

THE MIRROR

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NEW MEXICO
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Association



SIA to Showcase 100 Women in Security

Nominations Due by Feb. 18

The Security Industry Association (SIA) has opened the call for nominations for the SIA Women in Security Forum Power 100. New in 2022, this annual initiative presented by the SIA Women in Security Forum will honor 100 women in the security industry who are role models for actively advancing diversity, inclusion, innovation and leadership in the community.

"The SIA Women in Security Forum is proud to introduce the Power 100 program and looks forward to recognizing the inaugural class of honorees at ISC West," said SIA Women in Security Forum Chair Kasia Hanson. "The Power 100 is a new way for the SIA Women in Security Forum to celebrate the extraordinary leaders in our industry who are raising the bar, breaking barriers and advancing opportunities for women." Honorees will be invited to attend a special Women in Security Forum event at ISC West and be recognized during the trade show.

"Each year, the SIA Women in Security Forum's efforts to foster a more diverse security workforce grow even stronger, and we are thrilled to build on the forum's successes with the Power 100 initiative," said SIA CEO Don Erickson. "This new program will recognize women who lead, inspire and innovate and are truly making a difference in the global security industry."

To nominate someone for the inaugural Power 100 program, complete the nomination form at www.securityindustry.org. Individuals may submit more than one nomination each, and all nominations must be submitted by February 18.



Why Digital Storytelling is a Great Way to Increase Brand or Product Awareness



By Brian Plant, Ignite Marketing Group

For thousands of years, storytelling has been a form of entertainment and even a way to pass historical events down through generations. But did you know you can apply the strategies of digital storytelling to your marketing strategies? Yes, you can use digital storytelling to increase brand awareness or even highlight a product. You'll find there are many benefits to learning how to tell a story with your marketing, so here's what you need to know about digital storytelling for businesses.

What is Digital Storytelling?

Digital storytelling is the process of using technology and computer-based tools to create a message that resonates with your customers. Today we can tell stories using technology to make messages much more vivid than our ancestors could by using images, animation, narration, music, text, and more. Many digital stories focus on just one topic and feature a specific viewpoint. Digital storytelling uses the same elements of traditional storytelling:

- You need a captivating introduction or hook
- The story needs a hero (usually this is your customer)
- It must be creative and have twists
- You must show, not tell

Digital Storytelling, continued on page 8

INDUSTRY NEWS

Over \$112 Million Donated to Non-Profit Organizations DMP Employees Surprised with \$5,000 Bonus to Recognize Their Generous Contributions

Among the employees of Digital Monitoring Products, generosity is important — so much so that it's one of their company values. It has also been their motivating force behind Project100, launched in 2019 with the goal to give away \$100 million in time and money to non-profit organizations by the end of 2025.

A big goal to be sure. But last month, CEO and President Rick Britton announced that Project100 was not only achieved but surpassed. A full four years early, DMP collectively has given more than \$112 million in donations and 10,000 hours of volunteer time to non-profit organizations.

In a tearful, heartfelt message during last month's all-company meeting, Britton expressed his gratitude saying, "I want to thank all the employees of DMP for their dedication and hard work throughout this project. Every bit of the money that we are able to donate comes in some form from your labor. We can't do it without everyone contributing; we appreciate every single minute of hard work and effort."

Contributions, continued on page 3

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THE MIRROR

Contributions, continued from page 1

As a part of the announcement and celebration, Britton surprised the group with a \$5,000 bonus for each of the 364 employees. This goes on top of the 4% bonus earned as part of the DMP annual Bonus Program.



As a company, DMP has supported several worthy causes and continues to create opportunities for employees and their families to contribute financially, although their personal, hands-on donations of time and talent are equally appreciated. "This kind of giving provides the double benefit of serving others in need while serving as a reminder to be thankful for our many blessings," says Mark Hillenburg, Vice President of Marketing. "The bottom line is, we want our people to be generous people," Hillenburg adds.

Project100 has provided funding to over fifty non-profit organizations around the world including:

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Digital Storytelling, continued from page 1

Your story needs a clear message that resonates with your audience

The idea behind storytelling is to tell a story that resonates with your audience to connect with them. Most consumer purchases are connected to an emotion, and storytelling leads your audience to feel an emotion, whether that's relief, joy, fear, or something else, which prompts them to take the next action.

Digital Storytelling Shows Your Business or Solution is Unique

With so much content available online, it can be challenging to stand out in all the noise. But your experience or viewpoint on a product or topic is unique. Your unique experience and perception allow you to stand out.


It Allows You to Engage Your Audience Better

Each one of your customers or clients enjoys consuming content in a different way. Some may prefer reading a blog post, and others may like watching videos more than reading. Today you have the tools necessary to show your audience something new that they've never seen before. Combine something new with a clear mission and goal, and you create better, engaging content. Your digital content will be more successful if you combine new ideas with a clear objective and mission.

Digital Storytelling Builds Loyalty and Trust

Digital storytelling allows you to promote your brand or product without being arrogant. Instead, it helps your customers make informed decisions. Digital storytelling isn't just a magic solution; it starts with a good story idea, the right tone for your audience, and relevant content. Most importantly, the way you execute it is critical. You must execute it in an authentic way that is easy for your customers to consume and stay on budget. When done right, it's a great way to tell a story that helps your customers learn more about you and your product.


Brain Plant is CEO of Ignite which specializes in websites and media for the electronic security industry. Find us online at www.igniteleads.com.



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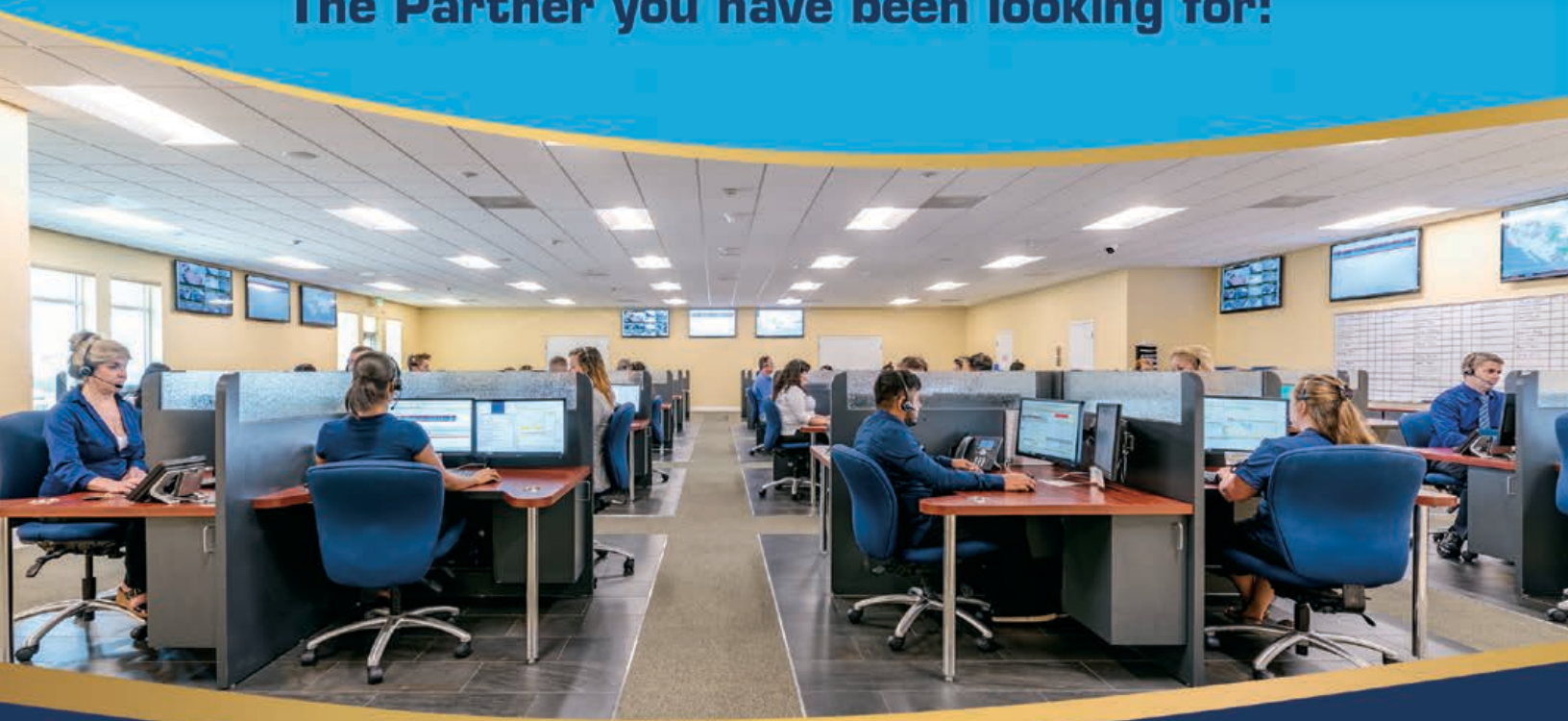


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ASSOCIATES NEWS

VICON INDUSTRIES announced the appointment of Dan Craig as Regional Sales Manager serving Ohio, Michigan, West Virginia, Western Pennsylvania, and Northeast Kentucky. Dan has over 23 years of experience in a variety of technical and sales positions, with some of the industry's most prominent manufacturers and integrators. "Dan's impressive breadth of industry knowledge, from field tech to accomplished sales rep, will be integral to the continued success of this territory," said Bret McGowan, Senior Vice President, Sales and Marketing.



VICON INDUSTRIES announced the launch of the Roughneck V2020 Multi-sensor Camera. The new Roughneck V2020 is available and in stock now, allowing integrators to continue to meet growing video surveillance demands with advanced technologies even amid the continued disruptions. Featuring (4) 5 MP sensors each with independent motorized PTZ control, Vicon's Revolutionary Multi-Sensor Camera provides flexible, multi-directional video surveillance that replaces multiple single-sensor cameras and is ideal for monitoring large areas. The camera features presets for 180°, 270°, 360° panoramic coverage but additionally allows quick and easy manual, customized, and individual configurations from your PC to help eliminate problem blind spots. "The V2020 provides a highly-competitive NDAA-compliant option for integrators. It is feature-rich, easy-to-use, and is certified with most major video management systems, making integration into existing systems easy," shared Bob Germain, Director, Hardware Product Management, Vicon.

DMP welcomed Carlos Romo to the Central States sales team as Dealer Development Manager serving North Texas. "From the first time I met Carlos, his professionalism impressed me," said Derek Ottman, Director of Sales of the Central States region. "His personal beliefs align with DMP's corporate values and his experience in the industry are valuable to our dealers and DMP. The North Texas region will be served well under Carlos' leadership." Ramos can be reached at 417- 831-9362, Ext. 1403, or CRomo@DMP.com.



Alarm companies have already been able to use the FirstNet network to transmit alarm signals using **DMP's** XR Series™ and XT Series™ control panels. Now, they've got even more options with FirstNet using DMP's dual path alarm communicator. Not only does the DualCom make it easy to upgrade old systems to LTE, but as phone lines drop out, this solution gives a way to connect to older panels with dialer communicators only. Alarm companies can also give their customers the smart home features they want with automated actions, cameras and video doorbell all from the Virtual Keypad™ app. And don't forget, with DMP, network communication is free. For more on FirstNet, check out FirstNet.com. For more information on becoming a certified FirstNet user, visit TMA.US/FirstNet or contact John McDonald at 703-660-4917 or firstnetprogram@tma.us. For more information, visit DMP.com or contact Mark Hillenburg at MHillenburg@DMP.com.

SALIENT SYSTEMS announced that Keith Aubele CPP, LPP has been named as the company's Chief Security Officer. Aubele brings decades of experience at leading retail organizations to the CSO role, which is the first such position for Salient. A former Director of Loss Prevention for Walmart Stores Inc, and Senior Vice President of Loss Prevention for The Home Depot, Aubele will guide Salient's approach to customer needs in the rapidly changing security landscape, as well as provide overall leadership and direction on corporate risk assessment, strategic planning and global initiatives on behalf of Salient. "Keith's depth of expertise and industry reputation in corporate security management and loss prevention leadership will continue to guide Salient in our ongoing efforts to expand the value of our platform to customers and how we best deliver that value," said Dave Hood, Chief Executive Officer, Salient Systems.

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RAA MEETINGS

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

MID-CAL



MID CAL ALARM ASSOCIATION

www.caaonline.org

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GVAA MEETINGS

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

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www.svaaonline.org

Deric Morrow, President

AMAG - Ph. 415-602-7173

E-Mail: deric.morrow@amag.com

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 more than ever and to keep up to date on all the new information.



**INLAND EMPIRE
ALARM ASSOCIATION**

www.ieaaonline.org

Richard Jimenez, Vice 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.

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.

At the 2021 CAA Winter Convention: Daniel Rosales, Sr. Director Technical Services, Telguard; Brian Dotson, West Coast Regional Sales Manager, Telguard; Dawn Smith, Director of Business Development, Total Monitoring Services; and Rebecca Stengel, Business Development Representative SW Region, Criticom Monitoring Services



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Tim Westphal, EBAA President

EBAA Meetings

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

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 monthly to richmondca@publicsafetycorp.com.

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GLASAA

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www.glasaaonline.org

Dave 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 is 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.glasaaonline.org.



GOLDEN GATE ALARM ASSOCIATION

www.ggaonline.org

Thank you for your support of the Golden Gate Alarm Association and the CAA, which is working hard to promote professionalism and represent dealers on issues affecting the industry. I appreciate your input from my pre-convention poll email, and I look forward to meeting with you more frequently in 2022. If there is anything I can do for you, please let me know.

Stay tuned,

Paul Wassem

OpenEye, Business Development Manager 408-307-7725

Meetings to be held at:

Chevy's Fresh Mex, 141 Hickey Blvd, South San Francisco, CA 94080

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



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Vice President - Lisa Beale, American Alarm Systems

Secretary/Treasurer - Tatiana Abramek, NMC

Visit www.OCAAonline.org for more information.

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 800-437-7658 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.

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Calling all Alarm Companies!

By Rich Whitlock, Anixter

The Sacramento Area Alarm Association is looking for a new slate of Officers for 2022.

Volunteering on the SAAA Board ~ Have you considered being on the Sacramento Area Alarm Association Board? We believe in term limits and changing the Officers. It brings fresh perspectives and ideas. You have been wanting to give back, so why not get involved?

We need good people such as yourself. As with most associations, it is continually difficult to find volunteers, especially Dealers. The President's position is a two-year term. All other Officers are a one-year term. Please give it some thought. I would love to see you step in for the next term. Most of the involvement is by email. The rest is just on the day of the meetings.

Here are just a few points for you to think about:

5 Ways Volunteering Can Benefit You

Volunteering for a nonprofit is an obvious way to help others. But have you ever considered that it's an opportunity to help yourself as well? From honing professional skills to expanding your network, volunteering can be a win-win for both you and the people you serve.

Here's how rolling up your sleeves and donating a little of your time and energy can make a difference in your own life.

1. It can fuel your passion.

You may love your job, but even the happiest employees and professionals can get stuck in a rut. Volunteering at something you enjoy may reignite a spark if you feel yourself getting bogged down with your daily routine.

2. You can learn new skills.

If you want to stretch yourself, search for volunteer opportunities that allow you to explore new roles and skills you'd like to develop. Professional development isn't limited to workday hours—you may learn some great stuff you can apply to your job during a stint as a volunteer. And remember that you can (and should) add volunteer experience to your resume.

3. It will expand your network.

Not only will you meet people who support the same cause, you'll likely find people who have personal and professional connections that could prove advantageous. On the flipside, you may find yourself in a position to help someone else further someone else's career, which doubles your altruistic efforts.

4. Volunteering provides exposure to new ways of doing things.

You may get an opportunity to see how another organization runs and learn new ways of managing, brainstorming and solving problems. It can provide a fresh way to look at the challenges you face in your paid position.

5. You can use it as a team building experience.

This one goes beyond just you. Do you lead or work with a team in your day job? Look for a group volunteering opportunity—it can be an effective way to build better relationships while giving back to your industry. Also, studies have shown that children who grow up volunteering with their parents are more likely to volunteer as adults.

The SAAA has a long history of being the premier Association in Northern California since 1977. We are one of 11 Regional Chapters of the California Alarm Association. We have been credited with bringing the Annual Police and Fire Forums to the North State. We earned notoriety for our River Boat Cruises and made history with the largest regional association event in Northern California with our Monte Carlo Night.

As we plan for the coming year, we need a fresh perspective that can pull us out of the doldrums of 2020 and 2021. People who can help us figure out how to have in person meetings again. Do you have the initiative?

For more information please contact:

-Tauni Wallace — tauni.wallace@honeywell.com

-Rich Whitlock — rich.whitlock@anixter.com

-Kent Brust — Kenton.Brust@honeywell.com

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Matt Kruger, President

City of San Diego Permit Process

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

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

A conceptual image showing two hands shaking in the center of a server room aisle. The hands are positioned horizontally, with one hand from the left and one from the right. The background consists of rows of server racks on both sides, receding into the distance under blue ambient lighting. The handshake is the central focus, symbolizing partnership or agreement.

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March 31 Scholarship Application Deadline: Spread the word to your Clark County PD and FD contacts: NSA's annual Youth Scholarship Program is open for submissions! Link is on our website Scholarship page. Deadline is March 31st.

Have you renewed your membership for 2022? Not yet a member? Download a Membership application on our website www.nevadasecurityassociation.org or contact us today admin@nevadasecurityassociation.org

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February 2022 Legislative Update

March 31, 2022 8th Annual Fire Symposium

May 2022 Annual Meeting

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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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For more info, go to <https://AZAlarmAssociation.org>, e-mail info@azalarms.org or call 480-831-1318.

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

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We are planning some great events in 2022! Youth Scholarship, Meetings with informative guest speakers, Industry Get-Together events! Watch for notices in our newsletter and website. Join your industry colleagues at CBFAA and make your voice heard for your business and your industry.

Easy, low flat rate dues are a worthy ROI. Membership applications are online at www.cbfaa.org or contact us at cbfaa@cbfaa.org

CBFAA Board at TopGolf 2021 Event



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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.

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renewal application is posted at www.dir.ca.gov/das and the state does not send out reminders. For information on the Electrician Certification Program visit www.dir.ca.gov/das and follow the links.

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

CSLB Enforces Zero Tolerance

The Contractors State License Board (CSLB) is legally required to open an investigation and initiate disciplinary action against the contractor (which may include license suspension or revocation) within 60 days of receipt of a referral or complaint from the Department of Industrial Relations' Division of Apprenticeship Standards (DAS). Labor Code Section 3099.2 stipulates that anyone who performs work as an electrician for C-10 Electrical contractors shall hold an electrical certification card issued by DAS; DAS is required by Labor Code Section 3099.2 to report violations to CSLB. Learn more about electrician certification by visiting the Division of Apprenticeship Standards website. www.dir.ca.gov/DAS/ElectricalTrade

WBFAA UATC Offers Online Continuing Education

The WBFAA UATC is offering an online continuing education program for electronic security systems technicians with more than 50 hours of course offerings. Registered technicians with member companies will have access to 18 hours of online courses annually at no fee. In addition, registered technicians will have access to courses offered in physical classrooms and can submit third-party training for certification for renewal of the state Fire/Life Safety Certification card. For more information, visit www.wbfaa.net or www.wbfaatraining.net.

WBFAA UATC Invites Membership

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

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The logo for ISC WEST, with 'ISC' in a bold, black, sans-serif font and 'WEST' in a lighter, black, sans-serif font, both in white text on a yellow rectangular background.

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December 3 – December 6, 2025

December 2 – December 5, 2026

CAA PALM SPRINGS CONVENTION - Hilton Palm Springs

May 18 – May 21, 2022

May 17 – May 20, 2023

May 15 – May 18, 2024

May 14 – May 17, 2025

INDUSTRY EVENTS 2022-2023

March 22, 2022

SIA/ISC Loves Security, THE ROCKHOUSE, Las Vegas, NV

March 23-25, 2022

ISC West, Sands Expo Center, Las Vegas, NV

April 26-28, 2022

TMA Virtual Mid-Year Meeting, www.tma.us

May 3-5, 2022

AFAA Annual Conference, Palm Coast, FL

June 14-17, 2022

ESX, Ft. Worth, TX

September 11-15, 2022

TMA OPSTech, Charlotte, NC.

October 29 – November 2, 2022

TMA Annual Meeting, Marco Island, FL

November 16-17, 2022

ISC East, New York, NY

2023 - November 4-8, 2023

TMA Annual Meeting, Kapalua, Maui, Hawaii

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

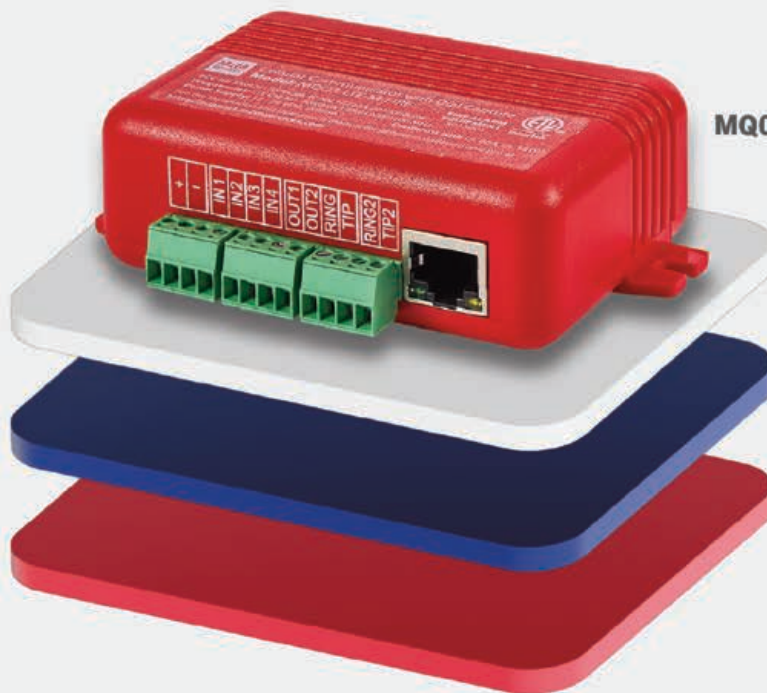
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