

THE MIRROR

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Matt Westphal received the CAA George A. Weinstock with Past Recipients Rod Uffindell, Harvey Eisenstadt and George Weinstock along with CAA President Cathy Rempel at the CAA Tribute Dinner attended by 300 industry leaders in San Francisco.

SAAA Parker
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Award Recipients
Andy Anderson of
CPP Alarm and
Video, Inc., Ron
Buzzard of Liberty
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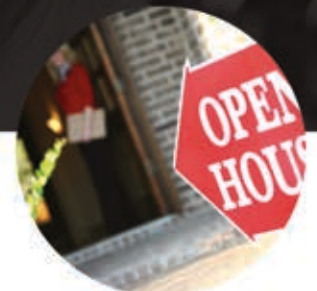
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PRESIDENT'S MESSAGE

What an exciting conclusion to 2015 for CAA as we collaborated, educated, networked and celebrated record attendance and sponsorship at both our Summer and Winter Conventions. Thank you to all who attended, participated and sponsored. The reviews you provided were positive on direction, and supportive of your peers providing best practices and support from topics on leading technology trends to leading in your company and industry! With new alliances

**We are energized and
organized to provide you
with the Transformational**

**Leadership Platform
which will consist of four
leadership based meetings
throughout 2016. These will
be delivered in conjunction
with the summer and winter
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formed, new partnerships and record revenues, we are positioned to provide relevant and exciting programs in 2016.

We are energized and organized to provide you with the Transformational Leadership Platform which will consist of four leadership based meetings throughout 2016. These will be delivered in conjunction with the summer and winter conventions in addition to two additional times during the year. We will plan these leadership sessions to be focused on the topics that you have shared with us as the most important for your business and professional growth. Our mission will continue to be that of growing relevancy and inclusiveness throughout the security industry.

In the first quarter your executive team will determine measureable goals for 2016 as they had in 2015. We are delighted to report that we achieved the goals in 2015 of increased revenues, participation and membership, and we are excited to focus on achieving the goals for 2016 as well. I invite all of you to take a moment and note your objectives and how you will measure these in the New Year. It is important that we not only know and articulate the path we will take to continue to grow but also be able to measure it to understand how we are doing in achieving our goals.

Thank you to all of you for your participation, leadership and encouragement in 2015, and we look forward to continuing our focus with the implementation of the "Transformational Leadership Platform" throughout 2016 where we will be inspired by our heritage and dedicated to our future.

by Cathy Rempel



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ASSOCIATES CORNER

Unlocking Prospect Procrastination

By Harvey Eisenstadt

There are many reasons why prospects procrastinate when it comes to making a decision. All too often none of these reasons have anything to do with the product or service you have presented to them. If I had to come up with one word that could sum up all of the different reasons why prospects delay making a decision the word I would choose would be "change." Yes, unless a prospect has a dire need for your product or service, making a change from what they have or where they

are becomes an emotionally monumental challenge. Some salespeople would like to refer to these as "tough sell" prospects. But then again, no one has ever said that sales challenges were always all that easy.

So now you have to make a decision. Do you call only on those prospects who you have predetermined have that dire need for your product or service, and ignore the rest of the field? Clearly, this

whittles the market down considerably since there are many more opportunities for you to call on that may be using a competitive product or service where your sales expertise can prevail. Why would you want to ignore a significant share of the market? You wouldn't, and you shouldn't.

Knowing the competitiveness of your product or service, here are some ideas that you can apply to address some of the procrastination responses from prospects.

It all begins with getting the appointment. Unquestionably, unless you get the appointment there is no opportunity for a sale. Some of the responses that you have heard many times when calling for the appointment are "I am satisfied with what I have now," or "not looking to make any changes" or "things are good enough the way they are," and many others that you have encountered more than once. These are normal emotional reactions to the thought of having to make a change especially if the prospect cannot quickly identify with any benefit to that change. The key words here are "quickly identify."

To overcome this emotional reaction to change, the prospect has to resonate immediately with a benefit or two from your initial comment. In other words, you have to perfect your elevator pitch. In my November 2015 article I discussed in detail how to create that all important elevator pitch. The critical detail to remember is to be prepared with that list of benefits, not features, that you want to present to the prospect.

Now you are confronted with the next challenge. You have been successful in getting the appointment and are face to face with the prospect. The salesperson's challenge here is to encourage the prospect to conquer their adversity to change. This challenge begins with the salesperson entering this face to face meeting with the right mentality. That mentality must be "if the prospect has agreed to the appointment, then they have also made the decision that they want to buy from me. My challenge is to prove them right." Otherwise, why would they waste their valuable time talking to you?

Now the salesperson must exercise their personal selling skills to reinforce in the prospect's mind that change to their product or service is in their best interest. The salesperson must minimize the prospect's procrastination to change by leading the prospect to make the decision on the product or service. To accomplish this task as each detail is presented and discussed, the prospect must verbally and emphatically acknowledge and agree to that detail. The tools that are employed to achieve this type of response from the prospect go back to the benefits of each detail to be derived by the prospect. As the prospect identifies with and acknowledges each benefit, they are subliminally recognizing that change would be in their best interest. If the salesperson performs these tasks successfully, then chances are that the prospect will say something like "that's what I want" before the salesperson has even had a chance to ask for the order.

So, remember, procrastination to make a decision is directly related to the emotional challenge of change. Overcome that challenge and you have unlocked prospect procrastination.

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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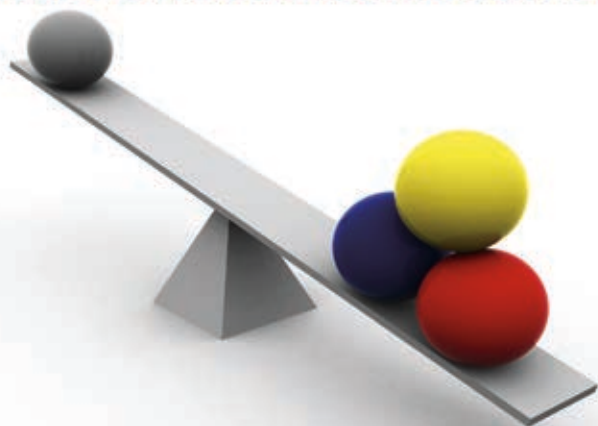


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PAC ALERT

\$30,000 GOAL FOR 2016

By Don Gilbert, Mike Robson, and Trent Smith

The Political Action Committee (PAC) is an important part of the CAA governmental relations program. In past years, CAA has raised more than \$30,000 in its PAC to contribute to business-minded legislators. We want to establish this funding level as a goal for 2016 and encourage CAA members to contribute what they can to reach this goal.

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

CAA PAC FUND CONTRIBUTIONS

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

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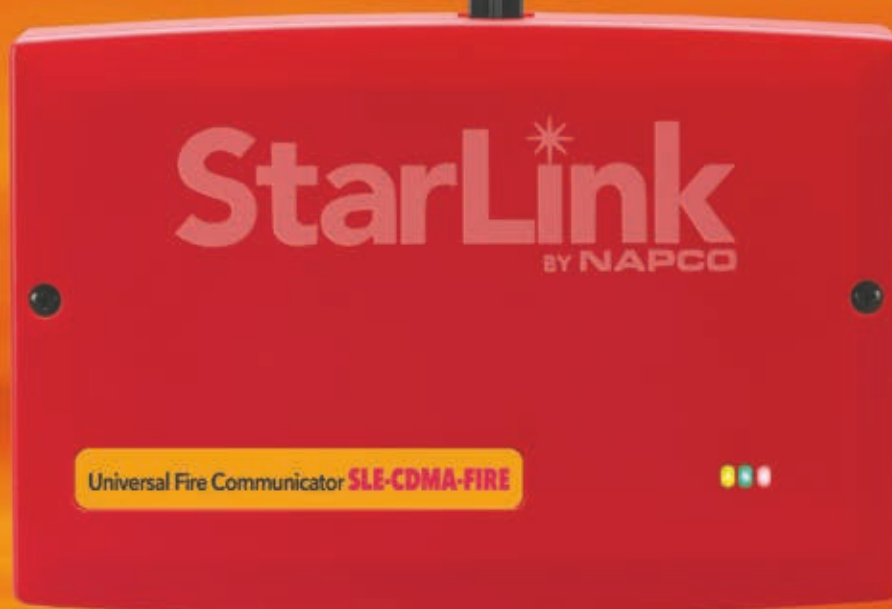
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2N USA announced the addition of Gary Gray as the Business Development Manager for 2N USA covering the Western USA with their main focus on IT/IP Intercoms in the Western United States. Gary has vast experience in the Electronic Security field, with more than 33 years experience in all phases of Security. Gray has been involved with two of the largest Security Distributors for approx 20 years. For more information, visit www.2nusa.com.

TYCO SECURITY PRODUCTS introduced a native integration between exacqVision version 7.4 and the DSC PowerSeries Neo intrusion system. exacqVision version 7.4 video management system (VMS) software also includes new health setup indicators, filtering, CameraLinks in Exacq mobile and enhanced server management in Enterprise System Manager (ESM), a health monitoring program for use with exacqVision Enterprise network video recorders (NVRs). This new inte-

gration combines DSC PowerSeries Neo intrusion into the exacqVision VMS software for seamless operation and simplified security management. The latest Exacq Mobile app for iOS, Android and Windows Phone 8 devices supports CameraLinks. Through the Exacq Mobile app, users can receive push notifications and review video footage when the security system goes into an alarm state. This feature provides Exacq mobile app users with the ability manage and control access control and intrusion events from one place for a complete, unified video surveillance system. For more information on this exacqVision, visit www.exacq.com or for information on DSC PowerSeries Neo, go to www.dsc.com.

TYCO SECURITY PRODUCTS introduced the new Illustra Pro 2 megapixel 30x PTZ camera, offering a powerful 30x optical zoom to deliver better forensic detail over greater distances. The new Illustra Pro PTZ camera offers 30x optical zoom and 12x digital zoom, compared with the 20x zoom of the previous Illustra PTZ model. The combination of the PTZ's advanced optical capability and high quality HD resolution video allows users to identify critical details such as reading license plate characters at distances of more than 1,000 away from the camera. "We continually strive to push the limits in video quality, reliability and performance of our Illustra Pro cameras, to answer the feedback from our customers," said Steve Carney, Senior Director, Product Marketing, Video and Integration Platforms, Tyco Security Products. "The enhanced imaging features, embedded intelligence and industry leading precision control of the new Illustra Pro 30x PTZ delivers a premium quality PTZ camera well suited to meet the needs of customers in mission critical surveillance applications." For more information, visit www.illustracameras.com.

TYCO SECURITY PRODUCTS announced that WinnaVegas Casino Resort in Sloan, IA, has deployed a complete security solution using victor Unified security management platform to integrate its access control and video surveillance systems for use throughout its recently expanded casino facilities, hotel and parking lots. In addition to the deployment of the victor Unified Client, WinnaVegas Casino and Resort added a host of new Illustra IP PTZ and mini-dome cameras from Tyco Security Products. The Illustra Pro PTZ cameras' ability to move into position at a rate of up to 512° per second allows WinnaVegas security officers to quickly and more efficiently monitor suspicious behavior in real time. For more information, visit www.tycosecurity-products.com.

TYCO SECURITY PRODUCTS introduced version 4.8, the newest version of the victor Video Management System (VMS) and VideoEdge network video recorders (NVR), adding several new investigative tools to further simplify incident reporting for busy surveillance operators. The newest version of victor enables operators to quickly build and edit video clips of a specific incident, reducing the time spent searching for video evidence from hours to just minutes. Using the new clip builder and image editor features, operators can split, cut, crop, delete and add relevant segments of video to a clip while also adding information directly on the image to better document actions occurring in the scene. These new incident management tools make case reporting faster and more efficient for internal and external law enforcement investigations. "The ability to quickly and efficiently collect the right evidence immediately following an incident is a critical time saver in building a case," said Jammy DeSousa, Product Manager, Tyco Security Products. "These latest enhancements to the powerful victor platform provide an industry-leading suite of enterprise-class investigation and productivity tools." For more information, visit www.americandynamics.net.

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PUBLIC SAFETY NEWS

ADS SECURITY (ADS) announced the implementation of the ASAP (Automated Secure Alarm Protocol) to PSAP (Public Service Answering Point) alarm response program in their award winning Monitoring Center. This program facilitates the rapid transmission of information between alarm companies and public safety communication centers, drastically reducing alarm response time. ADS joins only a select few alarm companies in the nation to go active with the ASAP protocol.

"ADS Security is proud to be at the forefront of new monitoring innovations and technologies that help keep our customers protected", said Scott Lickteig, ADS Director of Monitoring Operations. "The ASAP to PSAP Alarm Response Program will enhance our UL-listed, CSAA Five Diamond Monitoring Center and allow us to continue to provide the highest quality of service and response times to our customers for many years to come."

ASAP to PSAP protocol eliminates the need for a phone call to be placed from the monitoring center to the PSAP, replacing it with a secure data transmission. This electronic transmission of information between the monitoring center and the PSAP includes details like addresses, key holder info, PSAP request for additional information, and what resources have been dispatched. For more information, visit www.adssecurity.com.



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CAA Past President Bob Michel, CSAA Past President Bud Wulforst of A-1 Security Systems, Ron Walters of SIAC and Dan Van Hart of the CAA with THE MIRROR at the CAA Winter Convention.



CAA Past President Bob Michel, Jeanne Wulforst of the Nevada Security Association and Howard Wulforst of Protection 1 with THE MIRROR at the CAA Winter Convention in San Francisco.

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Members of the California Alarm Association at the Culinary Institute of America at Greystone with *THE MIRROR* after the 2015 CAA Winter Convention.



Dan Van Hart of the CAA, CAA Executive Director Jerry Lenander; Bill and Linda Murray of Evergreen Security and Daniel Freitas of the CAA outside of Steve's Hardware delivering *THE MIRROR* to Stacey Sevinnor of Wayne Alarm.

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California Alarm Association Legislative Report

by Trent Smith and Mike Robson

The Legislature returns from its recess on January 4, 2016. Their first order of business is dispensing with several hundred bills that were introduced last year but never heard in a policy committee. The Legislature has until January 15 to hear these bills, so work will begin quickly upon their return. The Governor will also release his proposed State Budget in mid-January. The independent, non-partisan Legislative Analyst Office (LAO) estimates that the state generated more than \$3.5 billion in revenue during the budget year beyond what was projected. In addition, the LAO estimates that the state is sitting on close to \$12 billion in total budget surplus. It is likely that the Legislature will push to spend some of this surplus, while the Governor remains tight fisted.

The Legislature will also introduce new bills for consideration in 2016. February 19 is the deadline to introduce new bills, most of which will be heard in the first policy committee in March and April. Of most interest to CAA will be SB 468, which we worked on near the end of the last session, but was put over for further debate in 2016. As you may recall, this measure proposes several changes in law governing the activity of businesses regulated by the

Bureau of Security and Investigative Services (BSIS).

About this time last year, the BSIS alerted CAA that they were recommending a change in statute requiring alarm companies to provide greater consumer disclosure for contracts that contained automatic renewal clauses or evergreen clauses. Language inserted in the bill early in the legislative process was reviewed and accepted by CAA.

However, much later in the legislative process – without notice to CAA – new language was introduced into SB 468. This language was more onerous for alarm companies and was unacceptable to CAA. During negotiations with the Department of Consumer Affairs (DCA), it became apparent that DCA wanted the law changed so that alarm companies would have to notify all of the customers upon the anniversary date of their contracts if the contract contained an automatic renewal clause. Originally, we had interpreted their language as applying only to new contracts entered into after January 1, 2016. However, DCA wanted customers who have had their contracts for several years, or even decades, notified of the evergreen clauses. We were able to convince DCA that this was unreasonable and unnecessary.

Eventually, we were able to agree on compromise language, but the new language has not yet been amended into SB 468. The new

language, which will be amended into the bill in early 2016, would require alarm companies to provide a distinct and separate notification to a consumer of an evergreen clause. The notification must include the length and time of the renewal term and that failure to provide the alarm company with notice of cancellation will result in the renewal of the contract. In addition, the notification shall require the consumer to sign or initial an acknowledgement that they have read and understand the disclosure. The automatic renewal clause will be void and invalid without a separate acknowledgement of the disclosure by the consumer.

We were able to negotiate a provision allowing the evergreen clause disclosure to appear on the same form as the three day right to cancel required under Civil Code Section 1689.7. The only issue that still needs further attention is whether the new disclosure requirement will apply to both residential and commercial contracts. We believe the DCA would like the disclosure to apply to all contracts. However, in the past the Legislature has only been concerned with residential contracts. We will have more discussions with both DCA and legislative staff after the New Year to finalize language on this matter. We look forward to receiving further direction from CAA on this issue.

The other policy issue in SB 468 that will require some attention deals with firearm permits. The bill imposes new requirements for obtaining a firearms permit through BSIS. Most of the focus has been on private security guards and private investigator licensees. However, late in last year's session, DCA wanted the new firearm requirement to apply to alarm companies. The legislative staff felt that alarm companies should not be required to meet the same requirements. They argued that the problems leading to the new proposed policies were all generated by private security guards and private investigators who had more direct contact with the general public. In contrast, legislative staff argued that alarm company security guards usually only come into contact with the general public when they are called to an active alarm where there is a greater opportunity to encounter a criminal.

Ironically, most of the debate between the legislative staff and the DCA as to whether the new firearms requirement should apply to alarm companies took place without the input of CAA. We would like to provide CAA's input soon after the New Year. Does CAA care about this new firearm provision applying to alarm companies? Do many alarm companies employ their own security officers or do they contract these services out? If alarm companies employ their own security guards, do they carry firearms? Once we have some direction from CAA we can share it with the DCA and legislative staff so that SB 468 can be amended appropriately.

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Magnetic Contacts

CAA Winter Convention News



CAA President Cathy Rempel addressing more than 100 vendors prior to the opening exhibits at the CAA Winter Convention in San Francisco.



San Francisco Fire Department Chief Joanne Hayes-White and CAA Scholarship Chair Lilianne Chaumont at the CAA Winter Convention. Chief Hayes-White's son Riley won the CAA Scholarship award four years ago and is graduating from Santa Clara. The Chief addressed the CAA General Session and welcomed attendees to San Francisco.



More than 400 CAA member companies and vendors attended the opening exhibits at the CAA Winter Convention in San Francisco.

CAA Transitional Leadership Platform, a Look into 2016 and Beyond panel Robert Owens, Ken Nelson of Interlogix, CAA President Cathy Rempel, Kirk MacDowell of Alarm.com and George De Marco of ESX at the CAA Winter Convention.



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CAA Winter Convention News



Joey Wilson Xandem, Jason Johnson August Locks, Jorge Hevia Napco Security Technologies and moderator: George De Marco of ESX at the CAA Executive Symposium, Leading Initiatives in Today's Security Market, at the CAA Winter Convention in San Francisco.



Stan Hellman of PSR, Susan Brenton of the Arizona Alarm Association and Katie Bally of Davis Mergers & Acquisitions Group at the CAA Welcome Reception in San Francisco.



Jon Sargent and Vladimir Kidanov of Tyco, Mary Jo Lakhal-Ward of West, Brian Boeglin and Doug Valenski of Comcast/Xfinity Home at the CAA Welcome Reception in San Francisco.



The convention wrapped up with Lessing Gold of MS&K, 2015 CAA George A. Weinstock Award Recipient Matt Westphal of Bay Alarm, CAA President Cathy Rempel, Susan Kohn Ross of MS&K, and Dave Michel of Valley Alarm at the informal panel discussion which reviewed key issues that had been raised by attendees during the convention and those issues in the news.

Ron and Lorraine Spiller, CSAA Executive Director Jay Hauhn, CAA Past President George and Linda Weinstock at the CAA Winter Convention Tribute Dinner.

CAA Winter Convention News



CAA Past President Bruce Westphal and his wife Patti, Linda Weinstock and CAA Past President George Weinstock at the CAA Winter Convention Tribute Dinner.



Keith Baird of Honeywell and Frank Ryan of Bosch welcomed dealers to the CAA Winter Convention in San Francisco.

Uncle Matt Westphal, CAA George A. Weinstock Award recipient, was congratulated by Cole, Beau and Mimi at the CAA Tribute Dinner reception.



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SYNCOMM PUBLISHING

Rick Gombor and John Guthrie of Bolton & Company joined with newsletter publisher Jerry Lenander of Syncomm Management Group to add \$5,500 to the CAA Youth Scholarship fund for 2016.

CAA Winter Convention News



CAA Transitional Leadership Platform, a Look into 2016 and Beyond Panel: Robert Owens, Ken Nelson of Interlogix, Kirk MacDowell of Alarm.com, George De Marco of ESX and CAA President Cathy Rempel at the CAA Winter Convention.



Joey Wilson, Xandem, Jason Johnson, August Locks, Jorge Hevia, Napco Security Technologies and moderator George De Marco of ESX at the CAA Executive Symposium: Leading Initiatives in Today's Security Market at the CAA Winter Convention in San Francisco.

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GLASAA

Greater Los Angeles Security Alarm Association

Bill Collins

GLASAA MEETINGS 2016

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

GLASAA Meetings and Events

Please visit our website at www.glasaa.org

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.

CAA Past President Bob Michel, Mark Sepulveda of USA Alarm Systems and Dave Michel of Valley Alarm with THE MIRROR at the GLASAA Holiday Party.



Todd Shuff of NMC and Bob Michel of Valley Alarm at the GLASAA Holiday Party.



Ron Walters of SIAC, Harvey Eisenstadt, and Charles Schwager of BPSD with THE MIRROR at the GLASAA Holiday Party.



Tom Rankin of Continental Security Industries, Inc., Mark Sepulveda of USA Alarm Systems, Charles Schwager of BPSD, Bill Collins of Stanley Security, Dave Michel of Valley Alarm and Brett Henderson of Vivotek presented a \$15,000 Check to the CAA Scholarship Fund, SIAC and CAA PAC FUND from the proceeds of the GLASAA Golf Tournament.



Bill Collins of Stanley Security and Bert Ross of CMS with THE MIRROR.



Bill Collins of Stanley Security, Gary Hoffner of Photo-Scan of Los Angeles, Inc. and Jeanne Michel of Valley Alarm at the GLASAA Holiday Party where Gary won the Gift Basket during the raffle.

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2016 OCAA MEETINGS

- ♦ January 20 OCAA General Meeting.....Anaheim
- ♦ March 16 OCAA General Meeting.....Anaheim
- ♦ June 16 OCAA Golf Tournament.....Anaheim
- ♦ September 21 OCAA General Meeting.....Anaheim
- ♦ November 16 OCAA General Meeting.....Anaheim

CITY OF IRVINE PERMITS

The City of Irvine requires all alarm users to register their systems with a no fee permit. Alarm users may obtain an alarm permit application at the Irvine Police department website at www.irvinepd.org. 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.



EAST BAY ALARM ASSOCIATION

Mike Salk, President

2016 EBAA MEETINGS

- ♦ January 19 EBAA General Meeting.....Richmond
- ♦ March 8 EBAA General Meeting.....Richmond
- ♦ May 10 EBAA General Meeting.....Richmond
- ♦ July 12 EBAA General Meeting.....Richmond
- ♦ September 13.. EBAA General Meeting.....Richmond
- ♦ November 8 EBAA General Meeting.....Richmond

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



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REDWOOD ALARM ASSOCIATION

Sean Cooke, President

scooke@allguardsystems.com 800-255-4273

The Redwood Alarm Association met on November 18, 2015. Our speaker was Larry St John from Eclipse Marketing and Insurance Services. Larry presented a program about "Disaster Preparedness Planning - Strategies for Managing Crises and Minimizing Downtime." There was a lively discussion and a lot of information shared.



Larry St. John of Eclipse Marketing, RAA President Sean Cooke, John Reynolds of Bay Alarm and Tommie Van Fossen of Videofied at the RAA General Meeting.

2016 RAA MEETINGS

- ♦ January 27 RAA General Meeting Windsor
- ♦ June 15 RAA General Meeting Windsor
- ♦ October 26 RAA General Meeting Windsor

The meetings are held at Johnny Garlic's in Windsor starting at 11:30 am.

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

MID-CAL



MID CAL ALARM ASSOCIATION

2016 MID CAL MEETINGS

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



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GOLDEN GATE ALARM ASSOCIATION

Dave Hood, President | 800-684-1111 | dhood@firstalarm.com

2016 GGAA MEETINGS

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

For further information, contact Dave Hood at dhood@firstalarm.com



INLAND EMPIRE ALARM ASSOCIATION

Matt Standiford, President

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

2016 IEAA MEETINGS

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.



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SAN DIEGO SECURITY ASSOCIATION

SAN DIEGO SECURITY ASSOCIATION

Sean Hamm, President

2016 SDSA MEETINGS

- ♦ February 23SDSA General Meeting.....San Diego
- ♦ May 17SDSA General Meeting.....San Diego
- ♦ August 25 (tent.) ...SDSA Day at the Races.....Del Mar
- ♦ September 20.....SDSA General Meeting.....San Diego
- ♦ December 14SDSA Holiday BashSan 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



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 2016 MEETINGS

- ♦ January 12..... SVAA General MeetingSanta Clara
- ♦ April 20 SVAA General MeetingSanta Clara
- ♦ July 20..... SVAA General MeetingSanta Clara
- ♦ October 19 SVAA General MeetingSanta 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.



GREATER VALLEY ALARM ASSOCIATION

Joe Castro, President

2016 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.



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Recently, the SAAA hosted its annual Holiday Party Forum on December 17, 2015. During that forum it included the swearing in of the entire 2016 Board of Directors. President Leanne Boger of Burgarello Alarm Inc., Vice President Andrew Young of Safe Side Security Inc., Treasurer Tauni Wallace of Professional Sales Reps, Secretary Kassie McGehee of Hue & Cry Inc., Sgt. Of Arms Tim Tracy of Honeywell, and Officer at Large Dawn Smith of Total Monitoring Services. This event also celebrated Past President Rich Whitlock for his service and Jon Sargent for achieving SAAA's highest honor, the Parker Maurie Award.

We are excited about the New Year and getting the opportunity and benefits of our Camera, Fire and Security Forums in 2016.

SAAA Forums are held about every other month at Total Monitoring Services. TMS Event Center: 2440 Glendale Lane, Sacramento, CA. 95825. We look forward to seeing you at the following SAAA forums which I find to be very professional and informative.

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

2016 SAAA MEETINGS

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

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

Tim Tracy of Honeywell, Tauni Wallace of PSR and Steve Stansberry of Axis Communications at the SAAA Holiday Party.



SAAA President Rich Whitlock presented Jon Sargent with the SAAA Parker Maurie Memorial Award at the SAAA Holiday Party.



2015 SAAA Board Members Andrew Young of Safeside Security, Leanne Boger of Burgarello Security, Rich Whitlock of Safeside Security, Tauni Wallace of PSR, Tim Tracy of Honeywell and Dawn Smith of TMS.



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SecurityCEU.com Makes Licensing Compliance Easy

Do you need compliance management? According to the authorities and lawyers, if you employ technicians – you do. Now SecurityCEU.com has made licensing compliance and administration easy with its new Compliance Management System (CMS). The new CMS is the industry's only tool to automate, manage and report on licensing and compliance requirements. It automatically reviews SecurityCEU.com student transcript data and updates licensing information when appropriate CEU courses are completed. The system also allows for tracking of any third party CEU training taken by the student including webinars, classroom training courses, lunch and learn events, trade show seminars and more.

The new CMS is ideal for both subscribers of SecurityCEU.com and non-subscribers alike. With the purchase of the SecurityCEU.com Library Subscription Plan, the CMS is automatically available as part of the cost of the training license. Non-subscribers who prefer to use only the CMS can do so for \$99/year per student. Designed specifically for the security, fire and life safety industry, the Compliance Management System allows licensing and compliance requirements to be structured and managed by both individual technicians and company management.

It is now a requirement in 33 states and the District of Columbia that security technicians and installers must be licensed and must stay in compliance in order to perform services. In fact, more and more states and local jurisdictions are designing licensing requirements for private security businesses. The new online Compliance Management System from SecurityCEU.com offers users many features. The dashboard shows all the licenses and certifications the student has received plus the ability to Add a State License and Add a Certification. In addition, there is an area for notes and each screen in the system provides help for that particular process.

To easily add a license, a dropdown menu allows students to select which license to add. The list includes all the applicable states and the

number of CEU credits needed. There is also a separate field to enter the date certified. To easily add and edit CEU credits, the CMS screen provides fields that include, Date Completed, Training Provided by, CEUs Accredited by, CEU Number, CEU Hours, CEUs Applied to and the Status.

Industry attorney Eric Pritchard of Philadelphia-based Kleinbard, LLC commented, "Compliance can be confusing with all the different ordinances that vary by state to state and even by jurisdiction. But ignorance of the law is not an excuse and those technicians and companies not in compliance can face criminal charges and fines. Lives are at stake when it comes to security installations."

Connie Moorhead, president of The CMOOR Group and SecurityCEU.com agrees. "Obtaining and maintaining your license can feel like a bit of a minefield when first starting. It seems like there are countless decisions to be made, and mistakes can be costly. We are the experts in developing online CEU courses. That is why SecurityCEU.com developed the Compliance Management System for the industry." "The security industry has the 12th most burdensome licensing requirements of any industry and a security technician is the 17th most heavily regulated occupation in the nation," she added. "Getting and maintaining a license means you and your company are in compliance. If the technician or installer is not in compliance, the value they offer their company turns them into a liability. This is why licensing and compliance should be the highest priority for security organizations."

SecurityCEU.com offers more than 100 hours of online training that meets licensing requirements at the national, state and local level. Because the courses are offered completely online, security technicians need not go into a classroom to obtain and maintain their licenses, saving both time and money for the organization.

For further information about The CMOOR Group and SecurityCEU.com, call 502-254-1590, ext. 101 or visit www.securityceu.com.

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Training: Fire Alarm Smoke Detector						
2015-12-01	ADI	MS	MS-3456	2	Mississippi - Alarm System Installer	APPROVED EDIT CEUs Notes Modified



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White Elected as ESA Vice President/President Elect

Angela White with Central 1 Security was elected to ESA Vice President/President Elect of the Electronic Security Association (ESA). White will begin her term on July 1, 2016, and will serve in the position until the end of her term on June 30, 2018.

White was elected by the ESA Board of Directors on November 5, 2015 following Thomas G. Eggebrecht, Ph.D., resignation from the position. Eggebrecht's decision to resign was a difficult one, but in the end he felt it was in the best interest of the association. During the same board meeting, Director of Training & Licensing Compliance with Xfinity Home, Roy Pollack was also elected as a Vice President filling the vacancy created by Ms. White's election.

"I would like to thank the ESA Board of Directors for electing me to this important position," stated White. "This is a very exciting time for ESA, our members, and our industry and I'm thrilled to have the opportunity to serve all. ESA volunteers and staff have been diligently working to position our association to be an indispensable resource for the industry. I look forward to serving as a President focused on delivering valuable resources,

advocacy, connections and education to professionals in our electronic security and life safety industry," concluded White.

She is a Past President of the Vermont Electronic Security Association and has served on ESA's Executive Committee since 2014.

"Angela has been very involved at the chapter and national association levels for many years. She is well qualified for this position and her desire to serve our industry is second to none," said ESA President Marshall Marinace. "I look forward to passing the baton to Angela next year as I know she will do great things for ESA and our industry," concluded Marinace.

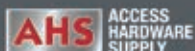


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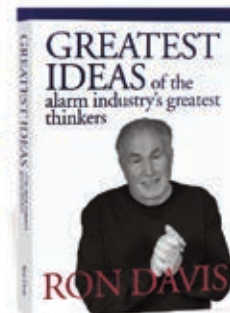
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May 18WAESA Annual Meeting
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July 13WAESA Board Meeting
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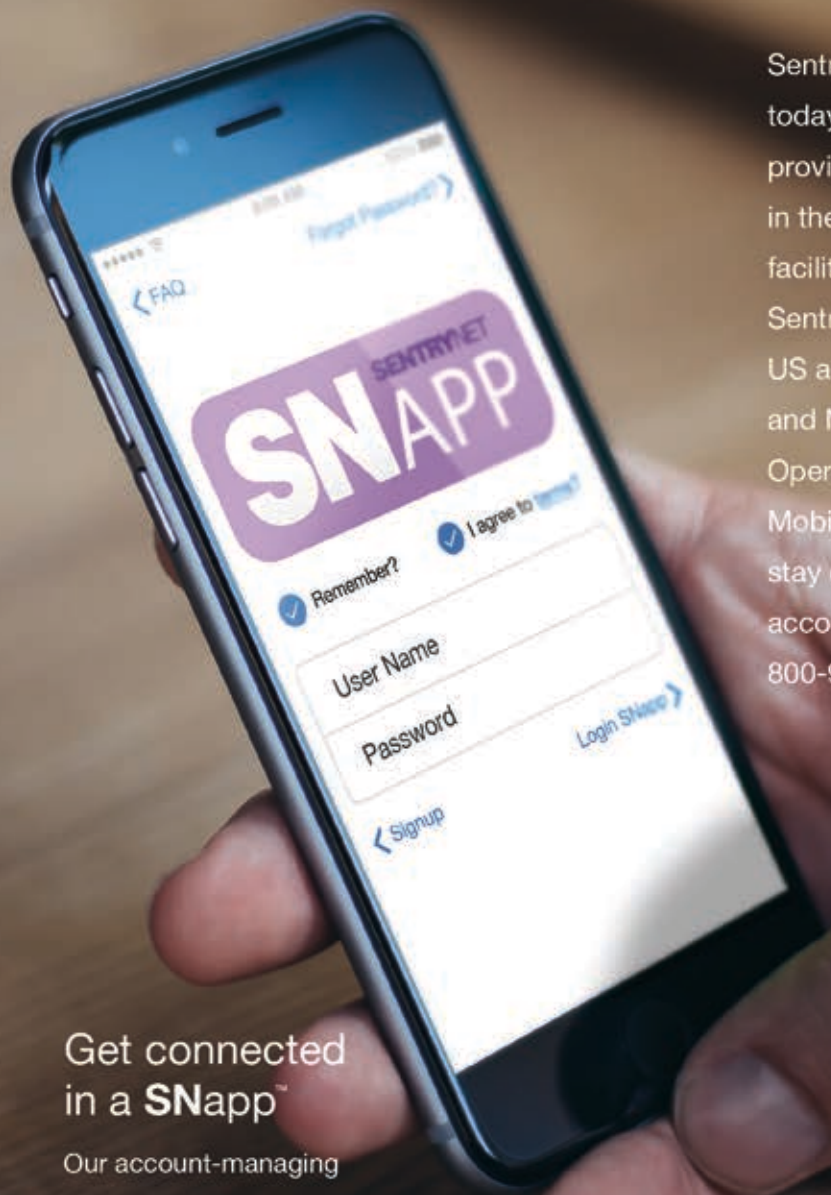
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The WBFAA UATC has certification prep material available to member companies of the WBFAA UATC. If you are a member and would like the material, please contact the WBFAA UATC at 800-809-0280 or email info@wbfaa.net.

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The 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.wbfaatrainig.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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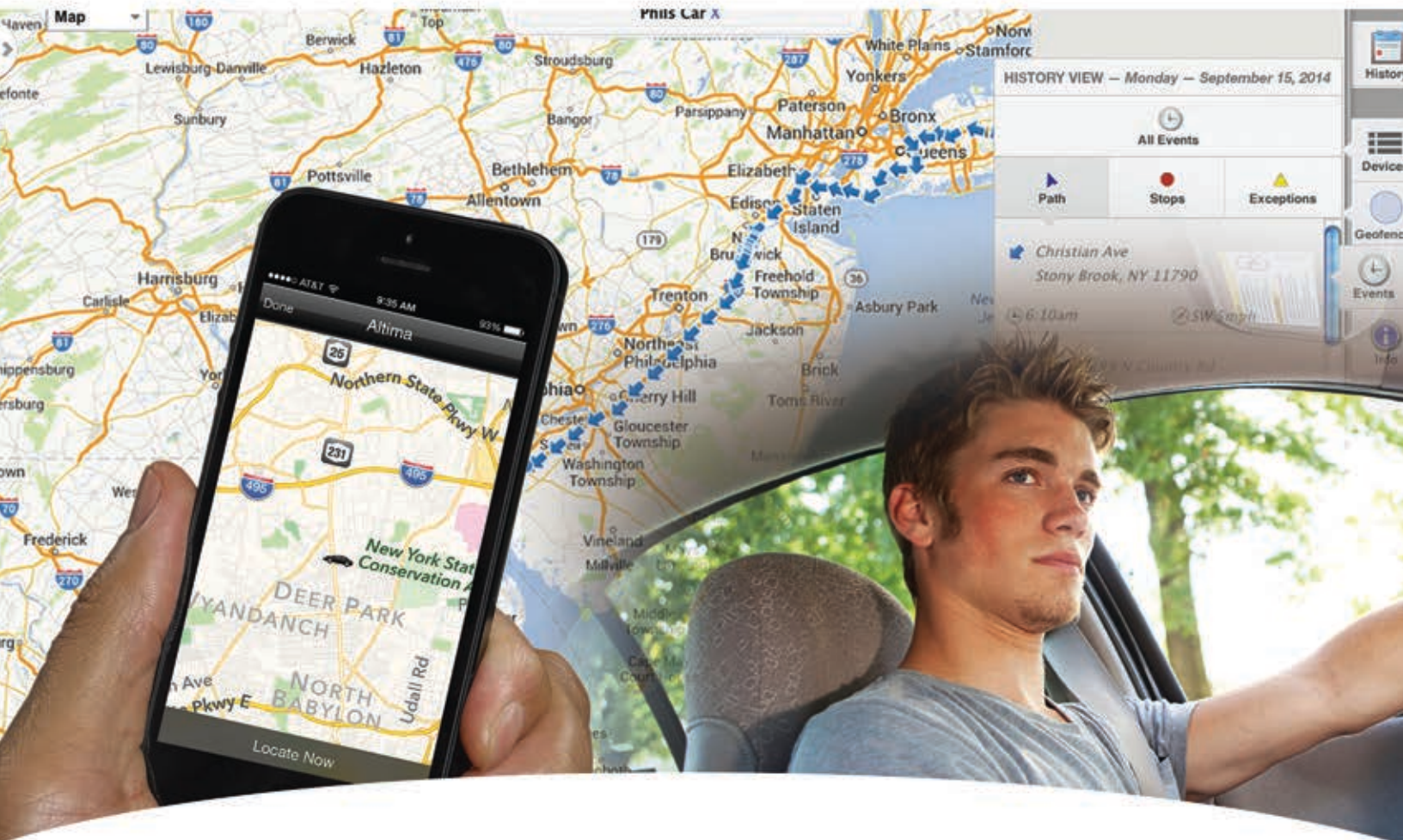
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more information about the SECURE+ Initiative, go to ESAweb.org or contact the ESA Member Service Center at 972-807-6801.

ESA Member Buying Program

The ESA Member Buying Program, designed to save you and your company significant amounts of time and money, now offers collective buying power through our Buying Group Alliance, made up of more than 250,000 businesses. ESA members are seeing immediate value and reporting an average of 20% savings. "We are thrilled to deliver another valuable member benefit to ESA member companies and their employees. Members taking advantage of this program may be able to pay for their ESA membership many times over by saving significant money on products and services they already buy," said Knox. Electronic Security Association members can register for the ESA Member Savings Program by going to www.esaweb.org.

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 safer, but simpler, more energy-efficient and more convenient. For

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WESTERN STATES SECURITY ALLIANCE CAA CALENDAR 2016

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

JANUARY

12	SVAA General Meeting	San Jose
14	GVAA General Meeting	Manteca
19	EBAA General Meeting	Richmond
20	OCAA General Meeting	Anaheim
27	RAA General Meeting	Windsor
31-3	ESA LEADERSHIP SUMMIT	Chandler, AZ

FEBRUARY

16	GLASAA General Meeting	Los Angeles
17	MCAA General Meeting	Fresno
18	SAAA Police Forum	Sacramento
23	SDSA General Meeting	San Diego

MARCH

8	EBAA General Meeting	Richmond
16	OCAA General Meeting	Anaheim

APRIL

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

MAY

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

JUNE

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

BSIS Address and Telephone Numbers

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

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

JULY

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

AUGUST

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

SEPTEMBER

13	EBAA General Meeting	RICHMOND
14	MCAA General Meeting	FRESNO
20	SDSA General Meeting	San Diego
21	OCAA General Meeting	Anaheim

OCTOBER

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

NOVEMBER

7	MCAA Golf Tournament	FRESNO
8	EBAA General Meeting	RICHMOND
16	OCAA General Meeting	Anaheim

DECEMBER

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

CAA CONVENTIONS

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

2016 Industry Events

June 15-17, 2016	April 5-7
SIA Government Summit, The Westin Washington, D.C. City Center	SIA Education@ISC, Las Vegas
April 5	August 17-19, 2016
SIA/ISC Loves Security, Rock House Las Vegas	AZAA 2016 Annual Meeting
April 6-8	November 16-17
ISC West 2016, Las Vegas	ISC East 2016, New York, NY



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