

THE MIRROR

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Scholarship Awards 2019

More Scholarship photos in the Local Associations section of this issue of THE MIRROR

Silicon Valley Alarm Association President Ben Martinez presented the SVAA scholarship award to Jasper Emoff, his father Andy Emoff of the Santa Cruz Fire Department, mother Judy and sister Arden Emoff, and SVAA Treasurer Deric Morrow.



Mid-Cal Alarm Association President Michael Tarin presented the MCAA scholarship to Sydney Garcia who was joined by family and her father Christopher of the Fresno Fire Department, along with Gloria Molina of Diamond Communications and Brian Fullhart of DSC.



Erin and Officer Jason Saunders of the Oakland Police Department with EBAA scholarship recipient Mitchell Saunders, EBAA President Mike Salk and EBAA Treasurer Deric Morrow.



TAX BREAKS for CAA Members- free webinar - see NEWS on page 34

NEW RULES for LLC Alarm Companies in California - see BSIS NEWS on page 34

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THE MIRROR

PRESIDENT'S MESSAGE

Dear CAA Member,

I recently attended the Electronic Security Association (ESA) board of directors meeting in Indianapolis IN, where a significant change was made to the structure of our industry's national association. Effective December 31, 2019 the state charter chapter program will be dissolved and your membership will be direct to the California Alarm Association (CAA) and your regional chapter. You will have the option to join ESA directly if you choose. The CAA and your regional chapter will continue to represent you at the city, county, and state level focusing on the expansion of services the association provides you, your company, and our industry.

The CAA only exists because of your voluntary membership, and your dues have achieved the following:

GOVERNMENT RELATIONS

The CAA maintains a full-time lobbyist in Sacramento that works with the CAA government relations committee to continually monitor legislation and regulations that affect our industry and your business. Our achievements began with the statewide alarm company act, eliminating licensing at the city and county level. We also preserved the privacy of your customer lists, exempted security contracts from annual renewal requirements, preventing alarm companies from being responsible for consumer fines and permits. The CAA also maintains liaisons with public safety officials on the state and local level along with the Security Industry Alarm Coalition (SIAC). We work closely with BSIS and other licensing agencies to maintain a fair marketplace for those working in our industry.

TRAINING AND EDUCATION

The CAA, along with our sister organization CAFAA, helped found the WBFAA Apprentice and Training Program which is the largest fire/life safety program in the country. CAA members receive a significant discount when they access this proven workforce development program.

NETWORKING AND PROFESSIONAL DEVELOPMENT

The CAA and the 11 regional chapters provide a unique opportunity to meet with the industry leaders in your community, statewide and nationally. Our events and conferences are the only place where you can meet with peers, colleagues and innovators who are shaping the future of the industry. Our relationship with ISC West, the standards and educational resources of the Security Industry Association (SIA), and our regional meetings address the needs of your business as it relates to your industry.

We will continue to provide you with information on growth and expansion opportunities made available during this transition. I encourage you to attend your local chapter meetings and I look forward to seeing you at the CAA Winter Convention in San Francisco December 4-7, 2019.

Sincerely,

Tim Westphal, CAA President



By Tim Westphal

CAA Winter Convention

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Bob Michel has been selected
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LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2019

By Don Gilbert, Mike Robson, and Trent Smith

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

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

CAA PAC FUND CONTRIBUTIONS

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

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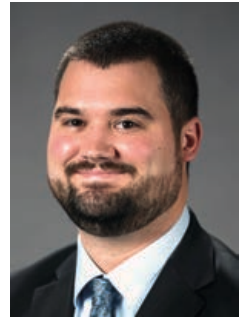


ASSOCIATES NEWS

DMP announced the promotion of Paul Wassem to Director of Sales - West. Paul joined DMP four years ago as the Dealer Development Manager for the Northern California territory. He will continue to play a pivotal role with many of DMP's most valued clients in California. During his tenure, Paul has proven himself to be a team builder and always makes himself available to support and assist others. In addition to his work at DMP, Paul also serves our industry as the current President of the Golden Gate Alarm Association. With more than 20 years in the security industry, Paul brings a wealth of experience to DMP and the West sales team. Please join me in

welcoming Paul as Director of Sales - West and congratulating him on his promotion. For more information visit DMP.com.

DMP announced the promotion of Derek Ottman to Director of Sales - Central. Derek has been with DMP for more than four years. During his tenure, Derek's reputation for teamwork, subject matter expertise, and sales leadership made this transition a natural decision. In addition to his sales director duties, Derek continues to serve dealers in the new Upper Midwest territory while DMP seeks a candidate to fill this vacant Dealer Development Manager position. For more information visit www.dmp.com.



ALARM LOCK, a division of Napco Security Technologies announced the release of their new 28-page catalog which includes a range of product lines including field-proven standalone Trilogy® electronic keyless access locks, #1 in their class for years, networked wireless Trilogy Networx™ locks and Gen. 2 Gateways & Expanders, customizable ArchiTech™ Designer Networx Series for every décor featuring Bluetooth LE Technology & iLock App, and expanded School and Campus Lockdown Solutions. The new full line catalog is available to download at www.alarmlock.com or call 800-645-9445 and specify Catalog no. ALA112U. For immediate sales assistance on Alarm Lock Solutions for every door or application, contact your regional sales manager or your local representative. Trainings are also available in the field or online, consult the website to RSVP.



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The Monitoring Association (TMA) announced the addition of three new PSAPs (Public Safety Answering Points) to its ASAP-to-PSAP service, bringing the total number of participating jurisdictions up to 52. Bradley County, TN; Virginia Beach, VA; and, Burleson, TX are the three latest municipalities to go live. Launched in 2011 as a public-private partnership, TMA's ASAP-to-PSAP service is designed to increase the accuracy and efficiency of calls for service from alarm companies to PSAPs.

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Understanding the Prospect



By Harvey Eisenstadt

The road to sales success is quite often steep and sometimes risky. It is no secret that to move towards sales success and overcome these ominous roads you must always be putting forth 100 percent of your talents and capabilities. However, as sincere as you may be and as hard as you try, this may not always be enough. When this occurs, the problem is not necessarily related to the effort you are exercising but rather the quality and thoughtfulness of that effort.

Understanding the prospect and their need is the fundamental determinant to proficiency in the art of overcoming these ominous roads and an essential skill to successful sales. Sales success is the combined result of understanding the prospect, identifying with their need and concerns, and providing the solutions they seek. This is one of many personal selling skills that salespeople possess and must successfully exercise as they step through each stage of the sales process. These personal skills fall into several categories such as Mentality, recognizing the sales process from the lead to the follow-up; Relationships, how to develop and strengthen them; Understanding, getting the prospect to recognize that you identify with their needs;

Partnership, moving the prospect over to your side; Engagement, getting the prospect to identify and agree with your solution; Empowerment, the prospect asks for your solution; Communication, how and when you communicate with a new customer.

Every salesperson must identify with these personal selling skills and the relationship of these skills in their effort to overcome those ominous roads and continue their journey to sales success. The umbrella to these skills is to understand the thinking of their prospect. Understanding how

prospects think will strengthen the effectiveness of the salesperson's efforts, providing the opportunity to move forward to success while raising their closing ratio. So, let's look at what you must employ to fortify this understanding.

An effective opening in a sales presentation must start with identifying the issues that will matter most to the prospect and the immediate delivery of some benefits they will recognize as having value to them. To identify the issues of the prospect's concern the salesperson must learn to listen carefully, without interruption, to what the prospect is saying. Once the prospect's need and concerns have been identified the salesperson then employs that understanding to direct their comments and questions. All too often this part of the sales call will develop into what appears to the prospect as an interrogation, leaving the prospect wondering where this is heading. The salesperson must avoid this impression, and that is accomplished by the immediate delivery of positive proactive comments, with benefits, relating to what

they have learned are the prospect's needs and concerns. The prospect's frame of mind at this time must be "this salesperson does have something of interest to me."

Most tenured salespeople have heard the answers to their questions many times and are prepared with responses to satisfy the prospect. To avoid the impression of an interrogation the salesperson can eliminate many of these questions and instead move smoothly into a discussion delivering those same responses as positive comments and statements of the benefits and value of the solutions they will be offering. The prospect will quickly recognize that the salesperson does understand their need and concerns and instead of deluging them with questions, they are delivering benefits, value and action providing valuable advice relating to what the prospect may be thinking. This will lead to more successful sales interactions, strengthening the relationship with the prospect while moving them over to the salesperson's side.

To salespeople who have never employed this approach, this may not come easily. However, to raise their level of success, salespeople must learn and practice how to employ this action to truly minimize or eliminate questions, converting them to benefits and value resulting in the prospect moving over to their side. By understanding how to accomplish this task and the strength it presents in the sales process, as well as how to navigate through the complete sales process as identified in the first paragraph, the salesperson will be in a better position to differentiate themselves from their competition and close more sales.

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

To avoid the impression of an interrogation, the salesperson can eliminate many of these questions - and instead move smoothly into a discussion delivering those same responses as positive comments and statements of the benefits and value they will be offering.



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Considerations When Selling Your Company

By Mitch Reitman

Thinking of selling your alarm business and moving to a state with lower, or no, state income tax? Be careful about how you approach this. There are circumstances, factors, and financial and life events that occur throughout the year that could become red flags that trigger state residency audits.

If you are a high-net-worth or high-income earner, i.e. someone who has just sold a business, the likelihood of being audited becomes even greater.

As states seek to fill revenue gaps and recover tax revenue losses, the risk of state residency and non-residency audits continues to grow. The risk has become so great that tax experts say that if you're a high-net-worth or high-income individual and you move or create a similar type of red flag, there is a 100 percent chance that you'll be audited by the state. With this in mind, here are four risk factors to consider.

1. Moving to low- or no-income tax states

As people continue to flee high-tax states like New York, California, Connecticut, New Jersey and Illinois, and are moving to low- or no-income tax states like Florida, Arizona, Wyoming, Texas and the territory of Puerto Rico, high-tax states are losing a significant amount of tax revenue. Millions of dollars are at stake, and as a result, this trend is prompting states to become more aggressive with domicile, residency and non-residency audits, and they are conducting these audits with a higher level of scrutiny.

If you sell your business and move, consider the chance of a residency audit to be 100%. One tip is to minimize the number of demonstrable ties to the original state. This will show that you have indeed moved and intend to stay in the new state. In addition, save as much data about your day-to-day whereabouts as possible so that you can prove that you did indeed move and are spending the majority of your time in the new state. When it comes to audits, the taxpayer is "guilty until proven innocent" and the burden of proof is on the taxpayer.



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2. Purchasing and traveling between multiple permanent abodes

Some taxpayers own multiple homes in different states and travel back and forth between them. If you fit this category your chances for a residency audit are very high.

This is where residency comes into play. In the first example, the first hurdle to clear is changing domicile, which, for high-net-worth or high-income people, will almost certainly trigger an audit. Once that audit is completed -- and hopefully won! -- you then need to be concerned about residency and non-residency audits, which can occur repeatedly and at any point after changing domicile.

Let's use the example of an alarm company owner who sells and changes their domicile from New York to Florida but still owns a home in New York to which he/she frequently travels. They would need to be careful about how many days they spend in New York. If they go over 183 days, New York will consider them New York residents and will tax their income. New York may decide to audit them even if they don't go over 183 days. As previously discussed, the taxpayer is guilty until proven innocent and must prove that they spent less than 183 days in New York. The taxpayers must always be counting days, tracking their travels and collecting data points in case they get audited. It's much easier to start doing this as soon as possible -- and to automate and digitize this activity -- versus waiting to be audited.

3. Moving shortly before selling a business

If you move and then sell your business shortly after it will raise a red flag, especially if you move from a high-tax state to a low- or no-tax state. The state which you left, which stands to lose out on the taxes of the sale of the business, will almost certainly audit you and ask you to prove that the move was legitimate.

One thing auditors will look for in this scenario is whether the owner is still showing involvement in the business. For example, maintaining consistent communication with new management long after the sale will be perceived as still being involved in the business. Auditors will also look to see if the owner continues to travel to and from the state in which the business was sold. Again, this highlights the importance of keeping accurate travel and location records, and having reliable data that can be used as proof in an audit.

In line with the trend of people moving to more tax-friendly states, there is also a trend of business owners relocating their businesses where property and income tax rates are low. This can also be tricky. Filing for a change of address will draw the attention of tax authorities and will (with high certainty) trigger state auditors to pursue an investigation to verify that business operations have actually changed. Don't think that you can change the address of your California business to Nevada without actually relocating the entire business there.

4. Moving shortly before selling a large block of accounts

Similar to the previous example of selling the business, it is not uncommon for alarm company owners to move to a low- or no-tax state before selling off RMR resulting a taxable capital gain. This will create a red flag and will likely trigger an audit.

As with the other risk factors discussed, the best way to minimize risk is to establish proof and legitimacy around the move. The taxpayer needs to show that they are not trying to cheat the system. It is recommended that they create a digital record of their location data leading up to the financial event, through the financial event and well after the event. Proof is the only thing that wins audits, and reliable data provides that proof. If you are contemplating a move, discuss it with your Tax Advisor and take steps to ensure that not only is the move legitimate, it is well documented.

Mitch Reitman is the Managing Principal of Reitman Consulting Group and a member of the Electronic Security Hall of Fame. He can be reached at MReitman@Reitman.US

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Jon Sargent and Christopher Livingston (2013 CAA/EBAA Scholarship winner) with his dad, Contra Costa County Sheriff David Livingston who was sworn in as the 2019 President of the California State Sheriff's Association.



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The Mirror, Jon Sargent, and the newly restored "BigBoy" #4014 at the 150th Anniversary of the Transcontinental Railroad in Utah May 10th. #4014 was parked for 60 years in the Los Angeles County Fairgrounds and is now the largest running steam engine in the world.

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A Dealer's Perspective — #15



By Tony Smith

Finally, a solution is available! You were losing sleep wondering when your office computer system and/or central station would be hit with a cyber breach, and your customer's data shared across the Dark Web. Your concern is valid; it is only a matter of time until you have a system breach and expose your client's personal information or violate their privacy. The focus for your business to survive from such an attack should be a plan to prevent, and most importantly, limit the damage. You should protect and weaponize your systems and protocols and develop a mitigation action plan to diminish the damage to your business.

The damage to your business may be defined by the fines and penalties from various governmental organizations and the resultant lost business and customer good will. The costs of mitigation (including law suits)

incurred will include customer notification, recovery assistance and legal expense. The key to meeting this challenge is to prepare your company NOW, to minimize the effects of the inevitable.

The solution is third-party involvement on your behalf, leading to verification and formal certification that you are meeting, at least, the minimum cyber security and privacy requirements of your state and the federal government. InfoSafe is an affordable and highly effective program that was introduced at the recent CAA Palm Springs conference. The InfoSafe program is designed to test your company for non-compliance and cyber vulnerabilities. They will prepare a company cyber security plan inclusive of training programs with frequent updates and involvement with your key company personnel. Your company will then receive the "InfoSafe" certification for prominent placement in your web site and advertising materials. Periodically during the year, they will do vulnerability testing to assure that your systems remain protected from viruses and malware and that you and your employees continue to adhere to the cyber security plan.

Security Funding Associates (SFA) has partnered with Invisus, a leading national provider of cyber security products, and the only company authorized to award the InfoSafe certification, to deliver this significant program. Certification is important in our industry, which is why UL plays such a prominent role, especially in Fire. Alarm Dealers and Central Stations have no uniform and reliable way to share their cyber security readiness with customers other than by certification.

The publicity surrounding the massive breaches by Google, Facebook and Sony coupled with the huge fines that they have been assessed for privacy violations has communicated the seriousness of these issues to all of us. They can afford to pay these fines and penalties; Alarm companies and central stations cannot. Insurance companies are beginning to look at the cyber security risks as they underwrite cybersecurity endorsements for your GL and E&O insurance policies. They don't know, nor do they have any way to realistically evaluate, their underwriting risks relative to your alarm company's adherence to government mandates and privacy protocols. The net result will be higher premiums from insurance companies that do not have third-party certification of their client's compliance.

Sooner rather than later small business and residential alarm customers will insist that their alarm company offer only encrypted alarm systems that will not jeopardize their individual networks. Today, the bulk of legacy small business and residential alarm systems are vulnerable to bad actors with inexpensive devices that allow the systems to be hacked and infected with malware. This has been exacerbated by the rise of IoT devices which can provide a freeway to the customer's network and their personal information. Manufacturers of alarm equipment (and fire equipment) have risen to the challenge of cybersecurity and are now encrypting much of the new equipment that is being released to dealers. Alarm dealers and central stations should follow their lead with certification.

If you consider the risk management problems that currently plague our industry, infecting all segments large and small, it is clear that there is a substantial need for certification as a bed rock of confidence for our small business and residential customers. Additionally, the rise of DIY and the willingness of customers to change service providers for just a few dollars of savings will be muted to a large degree. "Stickiness," that marketing term for customer loyalty, will increase from manufacturer to alarm customer. Certification will become a game changer for the industry.

Tony Smith is the founder and President of Security Funding Associates, a 20yr. Brokerage, and Advisory Services firm, located in Los Angeles CA. He is a licensed alarm dealer, past President of the CAA and former Board Member of ESA. - Tsmith@securityfundingsolutions.com - (626) 795-9199

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Chevy's 1890 Powell St, Emeryville, CA 94608

8/20/19 – Penetration Testing (White Hats Give Advice)
11/5/19 – State of the industry (One Man / Regional / National)
2/4/20 – Disruption Crisis
4/28/20 – Video Integration

SILICON VALLEY ALARM ASSOCIATION
Three Flames 1547 Meridian Ave, San Jose, CA 95125

8/21/19 – Fire Forum
11/6/19 – State of Tech (George De Marco)
2/5/20 – Legislation 2020 Review
4/29/20 – Fire Forum

GOLDEN GATE ALARM ASSOCIATION
Chevy's 141 Hickey Blvd, South San Francisco, CA 94080

8/22/19 – Recruiting Panel / Man Power Shortage
11/7/19 – Physical and Cyber Cross Roads
2/6/20 – Dealer Partnerships adding new services to your catalog
4/30/20 – Protecting the Masses (Active Shooter)



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GLASAA

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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.



CAA scholarship judge Bob Jennison with Chad Costello of the LAPD, father of CAA and GLASAA scholarship winner Cole Costello, CAA Scholarship Chair Lilianne Chaumont and GLASAA President David Michel.



Brandon Aaron Schillig was presented \$2,000 as the second-place winner of the 2019 scholarship program. He was joined at the GLASAA meeting by his father, David Schillig of the Long Beach Police Department, along with his mom Hollie and sister Jacqueline.



The 2019 GLASAA scholarship winners along with their parents and family attended the GLASAA dinner meeting at the Los Angeles Police Academy.

MID-CAL

Alarm
Association

MID CAL ALARM ASSOCIATION

Mike Tarin, President

♦ August 14..... Mid-Cal MeetingFresno

♦ November 4..... Mid-Cal Golf TournamentFresno

6th Annual MCAA Golf Tournament - November 4, 2019

Plan on joining us on November 4, 2019 for the 6th Annual MCAA Golf Tournament in Fresno, CA to support law enforcement and the outreach program of the Mid-Cal Alarm Association. For information and sponsorship opportunities contact Vanessa Wood at vanessa@matsonalarm.com.



Mid-Cal Alarm Association President Michael Tarin presented the MCAA scholarship to Sydney Garcia.



REDWOOD ALARM ASSOCIATION

Sean Cooke, President

Join us for the RAA's Summer Meeting: July 17

Join the Redwood Alarm Association for our summer meeting on Wednesday, July 17, 2019 from 11:30 a.m. to 1 p.m. at Chevy's Mexican Restaurant in Santa Rosa, Calif. To RSVP, please email Jarad Petroske at jarad@advancedsecurity.us

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

RAA MEETINGS

- ♦ July 17 Chevy's Mexican Restaurant Santa Rosa
- ♦ October 16 Chevy's Mexican Restaurant Santa Rosa

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

Redwood Alarm Association Scholarship Winner Announced!

The Redwood Alarm Association is proud to announce Molly Annette Citro as the 2019 recipient of the 2019 CAA Youth Scholarship. Molly is a graduate of McKinleyville High School and plans to use her award to help pay for her four-year degree in political science. Congratulations, Molly!




Molly Citro, whose father Timothy Citro of the Humboldt Bay Fire Department, was presented a check from Chuck Petrusa on behalf of the RAA as the winner of the 2019 scholarship program.



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EAST BAY ALARM ASSOCIATION

Mike Salk, Vice President

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

Meetings to be held at:

Chevy's Fresh Mex, 1890 Powell St, Emeryville, CA 94608

- ♦ 8/20/19 - Penetration Testing (White Hats Give Advice)
- ♦ 11/5/19 - State of the industry (One Man / Regional / National)
- ♦ 2/4/20 - Disruption Crisis
- ♦ 4/28/20 - Video Integration

RSVP to 800-437-7658 or info@caaonline.org.

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.

EBAA Scholarship Presentation to Mitchel Saunders - photo on page 1

The scholarship presentation was held at "Le Societe De Camaraderie," a club of active and retired PD members, in Oakland, CA, during their monthly BBQ Dinner/Meeting on Tuesday June 18th. Approximately 150 - 200 members were present. The presentation was very welcomed by the membership. And the recognition of Mitchel (winner), and his father, Officer Jason Saunders (Oakland Police Department - Intel Division) was also greatly appreciated. Photo on page 1.





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mbrandon@agmonitoring.com

All bay area meetings are in the same week so manufactures should book their airfare now! That includes Golden Gate, Silicon Valley and East Bay Alarm Associations.

Upcoming events include:

- August 20— EBAA - Penetration Testing (White Hats Give Advice), Chevy's, Emeryville @ 11:30
- August 21—SVAA - Fire Form, Three Flames, San Jose @ 11:30
- August 22—GGAA - Recruiting Panel / Staffing Shortage, Chevy's, South San Francisco @ 11:30

For more information, contact:

Deric Morrow

deric.morrow@jci.com

Golden Gate Vice-President

East Bay - Treasurer

Silicon Valley - Treasurer

CAA Technology Committee - Member



Ben Martinez, President

SVAA MEETINGS

Bass Pro (Uncle Buck's Fish Bowl & Grill, 5160 Cherry Ave), San Jose, CA 95118

- ♦ August 26 11:30-1:30..... Fire Forum
- ♦ November 6 11:30-1:30..... State of Tech (George De Marco)

SVAA Information

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



GOLDEN GATE ALARM ASSOCIATION

Paul Wassem, President

Meetings to be held at:

Chevy's Fresh Mex, 141 Hickey Blvd, South San Francisco, CA 94080

- ♦ 8/22/19 - Recruiting Panel / Man Power Shortage
- ♦ 11/7/19 - Physical and Cyber Cross Roads
- ♦ 2/6/20 - Dealer Partnerships adding new services to your catalog
- ♦ 4/30/20 - Protecting the Masses (Active Shooter)

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



INLAND EMPIRE ALARM ASSOCIATION

Jon McNamara, President

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

IEAA MEETINGS

♦ **September 26 General Meeting**

♦ **November 7 Teen Holiday Charity Event The Mission Inn**

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.



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

♦ **August 21 Total Monitoring Event Center Sacramento**

♦ **December 12 ... Total Monitoring Event Center Sacramento**



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Denis Cooke, President



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.

GVAA MEETINGS

- ♦ September 12Custom Electronic SupplyManteca
- ♦ December 12Custom Electronic SupplyManteca

SAN DIEGO SECURITY ASSOCIATION

SAN DIEGO SECURITY ASSOCIATION

Chris Kwast, President

City of San Diego Permit Process

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

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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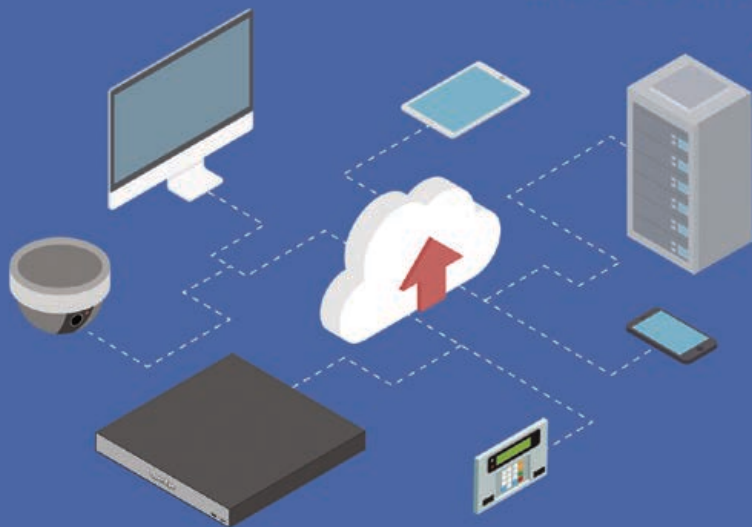
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ORANGE COUNTY ALARM ASSOCIATION

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CITY OF IRVINE PERMITS

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

For more information about 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.



Will Wise (far left) of ISC West was on hand to present Alison Ohara, whose father is Gregg Ohara of the Anaheim Fire Department, received a check for \$2,000 as the winner of the OCAA scholarship program. They were joined by members of the Euclid Station #6.

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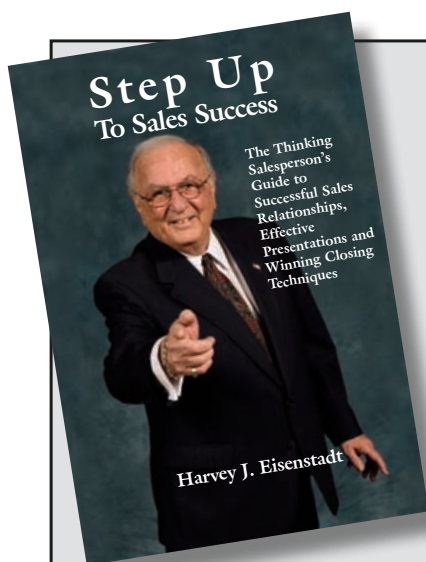
NSA MEETINGS

July 17 NSA General Meeting – CANCELED

July 24 Member Only Tour & Lunch. NSA Members will tour the Las Vegas Metro PD Fusion Center followed by lunch.

Sept 18..... NSA General Meeting

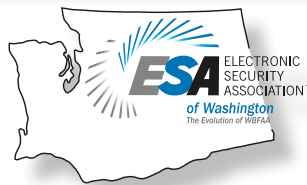
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2019 Arizona Alarm Convention

August 21 - 22, 2019

The 2019 Arizona Alarm Convention will be held August 21 - 22 at the beautiful Wild Horse Pass Hotel in Chandler, AZ (about 15 minutes from Phoenix Sky Harbor airport). It will begin on Wednesday morning with our Annual Golf Tournament at the Whirlwind Golf Club at the hotel. We will also offer classes all day for security technicians and the city and county alarm coordinators.

Dr. Harold Wong will be returning by special demand as Wednesday afternoon's speaker for security company owners and upper management. He will speak on ways to reduce or eliminate your taxes. At one of our recent meetings, he spoke for about one-half hour and everyone insisted we bring him back with more info!

Maricopa County Sheriff Paul Penzone will speak at the Law Enforcement Appreciation Dinner on Thursday evening. The Dinner is a great opportunity to meet with the Police Chiefs, Sheriffs and Alarm Coordinators for around the state.

For more information, please contact the Arizona Alarm Association at susan@azalarms.org or 480-831-1318.

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steve@siacinc.org

Thanks to the Better Business Bureau who came out to our June meeting! Our members learned much that can help their businesses. We also spoke to dealers at the SES BBQ on June 26th in Colorado Springs. Do you want more information about CBFAA and what we're working on? Join us at an upcoming meeting or event.

Schedule

August 6 ADI Expo-Denver. Come see us at our table at this great Expo
August 14... General Meeting at SES in Colorado Springs
October 9... General Meeting in Denver
December .. Member Holiday Party

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



CBFAA June meeting with Better Business Bureau. L to R: NSA Secretary Jennifer Porter of Advanced Alarm, Suzann Bacon-Taylor of BBB, CBFAA Past-President Sofia Aguilar of A-1 Security, CBFAA VP John Wrzesinski of Safe Systems, Lon Herman of BBB.

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OBFAA Membership

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

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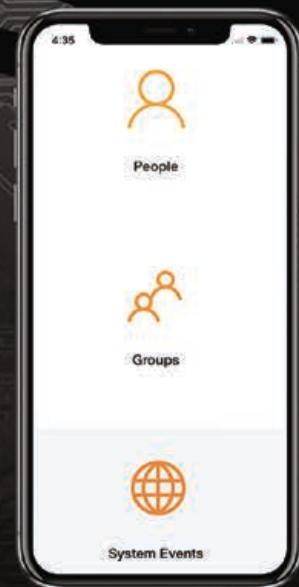
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BSIS News - For LLC Companies

If you are an LLC you are required to FILE ANNUALLY the BSIS Insurance Claim form by MARCH 1 of each year.

If YOU HAVE NOT FILED THIS FORM for 2018, please visit the BSIS website: www.bsis.ca.gov

New Reporting Requirements For Alarm Company Operator Licensees Organized As A Limited Liability Company Effective January 1, 2019

Please be advised that as a result of recently enacted legislation (Senate Bill 904, Chapter 406, Statutes of 2018), effective January 1, 2019, an Alarm Company Operator (ACO) licensee organized as a Limited Liability Company (LLC) must report to the Bureau the date and amount of any claim paid during the prior calendar year from the general liability insurance policy or policies that the ACO LLC is required to maintain pursuant to Business and Professions Code (BPC) Section 7599.34. Further, the new law requires the licensee to report this information to the Bureau no later than March 1st of every year on a form provided by the Bureau.

The Alarm Company Operator Limited Liability Company Licensee Insurance Claim Data Reporting form is also available on the Bureau's website at www.bsis.ca.gov/industries/aco_llc_insuranceclaim.pdf.

For additional information regarding claim reporting requirements, visit https://www.bsis.ca.gov/industries/insurance_alarm.shtml. If you have any questions after reading this information, you may email them to AlarmCompanies@dca.ca.gov or call (800)952-5210, select option 2 and advise the call center staff that you wish to be transferred to the Alarm Company phone line. Due to high call volume, the Bureau recommends submitting your questions via email.

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Chevy's 1890 Powell St. Emeryville, CA 94608

**8/20/19 – Penetration Testing (White Hats Give Advice)
11/5/19 – State of the industry (One Man / Regional / National)
2/4/20 – Disruption Crisis
4/28/20 – Video Integration**

SILICON VALLEY ALARM ASSOCIATION

Three Flames 1547 Meridian Ave. San Jose, CA 95125

**8/21/19 – Fire Forum
11/6/19 – State of Tech (George De Marco)
2/5/20 – Legislation 2020 Review
4/29/20 – Fire Forum**

GOLDEN GATE ALARM ASSOCIATION

Chevy's 141 Hickey Blvd. South San Francisco, CA 94080

**8/22/19 – Recruiting Panel / Man Power Shortage
11/7/19 – Physical and Cyber Cross Roads
2/6/20 – Dealer Partnerships adding new services to your catalog
4/30/20 – Protecting the Masses (Active Shooter)**



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COMING SOON! New this year, the ISC Security Events team is introducing ISC News, the latest addition to the ISC brand that extends our industry content to a year-round resource. Learn about up-and-coming trends, innovations, technologies and information critical to physical, IT and IoT security. Discover new brands, companies, and products revolutionizing the industry, and get all the information you need to keep your business (and career) ahead of new threats. Sign up for the ISC News newsletter today for complimentary access to featured articles, research, webinars, white papers, and more.

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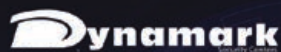
The ESA Member Buying Program, designed to save you and your company significant amounts of time and money, now offers collective buying power through our Buying Group Alliance, made up of more than 250,000 businesses. ESA members are seeing immediate value and reporting an average of 20% savings. "We 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.

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WBFAA UATC Apprentice Enrollment for Fall 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.

CSLB Enforces Zero Tolerance

The Contractors State License Board (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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Send your events to CAA Mirror: info@caaonline.org

July 17	RAA General Meeting	Santa Rosa
August 14	Colorado BFAA	Colorado Springs
August 14	Mid-Cal Meeting	Fresno
August 20	EBAA Board Meeting	Emeryville
August 21 - 22	AzAA Convention	Chandler, AZ
August 21	SAAA Industry Trends	Sacramento
August 22	GGAA General Meeting	S. San Francisco
August 26	SVAA Fire Forum	San Jose
September 19	SAAA Fire Forum	Sacramento
September 26	IEAA General Meeting	Riverside
October 9	Colorado BFAA	Denver
October 16	RAA General Meeting	Santa Rosa
November 4	MCAA Golf Tournament	Fresno
November 5	EBAA General Meeting	Emeryville
November 6	SVAA General Meeting	San Jose
November 7	GGAA General Meeting	S. San Francisco
November 7	IEAA Holiday Charity	Riverside
December TBD	Colorado BFAA Holiday	Denver
December 12	SAAA Holiday Party	Sacramento
December 12	GVAA General Meeting	Manteca

2020

February 4	EBAA General Meeting	Emeryville
February 6	GGAA General Meeting	S. San Francisco
April 28	EBAA General Meeting	Emeryville
April 30	GGAA General Meeting	S. San Francisco

CAA CONVENTIONS

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