

THE MIRROR

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www.CAAonline.org



CAA Celebrates 25th; Matson Receives George A. Weinstock Award



CAA George A. Weinstock award winner Mike Matson accepts his award at the 25th CAA Winter Convention in San Francisco, CA.

More than 400 industry leaders, including many of the founders of the California Alarm Association in 1992, returned to the Fairmont San Francisco for the 2017 CAA Winter Convention. The event kicked off with a celebratory reception at the iconic Tonga Room and continued with two days of workshops, Board of Directors meeting and special guests representing the impact of the work of the CAA.

Mike Matson of Matson Alarm received the CAA George A. Weinstock Award for a lifetime of achievement and service to the association and the industry. The award was presented at the Tribute Dinner, the annual fundraiser for the CAA, in the

same ballroom that hosted the original convention in 1991. Matson was joined by friends and family and those honoring him included Keith Baird of Honeywell and his son Mike Matson, Jr.

Special guests included BSIS Chief Laura Alarcon who discussed current issues at the state regulatory agency. She also encouraged the use of the BreZE program to expediate new and renewed licensing. ESA President Angela White review the resources available from the national association, including the new National Training School programs available at www.caaonline.org.

CAA Celebrates, continued on page 28

INDUSTRY EVENTS 2018

ESA Leadership Summit 2018
Feb. 12-15, 2018
Tampa, FL



AIREF Golf Classic
April 10, 2018
Revere Country Club /
Lexington Golf Course
Las Vegas, NV



SIA Education @ISC 2018
April 10-12, 2018
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April 11-13, 2018
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ESX 2018
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PRESIDENT'S MESSAGE

Happy New Year!

For my business, family, and community, 2017 was a memorable year filled with opportunity, happiness, and a little prosperity. I will be forever grateful to my Maker for all that this life offers. As 2017 comes to a close, I look back and reflect and find that most of what I worry about or stress over are "first world problems" and not how to feed my children or where we will sleep.

With the flip of a calendar we are off and running as 2018 waits for no one. My view today is that we as security professionals are in the "right business at the right time" and the opportunities are there to nurture and grow my business into the New Year and beyond.

However, it's not just about business and I will be mindful of living a full life, harmonizing business concerns, family concerns, and community concerns. Victor Jones sums it up as follows:

Happiness depends upon your outlook on life. – Find the good in all situations.

Attitude is just as important as ability. – Keep your attitude positive.

Passion find yours this year! – Do what you love, and you will never work.

Positive thoughts make everything easier. – Stay focused and stay positive.

You are unique, with special gifts, use them. – Never forget you have talent.

New beginnings with a new year.

Enthusiasm a true secret of success.

Wishes may they turn into goals.

Years go by too quickly, enjoy them. – Wisdom from your elders, listen.

Energy may you have lots of it. – Take care of yourself.

Appreciation of life, don't take it for granted. – Live each day.

Relax take the time to relax in this coming year. – Keep a balance in your life.

Here's wishing you and your family a 2018 filled with joy, prosperity and a less than average false alarm rate!

All the best,



By Chuck Petrusha



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By Harvey Eisenstadt

ASSOCIATES CORNER

Customer Satisfaction – Perception Is Reality

Welcome to 2018. I hope everyone had a joyous and exciting holiday with friends and family. Now that the holidays are history and the New Year has begun, one of the challenges of the New Year for every business is to recognize and address how they can improve over the past year. Success is predicated on having the right mentality and programs to continually improve upon what you have been doing. Let's not forget Einstein's theory of lunacy:

Do the same thing today as you did yesterday and expect different results. In your business there are many levels of your operation that you can look at to determine how you can improve and where you can increase efficiency resulting in raising your rate of success in 2018. In this column I want to focus on Customer Satisfaction.

Customer Satisfaction is comprised of two significant elements. The first is the performance of your company and the second is the expectations of your customers. Interestingly, the judgement of the performance of your company weighs heavily on the perception of that performance by your customers. So, it is that perception that requires your focus to drive Customer Satisfaction. Realistically, regardless of the programs you have in place to drive Customer Satisfaction there will always be those customers who have a reason to be dissatisfied. A critical component for a high rating in Customer Satisfaction is to successfully identify and address the dissatisfaction that may exist with some of your customers. It is important to note that this does not have to be viewed as a roadblock but rather an opportunity to take positive action and correct a perceived or real problem that will now serve to enhance your Customer Satisfaction.

All too often customers will not complain or advise you of their dissatisfaction and these customers are quite often lost without ever knowing the reason. However, when a customer does complain you must acknowledge the legitimacy of their complaint, moving them to recog-

nize that you are sincere in understanding what has transpired and the basis for their dissatisfaction. Ask specific questions regarding the actions that have created their dissatisfaction, hopefully bringing you right to the heart of their concern and displaying your caring and sincere interest. Listen very carefully to their response and you may follow with some additional questions or some alternative solutions to satisfy their concern. By exercising recognition and understanding of their concern, you can calm them to realize and appreciate that you are focused on resolving their issue.

Think of customer dissatisfaction as your awakening to a possible flaw in one of the activities of your company and the opportunity for you to correct and strengthen that activity. The success you achieve is perceived in a positive way by the customer and it is the customer perception of Customer Satisfaction that will have a direct effect on your business growth. In the past, statistics have shown that when a customer perceives your company to be understanding, caring and effective, then customers will remain and show their loyalty to the business. That is quality Customer Satisfaction, a key element in the growth of your company.

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

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LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2018

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 2018 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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The **Z-WAVE ALLIANCE** announced the addition of ASSA ABLOY to the Alliance Board of Directors. ASSA ABLOY joins principal members ADT, Alarm.com, FIBARO, Huawei, Ingersoll-Rand, Jasco Products, LEEDARSON, LG Uplus, Nortek Security & Control, SmartThings, and Sigma Designs. “ASSA ABLOY was already a leader in the smart lock industry and is clearly making moves to become a global force in smart security and connected access control,” said Mitchell Klein, Executive Director of the Z-Wave Alliance, “The entire Alliance will benefit from ASSA ABLOY’s contribution to the Board of Directors and leadership in the future.” Currently offering Z-Wave enabled smart door locks, ASSA ABLOY made big news recently with the acquisition of August Home, another Alliance member and manufacturer of Z-Wave smart lock solutions. “We have strongly supported Z-Wave through our Yale smart locks and plan to play an even bigger role as a decision maker in the growing Z-Wave Alliance,” commented Kevin Kraus, Director Technology and Integration Support for Yale Residential at ASSA ABLOY Americas. “As a Board member, we want to help in developing global Z-Wave product requirements as we build out our smart lock offerings in various regions around the world.” ASSA ABLOY will participate in developing global Z-Wave product requirements and in promoting Z-Wave enabled digital smart locks worldwide. For more information, visit www.z-wavealliance.org.

NATIONAL MONITORING CENTER (NMC) announced the appointment of Nicola Oakie as the new Director of National Sales. Oakie has more than twenty years of security industry experience starting her career at ADI and is the former owner of W.I.T. Marketing Group, LLC.

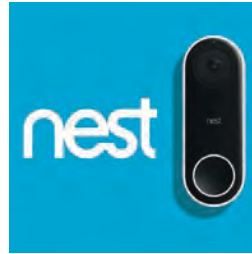


In 2011 she became partners with Larry Folsom in his security installation company American Video and Security as General Manager. Most recently, Oakie was the Director of Business Development for I-View Now where she lead in the support of Dealer Support and Training and Marketing. “Nicola drives market awareness and qualified sales leads through a rare combination of technical savvy, industry knowledge, and customer focus,” said Woodie Andrawos, President of NMC. “Her skill set spans all aspects of sales and marketing, and we’re really excited that she has joined our

team.” Her addition positions NMC for sustained growth, expanding its strategic salesforce adding new dealers and supporting existing dealers with additional services, including the explosive video monitoring sector of the industry. “There is remarkable growth opportunity within the alarm monitoring industry, particularly within video monitoring. Oakie is the perfect candidate for this position as she has an exemplary track record of success and comes with a focused understanding of where the industry is going. She will be a tremendous asset to the team,” added Michael Schubert, CEO of NMC. For more information, visit www.nmccentral.com.

NATIONAL MONITORING CENTER (NMC) announced the integration of all Nest Cam security cameras. Through Nest’s partnership with I-View Now, NMC’s integration will allow installing security contractors to provide RMR-generating video alarm verification services to end customers who deploy Nest Cam security cameras with most any brand of alarm system. NMC is an early adopter and one of the first to monitor Nest Cam security cameras through Nest’s partnership with I-View Now. “Today, DIY home security systems offer features that go beyond protection, encompassing conveniences like energy management, environmental monitoring and more,” said Woodie Andrawos, President of NMC. “Many of these users prefer professional monitoring. Now,

our dealers can serve those customers.” Nest’s product offering includes thermostats, smoke/CO alarms, indoor and outdoor cameras, video doorbells, alarm systems, and more. “The modern security consumer wants a system that alerts them when there is a problem and takes appropriate action. By integrating with monitoring services like NMC, Nest Pro dealers who offer Nest Cameras have the ability to offer that solution to folks through a service and product that combine to create a unique security system,” said Gene LaNois, Head of Nest’s Professional Channel. Users may embrace a DIY option to obtain actionable intelligence but very often prefer to pair that with professional monitoring to ensure that critical information is indeed acted upon in the most effective and timely way. “Our partnership with Nest is a tremendous achievement for our organization and reaffirms our strong commitment to our dealers and their customers,” explained Michael Schubert, CEO of NMC. For more information, visit www.nmccentral.com.



CONNECT ONE supports Nest indoor and outdoor cameras with the ability to view and control all cameras with a single interface, including multiple locations, on the same screen. The Nest cameras also provide live audio with Connect ONE, on-demand and while live viewing a video verification event. In addition, dealers installing the widely specified Honeywell VISTA Turbo Series panels can seamlessly add Connect ONE’s ScanPass® Mobile Credential convenience application—a barcode-sticker solution that uses the smartphone, tablet or other connected device for access control. Finally, Connect ONE integrates with Bosch Security B and G Series control panels, with the interface accessible through its Remote Connect service. Now, dealers using Connect ONE can manage all their B and G Series panel customers without the need for port forwarding, router or firewall configurations. Connect ONE is the only interface security dealers need for all their customer’s integrations – security, access control, video monitoring, energy management and critical environmental monitoring. For more information, visit www.simplifywithconnectone.com.



BOSCH delivers connected systems for home and business automation with the G450 gateway. The G450 Home Control Gateway from Bosch Security Systems connects Bosch B and G Series intrusion control panels to a variety of devices to enable a full range of residential and business automation solutions. The new gateway connects the control panels with Z-Wave, ZigBee, Bluetooth and Wi-Fi radio compatible devices and with wired third-party IP cameras for customized control of residences or businesses. With a connected system, users can control security, door locks, home appliances, lighting, heating, cooling and more through a web browser or via the Remote Security Plus app for iOS or Android devices. An intuitive wizard makes it easy for integrators or end users to program automation based on manual, scheduled or location-based events. An integrator or end user could program the lights to turn on, the thermostat settings to change and the security system to disarm when users enter a defined area near their residence or business. The G450 Home Control Gateway connects easily to the user’s local area network, and system data and video recordings from connected Bosch and compatible third-party cameras are securely stored in the cloud with an accompanying service plan. For more information, visit www.boschsecurity.us.



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Jason Beardsley, President

City of San Diego Permit Process

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

Visit our website: www.sandiegosecurityassociation.org



Jason Beardsley of Security 101, Officer Mario Larrea, Officer Maria Kong and Brian McGilvray of the San Diego Police Department and Chris Kwast of Koilco Security at the SDSA Holiday Bash.



Keith Horowitz of Alarm 2000 and Doug Farkas of Low Voltage Systems with THE MIRROR at the SDSA Holiday Bash in San Diego.

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Bob Michel of Valley Alarm, Tony Adler of MS&K, Jeanne Michel of Valley Alarm, John Durrant of MS&K, Rick Baza of Honeywell, IEAA & SDSA Executive Director Sylvia Jimenez, Bert Ross of Alarm.com and Richard Jimenez of IE Alarms at the GLASAA Holiday Party.



Mark Sepulveda of USA Alarm, Eric Tracy-The Mulligan Man, Cathy Rockwell-The Mulligan Girl, Bill Collins of Stanley Security, Jeff Spatz and John Neuman of Interlogix, Jennifer Diaz and Alyson Pattie of BPSD at the GLASAA Holiday Party.



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All meetings are held at Three Flames Restaurant – San Jose, 1547 Meridian Avenue, San Jose, CA 95125. Please RSVP to info@caaonline.org or call the CAA office at 800-437-7658.

SVAA Information

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



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Sean Cooke, President

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

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

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

IEAA Membership

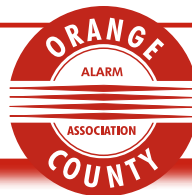
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CITY OF IRVINE PERMITS

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:

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Regulatory Affairs Supervisor
Irvine Police Department
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cgaiennie@cityofirvine.org

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



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Sacramento Area Alarm Association
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www.sacalarm.org

Leanne Boger, President

2018 SAAA MEETINGS

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

3rd Annual CAA Day at the California State Capitol and SAAA Police Forum

Marriott Residence Inn Downtown Sacramento
Tuesday, February 27, 2018

SCHEDULE OF EVENTS

Tuesday, February 27, 2018

- 10:30 a.m. – NoonSAAA Police Forum with Local Agencies
- Noon – 1 p.m.CAA SAAA Legislative Luncheon
- 1:00 – 1:15 p.m.Briefing with Legislative Advocates
- 1:30 p.m. – 4:30 p.m.Capitol Meetings
- 4:30 – 6:00 p.m.Reception/Debriefing with Legislative Advocates

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Doug Farkas of Low Voltage, Keith Horowitz of Alarm 2000, Alfredo Sandoval and Lupe Carlos of GMS, Susie Horowitz of Alarm 2000, Sean Hamm of Five Alarm Security, Eva Crossen of Sentry Alarm, Ed Ward of GMS, Kim Farkas of Low Voltage and Cathy Rempel of American Security Integrators with THE MIRROR at the SDSA Holiday Bash.



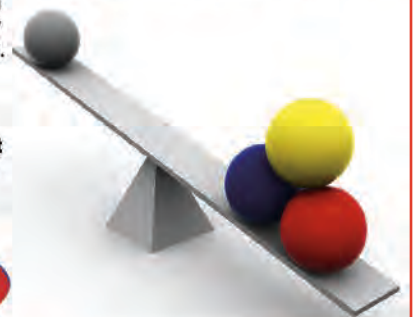
First Trust Alarm and Rapid Response team up for Wild Pig hunting with Hollister Hunting Adventures in Hollister, CA. Brandon Winter, Joe Bowman and Tim Fowles of First Trust Alarm with Morgan Hertel of Rapid Response Monitoring Services.

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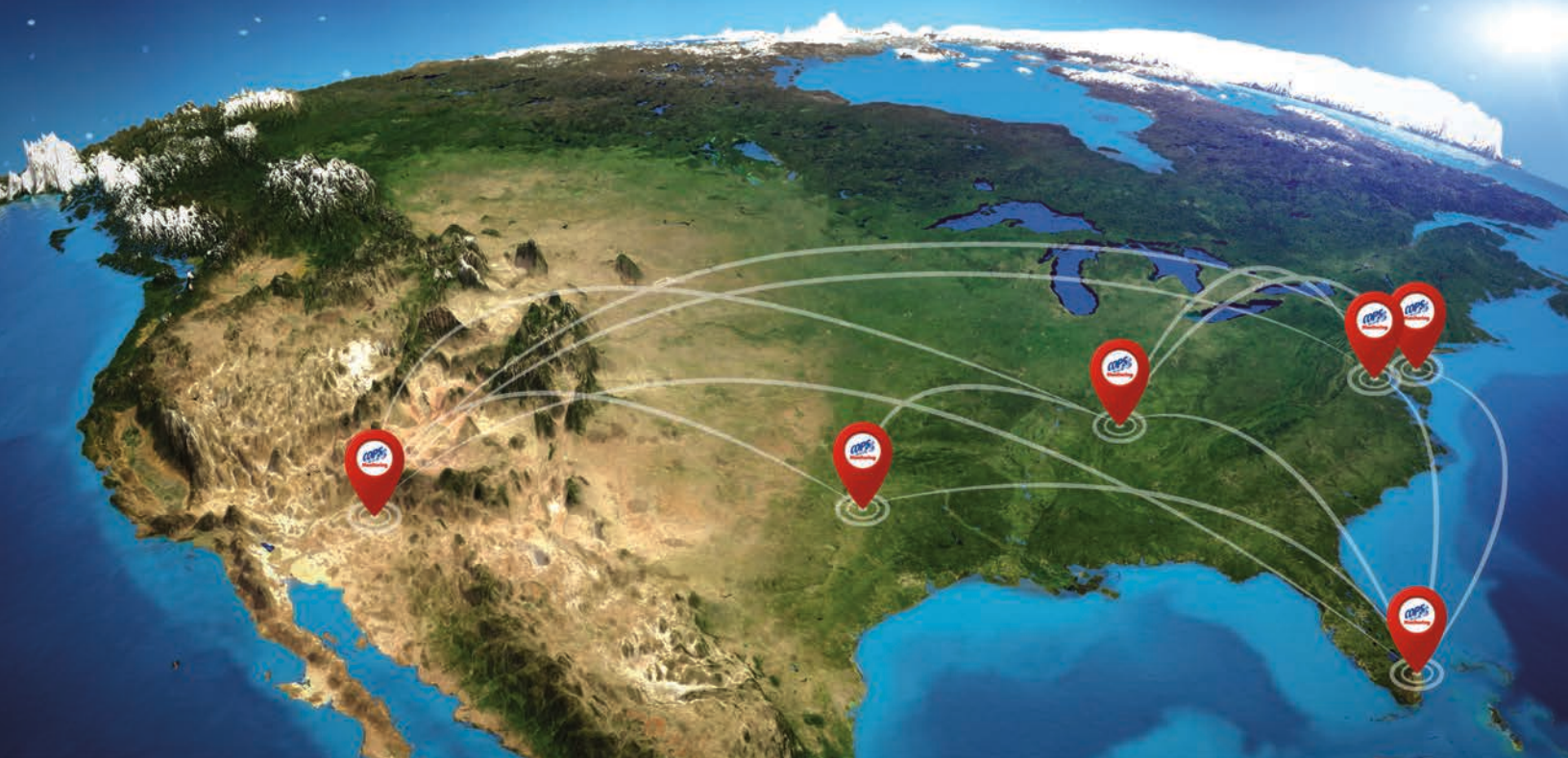
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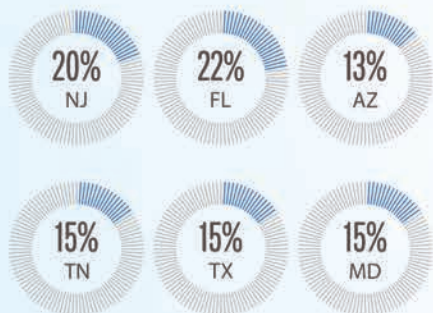
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Speakers at the CAA Winter Convention 2017



CAA Winter Convention Keynote Speaker Denise Korenek is the second-generation owner of Rancho Santa Fe Security Systems and just happens to be the world's fastest woman on a bicycle. She spoke to the convention attendees about her journey which balances life choices as if this is your last day on earth and planning for your future.



Mitch Reitman of Reitman Consulting Group led a Management and Marketing Forum at the CAA Winter Convention.



Brian Karas, Security Industry Market Analyst at IPVM, Avi Rosenthal of IOT Consulting and Dave Mayne, Resolution Products discussed Technology Trends — IOT & Cyber Security which was moderated by Brian Boeglin of Comcast/Xfinity Home.



Jay Gill of Open Eye discussed making money with video management and the RMR model.



AICC Chair Lou Fiore and Mary J. Sisak of Blooston, Mordkofsky, Dickens, Duffy & Prendergast discussed the current and evolving technologies in signal transmission of alarms, how the use of transmission technology is being changed by the regulatory landscape.



Ron Davis of Davis Mergers & Acquisitions gave a review of new RMR opportunities available to your company, plus a focus on profit and profitability as well as the changing dynamic with central stations.

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Networking, Events and Just Plain Fun at the CAA Winter Convention 2017



George and Helen Gunning of USA Alarm Systems, CAA VIPs Rainey and Ron Spiller with Sandy and Les Gold of MS&K at the 25th Anniversary of the CAA Winter Convention in San Francisco.



Rainey and Ron Spiller at the CAA Winter Convention Tribute Dinner.



Chris Kwost of KOILCO Security, Inc. and CAA VIP Christine Sargent at Scoma's in Sausalito after the CAA Winter Convention.



Laura Hutchinson of All American Monitoring, Victoria Ferro and Annmarie Ehrler of MKS with Lisa French of All American Monitoring at the Opening Reception of the CAA Winter Convention.



Audrey Pierson of First Alarm, Cathy Rempel of American Security Integrators and CAA VIP Christine Sargent at the CAA Winter Convention Tribute Dinner.





CAA Winter Convention had the gala opening of the convention and exhibits with hosted reception and a taste of San Francisco on Thursday night at the Fairmont.



The CAA Welcomed back the 1998 CAA Scholarship Winner, Lindsay Tavares and family, to join us at the Winter Convention.



Joe Kinda and Mary Cobb of JC Gury, Mark and Joanne Sepulveda of USA Alarms and Trent and Jane Smith of Edelstein Gilbert Robson & Smith at the Gala Opening Exhibits during the CAA Winter Convention.



CAA Winter Convention 2017



John Szczygiel of Brivo Systems, Inc., ESX Chair Geroge De Marco, Bill Scheffler of Sigma Designs and Denis Hebert of Freenics after the Executive Symposium at the CAA Winter Convention, where they gave forward looking perspectives on the forces impacting the electronic security industry and opportunities for growth and expansion .



Denise Korenek giving her keynote presentation to the CAA Winter Convention attendees at the 25th Anniversary of the CAA in San Francisco.



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CAA Winter Convention 2017

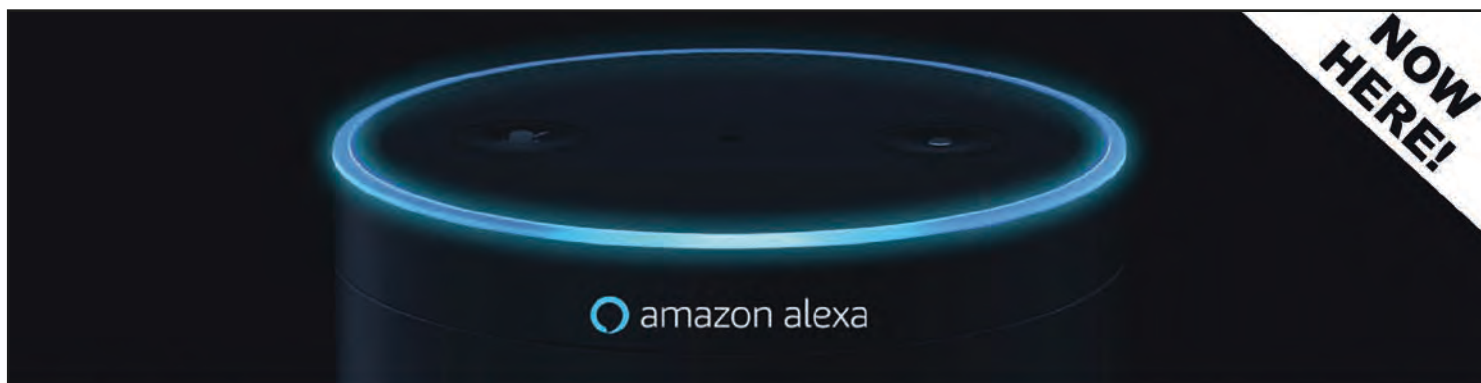


The ladies of the association enjoyed good food, good company and the greatest 360 views of San Francisco at the Judy Eisenstadt Memorial Gift 'N Gab Luncheon in The Fairmont Tower Penthouse.



Tim Westphal of Bay Alarm (left) and CAA President Chuck Petruscha (right) presented Denise Korenek with a \$3,000 donation from the CAA.

Dan Van Hart of the CAA, Chuck and Irma Landfried of Private Security, Chris Kwest of KOILCO Security, Inc, Ron Lewis and Rand Price of SIA, Denise and Chris Korenek of Project Speed, Robert Tomlinson of Secura Trac, LLC, Mike, Connie and Garrett Tarin of Diamond Communications, Daniel Freitas of the CAA, Denise Cockrum of Diamond Communications and CAA Executive Director Jerry Lenander in Sausalito on the way to Scomas for lunch.



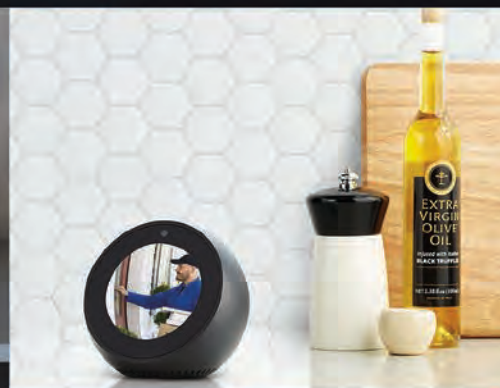
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CAA George A. Weinstock award winner Mike Matson thanked the attendees and past recipients for being selected as the 2017 winner.

CAA Celebrates, continued from page 1

The CAA Youth Scholarship program has provided grants to children of law enforcement and fire service personnel since 1998. Our first statewide winner Lindsey Meskimen Tavares and her father Captain Al Meskimen (retired) of the Santa Barbara Fire Department were guests of the CAA. An ophthalmologist in private practice in Tucson, AZ, she was joined by her mother, husband and children for the three-day convention. CAA Scholarship Chair Lilianne Chaumont was joined by the founding Chairman of the scholarship program, Frank Burke of USA Alarm Systems.

Updates were provided including CAA Legal Counsel Lessing Gold of MSK, legislative advocate Trent Smith of EGRS, Mary Beth Shaughnessy of ISC, Rand Price of SIA, Lou Fiore and Mary J. Sisak of AICC, Kirk MacDowell of AIREF, and Steve Keefer of SIAC.

The keynote address was delivered by Denise Korenek, the worlds fastest woman on a bicycle. She shared her story of setting the record and combined the lessons learned as the owner of a second-generation alarm company. The CAA Executive Symposium, moderated by ESC Chair George De Marco, featured John Szczgiel of Brivo Systems, Bill Scheffler of Sigma Designs/Z-Wave and Denis Hebert of Feenics and SIA.

Networking events including the Gift and Gab Ladies Lunch, Scoma's Sausalito luncheon, sponsors luncheon and the gala opening exhibits and reception. Nearly 100 suppliers of products and services participated in the CAA convention.

Upcoming events include the Day at the Capitol on February 27, 2018 followed by ISC West and the CAA Palm Springs Convention. Visit www.caaonline.org for more information.



CAA Chuck Petrusha, CAA George A. Weinstock award winner Mike Matson and George Weinstock at the CAA Winter Convention Tribute Dinner.



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Thanks to everyone who attended our annual Holiday Party. Good food, good drink, good conversations and a fun casino game! Thanks to Tim Schukar for a fun learn-to-play craps game. I think some of our members are now ready to go out to the casinos and try their luck in the big time!

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Current President Sofia Aguilar presents award to Past-President and departing board member Peter Martinez of AT&T.

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Adam Sisbarro of ProSales Reps, Howard Lantz of A-1 Security and Tim Calvert of Security Technology Services enjoying the holiday party.



CBFAA Meetings

January 10CBFAA Board of Directors MeetingDenver, CO
February 14CBFAA Board of Directors MeetingDenver, CO
March 14CBFAA Board of Directors MeetingDenver, CO
March 14CBFAA Membership MeetingDenver, CO
April 11CBFAA Board of Directors MeetingDenver, CO
May 9CBFAA Board of Directors MeetingDenver, CO
June 13CBFAA Board of Directors MeetingDenver, CO
June 13CBFAA Membership MeetingDenver, CO
July 11CBFAA Board of Directors MeetingDenver, CO
August 8CBFAA Board of Directors MeetingDenver, CO
September 12CBFAA Board of Directors MeetingDenver, CO
September 12CBFAA Membership MeetingDenver, CO
October 10CBFAA Board of Directors MeetingDenver, CO
November 14CBFAA Board of Directors MeetingDenver, CO
December 6CBFAA Holiday PartyDenver, CO

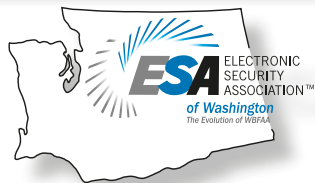


CBFAA President Sofia Aguilar and Michele Ostrander chat with Holiday Party sponsor Tony DiPaola of ADI.



Tim Schukar gives craps lesson to CBFAA VP Mary Jo Lakhar, Andrea VanDyke-Quist and Jocelyn VanDyke of Safenet and Brian Tomari of simPro.

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- Clackamas County Sheriff's Office

OBFAA Membership

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

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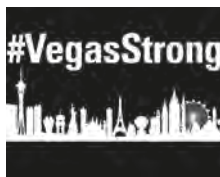
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2018 NSA Calendar

January 10	NSA Member Meeting	Las Vegas
March 14	NSA Member Meeting	Las Vegas
April 12	NSA Public Safety Luncheon	ISC West
May 9	NSA Member Meeting	Las Vegas
May 9	NSA Board of Directors Meeting	Las Vegas
May 9	NSA Membership Meeting	Las Vegas
June 13	NSA Board of Directors Meeting	Las Vegas
July 11	NSA Board of Directors Meeting	Las Vegas
July 11	NSA Membership Meeting	Las Vegas
August 8	NSA Board of Directors Meeting	Las Vegas
September 12	NSA Board of Directors Meeting	Las Vegas
September 12	NSA Membership Meeting	Las Vegas
October 10	NSA Board of Directors Meeting	Call-in
October 12	NSA Youth Scholarship Fundraiser	Las Vegas
November 14	NSA Board of Directors Meeting	Las Vegas
November 14	NSA Membership Meeting	Las Vegas
December 12	NSA Board of Directors Meeting	Las Vegas

HAPPY NEW YEAR! Start your year off with an edge on your competitors by renewing your membership or joining the Nevada Security Association. Our 6 membership meetings per year and annual events keep you abreast of industry happenings and provide great networking opportunities.

To download applications from our website www.nevadasecurityassociation.org or contact Jeanne 702-551-4672 or admin@nevadasecurityassociation.org.

Next Member Meeting:
January 10th, 2018. Start your new year off right by joining or renewing your membership in the Nevada Security Association. Download applications from our website www.nevadasecurityassociation.org.

Be a part of this award-winning chapter by joining the NSA today! Download application from our website www.nevadasecurityassociation.org or contact Jeanne. Mark your calendar for our upcoming meetings and events. Our regular meetings take place at Gordon Biersch Restaurant, 3987 Paradise Rd, Las Vegas 89169 at 6:00 PM.

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ESA President Angela White gave a report on the Electronic Security Association as well as update the CAA winter Convention on upcoming events and programs.

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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.SecurePlusweb.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 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@securityamericarrg.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.



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WBFAA UATC Apprentice Spring Semester Begins January 17.

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

Certification – Fire/Life Safety Technician - Renewal

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

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

CSLB Enforces Zero Tolerance

The Contractors State License Board (CSLB) 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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JANUARY

9.....	EBAA General Meeting.....	Emeryville
10.....	NSA Member Meeting.....	Las Vegas
11.....	GVAA General Meeting.....	Manteca
17.....	OCAA General Meeting.....	Anaheim
24.....	SVAA General Meeting.....	San Jose

FEBRUARY

5.....	MCAA General Meeting.....	Fresno
12-15.....	ESA Leadership Summit.....	Savannah, GA
20.....	SDSA General Meeting.....	San Diego
22.....	IEAA General Meeting.....	Riverside
27-28.....	CAA Day at State Capital & SAAA Police Forum.....	Sacramento

MARCH

13.....	EBAA General Meeting.....	Emeryville
14.....	NSA Member Meeting.....	Las Vegas
14.....	CBFAA Membership Meeting.....	Denver, CO
21.....	OCAA General Meeting.....	Anaheim
27.....	CAA Day at the State Capitol.....	Sacramento

APRIL

11-13.....	ISC West 2018.....	Las Vegas, NV
12.....	NSA Public Safety Luncheon.....	ISC West
16.....	MCAA General Meeting.....	Fresno
19.....	SAAA Video Forum.....	Sacramento
25.....	SVAA Fire Forum.....	San Jose

MAY

8.....	EBAA General Meeting.....	Emeryville
9.....	NSA Member Meeting.....	Las Vegas
15.....	SDSA General Meeting.....	San Diego
16-19.....	CAA Palm Springs Convention.....	Hilton Palm Springs
31.....	IEAA General Meeting.....	Riverisde

JUNE

13.....	CBFAA Membership Meeting.....	Denver, CO
19-22.....	ESX 2018.....	Nashville, TN

JULY

10.....	EBAA General Meeting.....	Emeryville
11.....	NSA Membership Meeting.....	Las Vegas
12.....	GVAA General Meeting.....	Manteca
25.....	SVAA General Meeting.....	San Jose

AUGUST

6.....	MCAA General Meeting.....	Fresno
23.....	SAAA Industry Trends.....	Sacramento

SEPTEMBER

9.....	SDSA General Meeting.....	San Diego
11.....	EBAA General Meeting.....	Emeryville
12.....	NSA Membership Meeting.....	Las Vegas
12.....	CBFAA Membership Meeting.....	Denver, CO
20.....	IEAA General Meeting.....	Riverside

OCTOBER

11.....	GVAA General Meeting.....	
12.....	NSA Youth Scholarship Fundraiser.....	Las Vegas
13-17.....	TMA Annual Meeting.....	Palm Beach, FL
24.....	SVAA General Meeting.....	San Jose
25.....	SAAA Fire Forum.....	Sacramento

NOVEMBER

8.....	IEAA Holiday Teen Charity.....	Riverside
13.....	EBAA General Meeting.....	Emeryville
14.....	NSA Membership Meeting.....	Las Vegas
TBD.....	TMA Fall Operations Seminar.....	

DECEMBER

5-8.....	CAA Winter Convention.....	Fairmont San Francisco
6.....	SAAA Holiday Party.....	Sacramento
6.....	CBFAA Holiday Party.....	Denver, CO
12.....	NSA Board of Directors Meeting.....	Las Vegas
12.....	SDSA Holiday Bash.....	San Diego

CAA CONVENTIONS

2018.....	May 16 – May 19.....	Hilton Palm Springs
2018.....	December 5 – December 8.....	Fairmont San Francisco
2019.....	May 15 – May 18.....	Hilton Palm Springs
2019.....	December 4 – December 7.....	Fairmont San Francisco
2020.....	May 13 – May 16.....	Hilton Palm Springs
2020.....	December 2 – December 5.....	Fairmont San Francisco
2021.....	May 12 – May 15.....	Hilton Palm Springs
2021.....	December 1 – December 4.....	Fairmont San Francisco

INDUSTRY EVENTS 2018

ESA Leadership Summit 2018

Feb. 12-15, 2018
Tampa, FL



AIREF Golf Classic

April 10, 2018
Revere Country Club / Lexington
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SIA Education@ISC 2018

April 10-12, 2018
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ESX 2018

June 19-22, 2018
Nashville, TN



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

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