

THE MIRROR

PUBLISHED BY THE CAA FOR THE WESTERN STATES SECURITY ALLIANCE

VOLUME XXIX, NUMBER 1 — JANUARY 2020

www.CAAonline.org



Bob Michel Receives CAA George A. Weinstock Award

Bob Michel's acceptance speech appears inside on page 20.



A DEALER'S PERSPECTIVE...#20

Big Changes Underway — Are You Aware and Ready for Them?

By Tony Smith



Yes, change seems to be the natural order of things, but as 2019 came to a close, our industry was besieged by cyber security concerns, the mystery of artificial intelligence, the entrance of Amazon and Google into the industry, and the disintegration of the State/National Chapter relationship.

I am going to focus this article on the latter development and the concerns and opportunities it presents to each of us. As a past President (2000) and current member of the Communications Committee for the California Alarm Association, I have an interesting perch from which to view our new position.

Chapter Participation

We have 11 chapters within the CAA and the WBFAA to anchor our personal participation. We, as members, are fortunate to have strong leadership with the CAA Executive Committee and Board of Directors, but they can only do so much. Each state chapter is the alarm association for their area. This is the backbone of the

CAA. Without strong chapters, the CAA cannot continue to be the formidable industry presence that it is now. Paying your state and local dues is important, but that is not participation. Each Chapter has an obligation to provide networking and training to its members. They are required to maintain the appropriate books and records for tax and legal purposes, but, most importantly, they are obligated to seek and enroll new members for the Chapter and State. The CAA has a Membership Committee, and it is laser focused on bringing in new members, but the Committee needs local participation to be successful. The smaller the local association, the more difficult it is to provide a quality networking experience and participate in training opportunities.

First Responder And Political Participation

There is synergism in action when you combine new member solicitation with first responder and political outreach. Nothing works better to convince a fellow alarm dealer to become a member than inviting them along when you visit a local police chief or have a state representative in for a lunch meeting. Our Legislative Advocate is the best, but their job is much easier if our state senators and assemblymen already appreciate the importance of our industry to their constituents. You can be assured that developing these relationships will be very good for your business.

continued on page 14

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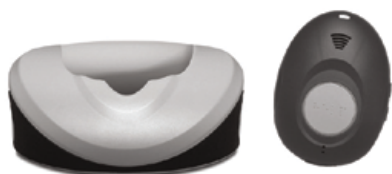


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California Alarm Association,

a California not for profit association, for the

Western States Security Alliance.

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Editorial: Copy is due the 10th of the month preceding publication. **Advertising:** Space reservations due the 10th and copy due the 15th of the month preceding publication.

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THE MIRROR

PRESIDENT'S MESSAGE

Dear CAA Member,

Happy New Year!

We ended 2019 with a spectacular convention at The Fairmont San Francisco that provided industry overviews, business management insight and inspirational messages from our speakers and participants.

More than 15 educational and informational sessions were held, with updates on the new subcontractor legislation that may change the way you do business, an introduction to our new BSIS Chief Lynne Andres, updates on the financial side of your industry, and guidance on building a strong and vibrant company.

My thanks to Tim Whall, former CEO of ADT, for sharing his life story and his vision for the future of the industry. We appreciate Jon Sargent, Ralph Sevinor and Charlie Darsch for preserving our past through the National Alarm Museum, and grateful for the work of Mission 500 for serving the children of our region with much needed hygiene kits.

Our legacy of leadership was well represented when we presented the CAA George A. Weinstock Award to Bob Michel of Valley Alarm at our annual Tribute Dinner. Bob spoke eloquently of not what he has given to our industry and associations, but what his participation has given to him in personal and professional development.

San Francisco is our annual fundraiser and I add my heartfelt thanks to all the sponsors who made it successful. The funds are critical to our state legislative advocacy, our involvement with public safety agencies throughout the state and supporting our initiatives with regulatory bodies.

Your dues are the foundation to the California Alarm Association, and I appreciate you continuing your support in 2020. I encourage you to attend your regional chapter meetings this year, to bring a non-member colleague with you, and to engage in the programs that impact your business.

Our next gathering begins on St. Patrick's Day, March 17, at ISC West in Las Vegas at THE ROCKHOUSE at the Venetian. We kick-off the trade show with the CAA Leadership Breakfast on March 18 where we will announce the recipient of the 2020 CAA George A. Weinstock Award and then join the Nevada Security Association for the Public Safety Luncheon on March 19.

Please get your free registration for the exhibits at www.caaonline.org and stop by the CAA Association Pavilion in the lobby of the Sands Expo Center.

I hope you will mark your calendar for the CAA Palm Springs Convention May 13-16 at the Hilton Palm Springs. Our schedule includes dynamic workshops, industry updates and the CAA National Golf Tournament at Escena Golf Club.

Sincerely,

Tim Westphal
CAA President



By Tim Westphal

The friends and family of Bob Michel were in a festive move prior to the presentation of the CAA George A. Weinstock Award.



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LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2020

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 2020 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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JOHNSON CONTROLS introduced the latest generation of Tyco American Dynamics victor Workstations, now with a space-saving compact option. Users will be able to choose the optimal platform for their environment from Compact, Standard, Performance and High Performance servers. These workstations provide scalability from small, single-site locations to enterprise-level deployments. Pre-bundled with the victor Video Management System (VMS), the hardware features high-quality processors that ensure both speed and reliability as well as support for memory-intensive applications, making them ideal for demanding deployments that thrive on install flexibility and next



business day on-site service. The High Performance workstation is custom-tailored to facilities with a large amount of event and alert activity while the Standard and Performance models are better suited for video display. When paired with monitors, such as those available through Tyco American Dynamics, the workstations can support single to quad displays with up to 4K resolution. This allows for individual agent or fully-functional command centers to be implemented as needed. The victor Compact conserves space and maximizes uptime with the victor Client pre-installed on a small, versatile hardware platform that can be deployed in constrained environments. The full-featured VMS can be utilized for live viewing and playback without taking up the amount of space required by traditional PC workstations. It is a natural fit for smaller or complex environments where an additional tower server is too bulky in both the physical and networked environment. Visit www.americandynamics.net to learn more.

JOHNSON CONTROLS introduced exacqVision VMS 19.12, providing enhanced security and communication with new ONVIF 2-way audio support, and offering more camera license deployment flexibility for Enterprise Manager customers, adding to the powerful features of Exacq VMS software. Exacq's ONVIF camera integration supports the ability to talk and listen through IP cameras equipped with audio I/O. This new feature is available

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with exacqVision 19.12 and is perfect for businesses who utilize entryway cameras to authorize visitors. Operators can hear what a visitor is saying and communicate back using the camera's outbound audio. As Exacq continues to enhance enterprise management capabilities, camera licenses can now be bulk purchased and unused licenses stored within Enterprise Manager to deploy as needed. Additionally, camera license SSAs will not age on Enterprise Manager. "The enhanced features of Exacq's enterprise management solution provides more control for administrators, making it easier to manage licenses and maximize uptime," said Jordan Linback, exacqVision product manager. For more information on this latest release, visit www.exacq.com.

NATIONAL MONITORING CENTER (NMC) announced the recent hire of Mark Matlock, as Vice President of Sales. In this position, Matlock

will be responsible for nurturing key relationships within the industry and driving NMC's growth. "We are very pleased to welcome Mark to the team. He comes to NMC with extensive industry experience having served in leadership roles in wholesale

monitoring for over 20 years," shared Woodie Andrawos, President of NMC. Matlock has served within the industry for many years, including having served on all three local alarm association boards in the state of Texas. He additionally served as President of the South Texas Alarm Association in San Antonio and as President of the Houston Burglar & Fire Alarm Association from 1999 to 2001, among many other industry accomplishments. "I am

honored to be with NMC whose history, growth trajectory, and reputation for quality service in support of its dealers speaks for itself. I look forward to serving the company's contract monitoring needs and to contributing to dealer growth." said Matlock. More information can be found on the NMC website www.nmccentral.com or by calling 877-353-3031.




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- Board of Directors Meeting, Jacksonville, FL,
January 15-16, 2020
- 2020 Annual Meeting and Codes Conference, Phoenix, AZ,
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Make Sales Training Sessions Effective



By Harvey Eisenstadt

A question that many corporate executives fail to ask is why their sales training sessions are not as successful as they had planned. Well, the key word here is “planned” wherein many sales training programs are not effectively planned for the desired outcome. All too often corporations conduct sales training sessions without the aforethought of a strategic plan focused on specific business growth results. They tend to concentrate a formidable amount of training time to technology and product knowledge with an insufficient amount of training time focused on the sales processes that will move the prospect over to the salesperson’s side. It is unquestionably critical that salespeople be familiar with and knowledgeable about the technology of their product or service. However, it is equally important that the prospect recognizes

that the salesperson truly understands their concerns and is engaged in providing solutions focused specifically on their need. That is what closes sales successfully.

Due to the lack of a strategic sales training plan, most programs fall short of this objective. They fall short when it comes to instructing the attendees on identifying and employing the assets they possess, that will move the prospect over to their side resulting in sales success. Owing to this, the long-term business growth objectives are too often not realized. So, what are the assets that every salesperson possesses? Simply stated they are their personal selling skills within the control of the salesperson.

Corporations must pay more attention in the planning process of their sales training programs to strategically focus on the objectives of the program, and how the salesperson will employ their personal selling skills to achieve those objectives. To reach the business growth objectives set forth in the plan, an effective sales training program must begin with the identification and acknowledgement of the goals of the program. This must be followed with the identification and recognition of the salesperson’s personal selling skills, wherein the training session must deliver the tools and knowledge that will be required to effectively and successfully strengthen and employ those skills. The personal selling skills already possessed by most salespeople fall into the following categories: mentality, relationships, understanding, presentation, engagement, empowerment and follow up. Within each of these categories there are key techniques and exercises that will guide the salesperson to differentiating themselves from their competition, from their opening comments to delivery of the solution, while strengthening their relationship with the prospect. This competitive differentiation lies within the personal selling skills of the salesperson and their capability to strengthen and successfully employ them. Every sales training program must embrace the tools and knowledge that will focus on these skills and effectively lead to sales success.

All of the above must be part of the sales training plan to achieve the objectives and/or goals set forth in the business growth plan. Sales training must be considered an ongoing program and not a onetime activity. The salesperson’s improvement as a result of an effective training session will require practice by the salesperson, feedback to management and support by management. It is necessary for a sales training program to be successful that it be aligned with management’s objectives and/or goals while strengthening the personal selling skills of the salespeople and their effective employment of these skills. To ensure that your corporate training program is a success, you must take a meaningful look at these essentials of training while never forgetting that management follow up with the salespeople, continuous training sessions and the salesperson’s practice ethics are critical to achieving successful results. The lack of any of these activities has been the foundation for the failure of many training programs.

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



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CAA Legal Counsel Lessing Gold addressed the CAA General Session at the CAA Winter Convention in San Francisco regarding issues facing the industry.

Dealer Perspective #20, continued from page 1

Communication And Training

The above participation and activities would be very difficult without the CAA portion of the equation. The role of the CAA and its management is to provide the tools you need to fully participate in your local and state associations. The Communication and Membership Committees will provide you with the web site interface to communicate with your dealer members, non-members and the public. It will be managed by the CAA office which will work directly with your chapters to keep it updated. The CAA will continue to produce two trade shows (conventions) per year to provide on-site education to members. The CAA plans to launch a series of webinars and YouTube presentations that will build on the existing training and roll it out to the membership. The goal is to use vendor fees for this additional service to help keep member dues to a minimum. Perhaps the

best Fire Alarm training program (WBFSA) in the country will continue to be upgraded to make it available to more dealers. Some of our dealers also may have business in other states. Our communications products may also be made available to them and to out-of-state dealers to fill that void.

The CAA – Local Chapter relationship is rich in features and opportunities, but it will always require strong dealer participation to reach its goals. If you are not a member and want to become part of the future, please call the CAA office at 800-437-7658.

Tony Smith is President of Security Funding Associates, past President of the CAA and member of the ESA Board. He is a licensed California alarm dealer, member of TMA, and may be reached at (626) 795-9199 or tsmith@securityfundingsolutions.com

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CAA Executive Director Jerry Lenander delivered THE MIRROR and the renewal of his ACE 59 to CAA Past President Frank Meiners.

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ATTENTION: ALARM COMPANY QUALIFIED MANAGERS

The Bureau is recruiting Alarm Company Qualified Managers to participate as Subject Matter Experts (SMEs) in Exam Development Workshops for the purposes of writing, reviewing and revising items for a new version of the Alarm Company Qualified Manager Exam.

Workshops are 2-days long and SMEs receive \$200.00 per day for their participation. The Bureau will book lodging as well as airfare to and from the workshops. Meals and mileage will be reimbursed in accordance with State travel guidelines.

Below are the dates for the upcoming workshops:

February 26-27, 2020 – Item Writing

March 11-12, 2020 – Item Review

April 15-16, 2020 – Exam Construction

May 6-7, 2020 – Passing Score

Location:

Sacramento, CA

If you are a BSIS Alarm Company Operator Qualified Manager Certificate Holder in current and clear status and currently active in a BSIS Alarm Company Operator licensee's business, and are interested in participating as a SME, please send an email to Tina Jacobson at BSIS-Workshops@dca.ca.gov to request a Workshop Registration form. Please do not hesitate to contact us if you have any further questions.

Thank you for your interest!



CAA Past President Rod Uffindell of Denalect Alarm with Christopher Baskin of ATW, Ron Galippo of Smart Tech Security Solutions, IEAA Executive Director Sylvia Jimenez, Willie Galippo of Smart Tech Security Solutions and CAA Executive Director Jerry Lenander at the CAA Winter Convention welcome reception in the penthouse Fairmont Suite.

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On December 6, 2019 CAA President Tim Westphal presented the 2019 CAA George A. Weinstock Award to Bob Michel of Valley Alarm for his lifetime of achievement and service to the industry.

Following are Bob's acceptance remarks.

Thank you, Dave and Ed, Alan and Harvey. Thanks to my incredible wife and partner, Jeanne. To ALL my family. To my friends and associates. And to everyone for being here tonight.

And, especially, thank you to the people on this stage who have allowed ME to be here.

Very quickly, before I move on, one more acknowledgement. I want to thank Jerry Lenander for all the help he has been to me and my friends and family, and to commend him and his great staff for planning and organizing another fantastic convention. Let's give them a big round of applause.

I will be very brief. I originally told Jerry that I was just going to say, I'm honored, I'm humbled, and thank you so much. He didn't think that was adequate. So, I've added a little more, and I think he'll be happy – but God forbid it goes over 3 minutes!

It is such an honor to even be mentioned with these previous recipients. To be standing up here with them is surreal.

I'm fairly new at this association business. Alan Pepper tells me I can't say that any more, but some of these people have been here from the beginning. I guess I got really involved about 15 years ago. I made the mistake of attending a GLASAA meeting. Those guys knew a sucker when they saw one, and I was on the board before I knew what happened. The rest is history.

This California association does important and necessary work to safeguard the industry and to promote professionalism and public protection. In my opinion the CAA is the most important of all the organizations representing installing companies who work here. And really, everywhere. What starts in California often spreads across the country. That is why, when I founded the GLASAA golf tournament, I designated that much of the profit would go to the CAA. Through the skill, hard work and dedication of an amazing group of volunteers, several of whom are on this stage, and many others are in the room, that tournament has generated nearly half a million dollars, much of which has gone to the California Alarm Association Youth Scholarship Program. It is one of the most effective programs anywhere promoting goodwill and partnership between police and fire agencies and our industry.

CAA is where the rubber meets the road. It is where the legislative work is done. It is a training and information sharing hub. It is the point of interaction with the state of California, SIA, SIAC, CAFAA, TMA, ISC, ESA, etc. Our state organization is critical to the business.

Working as a leader at CAA is a rewarding experience. It can also be frustrating sometimes. I think most CAA presidents have been owners or top level managers in their companies. They are used to earning profits, making decisions and spending money effectively to achieve excellence and to grow their companies.

Working in a volunteer group is a little different. Assembling a staff and creating revenue are a whole different ballgame. It is amazing to see the number of companies who don't get it. Dealers who say, whether I participate or not I will get the benefit; or others who say, we're so big we do it all on our own. Manufacturers who don't see the value of supporting the industry that buys their products in one of the biggest markets in the United States. In fact, the world.

Shortsighted in my opinion. But some do get it – they are here, and they are in the books on your tables. They enable a fantastic effort. Work that is critical to the industry in California and nationwide.

The benefit of our association to me personally far outweighs any contribution I've made. CAA has been hugely rewarding. I have learned so much. It has helped my company grow. I've made invaluable associations and dear friendships.

Finally, thank you again to all these distinguished men and women for selecting me to join them. Thanks to them for all the work they did before me. Thank you to all our current leaders. To our supporters. Our sponsors. And to all who participate to make the California Alarm Association great.

I am honored. Thank you.



ESA Executive Director Merlin Guilbeau, Keith Baird of Diamond Sponsor Resideo, ESA Vice President John Loud of LOUD Security and Ed Michel of Valley Alarm were on hand to congratulate Bob Michel of Valley Alarm for receiving the CAA George A. Weinstock Award.



CAA Dave Michel spoke in support of his big brother Bob Michel, who received the lifetime achievement award, with Ed and Jeanne Michel and CAA President Tim Westphal looking on.



The Bob Michel family celebrated with Jeanne, Claudette, Ed, Isabella and Bobby Michel.



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2019 Winter Convention Events



Former ADT executive Tim Whall presented a keynote address at the CAA Winter Convention.



Les Gold held reign over Industry Incorrect at the closing event of the CAA Winter Convention with Hal Lewis of Alarms Unlimited, Michael Culmer of Hue & Cry, Bob Michel of Valley Alarm and Steve Sopkin of Mijac Alarm.



Mitch Reitman of Reitman Consulting Group and Lessing Gold of MSK provided an overview of the market for mergers and acquisitions at one of 17 workshops during the CA Winter Convention.



CAA Legislative Advocate Trent Smith updated the government affairs landscape including the recently passed AB 5 relating to classification of subcontractors.

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2019 Winter Convention Events



Willie G and Papa G enjoyed the CAA Winter Convention at The Fairmont San Francisco.



Lessing and Sandy Gold of MSK sported their Sturgis Rally shirts at the closing breakfast.



THE MIRROR



CAA President Tim Westphal welcomed BSIS Deputy Chief Sam Stodolski and Chief Lynne Andres to the CAA Sponsor Luncheon along with CAA Government Affairs Chair Shane Clary and member Brian Boeglin.



The Valley Alarm friends and family gathered to celebrate Bob Michel receiving the CAA George A. Weinstock Award.



George De Marco of ESX moderated the CAA Executive Symposium with Larry Folsom of I-View Now, Eric Fullerton of OpenEye and Mike Harris of Ring Protect.

AICC Chair Lou Fiore received thanks from CAA President Tim Westphal of Bay Alarm for providing an update on the communications landscape affecting the industry and the impact of FirstNet.

PAGE 24

JANUARY 2020



George and Julie De Marco with Holly Thomas and John Loud of LOUD Security.



CAA speaker favorite John Jennings with Keith Baird of Resideo and Holly Thomas and John Loud at the CAA Winter Convention.



CAA George A. Weinstock Recipient Alan Pepper spoke in favor of Bob Michel receiving the lifetime achievement award. He was joined by past recipients Bob Jennison, Frank Burke, Harvey Eisenstadt, Rod Uffindell, Ron Spiller, Charles Schwager, Mark Sepulveda, Lessing Gold, Bruce Westphal, Shane Clary, Mike Matson and George De Marco.



The CAA thanked the generosity of Wayne Mills of ADI for sponsoring the annual fundraiser.



Lessing Gold moderated the closing breakfast in San Francisco.

2019 Winter Convention Events



Deric Morrow and Bob Budnieski accept thanks for their sponsorship by JCI from Matt Krueger of Ranch & Coast Security, Tim Tracy of Resideo, Mike Salk of Reed Brothers, Mike Matson of Matson Alarm and Tim Westphal of Bay Alarm.



Bob Ricucci of Advanced Security Technologies played homage to Tony Bennett at the CAA Tribute Dinner.



Sponsors were recognized at the CAA Tribute Dinner.



Nearly 50 ladies celebrated the memory of Judy Eisenstadt at the CAA Gift & Gab luncheon in San Francisco.

Top tier sponsors were recognized at the CAA Winter Convention joined by Matt Kruger (far left), Tim Tracy (back row) and Mike Salk (far right). Honored were Dave Michel of Valley Alarm, Mary Beth Shaughnessy of ISC, Mike Matson representing MCAA, Shane Clary of WBFBA UATC and Tim Westphal for Bay Alarm.



Kristy Johnson and Kelli Monahan of Rapid Response Monitoring joined John Campau of Comtronics at the CAA Tribute Dinner.

George De Marco of ESX with Travis Adolph and Alyson Pattie of BPSD on the terrace of the Fairmont Suite during the welcome reception.



The CAA George A. Weinstock Award was celebrated at the CAA Tribute Dinner in San Francisco.

BSIS Chief Lynne Andres and Deputy Chief Sam Stodolski informed an overflow crowd of current issues during the sponsor lunch moderated by Lessing Gold of MSK.



2019 Winter Convention Events



Diamond Sponsor Keith Baird of Resideo was applauded by CAA officers Matt Krueger, Mike Matson, Tim Tracy, Tim Westphal and Mike Salk during the CAA Tribute Dinner.



Daniel Freitas of the CAA office with Earl, Caroline, baby Ruby and Lynn Chen enjoyed The Trident in Sausalito to end the CAA Winter Convention.



The CAA thanked the sponsors for their extraordinary support during the CAA Tribute Dinner.



BSIS Deputy Chief Sam Stodolski addressed the CAA membership with moderator Lessing Gold and Chief Lynne Andres during the CAA Winter Convention.



CAA President Tim Westphal led the CAA Board of Directors through the agenda for the association and the industry.



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Sean Cooke, President

RAA MEETINGS

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**GOLDEN GATE
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Paul Wassem, President

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- ♦ February 6 Dealer Partnerships adding new services to your catalog
- ♦ April 30..... Protecting the Masses (Active Shooter)

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

CAA CONVENTIONS

- 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



**EAST BAY
ALARM ASSOCIATION**

Mike Salk, EBAA President / CAA Vice President NorCal

EBAA Meetings

With a focus on the "Evolution Revolution" we look forward to you joining these lively events at our new home location in Emeryville. The new location has a safe parking lot with magnificent views of the bay. We are offering lunch at \$25 with an open menu and free for any public service works. For questions please reach out to Treasure Deric Morrow 510-432-8130 deric.morrow@jci.com

2020

- ♦ February 4 Disruption Crisis
- ♦ April 28..... Video Integration

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Richmond Ordinance

Alarm users are required to have an alarm permit, and failure to obtain one will result in a \$250 fine to BOTH THE ALARM /MONITORING COMPANY AND ALARM USER. Permits can be obtained now by the alarm user or alarm company online here: www.crywolfservices.com/richmondca/. Click on "new Users" for the permit application. The permit fee is \$30 for a two-year alarm permit. Renewals will be the same fee and term. A list of your newly installed, and newly cancelled alarm customers must be submitted on a monthly basis to richmondca@publicsafetycorp.com.

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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.

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

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MID CAL ALARM ASSOCIATION

Mike Tarin, President



Deric Morrow, President

SVAA Information

If you are not on our e-mail list, please contact Deric Morrow at (510) 921-3987 or deric.morrow@jci.com. It is so important to get involved with your local associations more than ever and to keep up to date on all the new information.

GLASAA

Greater Los Angeles Security Alarm Association

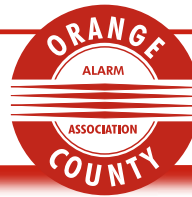
David Michel, President

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.



ORANGE COUNTY ALARM ASSOCIATION

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www.alarmassociation.org

CITY OF IRVINE PERMITS

The City of Irvine requires all alarm users to register their systems with a no fee permit. Alarm users may obtain an alarm permit application at the Irvine Police department website at www.irvinepd.org. The City also offers quarterly Alarm Awareness Classes to help defray the cost of false alarm fines.

For more information about OCAA activities, contact the OCAA office at 800-339-1420 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.



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.



SACRAMENTO AREA ALARM ASSOCIATION

Sacramento Area Alarm Association
3491 Park Drive Suite 20-234, El Dorado Hills, CA 95762-4549
saaasecretary1@gmail.com
www.sacalarm.org

Mark Simpson, President

SAAA MEETINGS

TMS Event Center, 2440 Glendale Lane, Sacramento, CA 95825



INLAND EMPIRE ALARM ASSOCIATION

William Wilson, 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.

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2.

Leadership Breakfast

March 18, 2020

7:30 a.m. – 8:30 a.m.

Galileo 1001-1004

Join members of local, state and national associations at the official beginning of the first day at ISC West followed by the keynote address. Full breakfast and presentation of the funds raised for the associations. RSVP required.



NSA Public Safety Luncheon

March 19, 2020

11:30 a.m. – 1:00 p.m.

Galileo 1001-1004

NSA hosts the western states luncheon with a special focus on public safety including guests from police and fire agencies and presentation of the NSA/ESA Youth Scholarship awards. RSVP required.

3.



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Alarm Company New Year's Resolution:

Join/renew membership in my trade industry association

The Nevada Security Association works hard on issues of importance to our members and our industry. Our new low flat rate dues make membership a no-brainer. Member applications on our website or contact us.

The NSA Youth Scholarship portal is now open and taking applications! Deadline: February 21st, 2020

For the link, go to

<https://www.nevadasecurityassociation.org/scholarships/>

Contact NSA today for more information. It's a great way to support kids in our community!

Join us at our next meeting:

EVENT: NSA General Meeting

DATE: Wednesday, January 15th, 2020

TIME: 5:30 pm

LOCATION: Pub 365 at Tuscany Hotel & Casino, 255 E. Flamingo Blvd, Las Vegas 89169

RSVP: admin@nevadasecurityassociation.org or call 702-551-4672

GUEST SPEAKER: Brian Dotson of Telguard

TOPIC: 3 G Sunset

See you in 2020! Get involved with NSA today! www.nevadasecurityassociation.org

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2020 brings many changes to our industry and CBFAA is changing with it! CBFAA works to keep you abreast of the newest information and making sure our industry's voice is heard. Add your voice to ours by joining today!

Ready for a more active role? Join a committee or the Board. Your input is important.

CBFAA has a new easy flat rate dues structure for 2020 that makes membership a no brainer! Membership applications are available on our website www.cbfaa.org.

CBFAA announces our new Youth Scholarship Program! We're offering scholarships to kids of police and firefighters in Colorado. Pass the notice along to your police and fire contacts.

For more information go to our website <http://www.cbfaa.org/cbfaa-youth-scholarship.html>



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NEXT GENERAL MEETING

DATE:

February 12, 2020

TIME:

12:00 noon

LOCATION:

Hacienda Restaurant, 4100
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We had a great 2019 and look forward to seeing YOU in 2020!

New to CBFAA? Add your name to our email list to get meeting notifications and our newsletter. 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

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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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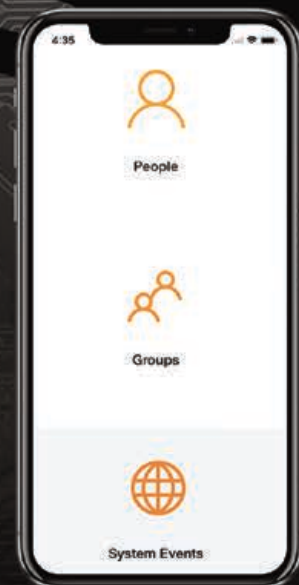
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The ESA Member Buying Program, designed to save you and your company significant amounts of time and money, now offers collective buying power through our Buying Group Alliance, made up of more than 250,000 businesses. ESA members are seeing immediate 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 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, 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.

WBFAA UATC APPRENTICE TRAINING PROGRAM

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WBFAA UATC Apprentice Enrollment for Spring Semester Class Open

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

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.

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

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 February 6 GGAA General Meeting S. San Francisco
 March 17 SIA/ISC Loves Security Las Vegas
 March 18-20 ISC West Las Vegas
 April 28 EBAA General Meeting Emeryville
 April 30 GGAA General Meeting S. San Francisco
 May 4-7 AFAA Annual Meeting Phoenix, AZ



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(847) 405-9517 x2
Scott@Alarmbills.com

INDUSTRY EVENTS

ISC West
 Las Vegas, NV
 March 17-20, 2020



SIA/ISC Loves Security
 ROCKHOUSE AT THE VENETIAN
 Las Vegas
 March 17, 2020



AIREF Golf Classic Tournament
 National Golf Club
 Las Vegas, NV
 March 17, 2020



CAA National
 Invitational Golf tournament
 Escena Golf Club, Palm Springs
 May 14, 2020



CAA Palm Springs Convention
 Hilton Palm Springs
 May 13 - 16, 2020



ESX
 Nashville, TN
 June 9 - 12, 2020



ISC East
 Javits Center, New York
 November 18-19, 2020



CAA Winter Convention
 The Fairmont San Francisco
 December 2 – December 5, 2020



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



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