

# THE MIRROR

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[www.CAAonline.org](http://www.CAAonline.org)



Mark Schubert of USA Alarm Systems received the CAA George A. Weinstock Award for Lifetime Achievement and Service to the Industry at the 2019 CAA Tribute Dinner at The Fairmont San Francisco. The presentation was made by George Weinstock and CAA President Chuck Petrusha with past recipients looking on.

CAA President-elect Tim Westphal of Bay Alarm presented an award of appreciation to outgoing President Chuck Petrusha of Advanced Security Systems on behalf of the Board of Directors and members of the California Alarm Association.



Outgoing BSIS Chief Laura Alarcon was honored at the CAA Winter Convention for her years of service to the Department of Consumer Affairs and the industry. Pictured are her husband Gary Alarcon, Trent Smith of Edelstein Gilbert, Robson & Smith, Laura Alarcon, CAA Government Affairs Chair Tim Westphal of Bay Alarm, BSIS Chief Darrell Woo, CAA Legal Counsel Lessing Gold of MSK and CAA President Chuck Petrusha.



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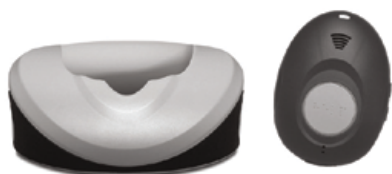


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## PRESIDENT'S MESSAGE

I would like to thank the membership for their trust and support in the new leadership and Board at the CAA. I will do my best to make the association more effective than ever. I am humbled and honored to follow the footsteps of all the wonderful leaders the CAA has seen including my grandfather, uncle, father, and cousin.

I am also honored to work with our outstanding board, committee chairs, executive team and support staff who selflessly commit hundreds of hours for the betterment of our businesses and our industry each year. I would also like to thank Chuck Petrusha for such a great job leading the association for the past two years. He has set the ship in motion to run while assembling an excellent Board to work with on our shared goals.

It was great to see the members, associates, and vendors at The Fairmont in San Francisco for the association's annual winter convention in December. Thanks to all who attended, participated and helped sponsor the event.

We got to hear from the former BSIS Chief Laura Alarcon as well as the new BSIS Chief Darrel Woo. Our partners from ESA, ISC, SIAC, UL and WBFSA were all involved in making the event as educational and productive as possible. Trent Smith and Les Gold reported on the successful legislation and legal work they are accomplishing. The membership was lucky to hear the perspective of Joe Nucci, Tim Whall, Holly Borgmann, George De Marco, and Lou Fiore to name a few of the industry's icons sharing their great knowledge at the event. And of course, we all enjoyed watching Mark Sepulveda receive the coveted CAA George A. Weinstock Award and hearing stories of his long career of hard work for the industry.

As we look towards 2019, the Board is excited to continue working to make the association as strong as it has ever been! We will bring value to the membership and work to clear the path for success in the New Year.

Congratulations and have a happy and safe Holiday and New Year!!

Sincerely,

Tim Westphal  
CAA President



By Tim Westphal

## 16th Annual AIREF Golf Classic

Tuesday, April 9, 2019 — ISC West

The 16th Annual AIREF Golf Classic, the industry's best golf event of the year, is coming back to Las Vegas during ISC West on Tuesday, April 9, 2019. Support vital industry initiatives as you enjoy time with industry movers and shakers. Funds from this outing will support increasing the visibility of our industry to combat the workforce shortage. This year, you are now able to register and pay online and it takes just a moment.

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**PDK** will host an open house event on **January 24, 2019** celebrates the growth of the company and their brand new company headquarters in Draper, UT. You will be able to take a tour of the new office space, get to know the staff, and enjoy a catered BBQ luncheon from 11 a.m. – 3 p.m. For information and to RSVP, visit [www.prodatakey.com](http://www.prodatakey.com).



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## AFAA Training Seminars

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## LEGISLATIVE WATCH

### \*PAC ALERT\*

## \$30,000 GOAL FOR 2019

*By Don Gilbert, Mike Robson, and Trent Smith*

The Political Action Committee (PAC) is an important part of the CAA governmental relations program. In past years, CAA has raised more than \$30,000 in its PAC to contribute to business-minded legislators. We want to establish this funding level as a goal for 2019 and encourage CAA members to contribute what they can to reach this goal.

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

## CAA PAC FUND CONTRIBUTIONS

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

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Maria Malice of Dream Vacations travels with *THE MIRROR*, and surprised CAA Executive Director Jerry Lenander at the CAA Winter Convention.



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CAA Past President Rod Uffindell with Joanne Sepulveda, Jarl Saal of First Alarm, Mark Sepulveda of USA Alarm Systems, CAA Secretary Ron Galippo of Smart Tech Security Solutions and Tiana Graham of AXIA Payments at the welcome reception in the penthouse of The Fairmont.



New England was well represented at the CAA Winter Convention with Charlie and Ellen Darsch of the National Alarm Museum and Stacey and Ralph Sevinor of Wayne Alarm.



Diamond Sponsor Keith Baird of Resideo with CAA Past Presidents Matt Westphal of Bay Alarm and Jon Sargent.

Ron Galippo of Smart Tech Security Solutions, Mike Matson of Matson Alarm, Joe Nuccio of ADT, Matt Westphal of Bay Alarm, Lessing Gold of MSK and Holly Borgmann at the CAA Sponsor Lunch featuring new BSIS Chief Darrel Woo.



Rod Uffindell of Denalect Alarms, Matt Westphal of Bay Alarm, Kraig Lujan of Triplett, Maria Malice of Dream Vacations, and Steve Eisenstadt of PSR.

Howard Wulforst of ADI, Jeanne Palmer representing the Nevada and Colorado alarm associations, with Andrew Lehrer and Brendan MacDaniel of Honeywell International.



Holly Borgmann of ADT and CAA Legislative Advocate Trent Smith of EGRS participated in a forum on government affairs programs in California for 2019.





CAA George A. Weinstock Award recipient Mark Sepulveda of USA Alarm Systems celebrates with his family prior to the Tribute Dinner.



Linda and George Weinstock congratulate recipient Mark Sepulveda on receiving the CAA George A. Weinstock Award of Lifetime Achievement and Service to the Industry.



Those who spoke about Mark Sepulveda include Charles Schwager of BPSD, Frank and Ryan Burke of USA Alarm Systems, CAA President Chuck Petrusha and George De Marco of ESX.



CAA Vice Presidents Mike Matson and Tim Westphal presented outgoing CAA President Chuck Petrusha with a gift of appreciation from the Board of Directors and members of the California Alarm Association at the CAA Tribute Dinner.

Mary Beth Shaughnessy of ISC with Stan Martin of SIAC, CAA Scholarship Chair Lilianne Chaumont of Chaumont Law and Marti Martin.



Marti and Stan Martin of SIAC with Jason Grelle of Alarm Capital Alliance at the CAA Welcome Reception in San Francisco.



The Judy Eisenstadt Memorial Gift and Gab Lunch drew an enthusiastic crowd to the penthouse Crown Room at The Fairmont.





Sue Brenton of the Arizona Alarm Association welcomed Bert Ross, Graham Billings, Tom McGinn and Nate Natale of Alarm.com to the CAA Opening Reception and Exhibits.



Lessing Gold of MSK moderated a forum with BSIS Chief Darrel Woo and Deputy Chief Sam Stodolski.



Mike Hackett of Qolsys, Ralph Sevinor of Wayne Alarm, Jerry Lenander of CAA, Jasmine Leitzel and Steve Simler of Qolsys, and Tom McGinn of Alarm.com.



Mission 500 assembled and distributed more than 400 hygiene kits for survivors of the California wildfires with the assistance of CAA members and attendees of the CAA Winter Convention. Welcoming volunteers were Mary Beth Shaughnessy of ISC and Tom and Linda Nolan of Mission 500.



ISC West's Will Wise and Mary Beth Shaughnessy presented a \$5,000 annual donation to the CAA Youth Scholarship Program for children of law enforcement and fire service personnel to CAA Scholarship Chair Lilianne Chaumont, CAA President Chuck Petrusa and President-elect Tim Westphal.



On guard for the latest news from AICC were Tim Whall of ADT, Lessing Gold of MSK and Jeffrey Atkins of Rapid Response Monitoring Systems.





The newly elected officers of the CAA for the term 2019-2020 include Immediate Past President Chuck Petrusa, Vice President Mike Salk, President Tim Westphal, Vice President Mike Matson, Treasurer David Michel, Sgt-at-Arms Brian Boeglin and Secretary Ron Galippo.



CAA Past President Roger Westphal and his wife Penny were welcomed to the CAA Winter Convention by CAA President Chuck Petrusa.



The CAA One-on-One Session featured industry icon Ralph Sevinor of Wayne Alarm in an interview with Kirk MacDowell of MacGuard.



CAA Associate Director Matt Krueger of Resideo welcomed more than 80 vendors to the CAA Winter Convention in San Francisco.



Anne and John Campau of Comtronics welcomed guests to the CAA Winter Convention.



Adam Dunham of D.R. Horton homebuilders presented during the CAA Executive Symposium along with Jeff Perri of PDK, Mike O'Neal of Nortel Security & Control and moderator George De Marco of ESX.



Tim Whall of ADT was welcomed to the CAA Winter Convention by CAA President-elect Tim Westphal, George De Marco and CAA President Chuck Petrusa.,



## Getting to the Buying Signals



By Harvey Eisenstadt

Sales professionals are taught early in their career the importance of getting as much information as possible about the prospect, their expectations and their needs. This information, necessary to uncover the buying signals, will of course come directly from the prospect, usually in response to a litany of open-ended questions. Properly planned and methodically employed, the sales professional can uncover a wealth of information to support their challenge to move the prospect closer to them, uncovering those buying signals and begin the identification of a solution to meet the prospect's expectations and needs.

The real challenge, which all too often is not

recognized by the salesperson, is to keep the prospect engaged and their attention focused on the salesperson as these questions are being presented. To ensure that the prospect is engaged and attentive there is another approach, used with very successful results, that the salesperson can employ. That approach simply stated is *fewer questions* and *more benefits*. The explanation to this approach is quite simple.

Many of the questions will require a simple one-word choice response from the prospect such as yes or no, few or many, high or low, etc. This example draws a clear picture as to the type of these questions and the replies that can be expected from the prospect.

Most sales professionals are well prepared to respond to either choice of reply from the prospect. For example, they are prepared with a positive statement including benefits to a *yes* reply and similarly to a *no* reply. So, the question now is why ask those type of questions when you are already prepared with the answers to either choice? Instead of asking the question, deliver a proactive statement which includes the benefits to the prospect for either response.

Put another way, show the prospect that you are knowledgeable of what they may be requiring without having to ask. You can replace many of these choice type questions with a proactive, knowledgeable, benefit laden response. This sends a powerful message to the prospect that you are understanding what their needs might be and you are prepared to present solutions to address those needs. Once the prospect recognizes your understanding of their needs and concerns, experience shows that they will begin to ask secondary questions while freely delivering a wealth of additional information regarding their needs and concerns. So, fewer questions and more benefits will move the prospect and the salesperson closer to a working partnership. This is a major step in strengthening a relationship and moving a prospect over to your side.

Accepting the success of this type of opening discussion the salesperson will probably have enough information to move towards identifying a solution. Now the salesperson must recognize buying signals, from the secondary questions, indicating that the prospect may be ready to buy.

Here are a few examples of the secondary questions and comments raised by the prospect that should trigger a buying signal to the salesperson. *Tell me about your warranty and how it will work for me. Can I contact some of your customers to hear what they have to say? Can you go through the details again, so I am sure that I completely understand everything? Can you meet my quantity requirements without any problem?* Then there are the two most powerful buying signals: *what is my price?* and *where do we go from here?*

The salesperson's commitment currently is to listen very carefully to what the prospect is asking or saying. Once the prospect presents any of these buying signals, your next challenge is to convert them into a sale. The salesperson must recognize that the time has come to stop selling and ask for the order. Realistically, although you have satisfactorily responded to all their buying signals the prospect may still have some reservations. *Now is not the time to ask why.* Go back and repeat your responses to their buying signals. getting the prospect's verbal acknowledgement and agreement for each one. Do not move forward if there are any doubts and until you have that verbal acknowledgement and agreement. Once the prospect has verbally acknowledged and agreed to your responses to their buying signals it becomes more difficult for them to say no when asking for the order. *Now is the time to ask again for the order.*

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



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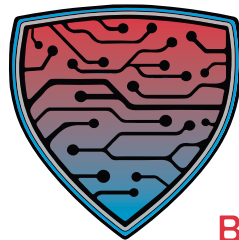
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*CAFAA Board Member Toby Woods of Beacon Security presented a workshop on alternate communications and changes in the NFPA 72 code.*



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*Jon McNamara, President*

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

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

### IEAA Membership

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



*Ben Martinez, President*

### SVAA MEETINGS

♦ February 13, 2019 .....Bass Pro Shops .....San Jose

♦ May 8, 2019 .....Bass Pro Shops .....San Jose

♦ August 21, 2019 .....Bass Pro Shops .....San Jose

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



*John Milliron of Chekt, Jeffrey Samuels of First Alarm and Scott Crown of PSR catch up at the CAA Winter Convention.*



## GREATER VALLEY Alarm Association

*Joe Castro, President*

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

# GLASAA

Greater Los Angeles Security Alarm Association

*David Michel, President*

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

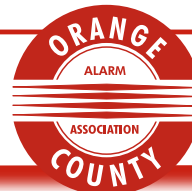
Please feel free to email me at dmichel@valleyalarm.com.

### GLASAA Meetings and Events

Please visit our website at [www.glasaa.org](http://www.glasaa.org).



*Representing GLASAA at the CAA Winter Convention was Bob Jennison of Post Alarms along with Rick Gombar and John Guthrie of Bolton & Co.*



## ORANGE COUNTY Alarm Association

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

[www.alarmassociation.org](http://www.alarmassociation.org)

*Jason Keyz, President*

### 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](http://www.irvinepd.org). The City also offers quarterly Alarm Awareness Classes to help defray the cost of false alarm fines.

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



*Leslie Abbott, Andy Lovested and Bruce Mungiguerra of Nortek Security & Control with Tatiana Abramek of NMC and Grant Graham and Elizabeth Courtney of Beacon Security at the CAA Welcome Reception.*





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## REDWOOD ALARM ASSOCIATION

*Sean Cooke, President*

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



*Rick and Angela Petrusa and Robin and Chuck Petrusa of Advanced Security Systems represented RAA at the CAA Tribute Dinner.*

## MID-CAL Alarm Association



## MID CAL ALARM ASSOCIATION

*Mike Tarin, President*



*Kristy Johnson and Rachel Napolitano of Rapid Response Monitoring Systems with Maryhelen and John Heath of Alpha Technologies & Alarm Systems.*



*Larry and Jama St. John of Eclipse Marketing with Connie and Mike Tarin of Diamond Communications and Brad Staats of ADI.*

## SAN DIEGO SECURITY ASSOCIATION

## SAN DIEGO SECURITY ASSOCIATION

*Chris Kwast, President*

### City of San Diego Permit Process

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



*SDSA President Chris Kwast welcomed Steve Eisenstadt of PSR, Matt Krueger of Resideo and Dana Scroggins of Optex to the welcome reception in San Francisco.*



## SACRAMENTO AREA ALARM ASSOCIATION

Sacramento Area Alarm Association  
3491 Park Drive Suite 20-234, El Dorado Hills, CA 95762-4549  
[saaasecretary1@gmail.com](mailto:saaasecretary1@gmail.com)  
[www.sacalarm.org](http://www.sacalarm.org)

*Mark Simpson, President*



*Travis Adolph of BPSD with Patrick and Brandon Culmer of Hue & Cry and Alyson Pattie of BPSD.*



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## EAST BAY ALARM ASSOCIATION

Mike Salk, Vice President



CAA Past President Jon Sargent with CAA Vice President Mike Salk of Reed Brothers, George De Marco of ESX, CAA Past President Matt Westphal of Bay Alarm and Immediate Past President Chuck Petrusha of Advanced Security Systems.

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## GOLDEN GATE ALARM ASSOCIATION

For further information, contact the CAA at [info@caaonline.org](mailto:info@caaonline.org) or call 800-437-7658.

## INDUSTRY NEWS

ESA'S NATIONAL TRAINING SCHOOLS courses and CEU programs are designed to help electronic security and life safety professionals advance in easily accessible and robust ways. With a focus on real world training, skills learned can be immediately put to use in the workplace. ESA has just announced 18 new continuing education courses for its National Training School. Courses are available now and will help students maintain certifications and licenses. Topics include networking, basic mathematics, science, project management, customer service and more. ESA members have access to exclusive rates on all National Training School courses. For more information visit [www.esaweb.org](http://www.esaweb.org).

The AFAA 2019 Annual Meeting and Codes Conference will be held May 14-16, 2019 at the Hilton - Lake Buena Vista in Orlando, FL. For information visit [www.affaa.org](http://www.affaa.org).

The MONITORING ASSOCIATION (TMA) announced the appointment of Illeny Maaza to the position of Director, Membership and Programs and Leigh A. McGuire to the position of Director of Marketing and Communications.

"Illeny and Leigh each bring a unique scope of knowledge, experience, and talents to their new roles within TMA," stated Celia Besore, MBA, CAE, executive director, TMA, adding, "As TMA looks to build upon its firm foundation of excellence across the security industry, these two new additions to our team of professionals position the organization to advance its strategic goals in the core areas of membership, education, advocacy, and standards." To learn more about TMA, visit [www.TMA.us](http://www.TMA.us).

### TMA Tech Summit

February 27-28, 2019

Salt Lake City, UT

Emerging technologies, Artificial intelligence, the NIST Cybersecurity Framework, UL 827 and 2900, Data backup, encryption, and recovery and all the "things that matter" as it relates to running and securing an effective security business. We invite CTOs, CIOs, and IT directors of monitoring companies, as well as dealers, owners, and interested participants from manufacturing companies, to join us to discuss technology issues that directly affect monitoring centers in this highly valuable, problem-solving environment. Join your peers to explore relevant topics with immediate takeaways to take back to your company. Last year we heard from experts from Amazon, Microsoft, Rubrik, Secuvant, Telarus, AT&T and other tech innovators all while sharing practical industry specific practices of participants during this unique event. For information visit <https://tma.us/tma-tech-summit/>.







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# A Dealer Perspective — #9



By Tony Smith

When you install a security system for your customer, or they ask you to monitor one they have installed themselves (DIY)...are they really protected? Perhaps. Most residential security systems that are installed today (and over the past 5 or more years) are wireless. An alarm company "Protected by" sign will likely deter the burglary at that location and send the bad guys to another home without the intimidating sign. Perhaps it is now time to consider whether we really provide the protection the customer anticipates, or whether we are fooling ourselves as well as the customer.

The industry's market penetration has been about 25 % up to now. The growth of DIY, the Internet of Things (IoT), video access control, two-way audio, and other new tech sensors coming into the marketplace are expected to push penetration to the 50% range over the next few years.

We have learned (Forbes magazine, February 2016) that technology conscious burglars are able to penetrate (hack) almost any wireless alarm system and manipulate it as they please. Our industry has been fortunate, up to now, that these bad actors prefer to focus on unprotected homes. As market penetration grows so does the risk of high-tech burglary. Various market research suggests that by 2020 we will have 20-50 billion inter-connected sensors or devices in service. It seems likely that these new systems will become a new playground for sophisticated bad guys.

How do we solve this impending problem and protect our customers, and as we shall learn in a future issue, how do we protect our own business?

The magic word is encryption. Encryption has a dual role in each monitored system. The first is to protect the link from the home (control panel) to the central station. The second link is between the sensors and devices to the control panel.

Security panels are dedicated management computing devices designed by the manufacturer. The firmware may be designed to interface with sensors from only that manufacturer or a group of manufacturers. Unfortunately, there has been a push in recent years to develop "open architecture"

systems, (using Linux or Android), which allows sensors to be attached to various manufacturer control panels, thus making these panels virtually unable to encrypt. A proprietary control panel gives the manufacturer the opportunity to provide encrypted communication to the central station via a VPN or Ethernet. Cellular can be an acceptable redundancy as these signals are carried on a network pipe once it reaches the cell tower.

Two-way encryption has been around a long time. It involves a return digital signal that verifies that the message was received. The initial signal is scrambled to prevent the digital signals from being decoded or mimicked. Native RF services such as Zigbee, Z-wave and Bluetooth communications should be encrypted with industry-standard schemes utilizing 128-bit (or 168-bit) keys. Each sensor in a system should have a unique encryption code which can be decoded, and acted upon, through the panel. Properly implemented, the sensors will speak to each other (if programmed to do so) and to the panel, thus providing a homogenous system for the customer.

In addition to encryption for each system, it is important to have authentication as well. Authentication is the determination of who a sensor or device is. This insures that the device is authorized to connect and access the panel or other devices. We want to prohibit access to the system directly from the internet.

1. The panel should have a specific IP/URL address to which it connects at activation.

2. Using algorithms, the panel sets up each session with the cloud platform. This authentication will generate new encryption keys for the new session.

3. These new authentication keys for each session should be able to be done remotely.

If a system has the encryption and authentication features described, it will show a "not at this home" sign to anyone trying to enter via the internet. We are eager to physically protect each door and window of our customer's home, but if the bad guys can enter through the internet or otherwise remotely interact with the system, we have left the front door wide open.

As an added precaution, each of us should consider adding cyber-insurance to our liability and E&O policy. It is widely available and reasonably priced.



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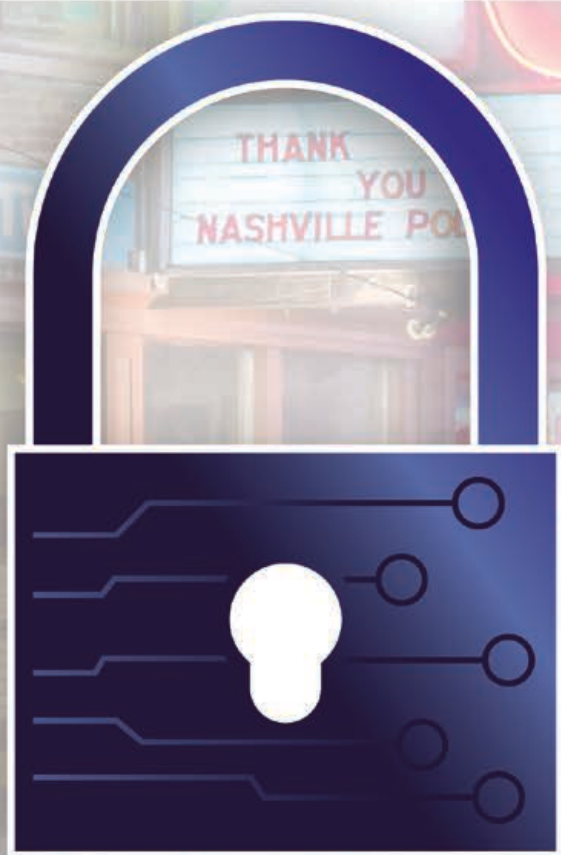


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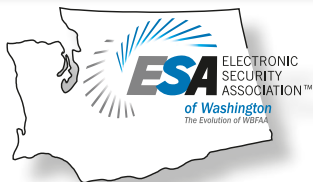
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Please contact us if you would like to be a member of the OBFAA. Being part of the OBFAA has many benefits such as the latest news dealing with the alarm industry in the Pacific Northwest, OBFAA represents You and Your opinion to consumers, lawmakers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

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**NSA 2018 HIGHLIGHTS:** Scholarships, ISC-West Welcome Reception, Public Safety Luncheon, Meetings with NV lawmakers US Rep Jackie Rosen, Governor Steve Sisolak, LV Metro Sheriff Lombardo, NV State Fire Marshal Chambers



Join us at our next meeting to meet our new board for 2019-2020.

EVENT: NSA General Meeting

DATE: Wednesday, January 9, 2019

TIME: 6:00 p.m.

LOCATION: Pub 365 at Tuscany Hotel & Casino, 255 E. Flamingo Blvd, Las Vegas

RSVP: [admin@nevadasecurityassociation.org](mailto:admin@nevadasecurityassociation.org) or call 702-551-4672

NTS On-line Training is now accessible through the TRAINING TAB on the NSA web-site.



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*CBFAA Holiday Party – great food and great company*



*Leif Wulforst of A-1 Security chats with Keisha Rubalcaba of HikVision*



*Jocelyn Marshal and Andrea Quist of Safenet with their caricature*



*Artist Ryan Secora draws John Wrzesinski of Safe Systems*



*Kim Sands of ADI is drawn by artist Ryan Secora*

## COLORADO BURGLAR & FIRE ALARM ASSOCIATION, INC.



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775-813-0525  
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Thank you to everyone who joined us at our year-end Holiday Party, dealers and vendors. We had great food, drinks, raffle prizes and great company. Thanks to artist Ryan Secora for providing lots of laughs with his caricature drawings.

A BIG THANK YOU to our Sponsor for the evening: Henry Laik of TELGUARD. If you need to reach Henry about Telguard products call (678) 234-9611 or email hlaik@telguard.com

Thanks also to our vendors who brought raffle prizes: ADI, Hikvision, Nortek, simPro and TPI West

Don't forget to renew your membership or join CBFAA and get in on the action for 2019.

### Our next General meeting:

DATE: February 13, 2018 (Wednesday)

TIME: 12:00 noon

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

RSVP: Jeanne@cbfaa.org or call 303-805-088.

Do you want to get involved before February? Our board meets monthly and we have committees where you can lend your talents.

Watch for our upcoming survey to get your ideas about projects for the coming year.

New to CBFAA? Add your name to our email list to get meeting notifications and our newsletter. Join us for our next meeting. Once you see the benefits of membership, you'll want to add your voice to ours. Info and membership applications available on our website [www.cbfaa.org](http://www.cbfaa.org)



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### 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](http://www.esaweb.org).

### Security America Risk Purchasing Group

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

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## WBFAA UATC Apprentice Enrollment for Spring Semester Class Open

Member companies can register new apprentices anytime. If you will be hiring new apprentices or technicians, member companies are encouraged to send job postings to [info@wbfaa.net](mailto: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](http://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](http://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](mailto:info@wbfaa.net).

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## 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](http://www.wbfaa.net) or [www.wbfaatraining.net](http://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](http://www.wbfaa.net) or call the WBFAA UATC at 800-809-0280.



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## FEBRUARY

21..... IEAA Meeting.....Riverside

## JUNE

6..... IEAA Meeting.....Riverside

## SEPTEMBER

26..... IEAA Meeting.....Riverside

## NOVEMBER

7..... IEAA Meeting.....Riverside

## CAA CONVENTIONS

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



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## INDUSTRY EVENTS

### ESA Rising Leaders Forum 2019

January 28-31, 2019  
Austin, TX



### ESA Leadership Summit 2019

January 28-31, 2019  
Austin TX



### TMA Tech Summit

February 27-28, 2019  
Salt Lake City, UT  
<https://tma.us/tma-tech-summit/>



### AIREF Golf Classic at ISC West

April 9, 2019

### ISC West 2019

April 10-12, 2019  
Las Vegas, NV



### AFAA 2019 Annual Meeting and Codes Conference

May 14-16, 2019  
Orlando, FL  
[www.afa.org](http://www.afa.org)



### ESX 2019

June 2-6, 2019  
Indianapolis, IN



### Resideo Technologies

October 24-27, 2019  
Phoenix, AZ

Email your training and education calendar to [info@CAAonline.org](mailto:info@CAAonline.org)

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