

THE MIRROR

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www.CAAonline.org



LANDER HONORED WITH CAA GEORGE A. WEINSTOCK AWARD



Ron Lander of Ultrasafe received the CAA George A. Weinstock Award for Lifetime Achievement and Service to the Industry at the CAA Winter Convention in San Francisco.

A Farewell from Bob Michel

Dear Colleagues,

This is my last president's column. When this issue is published 2015 will be under way, and your new president and new board will be operating the CAA.

I must take this opportunity to recognize the board with whom I had the privilege to work. From our first organizational meeting in Los Angeles two years ago to our last board meeting in San Francisco, they consistently did everything that was needed, and more.

- Cathy Rempel – Southern Vice-president
- Tim Westphal – Northern Vice-president
- Dave Michel – Treasurer
- Rich Whitlock – Secretary
- Chuck Petrusha – Sargent at Arms
- Sam Aviles – Associate Director

I also need to thank past presidents John Hopper, Matt Westphal and Jon Sargent, and also our accountant – Charles Schwager; and our counsel – Les Gold.

All of the 2013/2014 board is back, some of them in new roles for 2015, along with Mike Matson, the new Sargent at Arms. And our new President, Cathy Rempel will be a great leader. They will be fantastic!

As I said in my last column: "Now as we move into 2015 there will be an even bigger focus on bringing our message to the entire industry. We believe in our cause, and we know our work is critical to the industry."

CAA will continuously strive to maintain or increase the value provided, and we will be exploring new, more effective ways of showing all the benefits of membership.

Our successful campaign in 2015 will depend on the help of all the members at the local level. Your input will be invaluable. They say that, "All politics is local." And so it is. All the power of the CAA comes from the local members and regional associations. And that synergy gives us all a voice and a power that we could not otherwise have. So I trust that each member and each regional association will step up when they are called to action by the new CAA board in 2015.

Together we have accomplished great things, and together we can be even more."

I leave my role as president confident that the new president and board will provide incredible leadership, and knowing that they will carry CAA to new heights.

It has been an honor to serve. Thank you.



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THE MIRROR

PRESIDENT'S MESSAGE



Cathy Rempel

I would like to extend a thank you to our members, past presidents, chapters and industry for the opportunity to serve the California Alarm Association in my new capacity. Several great leaders have preceded me and I would like to bring special mention to Bob Michel who served the CAA with constant focus and dedication during 2013 and 2014. Many of you may be unaware that Bob has been in this industry for more than 39 years and with his strategic leadership and hands-on approach, he ensured that significant initiatives were achieved. To name just a few of these, the CAA received record attendance levels and sponsorships at our conventions, the CAA website was redesigned to be a true communications tool and he ensured the successful implementation of processes for our financial system, operating system, Weinstock award, Mark Schubert award and scholarship program. Bob's focus was on building an inclusive organization and as such he increased and enhanced partnerships with SIAC, ISC, ESX, ESA, SIA, CAFAA, CSAA FARA and BSIS. It is with great pleasure, seriousness and humbleness that I have the opportunity to carry on the tremendous work that Bob and all our previous presidents accomplished.

As we move to the next level in 2015, our goals are to continue and grow upon the foundation set by previous boards and to listen and ensure our members' voice matters. We will focus on bringing the best of the best in communications, industry support and events both at a local chapter and state level for the highest level of value to all across the industry. We will be an inclusive organization for all security professionals and as such will work to continue to increase participation at all levels.

Our initiative of carrying our message and directions across the security industry will begin at our most critical and fundamental area, our eleven regional chapters. We will look to your feedback whether you are a member, dealer, partner or industry security professional so that we may continue to shape and grow our association to the levels that matter the most to each of you in your businesses and across the security industry.

I am proud to be serving with one of our best boards ever to accomplish these goals including Chuck Petruscha as Northern Vice-President, Tim Westphal as Southern Vice-President, Rich Whitlock as Secretary, Mike Matson as Sargent at Arms, Dave Michel as Treasurer, Bob Michel as Immediate Past President and Sam Aviles our Associate Director. What a terrific line up of talent!

Thank you for your trust and support. I am inspired by our heritage and dedicated to our future!



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



EDITOR'S NOTE: The November 2014 issue of THE MIRROR featured Jeffrey He of Hikvision who was misidentified. He is President of Hikvision USA.

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JANUARY 2015



ASSOCIATES CORNER

2015 Can Be A Successful Year

By Harvey Eisenstadt

Although we keep hearing that the economy is improving and businesses are starting to experience growth, the reality is that the business world is still presenting demanding challenges as we enter 2015. Salespeople do not have to view these challenges as doom and gloom as long as you are ready and willing to face these challenges head on with positive actions. To get you started here are a few of those positive actions that you can identify, learn how to strengthen and then actively employ.

The first one I want to bring to the table is what I call "reality." Salespeople have a propensity for always presenting that smiling face with "happy talk." Everything is always so wonderful. Now, I want to make it perfectly clear that there is nothing wrong with displaying a pleasant, smiling, happy, successful attitude. What salespeople must realize is when it is time to get serious and set aside that "everything is wonderful and great" perception especially in a weak business environment. Too often, prospects are not really impressed with that type of discussion, when in reality the economy has still not returned them to normal and they may be experiencing a slowdown in business. So, before bouncing in with the "happy talk," take those first few minutes to identify the temperature of the prospect's attitude and business. Then present a positive approach about yourself, your company and the products or services you are there to discuss and how they can constructively be the tool to help the prospect.

Focus your attention on the prospect and what you can do for them. Always remember, it's not how wonderful your products are or your service is; rather it's the benefits that the prospect will receive from those products or services that will move them forward. So, avoid the

mistake that is made too often, which is going into a sales presentation preoccupied by what you want to sell. You must create the image in the mind of the prospect that you recognize and are interested in their needs and that you have solutions to meet those needs. Prospects are moved into a buying mode when they resonate with the fact that the salesperson is truly trying to learn as much as possible about their needs or "pain," what their problems might be, what they ultimately want to achieve, and when they recognize the value to them of the benefits of the product or service that the salesperson can deliver.

Turning now to marketing: historically it has been shown that during times of a sluggish economy businesses will tend to cut back or even eliminate advertising. These are two options affecting a very critical component in the growth and future of a business. From a financial perspective, either of these options may certainly satisfy the goals of your Corporate Financial Officer. However, from a business growth perspective it could probably be one of your poorest decisions. Remember the saying "when the going gets tough the tough get going." This applies to marketing your business. You need to make some tough decisions. Eliminating advertising should not be an option. Cutting back can certainly be an approach depending on your financial status. You must never stop promoting your company. Businesses that continue to promote, even during these tough economic times, will increase their chances of growing now and as the economy starts improving. And, the economy will improve, as history will also remind us that we travel through economic cycles. So, what do you do regarding marketing in tough economic times? Pay close attention to what your objectives should be. Are you looking for an immediate response or long term promotion of your brand? Clearly, there may be less advertising dollars to make this decision, so focus those dollars on the medium that will deliver the best results towards your objective.

Associates Corner continued on next page

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As important as the necessity to continue marketing is the need to plant your seeds for tomorrow, in other words, prospecting. Prospecting is not merely lining up the next sale. Yes, that is clearly an objective but prospecting must also be thought of in the longer term where prospects may require time to make a decision. If you think long term, and stay close to those prospects, the future will be bright. It is important to remember that you not only need prospects to grow your business but also to replace those customers lost to normal circumstances.

There are many approaches to prospecting. Here are a few. Your existing customers provide a wealth of knowledge for your prospecting efforts. Answer the question as to why your existing customers buy from you and what is common among them. Now you can prospect for future business using those parameters. Go back to your archives and find those prospects that you never did close. People, processes and needs all change over a period of time. Start contacting these prospects and you may be surprised how many have experienced changes which may now make your product or service more interesting to them. And, don't forget your existing customer base for referrals. Your satisfied customers are a valuable resource for new opportunities. All too often they will not take the initiative and offer leads. However, a simple phone call will reveal that they will identify opportunities for you. But, remember, you must ask for the referral.

2015 can be a successful year but you must move forward with a positive attitude and programs that keep your brand alive and present opportunities for new business.

Harvey Eisenstadt is a Sales Consultant, Trainer, Speaker, Mentor and Author. Harvey possesses over 45 years of successful sales and sales management experience and is a nationally recognized authority on relationship building. Harvey can be reached at 818-701-7799 or harvey@hjesales.com



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The new 25,000 square foot California headquarters also features NMC's Education Center which provides meeting spaces and training facilities for our dealers and their





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

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LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2015

By Don Gilbert, Mike Robson, and Trent Smith

The Political Action Committee (PAC) is an important part of the CAA governmental relations program. In past years, CAA has raised more than \$30,000 in its PAC to contribute to business-minded legislators. We want to establish this funding level as a goal for 2015 and encourage CAA members to contribute what they can to reach this goal.

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

CAA PAC FUND CONTRIBUTIONS

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

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EXACQ TECHNOLOGIES introduced the ability to set up and manage failover on exacqVision servers with exacqVision 6.6 and Enterprise System Manager (ESM) version 3.0. The new ESM failover functionality continually monitors exacqVision recorders. A system failure can be detected within 15-30 seconds and an actual failover to a spare server or servers can be automatically instigated in a matter of minutes. Failover functions include IP cameras, recording schedules, user rights, event linking, serial profiles, archiving configuration and more. Once the protected recorder is back online, ESM automatically transfers all functionality back to the original server. Users can also use ESM Failover to perform manual failover on exacqVision recorders at any time to conduct system maintenance. "The new ESM Failover feature adds substantial value to our exacqVision enterprise solution," notes Scott Dennison, Director of Marketing, Exacq Technologies. "We recognized the need for our customers to maximize video recorder uptime and delivered a failover solution to ensure video recording is never interrupted." For more information, visit www.exacq.com.

COPS MONITORING promoted Melissa Hansen to Director of Training where she will oversee the entire spectrum of COPS' training program across its six central stations including initial training of new employees, CSAA Five Diamond certification, its rigorous proprietary "up-or-out" training program for dispatchers (called Gradation), customer service and disaster preparedness instruction, and coaching of central station managers. "What we do is extremely important and a properly trained dispatcher can help prevent a significant loss to a customer and even make the difference between life and death," said Hansen. For more information, visit www.copsmonitoring.com.



NAPCO SECURITY TECHNOLOGIES, INC. has been addressing and educating school boards and K12 stakeholders across the country on security technology solutions, most recently last month in both New York and Ohio, introducing its divisions, Alarm Lock, ContinentalAccess and Marks, LocDown™ products designed for every educational building and door. Napco has met with great interest and thanks from administrators, to facility managers and from local PTAs to campus safety pros, presenting its SAVI™, the Security Access-Control Vulnerability Index™ and Whitepaper, based on its brand-agnostic evaluation tool. The company offers a range, from economical local lock-down with a key from the inside-door, to an electronic activation with portable teachers' keyfobs or across the school using a wireless lock network, activated from any one lock

or the school server and locked-down in under 10-seconds. Campus-wide, Napco offers a full enterprise solution, integrating video, alarms, access control, locks, IDs, threat-level- and visitor-management, well-known for lowest operating costs. For more information, visit Napco's school security website www.savischool.com.

QOLSYS announced that it has secured a strategic investment from Tyco Security Products, part of **TYCO**. "This is a validation of the Qolsys vision to reinvent the security, life safety, and intelligent home platform for today's smartphone generation," said Qolsys CEO Dave Pulling. "This investment is a game changer, fueling Qolsys' growth and delivering our customers product innovations and additional services." The product roadmap and new features will be accelerated, as well as increased dealer resources and channel development and support. "The partnership with Qolsys is exciting news for Tyco Security Products and it further demonstrates Tyco's commitment to enabling new intelligent services via the Internet of Things," said Mike Ryan, President, Tyco Security Products. "This investment deepens our intrusion security portfolio offering so that we can continue to deliver the most innovative and intuitive solutions to our customers in the residential, commercial and service provider segments." For more information, visit www.qolsys.com.

ADI announced Michael Flink has been named president of ADI Global and will lead all ADI businesses across the Americas, EMEA and India. He will continue to report to HSG President Ron Rothman. Flink will drive an ADI global vision and business strategy to maximize vendor and customer relationships, strengthen product categories and lead expansion plans across all regions. Flink has been president of ADI Americas since 2010, and has successfully led a cultural transformation focused on growth, marketing strategies and learning to improve the customer experience and strengthen the organization. "Our company is well positioned to grow, and we are committed to serving dealers and vendors around the world," said Michael Flink, president, ADI Global. For more information, visit www.adiglobal.com.



NOTIFIER by Honeywell introduced the FAAST XT 9400X conventional aspirating smoke detector, designed to provide very early warning of smoke for large spaces up to 28,800 square feet. FAAST employs a series of advanced algorithms, coupled with a choice of three sensitivity modes to practically eliminate nuisance alarms. In addition, a three-stage filtration system makes FAAST a great option for detecting fires in harsh environments with high air flow or a lot of dirt and other nuisance particulate matter. "Yes, this aspirating detection is good for critical and high-risk facilities, but the 9400X can also be a real problem solver for a variety of places," said Dick Bauer, business leader, NOTIFIER. "Now NOTIFIER users have another option that could help ensure no disruptions to their business and possibly save them some time and money too." An internal three-speed fan can be configured for more or less area coverage, or to reduce power consumption of each unit. The new detector can also integrate with building management systems via Modbus TCP/IP communication. For more information, visit www.notifier.com.



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

Theodore Roosevelt



George De Marco moderated the CAA Executive Symposium with Mike O'Neal of Linear; Lou Fiore of CSAA, Larry Folsom of I-View Now and ESA Executive Director Merlin Guilbeau.



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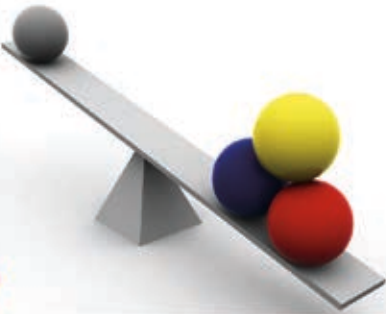
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GLASAA presented \$15,000 from the proceeds of the GLASAA Golf Tournament to support the industry programs at the CAA Winter Convention in San Francisco. On hand were CAA President Bob Michel and GLASAA representatives Jeanne Michel, Sharon Elder, Lilianne Chaumont, Dave Michel, Mark Sepulveda and Charles Schwager.

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Colette Came and Cristina Araujo of Came Security in Morro Bay welcome CAA Executive Director Jerry Lenander and THE MIRROR on their return from the CAA Winter Convention.



The Mirror at the Contra Costa County Sheriff's Posse holiday meeting: (L-R) Sheriff's Posse member Jon Sargent (CAA Past President), Sheriff Dave Livingston, and Posse member Bill Vencill (Past President, East Bay Alarm Association)



THE MIRROR was with the CAA Winter Convention group that visited Sausalito and Scoma's for lunch including CAA Executive Director Jerry Lenander; Lou and Michel Fiore, Laura and Morgan Hertel, Dan Van Hart, Daniel Freitas, and Connie and Michael Tarin.



THE MIRROR founder George Weinstock shared the news with past recipients of the CAA George A. Weinstock Award including George Gunning, Lessing Gold, Jon Sargent and Ron Spiller at the CAA Winter Convention.

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GREATER VALLEY ALARM ASSOCIATION

By Joe Castro, President

2015 GVAA MEETINGS

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

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



GVAA President Joe Castro (far right) welcomed members and new leadership to the GVAA.



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

SVAA 2015 MEETING

- ♦ January 21... SVAA General Meeting..... Santa Clara
- ♦ April 22 SVAA General Meeting..... Santa Clara
- ♦ July 22 SVAA General Meeting..... Santa Clara
- ♦ October 21 .. SVAA General Meeting..... Santa Clara

SVAA Information

If you are not on our e-mail list please contact Mark Simpson at 408-882-4260 or msimpson@rfi.com. It is so important to get involved with your local associations more than ever and to keep up to date on all the new information.

MID-CAL



MID CAL ALARM ASSOCIATION

2015 MID CAL MEETINGS

- ♦ January 13... MCAA General Meeting..... Fresno
- ♦ April 21..... MCAA General Meeting..... Fresno
- ♦ August 11..... MCAA General Meeting..... Fresno
- ♦ Nov. 17 MCAA Golf Tournament..... Fresno



The Mid-Cal Golf Tournament attracted industry leaders at their annual fundraiser including Keith Baird of Honeywell (left) and Mike and Irene Matson of Matson Alarm.



The Mid-Cal Golf Tournament welcomed a sold out crowd to the post-event awards dinner.



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EAST BAY ALARM ASSOCIATION

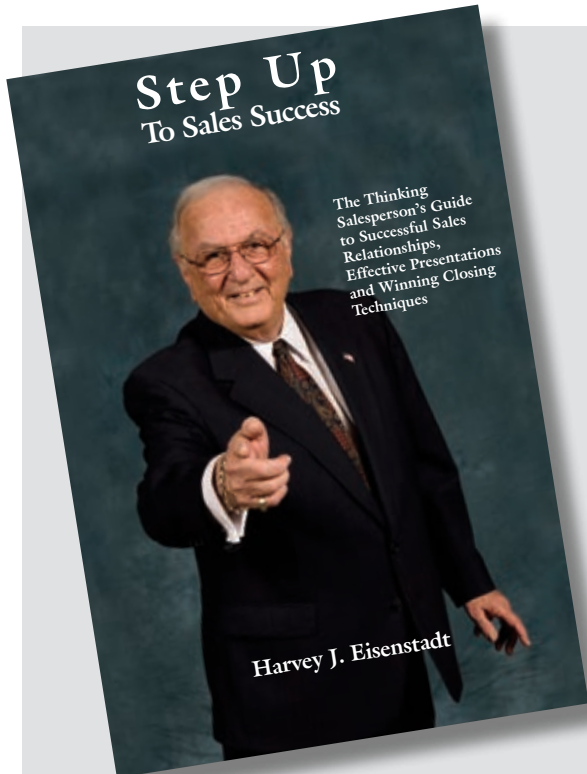
By Mike Salk, President

2015 EBAA MEETINGS

♦ January 13... EBAA General Meeting.....Richmond

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

CAA Past President Rod Uffindell with Paul Udell and David Ingram at the EBAA general meeting with THE MIRROR.



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By Harvey J. Eisenstadt

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Sean Hamm, President

2015 SDSA MEETINGS

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

City of San Diego Permit Process

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

Visit our website: www.sandiegosecurityassociation.org



By Holley Hunt, President

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

2015 IEAA MEETINGS

- ♦ March 27 IEAA General Meeting Riverside
- ♦ May TBD IEAA Poker Tournament Riverside
- ♦ Sept. TBD IEAA General Meeting Riverside
- ♦ Nov. TBD..... IEAA Charity Tree of Life..... Riverside

If you would like to attend a meeting or if you have a desire to get involved, then please join us or call 800-559-9060.

IEAA Membership

If you would like to become a member, or have any suggestions on ways to increase our membership, please us a call at 800-559-9060.

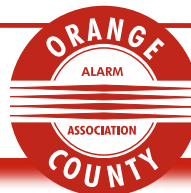


Sean Cooke, President
scooke@allguardsystems.com
800-255-4273

2015 RAA MEETINGS

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

For more information regarding RAA, its membership and participation, please visit www.redwoodalarmassociation.org or contact Sean Cooke at scooke@allguardsystems.com or 800-255-4273.



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

By Steve Maris, President

2015 OCAA MEETINGS

- ♦ January 21... OCAA General Meeting Orange
- ♦ March 18 OCAA General Meeting Orange
- ♦ May 20 OCAA General Meeting Orange
- ♦ June – TBD . OCAA General Meeting Orange
- ♦ Sept. 16 OCAA General Meeting Orange
- ♦ Nov. 18 OCAA General Meeting Orange

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 the City's alarm program you can contact the Alarm Coordinator at 949-724-7066. Classes are 9 a.m. - 10 a.m. and fee is \$15.

For information contact:

Cristine Gaiennie
Regulatory Affairs Supervisor
Irvine Police Department
949-724-7066
cgaiennie@cityofirvine.org

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.



Gary Lowndes, President

2015 GGAA MEETINGS

- ♦ Feb 11..... GGAA General Meeting San Francisco
- ♦ May 14 GGAA General Meeting San Francisco
- ♦ August 13 GGAA General Meeting San Francisco
- ♦ Nov. 12 GGAA General Meeting San Francisco

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



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By Rich Whitlock, President

I would like start out by congratulating the 2015 Elected and Appointed Officers of the S.A.A.A. We had our annual Elections on December 4 at our Holiday Party. They resulted with:

- Rich Whitlock, Safe Side Security ~ President (two year term 2014 – 2015)
- Ed Sherry, Sting Alarm ~ Vice President
- Leanne Boger, Burgarello Alarm ~ Secretary
- Tauni Wallace, Professional Sales Reps ~ Treasurer
- Andrew Young, Safe Side Security ~ Sgt of Arms
- Tim Tracy, Honeywell Security Products ~ Officer at Large
- Ben Martinez, Grand Central Station / All Guard ~ Past President (two year term 2014 – 2015)

We would again like to thank Jeff Dickerson with 2GIG for sponsoring the event. It was a fun night where we were able to acknowledge some key participants and enjoy each other's company with a nice meal.

On a personal note, I would like to thank Rodger Young with Safe Side Security for his 6 years on the SAAA Board. Rodger is extremely hard working and always willing to jump in at our events. His time and contributions on the Board are part of what has made our Association the strong group that it is today. While he has stepped aside for the next generation (his son Andrew), I hope he knows that we will still be calling on him for his guidance and help for years to come. I would also like to thank Eileen Berberich with Access Supply Hardware for serving on the Board last year. She brought a great energy, willingness and infectious smile to all our meetings.

Chico, CA

Some interesting developments in Chico. Last month we reported a request for support to a legal fund in an attempt to head off the city's unconstitutional ordinance that would fine alarm companies for false alarms. The latest update comes from our industry attorney, Les Gold with MS&K. Mr. Gold has been in correspondence with Chico's legal counsel. Their city attorney asked SIAC for a revision of their current ordinance to bring it to acceptable standards. They will then present the revision to city council for review in mid-January. Mr. Gold explained that the CAA will withhold any action against the city regarding the ordinance pending a resolution, provided that the city will agree they will not take any action to enforce the ordinance during this period. This is not over yet, but it has taken a turn for the better. I will continue to keep you updated as it continues. While it may not go to court, there are legal bills to pay. If you are able, there is still a need to donate to the legal fund.

Contributions can be made to:

C.A.A. ~ Chico Legal Fund
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Davis, CA

We recently learned that the Davis Police Department advised a Sacramento alarm monitoring center that they had adopted a Broadcast and File policy and refused to respond to their call because it "was not verified in person or by electronic means". On December 16 Jon Sargent & Chief Steve Keefer with SIAC met with their Assistant Police Chief, a Lieutenant and the city's Police Resource Analyst. They had indeed just enacted a verified response/Broadcast & File policy, but had done so on the advice of a paid government consultant who had been hired by the city to study the city's business structures & efficiencies. This consulting company then made cost saving &

financial improvement recommendations; one of which was that the police needed to go to verified response on alarms. The police were very willing to hear what SIAC had to discuss & the meeting ended with them stating that they will work together with us cooperatively after the holidays. Jon Sargent will be the point person and has asked the city for their consultant's contact information so we can meet with them to discuss their alarm response viewpoint and provide them with SIAC materials and Best Practices for their future work with other jurisdictions.

2015 SAAA MEETINGS

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

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

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



SAAA President Rich Whitlock of Safe Side Security used his fuzzy wuzzy at the SAAA Holiday Party.



SAAA President Rich Whitlock thanked the Board of Directors for their volunteer service during the year.



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GLASAA

Greater Los Angeles Security Alarm Association

By Bill Collins

GLASAA MEETINGS 2015

- ♦ February 17 . General Meeting Los Angeles
- ♦ April 21..... General Meeting Los Angeles
- ♦ June 16 Scholarship Presentation.... Los Angeles
- ♦ August 18 General Meeting Los Angeles
- ♦ October 16... General Meeting Los Angeles
- ♦ Dec. 17 General Meeting Los Angeles

GLASAA Meetings and Events

Please visit our website at www.glasaa.org

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

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

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



GLASAA members were in the holiday spirit at the annual Holiday Party in Van Nuys.



Charles Schwager received an award from GLASAA.



Bob Jennison of Post Alarm received recognition from GLASAA President Bill Collins.

Candi Hurtt and Brian Fullhart of Interlogix welcomed guests to the GLASAA Holiday Party.



Cathy Rockwell and The Mulligan Man with Harvey Eisenstadt at the GLASAA Holiday Party.



Thomas Marris, Candi Hurtt, Bert Ross and Jamie Kristen spread the holiday cheer.



The CAA Winter Convention 2014

Harvey Eisenstadt made his annual poetic contribution to the CAA Tribute Dinner honoring Ron Lander.



Ron Lander and his wife Georgia were surrounded by friends and family at the CAA Tribute Dinner.



Ron celebrated the CAA George A. Weinstock Award with his wife Georgia.



Bob Michel thanked the Board of Directors, volunteers and staff who supported him during his two years as President.



Troy Guerrero of Interlogix presented a workshop at the CAA Winter Convention.



Attorney Daria Boxer of MSK discussed cyber security and the impact on alarm company contracts.



CAA Legal Counsel Lessing Gold provided an update on issues to the CAA General Session.



Superior Court Judge Robert Schuit spoke on behalf of his cousin Ron Lander at the CAA Tribute Dinner.



Darren Kavinoky provided the keynote address titled "Be the Billboard" to the CAA Winter Convention.

The CAA Winter Convention 2014 *continued*



Mitch Reitman, Rick Gombar, Jennifer Hollister and Tim Sproul enjoyed the opening reception.



Rainey and Ron Spiller (the ghost of emcee past) with Sandy and Lessing Gold of MSK.



CAA Secretary Rich Whitlock (center) welcomed Gary Gray and Vaughn Wells of Tri-Ed to the CAA Winter Convention.



CAA Lifetime Member Harvey Eisenstadt with his son Steve Eisenstadt of PSR.



Tim Roberts, Shawna Sanders, Jerry Lenander, Morgan Hertel, Michael Tarin, Connie Tarin, Laura Hertel, Dan Van Hart, Michel and Lou Fiore and Daniel Freitas with THE MIRROR at Scoma's in Sausalito.



The CAA Winter Convention concluded with Industry Incorrect, an informal panel moderated by Lessing Gold of MSK and featuring Steve Shapiro of ADT, Alan Pepper of MSK, Keith Baird of Honeywell, and Rich Whitlock of Safe Side Security.



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RandyHormann@afa.org

AFAA Seminars

AFAA now has a new NICET prep seminar called "A User's Guide to Simplifying NFPA 72 and the NEC." This is an interactive course designed to help attendees better understand how to use NFPA 72- 2013 and the NEC 2011 fire alarm wiring requirements. All NICET fire alarm tests are now updated to the 2013 NFPA 72 and 2011 NEC. For more information, visit www.afa.org.

AFAA Insurance

AFAA has worked with Willis Insurance for over a year to bring you a Member's Only insurance program guaranteed to save you money. We recently held a webinar to discuss the program. The recorded version as well as applications are available at www.afa.org. We have policies for Fire Alarm Contractors and one for Security Services Contractors. Find out about this excellent AFAA member benefit. For more information, you can call Dale Wittick with Willis Insurance at 610-260-4342 or email at Dale.Wittick@willis.com



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January 13 WAESA Western Lunch Meeting..... Tri-Ed, Seattle

January 15 WAESA Eastern Lunch Meeting..... Timberline

February 10 WAESA Western Lunch Meeting..... ADI Seattle

March 10 WAESA Western Lunch Meeting..... Tri-Ed Seattle

April 14 WAESA Eastern Lunch Meeting..... ADI Seattle

May TBD WAESA Annual Meeting Location TBD

WASHINGTON APPRENTICESHIP PROGRAM

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

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2015 NSA MEETINGS

January 14Member Meeting.....Las Vegas
 March 11Member Meeting.....Las Vegas
 April 16 Public Safety Lunch & Scholarship ..Las Vegas
 Member meetings take place at: Marilyn's Café at the Tuscany,
 255 E. Flamingo Rd, Las Vegas, NV 89169. They start at 6:00pm.
ATTENTION!

Membership dues renewal reminders will be sent out soon. Please watch your mail for them. **WANT TO JOIN THE NSA?** Join now and your dues will carry you through to the end of 2015.

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

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

Please contact me if you have any questions.

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

OBFAA Membership

If you are not a member of your state's alarm association, join now. We can only make a greater impact, with greater numbers, and your involvement is vital to the growth of your local association and the industry as a whole.

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January 14AZAA Membership MeetingPhoenix, AZ
March 11AZAA General MeetingTucson, AZ
April 8AZAA Membership Meeting	
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June 10AZAA Membership MeetingPhoenix, AZ
July 8AZAA General MeetingNorthern Arizona
October 14AZAA General MeetingTucson, AZ
November 18AZAA General MeetingPhoenix, AZ
DecemberAZAA Holiday Party	

Surprise Alarm Ordinance in Arizona

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

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IN MEMORIUM

Bob Leeper Founding Member of the Original WBFAA

We are sorry to report that Bob Leeper, former owner of US Burglar Alarm passed away on November 19, 2014. Bob was one of the six (6) founders of, and the first president of, what is now the California Alarm Association. The Association was formed in 1958. Bob was the last surviving founding member which included:

Morris Weinstock Morse Signal Devices

Herman Cohen ----- Pacific Alarm

Bob Leeper ----- US Burglar Alarm

Norman Messick ----- Coast Alarm

Joe Wilson ----- Central Alarm

Charlie DiBenedetto ---- West Coast Burglar Alarm

It should be pointed out that Everett Westphal, founder of Bay Alarm, got his start at US Burglar Alarm as did Shane Clary, recipient of the 2011 George Weinstock Award.

"Bob Leeper always had a special place in my heart, as US Burglar Alarm was my first client in the alarm industry," said Lessing Gold of MSK and legal counsel to the CAA.

WBFAA UATC Apprentice Class Set for January 21

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

CERTIFICATION – FIRE/LIFE SAFETY TECHNICIAN - RENEWAL

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

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

CSLB Enforces Zero Tolerance

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



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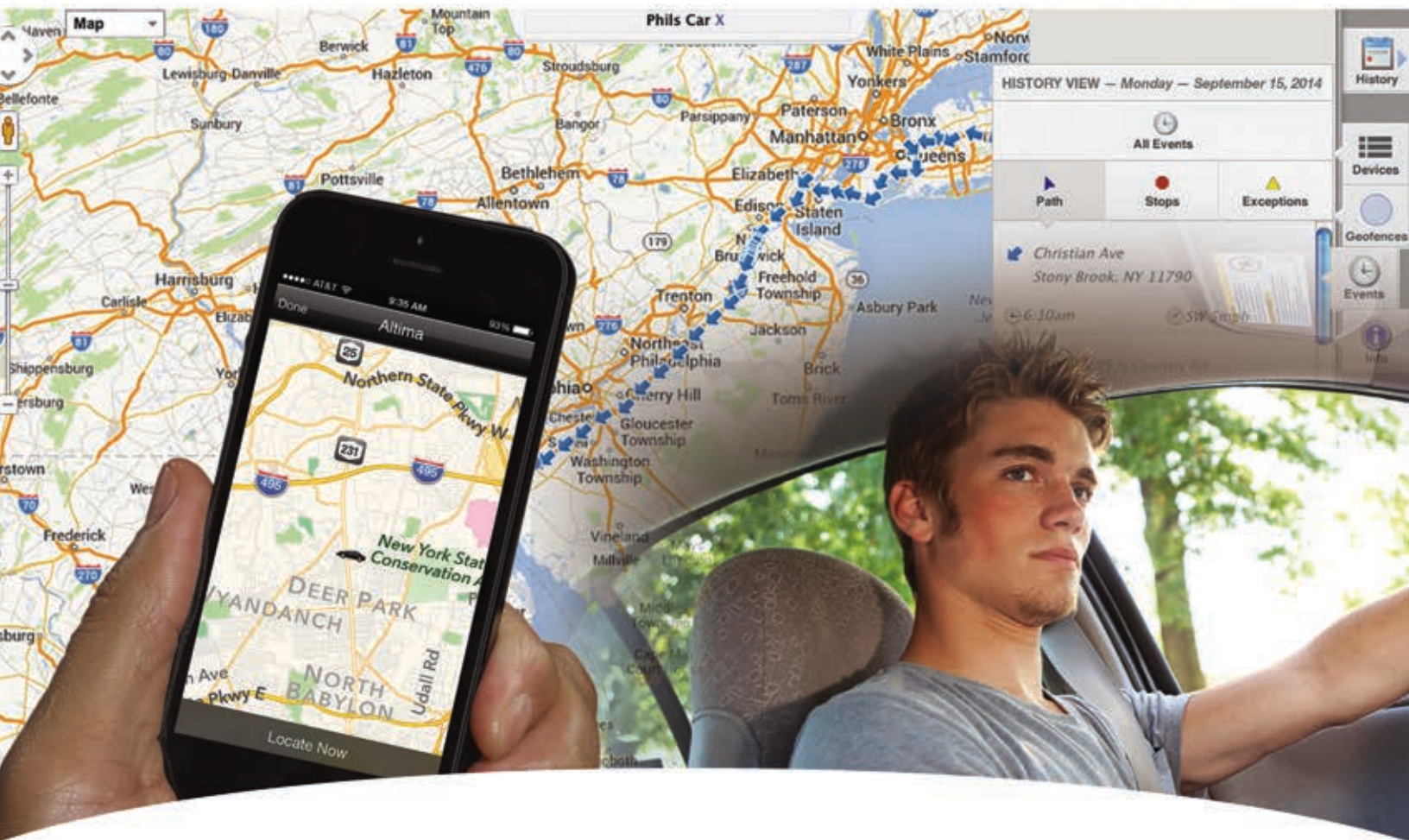
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ESA Member Buying Program

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Security America Risk Retention Group

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

NTS Expands Online Courses

The ESA National Training School has expanded its catalog of online training courses including technician and business management courses. For information, visit www.esaweb.org.

Electronic Security Association SECURE+ Initiative

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

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WESTERN STATES SECURITY ALLIANCE
CAA CALENDAR 2015

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

JANUARY

8	GVAA General Meeting	Manteca
13	MCAA General Meeting	Fresno
13	EBAA General Meeting	Richmond
13	WAESA Western Lunch Meeting	Seattle, WA
15	WAESA Eastern Lunch Meeting	Timberline, WA
21	RAA General Meeting	Windsor
21	OCAA General Meeting	Orange
21	SVAA General Meeting	Santa Clara

FEBRUARY

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

MARCH

10	WAESA Western Lunch Meeting	Seattle, WA
18	OCAA General Meeting	Orange
27	IEAA General Meeting	Riverside

APRIL

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

MAY

14	GGAA General Meeting	San Francisco
19	SDSA General Meeting	San Diego
20	RAA General Meeting	Windsor
20	OCAA General Meeting	Orange
TBD	WAESA Annual Meeting	Seattle, WA
TBD	IEAA Poker Tournament	Riverside

JUNE

16	GLASAA General Meeting	Los Angeles
18	SAAA River Boat Cruise	Sacramento
TBD	OCAA General Meeting	Orange

JULY

9	GVAA General Meeting	Manteca
22	SVAA General Meeting	Santa Clara

AUGUST

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

SEPTEMBER

16	OCAA General Meeting	Orange
17	SDSA General Meeting	San Diego
TBD	IEAA General Meeting	Riverside

OCTOBER

8	GVAA General Meeting	Manteca
15	SAAA Fire Forum	
16	GLASAA General Meeting	Los Angeles
21	SVAA General Meeting	Santa Clara
21	RAA General Meeting	Windsor

NOVEMBER

12	GGAA General Meeting	San Francisco
17	MCAA General Meeting	Fresno
18	OCAA General Meeting	Orange
TBD	IEAA Charity Tree of Life	Riverside

DECEMBER

16	SDSA Holiday Party	San Diego
17	GLASAA General Meeting	Los Angeles
17	SAAA Holiday Party	Sacramento

2015 EVENTS

January 29-31	CAFAA Annual Conference, Palm Springs
February 8-11	Leadership Summit
March 25	CAA Day at the California State Capitol
April 14	AIREF Golf Classic
April 15	ESA YSP West
April 15-17	ISC West 2015, Sands Expo Las Vegas
May 4 -5	ESA on Capitol Hill
June 22-26	ESX Baltimore

CAA CONVENTIONS

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

CAFAA ANNUAL CONFERENCE

January 29-31, 2015
Hilton Palm Springs
www.cafaa.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

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