

THE MIRROR

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GLASAA presented their 1st & 2nd Place scholarship winners, Elizabeth Crowther and Garrett Almeida, with their scholarship checks at the GLASAA General Meeting in Burbank.

Chief Harlin McEwen is Recipient of 2016 CSAA Public Sector Award

Chief Harlin McEwen is the recipient of CSAA's 2016 Public Sector Award. This special honor is given by CSAA in recognition of a public sector individual's contribution to the alarm industry. "It is our pleasure to recognize Chief McEwen for his tireless efforts to advance the relationship between monitoring companies and our partners in the public sector," said CSAA President Pamela J. Petrow.

Chief McEwen served for 13 years as the Chief of Police for the Cayuga Heights, New York Police Department before moving on to serve as the Deputy Commissioner for the NY State Division of Criminal Justice Services. He later returned to police work, serving as the Chief of Police for the City of Ithaca, NY, before taking the position of Deputy Assistant Director of the FBI.

In addition, he served for more than 37 years as the Chairman of the International Association of Chiefs of Police (IACP) Communications & Technology Committee. During that time, he was the principle



representative and spokesperson for the IACP on matters relating to Communications & Technology. For this ongoing work, in 2000, the IACP honored him with a presentation of the first (and only) Lone Star Distinguished Award, and in 2006 he was elected as IACP Honorary President.

McEwen has also served as a distinguished Member of the Executive Steering Committee of the Global Advisory Committee, a Federal

advisory group to the U.S. Attorney General. The GAC has been responsible for the development and implementation of numerous innovative justice information sharing standards and programs. Since 2012 he has served as the Chair of the FirstNet Public Safety Advisory Committee. In this role he is leading the efforts of the 42-member PSAC to interact with the FirstNet Board and staff and the nationwide public safety community to develop and implement a new Nationwide Public Safety Broadband Wireless Network.

McEwen played a critical role in the launch of CSAA's ASAP program and has worked tirelessly in its promotion.

McEwen, continued on page 14

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THE MIRROR

PRESIDENT'S MESSAGE

Having just returned from ESX, The Electronic Security Expo, held in Fort Worth, Texas I am energized about new directions, initiatives, companies and opportunities in the security industry. The event provided the perfect blend of stimulating keynote speakers, networking opportunities, peer-delivered educational sessions, thought-provoking business and industry presentations as well as next-gen products and services on the show floor. The event drew the industry's top decision makers and influencers with owners, C-level executives and functional managers representing over 90% of attendees.

The conference portion of the event delivered relevant and interactive learning experiences that focused on sharing strategies, best practices and trends from industry and business thought leaders. One of the workshops I attended, led by Steve Firestone of Select Security, on "Leading Change for Any Size Business" was excellent with pertinent information on how to identify where your company may be positioned in their business lifecycle and what to do to manage growth at different stages successfully. Listening to peers present what has worked in their companies was truly relevant as rooms overflowed with attendees listening closely to the presenters and then following up with each other during the networking opportunities on how to take the advice into the reality of their own companies.

In addition to the Conference Program, attendees were treated to high-level and thought-provoking keynote speakers. Tim Colleran of Qualcomm and Nate William from August provided a compelling view of the changing competitive landscape and Nicholas Webb, world-renowned business and technology futurist, author, award winning innovator and strategist, touched on future trends lurking around the corner that will affect the industry. In addition to other relevant and inspirational speakers, the exhibit hall was filled with companies showcasing new and innovative products and services.

A big thank you to George De Marco, ESX Chairman, for supporting the ESA and CSAA orchestrate such a terrific event for the industry! Mark your calendars now for the 2017 convention which will return to the Music City Center in Nashville, Tennessee from June 13-16.

Coming off of this great expo we invite you to join in other inspirational and relevant events at the CAA chapter in your area, attend the Transformational Leadership Forum on September 20th in San Diego and the CAA Winter Convention at the San Francisco Marriott Marquis December 7 - 10.

We will remain focused on pertinent topics that positively support individual, business and industry goals while continuing to share our inspiration of our heritage and dedication to the future!

Sincerely,

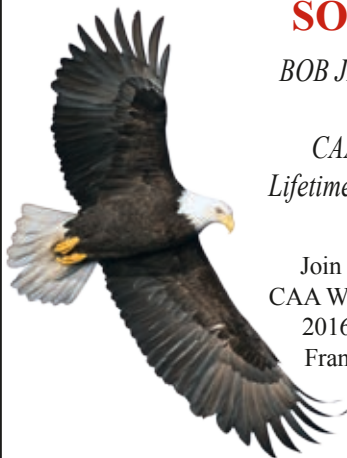


by Cathy Rempel

SOAR WITH THE EAGLES...

BOB JENNISON has been selected as the
2016 recipient of the
CAA George A. Weinstock Award for a
Lifetime of Achievement and Service to the
Security Industry.

Join him at the Tribute Dinner during the
CAA Winter Convention, on Friday Dec. 9,
2016. Convention will be held at the San
Francisco Marriott Marquis, Dec. 7 - 10,
2016. Details will appear in THE
MIRROR. Call the CAA office
for sponsorship opportunities.



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JULY 2016



ASSOCIATES CORNER

Don't Debate — Relate

This is a reprint of an article I wrote in August 2007. I felt this message was important today as a result of the many conversations I've had with salespeople who have indicated that prospects are becoming more argumentative. The only relationship I can tie to these circumstances is the information, or they may call it education, they are receiving from social media. More knowledgeable prospects, whether real or not, is a growing reality and I thought this article would be an appropriate reminder

By Harvey Eisenstadt

on how to address such situations.

Think of the times when you were in the midst of a presentation and the prospect begins to create a hostile environment with their questions and/or responses to the details of what you are presenting to them. Yes, I think we can all relate to those situations where the individual to whom we were presenting our solutions displays displeasure or serious negative concern at something we said. All too often their comments are received by the salesperson as an attack on their product, their presentation or their company. This emotional internal sensitivity by the salesperson may clearly be justified. However, here is where the salesperson must exercise the highest level of professionalism, self-control and empathy. If the salesperson allows their emotions to take precedent and enters into a controversial, argumentative dialogue with the prospect, the salesperson can bank on leaving that prospect empty handed.

The salesperson must also exercise caution not to ignore the prospect's hostility since they do not want to communicate to the prospect, and create the impression, that their troubling concern is of no interest to the salesperson or their company. Are they caught between the proverbial rock and hard place? Probably. However, there is a fairly simple and logical solution to defusing the tension of the situation at hand. What the salesperson must remember is DON'T DEBATE – RELATE.

The successful salesperson's response to an uncomfortable situation such as this is their understanding that when a prospect acts like this and becomes quite animated they are clearly sending a distinct message that they do not believe the salesperson understands their problem. The prospect is communicating that they are still not convinced that a solution to their problem is being presented. They want to hear more dialogue from the salesperson that represents solutions relative to their problem. In essence, they are not really anxious to become argumentative. But rather to make a point and to be successful, the salesperson must recognize this signal.

The salesperson must truly realize that of the two responses that can be the chosen path, one will lead the salesperson directly to the exit door while the other can lead to a successful sales conclusion. Yes, Debate and you lose. Relate and you win.

Salespeople must understand that a prospect's hostility or negativism is not a personal attack on the salesperson or their company. There is always an underlying rationale for this type of reaction and response. It is the challenge for the salesperson to identify that rationale, address what is their real concern, and gain the comfort and confidence of the prospect. As difficult as it may seem, being polite and courteous is always the proper demeanor for the salesperson. Thanking the prospect for their thoughts, regardless of how argumentative they may appear, and repeating and acknowledging what the prospect has just said will send a message to the prospect that you have heard and understand what they are trying to communicate. This is what the prospect wants to hear. This is the start towards diffusing the situation and strengthening the relationship between the prospect and the salesperson.

Remember, if the prospect senses your empathy, then you have just begun the process of moving the prospect into your corner, and that, of course, is mandatory to eliminating many objections prior to closing.

To continue to Relate (strengthening the relationship), the salesperson should actually agree with what the prospect is saying. This all too often is easier said than done. However, it is a rare occasion when the salesperson cannot respond with a comment such as "I understand what you are saying and although it is a valid statement let me pick it up from there." With this simple sentence the salesperson has accomplished three major challenges. First, they have not begun a Debate (disagreement) with the prospect; second, they have opened the door to continue with their presentation and the solution they feel is best for the prospect; and third, they have begun to move the prospect over to their side.

The underlying message in this article, as clearly expressed in almost every article or document that is written on sales philosophies, is the value of relationships and the importance of taking advantage of every opportunity to strengthen the relationship between the salesperson and their prospect or customer.

So, when you find yourself in what appears to be a hostile environment with a prospect, or a customer, view it as a challenge to exercise your skills to take advantage of this opportunity. The opportunity that is presented is to strengthen your relationship with that prospect or customer when you Relate and Don't Debate.

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



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LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2016

By Don Gilbert, Mike Robson, and Trent Smith

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

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

CAA PAC FUND CONTRIBUTIONS

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

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ITS PAYD was the recipient of three prestigious awards at the ICX Summit held in Dallas, Texas and at the CardNotPresent (CNP) Expo, held in Orlando, Florida. The cloud-based software company won the 2016 Elevate Award for Best ICX Deployment Financial Services at the ICX Summit and the Customer's Choice Award for Best Mobile Solution and the Judge's Choice Award for Best Alternative Payment Solution at the CNP Expo. Earning awards at both the ICX Summit and the CNP Expo stands to highlight ItsPayd's value in this technology renaissance. For more information, visit www.cardnotpresent.com/cnpawards and www.icxa.org/icx-summit.

TYCO SECURITY PRODUCTS announced that Travis Unified School District in Fairfield, CA has chosen a hybrid PowerSeries Neo intrusion system paired with Alarm.com's connected services to comprehensively manage security at its schools, located within Travis Air Force Base and in neighboring cities and towns. The district includes a middle school, two high schools, a day school and five elementary schools and serves 5,500 students in the area. "The PowerSeries Neo integration with Alarm.com's remote access not only simplifies the district's day-to-day activities, but it also allows us to meet budgetary and operational mandates at the same time," said David L. Florez, Director of Food Services, Maintenance, Transportation and Operations for Travis Unified School District. "The customization of our system lets us share responsibilities among several employees, a feature that was at the top of our wish list." The system was installed by integrator partner Alarmtech, based in Vacaville, Calif. The district-wide system includes 50 control panels and more than 200 door sensors. For more information, visit www.dsc.com.

SAFE SECURITY announced today that Gary Franklyn has been promoted to the newly created position of Senior Vice President of Dealer Sales. Franklyn will be responsible for all facets of dealer management including dealer sales and marketing as well as dealer recruitment and retention. Franklyn will be based out of Safeguard Security, SAFE's branch office in Scottsdale, Arizona. Paul Sargenti, SAFE Security President and CEO comments, "This newly created position will allow Gary to transition out of his current duties as Vice President of

Branch Operations and take our dealer program to the next level. Franklyn comes with extensive knowledge and experience within the industry in general and the recruitment and management of dealer programs in particular, having spent eight years at Security Networks, West Palm Beach, Florida, where he created its affiliate dealer program growing the company's start-up affiliate business to more than \$100 million in annual revenue. The company was acquired in 2013 by Monitronics, Dallas, Texas. For more information, visit www.safesecurity.com.



Sparks



Gregory



Pickell

COPS MONITORING announced Heather Sparks has been promoted to Executive Vice President. Sparks will have increased responsibility for attaining company goals while maintaining the highest quality standards for which COPS has become widely known. COPS also announced Philip Gregory was promoted to Vice President of Information Technology. Gregory joined COPS in 2004 as a programmer involved with the continued development of MPower, COPS Monitoring's leading Dealer and Subscriber account management software. After 15 years as a Medical Administrator, Kara Pickell joins COPS as Vice President of Operations to oversee its 6 central stations and its staff of more than 485 central station employees. Kara is responsible for all aspects of central station recruiting, hiring, administering the company's proprietary Gradation training program, maintaining COPS' CSAA Five Diamond Certifications, high performance standards, and industry-leading response times. Hard work and dedication earned Julie Tenerelli a promotion to Dealer Support Manager. Tenerelli will be responsible for leading the COPS team of Dealer Support Representatives. "In just over two years, COPS has grown from 1 million to nearly 2



Tenerelli

million monitored accounts and we see a clear pathway to even more aggressive growth," said Jim McMullen, President and COO of COPS Monitoring. "Maintaining this fast pace without sacrificing quality requires a high-performing team committed to excellence at all levels. We're not only passionate about monitoring and supporting our dealers, we are also passionate about our employees and place a great emphasis on recognizing individuals for their contributions and leadership. We've built the best team in the industry and have the utmost confidence in its ability to successfully grow COPS to more than twice our current size." For more information, visit www.copsmonitoring.com

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DYNAMARK SECURITY CENTERS has been working closely with the Numera business unit of Nortek to develop a national program for their Mobile Personal Emergency Response System, known as Libris. The new program will provide alarm dealers around the USA with a new avenue of revenue that can be generated in the security industry. "We are excited to be able to offer our dealers an opportunity to expand their portfolio by adding mPERS products to their business model" said Dynamark President and CEO Trey Alter. "We have been researching this segment for a few years now, but could not find the right solution. Numera gives us the answer we were looking for with their Libris product." The Libris product has been designed to be an effective solution for those customers wanting a personal safety device, but do not want to be tied down to the

house. Keith Godsey, SVP of operations, explains, "We had to find a product that had a cloud based platform, and that contained the most advanced fall detection on the market. With its multiple motion sensors and proprietary algorithms, Libris can notify our central station if a fall occurred; even if they can't press the button". That made the decision to offer this product to Dynamark's almost 300 dealers easy. "Our team is always on the look-out for the next big thing in our industry. We knew it was time to roll it out to everyone," said Senior Vice President Hank Groff. "We have already signed up a few of our dealers on the new mPERS program, and thanks to our partner Numera even companies outside of our dealer network have expressed interest and contacted us". For more information, visit www.numera.com/partners.

SONITROL launched its new brand image to the market, updating their logo, website, literature and sales tools. "With a growing network of franchises and the necessity to leverage new marketing and sales methods, such as social media and mobile devices, we had an opportunity to update our brand," says Julie Beach, Vice President of Sales and Marketing of the Sonitrol network, at STANLEY Security. Beach continues by stating that, "As franchisor of this innovative brand, STANLEY Security has the responsibility to provide the Sonitrol dealer network with a brand that reflects our innovation. Our updated look is modern, consistent, and scalable to new marketing vehicles, such as social media, while keeping the integrity and brand recognition established over the years." For more information, visit www.sonitrol.com.

TYCO SECURITY PRODUCTS released a new version of the RAID storage system for VideoEdge network video recorders, which includes enhancements in the NVRs' archived storage and improved battery back-up capabilities to significantly decrease system downtime. The new RAID Storage line of servers from American Dynamics allows users to extend archived storage to any VideoEdge network video recorder (NVR). "We are pleased to extend our product line offering our customers greater flexibility and reliability to meet their most demanding storage needs," said Mike Tabola, Product Manager, Tyco Security Products. "The RAID storage servers have been tested and optimized to provide a superior solution." For more information, visit www.americandynamics.net.

Associates News, continued on page 14

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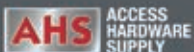


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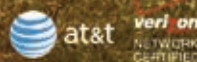


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SENTRYCON 2016 was held in Philadelphia, MS at the Pearl River Resort. Nearly 200 independent alarm installers gathered for SentryNet's 21st Annual Dealer Conference. The conference started with a golf tournament at Deerfield Golf Club. Winners were announced at the meet and greet held in the resort lounge. The main event began as a Storm trooper lead Jeremy Morton and David Avritt to the stage for opening ceremonies. Jeremy and David reinforced the experience of SentryNet and the plans that are going to take them into the future. Ikie Lloyd, VP of SentryNet, followed the pair by introducing the milestone awards. SentryNet saluted 57 companies whom have been monitoring with them for 10 plus years, 9 of which were 25 plus years. This set the mood for learning as 14 Industry leaders hosted classes in three educational tracks. The business class featured instruction on the tools needed for success, how to use your CRM, what are your numbers, how to hire, and Marketing strategies. The second track focused new products and featured Video, how to increase RMR using cellular and other vendor tools and solutions to the 2G sunset problem. The final track was a small class hand-on experience where attendees got to dig in and find answers in the area of marketing, 2G solutions, and various products. For more information on SentryCon 2017, visit www.sentrycon.us.

ALARM PROGRAM SYSTEMS LLC announced that it has acquired CitySupport LLC, a Texas-based provider of alarm permitting, billing, and collection services. CitySupport LLC will be a wholly-owned subsidiary of APS. The combined companies have a total of nine agencies under management, including six in California, the largest being the City of San Francisco. The combined companies will manage more than 70,000 alarm permits and 30,000 false alarms annually, servicing agencies across the country. CitySupport LLC is the developer and owner of Alarmschoolonline.com, which is the leading online alarm school in the country. Agencies have seen dramatic reductions in false alarms by encouraging and incentivizing residents to enroll in the online alarm school. "CitySupport was a natural choice for acquisition by APS, given its strong customer base in California. APS is headquartered in the San Francisco Bay Area, and strives to be the number one false alarm management provider on the West Coast, and eventually across the country," said Jim Huchingson, President of Alarm Program Systems LLC. For more information, visit www.alarmprogramsystems.com.

McEwen, continued from page 1

"I am deeply honored with being selected for this prestigious award and have enjoyed working with the members of the Central Station Alarm Association for many years," said McEwen. "The continued close working relationship between the public safety community and CSAA is resulting in greatly improved public safety services to the public."

The award recipient must be nominated by one or more CSAA members in good standing. Two CSAA Past Presidents, Lou Fiore and Jay Huhn, put McEwen's name forward for consideration. Fiore noted that, "An essential component of ASAP is its connection to the Nlets network. Chief McEwen was instrumental in bringing CSAA's ASAP program together with Nlets."

"Chief McEwen's leadership of the First Responder Network Authority (FirstNet)'s Public Safety Advisory Committee, and his commitment to engaging the alarm industry in FirstNet's activities, has been critical to the advancement of our relationship with FirstNet and our favorable positioning for the future," said Huhn. For more information, visit www.csaaintl.org.



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NEWS FROM ESX



ESA Executive Director Merlin Guilbeau and ESA President Marshall Marinace with NSA President Greg Simmons at ESX.



TNEA Board Representative LJ Lynes, Dave Koenig of Capital Fire & Security, Inc. and Ken Nelson of Interlogix at ESX in Texas.



CAA President Cathy Rempel, Jackie and Counte Cooley of Electronic Sales Co. at ESX in Texas.



CASIA Past President Andy Wilson, AZAA President Maria Malice, Karen Maples of Stanley Security, IESA Executive Director Kevin Lehan, Rachel Slucki of Zoepaz, IESA Board Rep/IESA Secretary and CASIA President Aaron Czapiga at ESX in Texas.



ESA Past President John Knox, ESA President Marshall Marinace, ESA VP/President Elect Angela White and ESA Executive Director Merlin Guilbeau at ESX in Texas.



CAA President Cathy Rempel with ESA Federal Lobbyist John Chwat at the Chartered State Chapters Meeting at ESX.



ESX Chairman George De Marco, CASIA President Aaron Czapiga and CASIA Past President Andy Wilson on the show floor at ESX.

Steve Firestone
of Select Security,
Jeremy McLerran
of Qolsys,
Mike Hackett
of Qolsys, Ken
Parker of Qolsys,
John Cerasuolo
of ADS Security
and Robert
Few of Time
Warner Cable –
IntelligentHome
on stage to
accept the 2016
ESX TechVision
Challenge.



ESA/NTS Gains State Approvals

ESA/NTS has made some major strides in having our Fire and CEU courses approved by several regulatory agencies. The Montana Department of Labor & Industry has approved ESA/NTS's Certified Fire Alarm Technician (CFAT) Level II Fire certification to meet the standards of licensure for the fire protection program. This allows ESA/NTS's Level II Fire certification to be an alternative to NICET certification in Montana. Visit the certifications page to learn more about the CFAT certification, and the other certifications offered.

NTS is now approved by the Texas State Fire Marshal's Office as an acceptable testing resource for three Texas fire alarm licenses.

For more information about state licensing be sure to check out the *ESA State Licensing Guide* free to members.

Course Name

Certification

Length

Codes and Standards Refresher	CEU	1 hour
Ethical Client Relations	CEU	1 hour
Fundamentals of Networking	CEU	4 hours
Home Theater Demystified	CEU	4 hours
Introduction to the Digital Home	CEU	4 hours
Job Safety Reminders	CEU	1 hour
Life Safety Code	ONLINE	7 hours
Methods to Reduce False Alarms	CEU	1 hour
Residential Fire Alarm	CEU ONLINE	7 Hours
Troubleshooting Comm./Notification Devices	CEU	1 hour
Understanding Electronic Security Systems	ONLINE	7 hours
Value Based Convergent Selling	CEU	4 hours

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Where in the World Is THE MIRROR?

Are you travelling with THE MIRROR? Paris? London? Chicago?
Take a photo and email it to info@caaonline.org with description and identification.



Christine and Jon Sargent at Contra Costa with THE MIRROR.



ESA Secretary Jon Sargent, ESA Past President John Knox and ESA President Marshall Marinace with THE MIRROR at ESX in Texas.



John Sullivan and the ADI team were very excited to take a photo with THE MIRROR on the show floor of ESX.

Jamie Orvis of Security Solutions and Bart Didden of SDN with THE MIRROR at ESX.



ESA Vice President Dee Ann Harn (center) and Mark Simpson of RFI presented Emma Watts and Brian Cote of EIZO for winning the ESX Innovation Award which includes a photo in THE MIRROR.



Tatiana Abramek of NMC with Richard Jimenez and Nate Gutierrez of IE Alarms with THE MIRROR at ESX.



Naomi and Daniel Van Hart Sr. raised the USMC flag at the Conklin War Memorial with THE MIRROR.



Amanda Garner of Garden Grove Police Department, Bert Ross of CMS and Matt Krueger of Honeywell with THE MIRROR at the OCAA Golf Tournament.



Mid Cal Alarm Association presented plaques to the volunteers who helped make the MCAA Golf Tournament a success with THE MIRROR.



Russ Barkeley of Russco Marketing with THE MIRROR at the OCAA Golf tournament.



Bert Ross of CMS with THE MIRROR at the OCAA Golf Tournament.



Bud Wulforst of A-1 Security Systems, Bob Bonifas of Alarm Detection Systems, NSA Executive Director Jeanne Palmer Wulforst and Pam Petrow of Vector Security with THE MIRROR at ESX.

Where in the World Is THE MIRROR?



Travis Hunt of Somerville Associates, Adam Belkowitz of Altronix, and Jaime Clemente of Somerville Associates with THE MIRROR at InfoComm in Las Vegas.



Bridgette and Bob Jennison on an elephant in Zimbabwe with THE MIRROR.



Shane Clary of Bay Alarm, John MacDonald of CSAA and AJ Frazer of Agent Vi with THE SENTRY, THE SENTINEL & THE MIRROR.



THE MIRROR attended a surprise 70th birthday party for Rudy Alva in Redwood City, CA. (L-R) Yaqui Lara of Allied Alarms, Rudy Alva of Allied Security Alarms, Stan Hellman of Professional Security Reps, and Jon Sargent of Tyco.

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Keith Baird, Chuck Collins and Inder Reddy of Honeywell and Sharon Elder of NMC with THE SENTRY, THE SENTINEL & THE MIRROR on the show floor during ESX in Texas.

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2016 SAAA MEETINGS

- ♦ August 16..... SAAA Industry Trends.....Sacramento
- ♦ October 28..... SAAA Fire Forum with SRFMA.....Sun City
- ♦ December 15 ... SAAA Holiday Party.....Sacramento

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SAAA President Leanne Boger honoring Ryan Pavey with his CAA Scholarship award at high school's honors program.

MID-CAL



MID CAL ALARM ASSOCIATION

Mike Tarin, President

2016 MID CAL MEETINGS

- ♦ October 6..... MCAA General MeetingFresno
- ♦ November 7 MCAA Golf Tournament (tentative) Fresno



Twin sisters Rylee and Paige Smith were presented with their CAA Youth Scholarship checks at the Shafter Police Department.





REDWOOD ALARM ASSOCIATION

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

Megan Guy has been awarded the 2016 Redwood Alarm Association scholarship. Megan, the daughter of Mike and Carol Guy, Eureka, will receive a cash award of \$1,000. Megan is a graduate of St. Bernard's Academy. Megan was on the varsity soccer and softball teams, Student Body Secretary, and this year's yearbook editor. She has been accepted to six colleges and has chosen to attend Grand Canyon University in Phoenix. She plans to be an elementary school teacher.

The Redwood Alarm Association is a chapter of the California Alarm Association comprised of companies in Marin, Sonoma, Mendocino, Humboldt, Trinity, and Del Norte counties. The CAA/ESA Youth Scholarship Program offers \$27,000 in funds to children of active duty law enforcement and fire service personnel. There are 11 regional awards, one statewide award, and two national awards. The awards are made possible with the support of the CAA Members and Regional Chapters. This program rewards students who have excelled academically and are active in community service and extracurricular activities at their school. The members of the California Alarm Association (CAA) provide products and services that enhance public safety in every community in the state. We share a common mission with public safety officials to improve the quality of life for every citizen in California.

2016 RAA MEETINGS

♦ October 26 RAA General Meeting Windsor

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

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



RAA Scholarship Winner Megan Guy was presented with her \$1,000 check at the Redwood Alarm Association General Meeting.



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

SVAA 2016 MEETING

- ♦ July 20..... SVAA General MeetingSanta Clara
- ♦ October 19 SVAA General MeetingSanta Clara

SVAA Information

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



GREATER VALLEY ALARM ASSOCIATION

Joe Castro, President

2016 GVAA MEETINGS

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

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



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2016 OCAA MEETINGS

- ♦ September 21 . OCAA General MeetingAnaheim
- ♦ November 16 .. OCAA General MeetingAnaheim

CITY OF IRVINE PERMITS

The City of Irvine requires all alarm users to register their systems with a no fee permit. Alarm users may obtain an alarm permit application at the Irvine Police department website at www.irvinepd.org. The City also offers quarterly Alarm Awareness Classes to help defray the cost of false alarm fines. For more information about the City's alarm program you can contact the Alarm Coordinator at 949-724-7066. Classes are 9 a.m. - 10 a.m. and fee is \$15.

For information contact:

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

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



OCAA President Steve Maris, Bob Jennison of Post Alarm, OCAA Scholarship Winner Tessa Germaine and father Darin Germaine of Laguna Beach Police Department at the OCAA Golf Tournament where Tessa was presented with her CAA Youth Scholarship check.

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OCAA Scholarship Winner Tessa Germaine reads her award winning essay to the members of the OCAA at the OCAA Golf Tournament/Scholarship Presentation.



Tatiana Abramek of NMC welcomes OCAA Scholarship Winner Tessa Germaine and her father to the OCAA Golf Tournament/Scholarship Presentation.



Bob Jennison of Post Alarm, Evey Keyes, OCAA Scholarship Winner Tessa Germaine, father Darin Germaine of Laguna Beach Police Department and CAA Scholarship Judge Sam Aviles at the OCAA Golf Tournament where Tessa was presented with her CAA Youth Scholarship check.



OCAA Scholarship Winner Tessa Germaine at the OCAA Golf Tournament/Scholarship Presentation.



Tatiana Abramek of NMC with OCAA Scholarship Winner Tessa Germaine at the OCAA Golf Tournament/Scholarship Presentation.

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Jason Beardsley, President

2016 SDSA MEETINGS

- ♦ September 20.. SDSA General Meeting.....San Diego
- ♦ December 14 ... SDSA Holiday Bash.....San Diego

City of San Diego Permit Process

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

Visit our website: www.sandiegosecurityassociation.org



Gregory Koran of Carlsbad Police Department, SDSA Scholarship Winner Reina Koran, CAA Scholarship Chair Lilianne Chaumont and SDSA President Jason Beardsley at the SDSA General Meeting.



EAST BAY
ALARM ASSOCIATION

Mike Salk, President

2016 EBAA MEETINGS

- ♦ July 12 EBAA General Meeting.....Richmond
- ♦ September 13.. EBAA General Meeting.....Richmond
- ♦ November 8..... EBAA General Meeting.....Richmond

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

East Bay Alarm Association's next meeting will be at Chevy's Fresh Mex in Richmond, CA. Special Guest Speaker Jon Kapis, Director of Excellence at Sabah International will be giving a NFPA Update on code change updates for 2013 Fire Code that are currently enforced.

CAA/GGAA Scholarship Winner Mia Samson, daughter of Bruce & Catherine Samson of the San Francisco Fire Department will receive her scholarship check.

Optional lunch will be served during the meeting. [The EBAA Buys Lunch for our Public Safety Guests!](#) RSVP to 800-437-7658.



SDSA Scholarship winner Reina Koran reads her award winning essay to the members of the SDSA at the SDSA General Meeting/Scholarship Presentation.



GOLDEN GATE
ALARM ASSOCIATION

Dave Hood, President

2016 GGAA MEETINGS

- ♦ October 12 GGAA General MeetingSan Francisco

For further information, contact Dave Hood at 800-684-1111 or dhood@firstalarm.com

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IESA Executive Director Kevin Lehan, Steve Bracket of Bosch, Bert Ross of CMS and Deanna Blair of MKS at the GLASAA General Meeting.



GLASAA President Tom Rankin with his daughter Jessica and son Cameron at the GLASAA General Meeting in Burbank.



CAA Past President Bob Michel, GLASAA President Tom Rankin and Jon Sargent of Tyco at the GLASAA General Meeting.



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GLASAA

Greater Los Angeles Security Alarm Association

Tom Rankin, President

GLASAA MEETINGS 2016

- ♦ August 23 Dodger/Giant Event Los Angeles
- ♦ September 29.. GLASAA Golf Classic Los Angeles
- ♦ December 13 ... GLASAA Holiday Party Los Angeles

Big changes coming up at GLASAA. Our regularly scheduled boat cruise event on August 16 has been changed to a Dodger/Giant event on Tuesday August 23.

In order to give thanks and show appreciation for members and associate members, we are arranging for buses to pick people up at certain points in the LA area, so you won't even have to drive to Dodger Stadium. Beverages will be included on these buses. We have seats together in the Free Food Pavilion, so come hungry! We have only 100 tickets to this game with our heated rival, so if you are interested, get on it. Vendors interested in sponsoring a bus please contact me soon. Please remember that our golf tournament has been changed to September 29.

GLASAA Meetings and Events

Please visit our website at www.glasaa.org

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

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

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



GLASAA Scholarship winner Elizabeth Crowther, father Daniel Crowther of the Arcadia Police Department, congratulated by Phil Raacke and Jim Anderson of San Marino Security Systems, Inc. at the GLASAA General Meeting in Burbank.

Bert Ross of CMS, Dave Michel of Valley Alarm and Rick Gombar of Bolton at the GLASAA General Meeting.





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INLAND EMPIRE ALARM ASSOCIATION

Matt Standiford, President

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

2016 IEAA MEETINGS

♦ **September 22.. IEAA General Meeting**Riverside
November 10..... IEAA General MeetingRiverside

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.



IEAA Scholarship Winner Mario Juarez with his parents (father Mario Juarez, Victorville City Station – San Bernardino), and Richard Jimenez of IE Alarms at the IEAA General Meeting/Scholarship Presentation.

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AFAA Training Seminars

AFAA continues to expand our benefits to members and provide continuing training opportunities designed to enhance your skills. Through our regional delivery program, AFAA is committed to providing training regionally in various part of the US and beyond.

Why training from our cadre of well-educated and experienced instructors?

- Increase the collective knowledge of your team.
- Encouraging your employees to continually train on fire alarms and related codes and standards through professional development can have an immediate effect on productivity. Professional development will also help raise overall staff expertise and general knowledge.
- Enhance your company's reputation.

• Wouldn't your clients like to know that you have highly skilled employees on board?

• When you make professional development opportunities available, you're building a positive reputation as an employer that cares about its workforce and strives to employ only the best. Remember your employees are your brand ambassadors.


Please check the AFAA training calendar (www.affaa.org) for a seminar near you. If you would like to host or sponsor specific training in your area or at your facility, please contact us directly at training@affaa.org.

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Special thanks to immediate past president Tony Locatelli and departing Directors, Bill Hopple and John Sullivan for their time and service to the organization.

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8 Reasons To Use Alarm Industry Specific Business Management Software

By Deanna Blair—Vice President of Business Development, Micro Key Solutions

Commercial software, or software that is designed for businesses, can be categorized as horizontal market software or vertical market software.



Horizontal market software supports common functions across industries, such as basic accounting, payroll, and the like. Many of you may use a number of different horizontal market software packages in your organization today. But do you know the difference between vertical software and horizontal software? Horizontal software is software designed for every business, regardless of the industry they are in. QuickBooks is an example of a horizontal software also known as general purpose software. Vertical software is specialized by industry and offers a full suite of solutions to support your business. The functionality across the entire system is tightly coupled. This is a positive thing because they are designed and continuously developed to include features that are unique to the functions and needs of a specific industry.

You might be wondering whether or not vertical software would be suitable and affordable for the needs of your business at this point in time. Many people think the price of vertical business management software

is an overhead expense they can do without, after all “we are just a small company”. “We will just use QuickBooks and spreadsheets until we are bigger”. However, the true value of which to choose, comes from the outcomes that flow from using industry specific software not necessarily the cost.

Think of software this way, and you might change your opinion about waiting to purchase a fully integrated vertical software solution. Would you build a house and add the foundation after you have the walls and roof on? I guess with today’s technology it could be done, but wouldn’t it be easier to put the foundation in first? Software is the foundation of every company. In today’s world, businesses cannot survive without it. Whether you are just starting out or have already been in business for many years, you want your company to grow, be efficient, successful, and when you are ready to exit the business, you want top dollar for it. Software designed to meet the needs of your specific industry can accomplish those things and much more.

Here to help you decide what might be right for your business are the 8 reasons to use vertical business management software designed for the security industry.

1. Having the right software for your business needs can mean the difference between getting things done or having tasks linger, unaddressed and on your someday list. Your software solution should seamlessly automate all of the functions your business does.

2. A vertical software solution provider is intimately familiar with your industry, they “speak” your language. Another benefit of a vertical software solution is that you do not bear the burden of development. The vendor has already done the hard work so that you receive a product that will meet your needs. They have already built in industry best practices and processes so you can focus on the other aspects of your business.

3. Vertical software providers are offering new and more flexible pricing models. They may be more affordable than you may think. The only way to know is to investigate.

4. Only one application is needed to create and store contracts, invoices, quotes, time sheets, calendars, projects, site designs, equipment lists, track warranties, and inspections, keep valuable customer history, and much, much more. So no more having to load up several applications each morning and switch between them to complete projects and tasks. In other words, it is your information repository. One place has everything you or your employees need.

5. Today’s vertical software can be web based, often referred to as “cloud hosted” which means reduced hardware and IT maintenance costs. It is integrated with smart phones, tablets and the like, meaning that the only thing an employee needs to access it is a PC or a smart device and an internet connection. This therefore facilitates your employees in the field, or those working from home.

6. Efficiency achieved with software designed for your type of business increases productivity, reduces complexity, and results in increased profit and company growth without adding more employees. That is a tangible return on your investment. Most software vendors can help you determine your ROI before implementing a new software solutions. In fact, many business owners who implement enterprise business software are shocked at how much they can save in their first year of using such software.

7. Vertical software today is easy to use, which means that employees will not have to spend a disproportionate amount of time learning how to use it.

8. Using QuickBooks and an array of other separate applications, may appear to be less costly while still appearing to be able to meet your needs. But single function software packages can create more problems than they solve for your business. That type of software expansion strategy can be, both time-consuming to manage and vulnerable to human error.

Based on these 8 reasons to use industry specific small business management software it is clear to see why so many alarm dealers use it. Not only can it revolutionize your business it can help to increase profits, decrease inefficiency and raise customer satisfaction – something that all business owners are looking to do.

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INDUSTRY NEWS

THE ELECTRONIC SECURITY ASSOCIATION (ESA) has forged a new partnership with GDP Advisors, LLC, to bring members a plethora of additional insurance solutions and consulting services. In addition to the quality general liability and E&O insurance already offered through Security America RRG, ESA Insurance Solutions provides you with access to an entire portfolio of products including health insurance, workers comp, business auto insurance, commercial property insurance, as well as home, auto, and life insurance.

ESA's Executive Director & CEO Merlin Guilbeau stated, "This strategic partnership expands member benefits to include access to health insurance for companies that have over 10 employees enrolled in a health plan. Many ESA members are in need of an affordable health plan for their businesses and now ESA Insurance Solutions has the answer."

"It has always been our goal to provide the best insurance solutions to ESA members. Now, we have even more great products to offer to the industry," said Michael Keegan, president of Security America RRG. Keegan continued, "With nearly 900 security companies properly insured across the country through their Security America's general liability and E&O policies, we are taking the next step and expanding the portfolio of options through our partnership with GDP Advisors to better serve the electronic security industry."

ESA recommends that members make employee benefits and risk management a strategic initiative. Working with the ESA Insurance Solutions program, we will help you define objectives and develop an action plan based on meeting those objectives to ensure an organized, comprehensive approach to fulfilling your portfolio needs. Our careful strategic planning services include ongoing evaluation of all your organization's characteristics, such as emerging risks, uninsurable risk, access, service and price to ensure a proper balance is achieved. Strategic planning also shields your plan from becoming obsolete as new trends and market factors emerge, and also help with budgeting and long-term cost management. For more information, visit www.ESAweb.org/InsuranceSolutions.

Become A SIAC Sustaining Partner

If you believe in SIAC's mission, you may want to consider becoming a SUSTAINING PARTNER. What does that mean? As a SIAC Sustaining Partner, you would set up an automatic credit card deduction on a monthly basis. Those contributions help us fight for you. We help the electronic security industry AND law enforcement by providing alarm management and ordinance guidelines based on best practices. Fewer alarm calls and well-managed programs benefit law enforcement, the industry and the communities we strive to protect. Our work allows you to stay focused on your business bottom line.

Safe, Secure, Simple - Many SIAC supporters submit their contributions annually or quarterly. Not every business can do that. An automatic monthly donation of any amount allows you to participate -- it's convenient and you can stop it at any time. We urge you to visit SIAC's web site at www.siacinc.org, and click the "DONATE" button. We accept PayPal or any major credit card. Choose the safe, secure and simple way to become a Sustaining Partner. Or contact Stan Martin directly to discuss all options at stan@siacinc.org or 972-377-9401.

SIAC and You - Over the years, time and again, we've been asked, "How do I become a member of SIAC?" Well we don't have membership or dues, but we do offer a partnership with us. We know cash-flow is important to every company -- large or small -- so now we offer a monthly option to donate charged directly to your credit card. As a non-profit 501 (c)(6), your contribution would typically be a deductible business expense.

**WE NEED YOUR SUPPORT.
PLEASE PARTNER WITH US!**



Public Sector Liaison Committee Aims to Increase Engagement

CSAA's Public Sector Liaison Committee (PSLC) "manages strategy for dealing with public sector/first responders, law enforcement, police, sheriffs, fire community, fire chiefs, and state fire marshals," said Graham Westphal, Co-President of Bay Alarm Company and chair of the committee. "It's important that we keep these responders informed of our technology and tools that benefit them. The committee also engages with the NRTLs, and coordinates with SIAC to complement its activities."

The committee is in the process of launching several new engagement initiatives. "We are very fortunate that recently Shane Clary has volunteered to chair the subcommittee in fire matters and that Jon Sargent has assumed a similar role for burglary," said Westphal.

Shane M. Clary, Ph.D., Vice President, Codes and Standards Compliance at Bay Alarm Company, has been in the alarm industry since 1974, with Bay Alarm Company since 1984, and a member of NFPA 72 since 1993. He is a past president of the California Automatic Fire Alarm Association, a past chairman of the Automatic Fire Alarm Association and is currently the Co-Chair of the AFAA Codes and Standards Committee.



Jon Sargent, Corporate Industry Relations/Government Affairs Manager at Tyco Integrated Security, has 43 years in the security industry. A Past President of the California Alarm Association, he is a member of the International Association of Chiefs of Police, the National Sheriff's Association, and the North American False Alarm Reduction Association, among others. He is currently the Secretary of ESA and the Industry/Law Enforcement Liaison for SIAC.

For more information, contact membership@csaaintl.org



Stan Martin of SIAC with ESA Vice President Tim Creenan and ESA Vice President Chris Mosley at ESX in Texas.

Security Industry Alarm Coalition (SIAC)
Visit www.SIACinc.org for alarm management resources for alarm companies, law enforcement and public safety policy development officials. Resources include model ordinance, ECV information and alarm school materials.
Security Industry Alarm Coalition

BBB Warns Consumers: Deceptive Home Security Sales Will Jump This Summer

With the summer door-knocking season set to begin the Better Business Bureau (BBB) is warning consumers about deceptive home security sales tactics. According to BBB, several Utah home security companies are responsible for most of the questionable sales practices nationwide, taking advantage of thousands of consumers every year.

"In 2015, about 600,000 consumers nationwide turned to BBB to look up information about home security companies," said Jane Driggs, president and CEO of BBB Utah. "While we love it when they come to us for the research, they also come to us to complain. And what they complain about, far too often, is that the sales person who knocked on their door was not honest about what they were selling. Consumers feel pressured into signing before they understand that they are switching companies and increasing their costs."

Two industry trade associations – Electronic Security Association and Central Station Alarm Association – joined BBB in calling for home security companies to stop deceptive door-to-door sales practices. ADT, a leading home security company and a BBB Accredited Business, co-hosted the event.

Two consumers told their stories of being targeted with deceptive tactics of a home security company. John Mickle of Cottonwood Heights, Utah, recognized the sales person's con almost immediately. "He said that ADT would no longer be servicing landlines and... that I would need to upgrade my security system to wireless or my system would stop working. That's when they asked to come inside. I said no and told them that ADT had not informed me of any changes," Mickle said. "I think it is terrible that some businesses operate this way and train their sales reps to lie, cheat, and swindle consumers like me. As a Utah resident, I am embarrassed that some of the worst offenders of these unscrupulous business practices are headquartered right here in this state."

Jacque, a Salt Lake City retiree, got an alarm system after her husband died, but a knock on the door two years ago set in motion a frustrating and costly situation. The sales representative told her that ADT had gone out of business, her system was outdated, and that it could be disabled from the outside and she would never know. "He was really pushy, aggressive and insisted that he needed to check my keypad on the wall. Regretfully, I allowed him into my home," Jacque said. "I was worried that I was not protected. A few days later, I realized ADT was still taking monthly payments from my bank account for monitoring. The ADT representative informed me that they had NOT gone out of business."

BBB shared tips for consumers who are considering a home security system (bbb.org/homesecurity), and also released advice to potential employees who are being recruited to spend their summers knocking on doors (bbb.org/alarmsales). "We urge those who are selling security systems to abide by the BBB Standards for Trust," said Driggs. "Tell the truth, honor promises, and embody integrity."



SIAC and ADT at the BBB Vision Conference at ESX.

2016 Training and Education Calendar

July 5
North Hills: July Counter Day –
Taco Tuesday1
818-895-8830
www.tri-ed.com

July 6
Tri-Ed Phoenix
Branch Baseball Event
602-748-2414
www.tri-ed.com

July 12
North Hills: July Counter Day –
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July 13
Tri-Ed Riverside
Napco Training Seminar
951-781-2300
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July 14
Tri-Ed Seattle
WAESA 15th Annual Golf
Tournament
253-395-3930
www.tri-ed.com

July 19
North Hills: July Counter Day –
Taco Tuesday
818-895-8830
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August 2
Tri-Ed North Hills: August
Counter Days – Taco Tuesday
10:00 AM - 2:00 PM
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August 2-3
NICET Fire Alarm 1&2 Training
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August 9
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August 16
Tri-Ed North Hills: August
Counter Days – Taco Tuesday
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August 23
Tri-Ed North Hills: August
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August 30
Tri-Ed Sacramento
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www.tri-ed.com

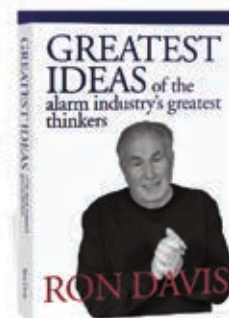
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The NSA was happy to participate at ESX in Ft. Worth, TX. Great training and Expo floor. Mark your calendars now for ESX 2017, June 13-16 in Nashville, TN!

We need members interested in joining the NSA board of directors to speak to our election committee or any board member for nomination information. Elections will take place at our September 14th meeting.

Be a part of this award winning chapter by joining the NSA today!
Member Promotion: Free NSA/ESA membership for 2016 for new members! Contact Jeanne for details.

NSA 2016 MEETINGS

July 13 Member Meeting
September 14 Member Meeting & Board Elections
November 11 Scholarship Fundraiser Poker Party
Regular meetings take place at 6:00pm at Gordon Biersch Restaurant, 3987 Paradise Rd, Las Vegas, NV 89169.

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- Portland Police Alarms Administration
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- Washington County Sheriff's Office
- 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.

2016 OBFAA MEETINGS

August 3.....OBFAA General Meeting

November 2OBFAA General Meeting

15th ANNUAL WAESA GOLF TOURNAMENT

The Golf Club at Redmond Ridge

July 14th – Tee Off 1:30


15th Annual Golf Tournament is right around the corner. This tournament is the fundraiser for WAESA's Scholarship Fund for the children of law enforcement and fire service personnel! Sponsorships range from \$250-\$600. If interested in registering to play, being a sponsor, or sending giveaways or prizes send us an email at info@waesa.org.

2016 WAESA MEETINGS

July 13.....WAESA Board Meeting.....Seattle, WA
July 14.....WAESA Golf Tournament.....Redmond, WA
August 26.....WAESA Fire Alarm Symposium.....Auburn, WA
September 13WAESA Westside Meeting.....Kent, WA
September 15WAESA Eastside Meeting.....Spokane, WA
October 6WAESA Security Alarm Symposium.....Seattle, WA
October 20WAESA Eastside Meeting.....Spokane, WA
November 8WAESA Westside Meeting.....Tri-Ed
November 17WAESA Eastside Meeting.....Spokane, WA

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

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www.WBFAA.net



WBFAA UATC Apprentice Fall Semester Class Begins August 2016

The WBFAA UATC Spring 2016 semester begins August 17, 2016. Call the WBFAA UATC at 800-809-0280. Please register new apprentices in advance of this start date. The WBFAA UATC is open to member companies of the CAA or CAFAA who require having registered apprentices with the State of California.

Certification – Fire/Life Safety Technician - Renewal

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

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

CSLB Enforces Zero Tolerance

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

WBFAA UATC Offers Online Continuing Education

The WBFAA UATC is offering an online continuing education program for electronic security systems technicians with nearly 100 hours of course offerings. Registered technicians with member companies will have access to 18 hours of online courses annually at no fee. In addition, registered technicians will have access to courses offered in physical classrooms and can submit third-party training for certification for renewal of the state Fire/Life Safety Certification card. For more information, visit www.wbfaa.net or www.wbfaatraining.net.

WBFAA UATC Invites Membership

Assented member companies register all fire alarm technicians in the program and pay a monthly fee of \$25 per technician. The apprentice program and course, prep material for certification and continuing education courses are provided at no additional fee. In addition, member companies who contribute to public works training trust funds to the WBFAA receive a \$.15 per hour credit for registered technicians. For complete information, visit www.wbfaa.net or call the WBFAA UATC at 800-809-0280.

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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@security-america.com.

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JULY

12.....	EBAA General Meeting.....	Richmond
13.....	NSA Member Meeting.....	Las Vegas
13.....	WAESA Board Meeting.....	Seattle, WA
14.....	WAESA Golf Tournament.....	Redmond, WA
13.....	NSA Member Meeting.....	Las Vegas, NV
14.....	GVAA General Meeting.....	Manteca
20.....	SVAA General Meeting.....	San Jose

AUGUST

3.....	OBFAA General Meeting.....	
23.....	GLASAA Dodger Baseball Game.....	Los Angeles
16.....	SAAA Industry Trends.....	Sacramento

SEPTEMBER

13.....	EBAA General Meeting.....	Richmond
13.....	WAESA Westside Meeting.....	ADI
14.....	NSA Meeting & Elections.....	Las Vegas
15.....	WAESA Eastside Meeting.....	Spokane, WA
20.....	SDSA General Meeting.....	San Diego
21.....	OCAA General Meeting.....	Anaheim
22.....	IEAA General Meeting.....	Riverside
29.....	GLASAA Golf Classic.....	Los Angeles

OCTOBER

6.....	MCAA General Meeting.....	Fresno
6.....	WAESA Security Alarm Symposium.....	Seattle, WA
12.....	GGAA General Meeting.....	San Francisco
13.....	GVAA General Meeting.....	Manteca
19.....	SVAA General Meeting.....	San Jose
20.....	WAESA Eastside Meeting.....	Spokane, WA
26.....	RAA General Meeting.....	Windsor
28.....	SAAA Fire Forum with SRFMA.....	Sun City

NOVEMBER

2.....	OBFAA General Meeting.....	
7.....	MCAA Golf Tournament.....	Fresno
8.....	WAESA Westside Meeting.....	Tri-Ed
8.....	EBAA General Meeting.....	Richmond
10.....	IEAA General Meeting.....	Riverside
16.....	OCAA General Meeting.....	Anaheim
17.....	WAESA Eastside Meeting.....	Spokane, WA
TBD.....	NSA Scholarship Poker Party.....	Las Vegas

DECEMBER

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

CAA CONVENTIONS

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

2016 - 2017 Industry Events

AZAA 2016 Annual Meeting August 17-19, 2016	ESA Leadership Summit 2017 Feb. 12-15, 2017 Tampa, FL
ASIS Annual Seminar & Exhibits September 12-15, 2016 Orlando, FL	SIA Education@ISC 2017 April 4-6, 2017
YSP Young Security Professionals Oct. 11 - 13, 2016 Stevenson, WA	ISC WEST 2017 April 5-7, 2017 Las Vegas, NV
ISC East Nov. 16-17, 2016 New York, NY	ESX 2017 June 13 - 16, 2017 Nashville, TN

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