous
Redundant
Passion

The Definition of Monitoring

Rapid Response Monitoring

800.558.7767 www.rrms.com



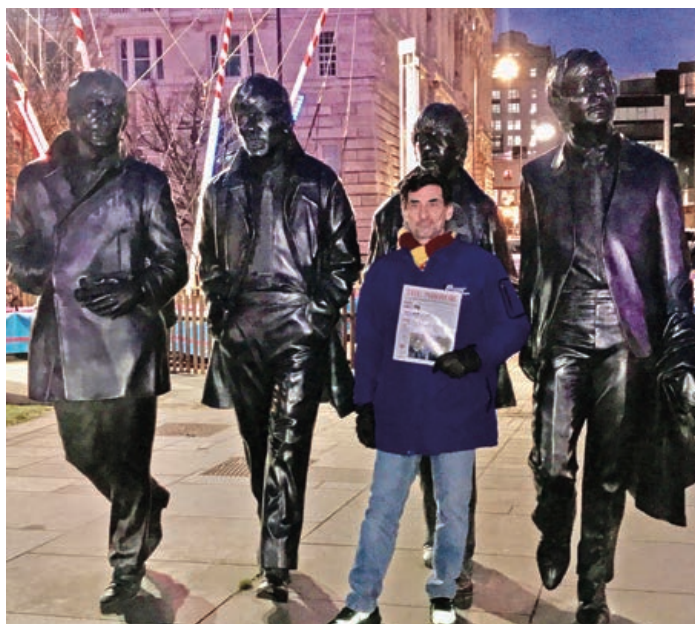
Where in the World Is THE MIRROR?

Are you travelling with *THE MIRROR*? Paris? London? Chicago?
Take a photo and email it to info@caaonline.org with description
and identification.



CAA Past President Jon Sargeant presented Tim Whall a copy of *THE MIRROR* in thanks for delivering the keynote address at the CAA Winter Convention.

Bob Ricucci's most fabulously awesome European tour with *THE MIRROR* included Liverpool, Paris and Penny Lane in London.



Hal Lewis just finished reading *THE MIRROR* on a Bluebird Day at Mammoth Mountain. "I'd rather be reading"?



ALARM INSURANCE

The Insurance Specialists for the Alarm Industry

John Bures, CPCU
President - Alarm Insurance Agency/Michael J. Kelly Insurance Agency

P.O.B. 61886
North Charleston, SC 29419

jbures@alarmins.com
www.alarmins.com

Phone: (248) 206-0900
Phone: (800) 474-0933
Fax: (800) 240-0631

California License # 0K04779



Want to grow your business beyond traditional alarm monitoring?



The 5500EZ can be used in Industrial Monitoring!

The 5500EZ for non-security applications is a new use of Uplink's wireless monitoring technology for industrial monitoring. Now you can use the 5500EZ to control:

- Sewer pumps
- Water/wastewater systems
- Lights
- Generators
- and much, much more!


The number of use cases is almost limitless, and provides alarm dealers with another source of revenue — perfect for those looking to increase the number of connected devices to supplement their traditional security monitoring business.

Contact us today to learn more!

(888) 987-5465 | uplinksales@sierrawireless.com | uplink.com





Uplink®



 **OPTEX**

**Creating Clarity Through Visual Verification in 2020:
OPTEX Visual Verification Solution**

Detect, Deliver, Respond.

Visual Verification Bridge
Powered by CHKT.







What The Central Station Sees
Delivered in 5 seconds

What An End-User Sees
Only when/if criminal intent is detected

- Backward compatible with all existing alarm panels
- Compatible with all DVR / NVR & ONVIF compliant cameras
- Simple connectivity during installation
- Incredibly fast transmission speed to the central station
- Delivers video clips to the end user (optional)
- No cost for central station integration

800.966.7839
sales@optexamerica.com
www.optexamerica.com

 facebook.com/optexamerica
  @optexamerica
  linkedin.com/company/optex

Excellence Awards Competition

The Monitoring Association [TMA], in partnership with SDM Magazine, invite professional monitoring centers to enter the Excellence Awards competition for 2020. These awards recognize monitoring centers and their outstanding personnel who perform in the highest professional manner, demonstrating exceptional service to their customers and community. The deadline to submit your application is Friday, March 13, 2020. Download the application at <https://tma.us/excellence-awards/>.

Awards are presented in each of the following four categories:

- Monitoring Center of the Year
- Monitoring Center Manager of the Year
- Monitoring Center Operator of the Year
- Monitoring Center Support Person of the Year

The finalists will be announced in May and the winners will be awarded at ESX 2020 in Nashville this June. The 2020 Monitoring Center of the Year will be featured in SDM magazine. Individual award winners will receive recognition as part of the feature article, as well. The winner and runners-up will additionally be featured on the TMA website and in TMA Dispatch. For more information, please contact communications@tma.us.



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

Denis Cooke, President

Don't Let Today's Sunsets Kill Your Accounts!

Upgrade for Free or under \$50^{NET} for All StarLink LTE Communicators*



Tradeup Any Panel from 3G, CDMA or POTS to StarLink LTE, as low as Free

In minutes, upgrade and safeguard every account and panel with today's leading, low-cost LTE cellular solution for Commercial Fire, Intrusion or Connected Home & Business applications (with native downloading). Save time and equipment costs with any code-compliant StarLink® Cellular Alarm Communicator model. Featuring universal Panel-Powered™ Technology & LTE Signal Boost™, they're also preactivated so you know before you go. As low as Free to under \$50^{NET}, our unbeatable Free for All™ Tradeup Incentive Program, will save you \$100ea., every time, every model, on old sunsetting networks, old radios, old POTS or even new construction.

StarLink did it first and does it best. We've got you covered, coast to coast, when you tradeup today, reporting cell &/or IP to your choice of central station, on AT&T® LTE or Verizon® LTE networks.



Easy Free for All™ Tradeup Offer:

- Buy, Register & Activate Any StarLink®, StarLink Fire® or StarLink Connect®
- Complete the quick online form
- We'll credit your account \$100
- Making Radio Net Cost FREE or under \$50 ea. (slightly more for metal models)
- Repeat (unlimited times)

For More Call 1.800.645.9445 or see details online
Visit ISC West, Booth 12043, Las Vegas, 3/18 - 3/20

StarLink

www.StarLinkLTE.com

Universal cellular alarm reporting to any central station in US, works with any brand panel reporting Contact ID or 4/2-1. Free for All Promotion Net Pricing shown is in USD on non-metal Radios, off standard dealer/distributor pricing; after StarLink Free for All Tradeup Program™. (Metal unit prices are slightly higher. Program saves \$100 on all models.) See full program info online. Program subject to change w/o prior notice. StarLink, StarLink Fire, StarLink Connect, Panel-Powered Technology & Free for All are trademarks of Nipco Security Technologies. All other marks remain intellectual property of their respective owners.

Kirk MacDowell New SIAC Board Chairman

Kirk MacDowell, an executive with a 39-year career as a leader in virtually every aspect of the electronic security industry, has been selected as the new



Chairman of the Board for the Security Industry Alarm Coalition (SIAC). SIAC is the industry's liaison with law enforcement for dispatch reduction and alarm management issues. SIAC's model alarm ordinance, developed in conjunction with national law enforcement leaders, is being adopted nationwide.

"Kirk's deep knowledge of our industry, paired with his operational and manufacturing background, is invaluable as we face new challenges and opportunities with technology," said Stan Martin, SIAC Executive Director. "Kirk's early career in law enforcement is also

invaluable as we continue to work with organizations such as the International Association of Chiefs of Police and the National Sheriff's Association."

"SIAC plays a major role in how our industry is regulated at the local level," said MacDowell. "Our ability to protect and serve our clients benefits tremendously when we are working in partnership with law enforcement and have a voice in decisions concerning how governments regulate our industry. SIAC has proven to be a highly efficient and effective way to have the industry's voice at the table when these key decisions are being discussed."

"We would also like to thank Leo Guthart for his contribution during his tenure as board chairman," said Martin. "Leo has devoted a great deal of time and energy helping secure the funding necessary to continue our important work."

In addition to his new role at SIAC, Kirk MacDowell has served on the board of The Monitoring Association and is Chairman of the Alarm Industry Research and Education Foundation. Following a long career with leading firms in the industry and as owner of his own electronic security firms, MacDowell is founder and CEO of MacGuard Security Advisors.

SIAC, Inc is a 501(c)(6) not for profit Delaware corporation. The Board of Directors has two members from each of the major North American trade associations: CANASA - Canadian Security Association, TMA - The Monitoring Association (formerly CSAA), ESA - Electronic Security Association, SLA - Security Industry Alarm Association, and an elected Chairman.



EAST BAY ALARM ASSOCIATION

Mike Salk, EBAA President / CAA Vice President NorCal

EBAA Meetings

With a focus on the "Evolution Revolution". We look forward to you joining these lively events at our new home location in Emeryville. The new location has a safe parking lot with magnificent views of the bay. We are offering lunch at \$25 with an open menu and free for any public service works. For questions please reach out to Treasure Deric Morrow 510-432-8130 deric.morrow@jci.com

MEETINGS SCHEDULE 2020 at Chevy's

- ♦ February 4 Disruption Crisis
- ♦ April 28..... Video Integration

RSVP to 800-437-7658 or info@caaonline.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.

Matt Standiford

Regional Sales Manager

951-642-3366



Anytime.
Anywhere.
Any Device.

Defining the future of access
control.

prodatakey.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 Screen Pkg. Inc. All rights reserved.

TMS TOTAL MONITORING SERVICES INC.

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

DAWN SMITH

Product & Services Manager

Toll: (888) 610-4377

Direct: (916) 480-4828

Cell: (916) 474-0486

dsmith@tmscentral.com

J.C. Gury Signs & Decals

YOUR ONE STOP SHOP FOR SIGNS, STAKES & DECALS

Our Custom Printed Products Are Made For Long Term Durability.

Contact us today at
800-903-3385 or sales@jcgury.com

Come see more of our products at
jcgury.com

530 East Jamie Ave. La Habra, California



**ALL AMERICAN
MONITORING**

**\$2.50 Nationwide
Monitoring**

Reliability Counts

**Over 45 Years Monitoring Experience
The Partner you have been looking for!**



844 489 3030 • [www★AllAmericanMonitoring★com](http://www.AllAmericanMonitoring.com)



GOLDEN GATE ALARM ASSOCIATION

Paul Wassem, President

Meetings to be held at: Chevy's Fresh Mex, 141 Hickey Blvd,
South San Francisco, CA 94080

♦ **February 6** Dealer Partnerships adding new services to your catalog

♦ **April 30**..... Protecting the Masses (Active Shooter)

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

MID-CAL



MID CAL ALARM ASSOCIATION

Mike Tarin, President

MEETINGS 2020

♦ **Feb. 13**..... 11:00am Olive Garden Herndon/99Hwy Fresno

♦ **April 9**..... Fresno

♦ **May 26**..... Fresno

♦ **June 1** Golf Tournament..... Fresno

♦ **September 8**..... Fresno

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.

The San Diego Police Department Permits Division reminds all alarm companies that they are required to have a valid alarm permit for the premise being installed, prior to the installation of an intrusion or fire system. The alarm company is responsible for obtaining or verifying the existence of an existing alarm permit for the premise. For information please contact SDPD Permits Division – Frank Dragula 619-531-2364 Fdragula@pd.sandiego.gov

FREE SHIPPING AVAILABLE!

Volutone

a Snap company



Your Local Intrusion Warehouse

7 Locations www.volutone.com **800-795-5111**





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

877.740.0283 | www.monitor1.com

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



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.



Deric Morrow, President

SVAA Information

If you are not on our e-mail list, please contact Deric Morrow at (510) 921-3987 or deric.morrow@jci.com. It is so important to get involved with your local associations now more than ever and to keep up to date on all the new information.

SVAA Meetings at Three Flames, San Jose

- ♦ February 5 Legislation Review
- ♦ April 29..... Fire Forum

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.



REDWOOD ALARM ASSOCIATION

Sean Cooke, President

RAA MEETINGS

For questions about the association, please contact Sean Cooke at scooke@allguard-systems.com or 800-255-4273.



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.

MEETINGS

- ♦ April 9, 2020 Manteca
- ♦ July 9, 2020 Manteca
- ♦ October 8, 2020..... Manteca



SACRAMENTO AREA ALARM ASSOCIATION

Sacramento Area Alarm Association
3491 Park Drive Suite 20-234, El Dorado Hills, CA 95762-4549
saaasecretary1@gmail.com
www.sacalarm.org

Mark Simpson, President

SAAA MEETINGS 2020

TMS Event Center, 2440 Glendale Lane, Sacramento, CA 95825

- ♦ February 24 Police Forum.....Sacramento
- ♦ April 16..... Top GolfRoseville
- ♦ June 25 Industry Trends Forum.....Sacramento
- ♦ September 24.. Fire ForumSacramento
- ♦ December 10 ... Holiday PartySacramento



INLAND EMPIRE ALARM ASSOCIATION

William Wilson, 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.

MEETINGS

- ♦ February 27Riverside
- ♦ April 23Riverside
- ♦ June 18 (Tentative).....Riverside
- ♦ September 17Riverside
- ♦ November TBD Teen 2 Teen ProgramRiverside

LOCAL MONITORING

Only Better

THE ONLY PROFESSIONAL MONITORING COMPANY CALLING
6 STATES HOME AND 19 MORE NEXT-DOOR NEIGHBORS

With no concentrated mega-centers making employees feel like numbers, our network of smaller hometown monitoring centers makes our team members feel valued, invested, and eager to serve your customers – *wherever they are.*

If the success of your company depends on high reliability and a great customer experience, then back it up with the best redundancy and personable service the monitoring industry has to offer.

Not just different. Better.

copsmonitoring.com

Providing nationwide professional alarm monitoring and dealer services from
New Jersey | Florida | Arizona | Tennessee | Texas | Maryland
800.367.2677 | Fax: 856.629.4043 | info@copsmonitoring.com | copsmonitoring.com

CA: ACO6132 • 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

ISC WEST

PREMIER SPONSOR:



REGISTER TODAY FOR FREE!



COMPREHENSIVE SECURITY FOR A SAFER, CONNECTED WORLD

ISC West is the largest converged security industry trade show in the U.S. At ISC West, you will have the opportunity to network and connect with over 30,000 security and public safety professionals that convene at the show to experience and explore the newest technologies and solutions from Access Control, Video Surveillance, Emergency Response, Public Safety to IT/IoT Security, Smart Home Solutions, Drones & Robotics and more! The combination of networking opportunities, special events, award ceremonies and the leading-edge SIA Education@ISC makes ISC West the security industry's most comprehensive security event in the U.S.

- Discover the industry's latest products, technologies & solutions
- Network with 30,000+ Physical, IoT and IT Security Professionals
- Direct access to 1,000 leading exhibitors & brands
- 85+ SIA Education@ISC Sessions



SIA EDUCATION@ISC:
MARCH 17-19, 2020

EXHIBIT HALL:
MARCH 18-20, 2020

SANDS EXPO, LAS VEGAS, NV

Register today for free at:

WWW.ISCWEST2020.COM/CAA



Affordable Dual Fire Alarm Communication

DMP's DualCom™ gives you commercial fire communication with ease of installation. Engineered with dual tip and ring terminals, it works elegantly with existing FACPs. Included hardwired IP and LTE cellular over AT&T or Verizon. Designed to quickly provision on the SecureCom Wireless™ platform — so you can get systems up and running fast. Learn more: DMP.com/DualCom.



We make your company more valuable.

877-725-1114 • DMP.com

Keep updated on our new products and features:



DualCom™ SERIES

- DualComWZ - Communicator with Wi-Fi Primary, Cell Backup, & Z-Wave®
- DualComNF - Fire Communicator with Network Primary & Cell Backup

NEW MEXICO SECURITY & LIFE SAFETY ASSOCIATION

P.O. Box 35286
Albuquerque, NM 87176
505-453-4044
www.nmsalsa.org

Gary Scheffler – Executive Director
NMESA
P.O. Box 45266
Rio Rancho, NM 87174

ARIZONA ALARM ASSOCIATION



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

2020 AZAA BOARD OF DIRECTORS

Steve Compton, PRESIDENT
scompton@hrenow.com

Jim Metz, VICE PRESIDENT
jamesmetz@adt.com

Erik Evans, TREASURER
erik.evans@cox.com

Mike Proudfoot, PAST PRESIDENT
mike@titanalarm.net

Becky Buckhannon, PUBLIC SAFETY
Rebecca_buckhannon@tempe.gov

Charlie Lester, DIRECTOR
charlie_lester@adi-dist.com

Anthony Pegnataro, DIRECTOR
afpegnataro@safeguard.us

Susan Brenton, EXECUTIVE DIRECTOR
susan@azalarms.org

2020 Annual AZAA Convention & Golf Tournament

The Convention will be held October 8 - 9 at the Wild Horse Hotel & Casino in Chandler, AZ. Our guest speaker will be motivational speaker, author and magician Jeff Scanlan. Jeff will speak on why people quit too soon. Attorney Lillian Chaumont will speak on "Run Your Business Today as if You're Going to Sell Tomorrow."

In addition, we will have classes available for company owners and managers, technicians (burglar and fire alarms), and alarm coordinators. AzAA will hold its Law Enforcement Appreciation Luncheon on October 9 and we will be inviting the Police Chiefs and Sheriffs, and the alarm coordinators to join us. The Golf Tournament will be held on October 8.

AZAA MEETINGS

AzAA will hold Membership Meetings on February 12 (Robert Packard, CPA will give an update on tax issues), May 13 and August 12. The Annual Holiday Party will be December 9 and it's always a great time with good food and friends.

Please contact susan@azalarms.org if you would like to become involved.

NSA NEVADA SECURITY ASSOCIATION



www.nevadasecurityassociation.org
Contact NSA:
admin@nevadasecurityassociation.org
or call 702-551-4672
EXECUTIVE DIRECTOR
Jeanne Palmer
205 N. Stephanie St, Suite D #170
Henderson, NV 89074
702-551-4672
admin@nevadasecurityassociation.org

NSA BOARD MEMBERS

PRESIDENT

Manuel Robles
Stanley Convergent Security
702-252-4200
manuel.robles@sbdinc.com

VICE PRESIDENT

Robert Sulliman
Alarmco
702-382-5000
rsulliman@alarmco.com

SECRETARY

Duncan Coons
Eagle Sentry
702.736.8880
drcoons@eaglesentry.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

Rex Camerino
Resideo Pro Install Security
619.213.3769
rex.camerino@resideo.com

IMMEDIATE PAST PRESIDENT

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

The NSA Youth Scholarship portal is now open and taking applications!

Deadline: February 21st, 2020

For the link, go to

<https://www.nevadasecurityassociation.org/scholarships/>

Contact NSA today for more information. It's a great way to support kids in our community!

ASK ABOUT OUR CELLULAR AND NETWORK SOLUTIONS

NORTHERN CALIFORNIA

Tauni Wallace
800-641-4282 x5141
Cell: 417-408-3573
TWallace@DMP.com

SOUTHERN CALIFORNIA

Jeff Spatz
800-641-4282 x5142
Cell: 417-689-7045
JSpatz@DMP.com

LA

Edward Zachar

800-641-4282 x1133
Cell: 417-399-0358
EZachar@DMP.com

CENTRAL CALIFORNIA

Joshua Jetton
800-641-4282 x5144
Cell: 417-709-9799
JJetton@DMP.com



2500 N. Partnership Blvd | Springfield, MO 65803
Phone: 800-641-4282 | Fax: 800-743-5724
DMP.com | Info@DMP.com

RACHEL NAPOLITANO
ACCOUNT MANAGER
RLNAPOLITANO@RRMS.COM
844.779.2952

rapid response
Rapid Response Monitoring
www.rrms.com

PAYMENT PROCESSING TAILORED TO YOU

An Exclusive Security Industry Program
from Axia Payments



Axia Payments offers solutions to accept payments
that truly benefit your business' bottom line.

ARE YOU SET UP FOR SUCCESS?

Tiana Graham

(805) 679-8087 | tgraham@axiapayments.com



axiapayments.com/alarm

GMS
GENERAL MONITORING SERVICES, INC.
ACO 5198
Your Company In Good Company

KEN GRESTY
Business Development / Customer Relations

☎ 855.299.1845
☎ 714.393.4573
✉ kgresty@gmscentral.com
📍 UUFx Protective Signaling Services - Central Station

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
www.flairsecurity.com

*At Flair
We Care!*

ESA OF WASHINGTON

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



BOARD OF DIRECTORS - ESA OF WASHINGTON

PRESIDENT
Steve Autio, My Alarm Center
SECRETARY
Phill Moran, Limited Energy Services
TREASURER
Open
PAST PRESIDENT
Jamie Vos, Security Solutions
BOARD MEMBER
Mike Miller, Moon Security

BOARD MEMBER
Shannon Woodman, Washington Alarm
BOARD MEMBER
Christopher Wood, Graybar
BOARD MEMBER
Tim Nichols, ADT
ALARM RESPONSE MANAGER
Ron Haner, Alarm Center
EXECUTIVE DIRECTOR
Margaret Spitznas

TEXAS BURGLAR & FIRE ALARM ASSOCIATION



Texas Burglar & Fire Alarm Association
P.O. Box 59982 Dallas, TX 75229

TEL 877-908-2322
www.tbfaa.org

ExecutiveDirector@tbfaa.org
Brad Shipp, Executive Director
385-229-2120

REDUCE INSTALLATION AND MAINTENANCE COSTS

WITH CLOUD-MANAGED SURVEILLANCE

OpenEye
The Cloud Video Platform
openeye.net

California • Nevada • Arizona New Mexico • Colorado Jay Gill (949) 887-1469 jgill@openeye.net	Washington • Oregon Idaho • Montana Kyle Morden (206) 696-4444 kmorden@openeye.net	Utah Wyoming Brent Peck (509) 232-5261 bpeck@openeye.net	Texas • Oklahoma Arkansas • Louisiana Matt Cardwell (281) 915-8826 mcardwell@openeye.net
---	--	--	--

Easy Vista® Upgrades: *This Way*

Up/Downloadable

\$9⁹⁵
Radio
net



Sunsets & vanishing POTs continue, but now there's a new StarLink Connect **DL** Communicator specially designed for upgrading all your Vista® Panel accounts to cell/IP, simply & quickly up/downloadable using the Compass™ software you already know like the back of your hand.

Choose today's reliable StarLink dual LTE cell/IP alarm reporting, on new AT&T or Verizon LTE networks and retain accounts for the long run. Guaranteed easiest migration path for every Honeywell® Panel: Installs in minutes using Panel-Powered Technology™, enjoy 24/7 account management, and unheard of low equipment costs.

For **\$9.95^{net}** per StarLink Connect **DL**, tradeup Vista® accounts from POTs, old radios, sunsetting networks, or new construction, in about 15-minutes, and using the 4-Step \$100 saving StarLink Free for All Program™. New **DL** Models SLE-LTEA-CDL (AT&T) or SLE-LTEV-CDL (Verizon,) at a Distributor near you.

Let us show you the best way to re-connect & protect Honeywell Systems -

New!  **AT&T** LTE

or
connected by
verizon LTE

StarLink connect

1.800.645.9445 | www.starlinkLTE.com

StarLink, StarLink Connect, Free for All™, Panel-Powered Technology™ are trademarks of Napco. Other marks remain trademarks of their respective cos. Net price in US Dollars, reflects StarLink Tradeup Promotion -
*For Tradeup Incentive Program details see www.napcosecurity.com/starlink/starlink4gupgrade.

COLORADO BURGLAR & FIRE ALARM ASSOCIATION, INC.



Colorado Burglar & Fire Alarm Association
303-805-0885
cbfaa@cbfaa.org www.cbfaa.org

CBFAA BOARD OF DIRECTORS

PRESIDENT

Brian Kirtley
Xfinity 215-756-2789
Brian_Kirtley@comcast.com

VICE PRESIDENT

John Wrzesinski
Safe Systems (303) 996-4036
jwrzesinski@safe-systems.com

SECRETARY

Jennifer Porter
Advanced Burglar & Fire Alarm
Company Inc. (719) 599-5051
jenn@advancedalarm.com

TREASURER

Andrea VanDyke-Quist
Safenet, Inc. 303-985-9186
Andrea.safenetalarms@gmail.com

BOARD MEMBER AT LARGE

Bill Roberts
Johnson Controls 303-283-4308
william.roberts@jci.com

IMMEDIATE PAST PRESIDENT

Sofia Aguilar
A-1 Security Systems 303-587-7344
saguilar@a-1security.com

EXECUTIVE DIRECTOR

Jeanne Palmer
820 S. Monaco Pkwy, #141
Denver, CO 80224
303-805-0885 Jeanne@cbfaa.org

LAW ENFORCEMENT LIAISON

Steve Keefer
Security Industry Alarm Coalition (SIAC)
steve@siacinc.org

Are you concerned about taxes on security system monitoring? Are you concerned about legislation that affects our industry and your business? Do you want to have a strong voice? Add your voice to ours by joining CBFAA today!

Ready for a more active role? Join a committee or the Board. Your input is important!

CBFAA has a new easy flat rate dues structure for 2020 that makes membership easy! Membership applications are available on our website www.cbfaa.org.

CBFAA announces our new Youth Scholarship Program! We're offering scholarships to kids of police and firefighters in Colorado. Pass the notice along to your police and fire contacts.

For more information go to our website <http://www.cbfaa.org/cbfaa-youth-scholarship.html>

NEXT GENERAL MEETING:

DATE:February 12th, 2020

TIME:12:00 noon

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

RSVP:Jeanne@cbfaa.org or 303-805-0885



Join CBFAA in 2020 to hear great info for your business like this CBFAA Meeting with the Better Business Bureau.

OREGON BURGLAR & FIRE ALARM ASSOCIATION



www.obfaa.com
Raquel Light, OBFAA Coordinator
Rlight.obfaa@gmail.com
503-319-8556

OBFAA BOARD OF DIRECTORS & OFFICERS

Jesse Foglio - Regular Director - President
First Response Systems
Pat Petrie - Regular Director - Vice President
Action Technology Systems LLC
Vinnie Ferraris - G1 Government Dir - Secretary
Portland Police Bureau
Casey Phillips - Regular Director - Treasurer
Phillips Electronics
AJ Gomez - Regular Director - Past President
Global Security and Communications Inc
Jim Essam - Associate Director
Alarm Central Station (ACS)
Bill Glasbrenner - Regular Director
Central Electronic Alarm
Justin Gates - Associate Director
Central Station Monitoring (CSM)
Harold Brookins - Regular Director
Alarm Tracks Inc
Jake Coulter - Associate Director
Anixter

PUBLIC SAFETY AGENCY MEMBERS:

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.

ESA OF UTAH



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

BOARD OF DIRECTORS

PRESIDENT

Clint Beecroft
Peak Alarm
801-486-7231 x 410
clint@peakalarm.com

VICE PRESIDENT

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

SECRETARY

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

TREASURER

Jared Mellor
Tech Force National
801-437-9049
jared@techforcenational.com

BOARD MEMBERS

AT-LARGE

Erick Spotten
The Installation Department
espot10@gmail.com

Adam Christian
General Counsel
Alder Alarm Protection
385-218-2645
adam.c@alder.com

EXECUTIVE DIRECTOR

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



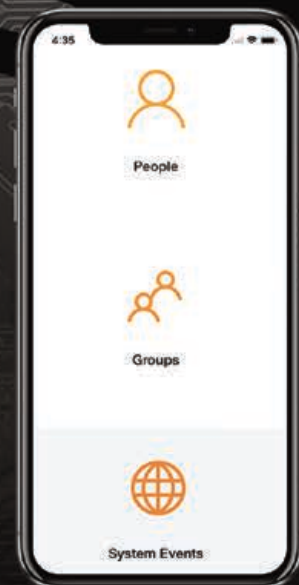
**Anytime.
Anywhere.
Any Device.**

Defining the future of access control.

Mobile management.

Experience the future of access control with pdk io. Offer your customers an access control solution that's easy to control and easy to maintain. With pdk io, your customers can easily:

- 💰 Save on installation and configuration
- 📱 Experience convenience from a single app
- 🔗 Scale any solution with advanced integrations
- ✉ Stay engaged with email and text alerts



Schedule a personalized demo. Visit
prodatakey.com/demo
801.317.8802

Introducing



touch™
By ProdataKey

One-touch access.

Finally, a Bluetooth reader with real intent.

pdk™
prodatakey.com

ELECTRONIC SECURITY ASSOCIATION



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

ESA EXECUTIVE COMMITTEE

Chris Mosley.....President
Dee Ann Harn.....Vice President
Tim Creenan.....Vice President
Jamie Vos.....Vice-President
Steve Paley.....Treasurer
Steve Firestone.....Secretary
Merlin Guilbeau.....Executive Director
Bryan Lawrence.....Association Counsel (Ex-Officio)
Angela White.....Immediate Past President

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.

Security America Risk Purchasing Group

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

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
Ron Lander, Ultrasafe Security Specialists

SECRETARY/TREASURER
Shane Clary, Bay Alarm Company

IMMEDIATE PAST PRESIDENT
George Gunning, USA Alarm Systems

DIRECTOR
Richard Jimenez, IE Alarms

DIRECTOR
Mathew Westphal, Bay Alarm Company

DIRECTOR
Beverly Cramer, VFS Fire & Security Services

DIRECTOR
Curtis Streeter, Deep Blue Integration

DIRECTOR
Morgan Hertel, Rapid Response



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

www.WBFAA.net



WBFAA UATC Apprentice Enrollment for Spring Semester Class Open

Member companies can register new apprentices anytime. If you will be hiring new apprentices or technicians, member companies are encouraged to send job postings to info@wbfaa.net and we will send to our list of qualified prospects. The WBFAA UATC is open to member companies of the CAA or CAFAA who require having registered apprentices with the State of California. Call the WBFAA UATC at 800-809-0280 if you are interested in joining.

Certification – Fire/Life Safety Technician - Renewal

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

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

CSLB Enforces Zero Tolerance

The Contractors State License Board (CSLB) is legally required to open an investigation and initiate disciplinary action against the contractor

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

Mariana Ferguson
Northwest Regional Sales Manager

www.sdifire.com
mariana.ferguson@sdifire.com
Mobile: 208-982-2479 | Office: 732-751-9266
3535 Route 66, Building 6, Neptune, NJ 07753

(which may include license suspension or revocation) within 60 days of receipt of a referral or complaint from the Department of Industrial Relations' Division of Apprenticeship Standards (DAS). Labor Code Section 3099.2 stipulates that anyone who performs work as an electrician for C-10 Electrical contractors shall hold an electrical certification card issued by DAS; DAS is required by Labor Code Section 3099.2 to report

violations to CSLB. Learn more about electrician certification by visiting the Division of Apprenticeship Standards website. www.dir.ca.gov/DAS/ElectricalTrade

WBFAA UATC Offers Online Continuing Education

The WBFAA UATC is offering an online continuing education program for electronic security systems technicians with nearly 100 hours of course offerings. Registered technicians with member companies will have access to 18 hours of online courses annually at no fee. In addition, registered technicians will have access to courses offered in physical classrooms and can submit third-party training for certification

for renewal of the state Fire/Life Safety Certification card. For more information, visit www.wbfaa.net or www.wbfaatraining.net.

WBFAA UATC Invites Membership

Assented member companies register all fire alarm technicians in the program and pay a monthly fee of \$25 per technician. The apprentice program and course, prep material for certification and continuing education courses are provided at no additional fee. In addition, member companies who contribute to public works training trust funds to the WBFAA receive a \$.15 per hour credit for registered technicians. For complete information, visit www.wbfaa.net or call the WBFAA UATC at 800-809-0280.



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



Service with
Integrity and Commitment

Tim LeBlanc
President

(951) 442-2526 Cell
(888) 790-0922 Office
(855) 479-8686 Fax
tim@tristarmonitoring.com
ACO 7211 UL S25277-1

Powered by **DICE Automation**



Dahua Technology USA | us.dahuasecurity.com

Steven Brackett

Regional Sales Manager
(760) 238-3877 | steven.brackett@dahuatech.com
Southern California, Las Vegas, Arizona, Hawaii and New Mexico

Adrian Tameguia

Regional Sales Manager
(415) 298-6000 | adrian.tameguia@dahuatech.com
Northern California, Reno, Utah and Colorado

Greg Cortina

Regional Sales Director
(661) 965-1100 | greg.cortina@dahuatech.com
Western US



Sigifredo Ruiz
Territory Sales Manager
(702) 528-8985
sigifredo.ruiz@jci.com

John Kaloper
National Accounts
(949) 870-0480
john.kaloper@jci.com

Brian Fullhart
Territory Sales Manager
(209) 217-4394
brian.fullhart@jci.com

Dustin Evans
Territory Sales Manager
(951) 455-8045
william.evans@jci.com

Freddie Amaral
Technical Sales Trainer
(951) 429-2036
freddie.amaral@jci.com

Mark Stirling
Technical Sales Trainer
(503) 530-6687
mark.1.stirling@jci.com



DIGITAL SECURITY CONTROLS LTD.
An ISO 9001 Registered Company

3301 Langstaff Road, Concord
ON, Canada L4K 4L2
www.dsc.com

ADVERTISE IN THE MIRROR
REACH A QUALIFIED,
INTERESTED AUDIENCE

THE MIRROR

TEL: 800-437-7658 email: info@CAAonline.org

WESTERN STATES SECURITY ALLIANCE CALENDAR 2020

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

February 4	EBAA General Meeting	Emeryville
February 5	SVAA Legislation Review	San Jose
February 6	GGAA General Meeting, Dealer Partnerships	S. San Francisco
February 13	MCAA	Fresno, CA
February 24	SAAA Police Forum	Sacramento, CA
February 27	IEAA	Riverside
March 17	SIA/ISC Loves Security	Las Vegas
March 18-20	ISC West	Las Vegas
April 9	MCAA	Fresno, CA
April 9	GVAA	Manteca, CA
April 16	SAAA Top Golf	Roseville, CA
April 23	IEAA	Riverside
April 28	EBAA General Meeting, Video Integration	Emeryville
April 29	SVAA Fire Forum	San Jose
April 30	GGAA General Meeting, Protecting the Masses	S. San Francisco
May 4-7	AFAA Annual Meeting & Codes Conference	Phoenix, AZ
May 13	AZAA General Meeting	
May 26	MCAA	Fresno, CA
June 1	MCAA Golf Tournament)	Fresno, CA
June 16	AFAA Annual Breakfast (at NFPA conference)	Orlando, FL
June 18 (Tentative)	IEAA	Riverside
June 25	SAAA Industry Trends Forum	Sacramento, CA
July 9	GVAA	Manteca, CA
August 12	AZAA General Meeting	
September 8	MCAA	Fresno, CA
September 17	IEAA	Riverside
September 24	SAAAFire Forum	Sacramento, CA
October 8-9	AZAA Convention	
October 8	GVAA	Manteca, CA
November TBD	IEAA Teen 2 Teen Program	Riverside
December 10	SAAA Holiday Party	Sacramento, CA
December 12	AZAA Holiday Party	

INDUSTRY EVENTS

ISC West
Las Vegas, NV
March 17-20, 2020



SIA/ISC Loves Security
ROCKHOUSE AT THE VENETIAN
Las Vegas
March 17, 2020



AIREF Golf Classic Tournament
National Golf Club
Las Vegas, NV
March 17, 2020



CAA National
Invitational Golf tournament
Escena Golf Club, Palm Springs
May 14, 2020



CAA Palm Springs Convention
Hilton Palm Springs
May 13 - 16, 2020



ESX
Nashville, TN
June 9 - 12, 2020



ISC East
Javits Center, New York
November 18-19, 2020



CAA Winter Convention
The Fairmont San Francisco
December 2 - December 5, 2020



Your Engine for Better Billing & Faster Payments

- Clockwork billing
- On-time payments
- Life cycle software
- Hands-on support

Cornerstone BILLING SOLUTIONS

(847) 405-9517 x2
Scott@Alarmbills.com

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



CONTACT THE CAA

California Alarm Association

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

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



***Your Company
in Good Company***

Monitoring Solutions



Intrusion
Monitoring



Fire/Life Safety
Monitoring



Video
Monitoring



Elevator/Area of Refuge
Monitoring



PERS/mPERS
Monitoring



GPS Vehicle/Asset
Tracking



Environmental
Monitoring



Smart Device
Applications

Whether it's Business, Industry, Government, Commercial, or Residential requirements GMS utilizes the most powerful event monitoring tools on the market today. This enables us to provide a wide array of services to our client partners and end users.

SALES: 800-839-7212
www.GMSCentral.com

CHICAGO • WASHINGTON, D.C. • LOS ANGELES • MILWAUKEE

EMERgency²⁴

ALARM MONITORING



FAST RELIABLE RESPONSIVE

Trusted for 50+ years
High quality
traditional monitoring

Build RMR with video verification
EM24 supports leading
video platforms

Innovate with EM24
In-house developers adapt monitoring
services to your business needs

STOP BY BOOTH 6039 AT ISC WEST

Learn more about our innovative alarm-monitoring services
and register for a chance to race a Ferrari at SpeedVegas!



EMERgency²⁴

999 East Touhy Avenue, Suite 500
Des Plaines, Illinois 60018

1.800.800.3624 | EMERgency24.com

