

THE MIRROR

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Dealer Perspective #25

By Tony Smith

“Defund the LAPD by 90%.” “Excessive Force Against Protest.”

These are today’s headlines in the Los Angeles Times.



These headlines reflect a serious breach of trust and confidence between a substantial portion of our population and our law enforcement partners. They are an immediate result of the recent vicious and troublesome police killings of unarmed suspects in Minneapolis and Louisville.

We, in the alarm industry, are generally very supportive and try to avoid saying anything negative about the police. We make every effort to uphold our role as their partner in law enforcement. There is often a mitigating side to some of these stories of police brutality, but, in these two cases, the police actions were clearly outrageous and should be quickly prosecuted. The continuing story has been that these police actions only reflect 1% of law enforcement nationally... the “bad apple” metaphor. Now it has come to the point where that 1%, or whatever it really is, requires correction or the barrel will quickly rot.

Our business is at risk. If PD’s around the nation lose significant funding, crime will increase, response times will increase, and the value of our police partnership will decline. The rioting and vandalism currently taking place is not a solution to anything.

The LAPD Protective League said it best: “We have an obligation as a profession and as human beings to express our sorrow by taking action.” They suggest beginning with:

- A national use of force standard that emphasizes a reverence for life, de-escalation, a duty to intercede, proportional responses to dangerous incidents, and strong accountability provisions mirrored after the Los Angeles Police Department.
- A national database of former police officers fired for gross misconduct that prevents other agencies from hiring them.
- An early warning system to identify officers that may need more training and mentoring modeled after the San Francisco Police Department.
- Ongoing and frequent training of police officers to build and refresh their skills to improve police and community outcomes similar to California’s SB230.

- Mandate a transparent publicly accessible use-of-force analysis website similar to the San Jose Police Department.

New police standards, more training and greater transparency are the key. Yes, racial diversity education needs continual emphasis, but, the good news is that our PD’s are now about 40% minority on a national basis. Our focus now must be on communities where the police minority percentage is much lower, and where community policing has been lacking. A minority community will come to respect and obey an officer who is a minority much more easily than a white one, until they no longer see a color difference.

At that point, all the police officers, without racial regard, can become accepted members of the community.

Our profession has a record need for new employees and we, in California, have developed the apprenticeship and training programs geared to meeting this demand.

We would be remiss if we did not target the minority community for employee recruitment. California is now about 40% minority, which certainly implies that it is a significant demographic for our future industry growth.

Freedom of speech remains an important, perhaps the most important, part of our constitution. With the understanding that yelling “FIRE” in a crowded movie theatre can be considered a crime warranting arrest and incarceration, how do we restrict or manage the message without unduly restricting our basic right to free speech? Finding an answer that works and that will withstand court scrutiny is the task.

The numerous riots in major cities will hopefully motivate our Congress to create such a law before more people are killed.

It is time for our industry to be a bigger part of the solutions to these issues and to support our police brethren when they are trying to do the right thing. In that spirit, perhaps we need to celebrate law enforcement professionals and their departments with awards and recognition that will encourage them to continue the process of finding new ways to serve humanely.

Tony Smith is President/Founder of Security Funding Associates, past President of the CAA and past member of the NBFAA (ESA) Board of Directors. He is a licensed California alarm dealer and current member of TMA. He may be reached at (626) 797-9199 or tsmith@securityfundingsolutions.com.

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THE MIRROR

PRESIDENT'S MESSAGE

Dear CAA Member,

We are months into an unprecedented time where our normal lives have abruptly halted and our businesses were faced with devastating consequences.

How do we connect in an unconnected world? Like you, I have had to review our relationship with our employees, our vendors and our peers. There is no road map to follow and it has been crucial to join through our Associations to face these issues.

The CAA began by pushing the essential worker status for electronic security services and, thanks to the efforts of our lobbyist in Sacramento and joint efforts on the Federal level, we were able to get specific recognition through the U.S. Department of Homeland Security. This is an accomplishment no company could achieve on their own, and only through our professional Associations was this possible. We continue to monitor the state and Federal programs developed to assist businesses through this extraordinary time, including the PPP and other financial support.

Our vendors are partners in bringing innovative and reliable systems and applications to support public safety and security. Without the ability to meet in person, we rely on virtual communication to maintain this relationship.

The CAA has adapted as well, including our 24-hour virtual conference in place of our annual gathering in Palm Springs. We had 22 sessions with more than 1,000 participants over three days. While not as effective as an in-person meeting, I believe we filled a critical need and provided a foundation to maintain communication.

Our hope is to meet December 2-5, 2020 at The Fairmont in San Francisco for the CAA Winter Convention. The hotel is already developing safe meeting and safe stay protocols to ensure the safety of our attendees. I look forward to seeing you there.

The CAA Field Service Technician training program will be launched this summer, and I encourage you to take advantage of this 24-hour foundational training program online. In addition, the CAA will offer a special package of 150 hours of CEU courses addressing all aspects of our industry.

With the summer upon us, I expect many of you will be having staycations with your family and friends. I encourage you to carry THE MIRROR and send us a photo of your activities.

Sincerely,

Tim Westphal
CAA President



By Tim Westphal

PASSAGES

Industry leader Douglas J. Shackley passed away on March 12, 2020. Doug was the President of the CAFAA Board of Directors in 1988 and in 2003 and was a founding member of the WBFAA UATC. He owned Pacific Auxiliary Fire Alarm Company of San Francisco.



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LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2020

By Don Gilbert, Mike Robson, and Trent Smith

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

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MAINTAINING A SENSITIVE BALANCE



By Harvey Eisenstadt

Win-Win results to a successful sale are achieved by a sensitive balance where the salesperson maintains customer satisfaction while sustaining profitability for the company. In other words, the salesperson did not have to give away the store to satisfy the customer and secure the sale. If this sensitive balance is not achieved, then consequently there will be a loser. That loser could be the company having to give away too much to close the sale, or the customer, who might have agreed to the purchase but later realizing that the product

or service does not fully address their need. Interestingly, Win-Win can always be the result and begins with the salesperson strengthening the trust and respect from the customer while focusing on a win for that customer. This will result in both the company and the customer profiting from the sale.

This commences with the salesperson concentrating on the customer's need, getting the customer to feel comfortable and assured that their need is understood, and the salesperson is focused on solutions to that need. Every salesperson must recognize that Win-Win success is dependent upon a common satisfaction with the customer appreciating the salesperson's understanding and focus which brings them closer together, strengthening this satisfaction. This relationship is enhanced when the salesperson recognizes that they must stay away from ambiguous statements and promises that they cannot or even may not fulfill.

Instead, the salesperson must stay focused on delivering benefits, and value strengthening the positive impact their product or service will deliver to the customer. The customer now becomes the salesperson's partner, with both moving in the same direction. Salespeople who truly understand the Win-Win mentality will, at the same time, minimize traditional objections and negative questions by focusing the customer's attention on the benefits and value of the solutions they are presenting.

Successful salespeople realize with a Win-Win mentality that they must maintain this partnership with the customer long after the sale is consummated. Their follow-up and liaison with the customer will strengthen this mentality. As a result of this follow-up support and service to the customer the salesperson will not only realize future business from the customer but also referrals for new business opportunities. With both the customer and the salesperson coming away from the sale feeling good about their win, the door will open for these new business opportunities. Opportunities for more business from the customer and referrals are always what salespeople look for beyond the sale.

The Win-Win approach provides salespeople with the understanding that long term success means keeping your existing customers satisfied with value added benefits while opening the door for opportunities to generate new business as you move forward together.

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



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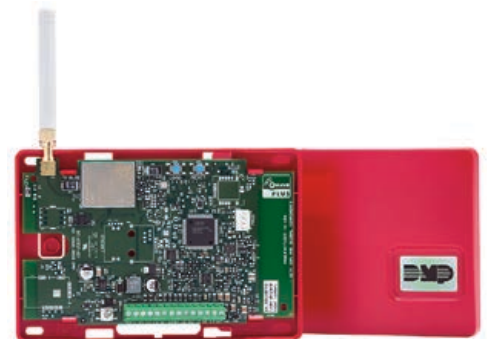
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CONTROLS business today announced that Charlie Derk, director of product marketing for the company's QMotion and Vantage brands, has been appointed to the Continental Automated Buildings Association (CABA) board of directors. "I am very pleased to welcome Charlie Derk to the CABA board of directors," said Ron Zimmer, CABA president & CEO. "He has a vast knowledge in lighting and shading control products, a key

strategic segment within the integrated building technologies market. He brings a rare combination of experience, as both an engineering and product development veteran and as a marketing and sales leader." More information is available at CABA.org.

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INLAND EMPIRE ALARM ASSOCIATION

William Watson, President

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

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

IEAA Membership

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

MID-CAL



MID CAL ALARM ASSOCIATION

Mike Tarin, President

MEETINGS 2020

♦ September 8, 2020.....MCAA General Meeting



EAST BAY ALARM ASSOCIATION

Mike Salk, EBAA President / CAA Vice President NorCal

EBAA Meetings

For questions please reach out to Treasurer Deric Morrow 510-432-8130 deric.morrow@jci.com

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.



SACRAMENTO AREA ALARM ASSOCIATION

Mark Simpson, President

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



Deric Morrow, President

SVAA Information

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



GOLDEN GATE ALARM ASSOCIATION

Paul Wasseem, President

Meetings to be held at: Chevy's Fresh Mex, 141 Hickey Blvd, South San Francisco, CA 94080

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

GLASAA

Greater Los Angeles Security Alarm Association

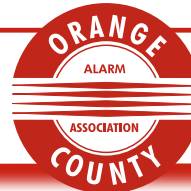
David Michel, President

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

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

GLASAA Meetings and Events

Please visit our website at www.glasaa.org.



ORANGE COUNTY ALARM ASSOCIATION

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

CITY OF IRVINE PERMITS

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

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



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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.



REDWOOD ALARM ASSOCIATION

Sean Cooke, President

Meetings - RAA Looks Forward to Summer!

Hello Redwood Alarm Association members! Unfortunately, our spring meeting was canceled due to the Governor's statewide stay-at-home order. We hope all our members and colleagues across the state are safe and healthy. Our summer and fall RAA meetings are still scheduled for July 29 and October 14, 2020.

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

SAN DIEGO SECURITY ASSOCIATION

SAN DIEGO SECURITY ASSOCIATION

Matt Kruger, 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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2020 TMA Annual Meeting - Oct. 24-28

TMA's Annual Meeting will be held October 24-28 at JW Marriott Marco Island, FL and brings together some of the monitoring and security industry's most innovative and forward-thinking executives for a dynamic, open, and collaborative exchange. This distinct and highly regarded event offers attendees a combination of executive-level educational and social forums in which to interface with one another.

This year TMA will mark its 70th Anniversary and it is open to integrator and monitoring center owners and executives, as well as security manufacturers and service providers. Visit www.tma.us.



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NSA 2020 Youth Scholarship first place winner Lily Larsen and her father, Captain Brian Larsen of the Clark County Fire Department, receive Lily's award from NSA President Manuel Robles.



NSA first scholarship winner Lily Larsen and her family.

NSA second scholarship winner Bryauna Krumme celebrates her winning with her father Sgt. Troyce Krumme of the Las Vegas Metro Police Department, her mother and her sister.



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The NSA has announced its two 2020 Youth Scholarship winners!

Lily Larsen. Lily graduated from Foothill High School in Henderson, NV. Her father is Fire Captain Brian Larsen of the Clark County Fire Department. Lily plans on attending the University of Nevada Reno this fall.

Bryauna Krumme. Bryauna graduated from Basic High School's International Baccalaureate program. Her father is Sgt. Troyce Krumme of the Las Vegas Metropolitan Police Department. Bryauna plans on attending the University of Nevada Reno this fall.

NSA, continued next page

NSA 2020 Youth Scholarship second place winner Bryauna Krumme receives her award from NSA President Manuel Robles and NSA VP Bob Sulliman.

NSA, continued

Congratulations to these two deserving students and many thanks to their first responder parents and their colleagues for all they do to protect our communities.

We are holding elections for our Board of Directors this fall. If you want to have a say in the direction of your industry, consider joining our board. As a board member, you'll join forces with others who have similar commitments to Security & Life Safety here in Nevada.

Our next member meeting is tentatively planned for Wednesday, July 15th, 2020. Check our website and watch your inbox for additional details.

As you know, due to the COVID-19 (Coronavirus) pandemic, ISC-West was postponed, along with all of our surrounding events. The ISC West in Las Vegas has been rescheduled for Oct 5-8 and we hope to see you then.

Please see our newsletter for resources for your company at the national, state and local levels. Consider utilizing ESA's National Training School's online courses for your employees during any required home time. The NSA has been working to reach out to legislators to make them aware of our industry's role and needs during any shutdowns and we will continue to work to assist members confronting difficulties during this trying time. Contact us with any questions.

In April, Mitch Reitman of Reitman Consulting Group did a live online presentation for our members. He gave great information on helping security & life safety companies survive during the chaotic times of the pandemic. THANK YOU, MITCH! If you would like to engage Reitman Consulting contact them at MRreitman@Reitman.us (817) 698-9999.

Get involved with NSA today! www.nevadasecurityassociation.org

NSA webinar featuring Mitch Reitman from Reitman Consulting. Our members got great info on how to weather the COVID-19 storm.

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2020 Annual AZAA Convention & Golf Tournament - Sept. 29-30

The Arizona Alarm Association will be holding its 2020 Annual Convention September 29 - 30 at the Wild Horse Pass Hotel & Casino in Chandler (about 15 minutes from Phoenix Sky Harbor Airport). Our speakers will include Jeff Scanlan on "People Just Quit Too Soon" (a great speaker for all salespeople), Attorney Lillian Chaumont and many more. For more info go to www.AZAlarmAssociation.com. We offer classes for security company owners and upper management; technicians; and alarm coordinators from jurisdictions around the state.

In addition, we will have classes available for company owners and managers, technicians (burglar and fire alarms), and alarm coordinators. AzAA will hold its Law Enforcement Appreciation Luncheon on October 9 and we will be inviting the Police Chiefs and Sheriffs, and the alarm coordinators to join us. The Golf Tournament will be held on October 8.

Congratulations to our new AzAA Officers - President Jim Metz, ADT; Vice President Erik Evans, Cox Communications; and Treasurer Brianna McNeely, G & T Alarm. We are sorry to see former President Steve Compton leave the security industry and wish him luck in his future endeavors.

AZAA MEETINGS

AzAA will hold a Membership Meeting on August 12. The Annual Holiday Party will be December 9 and it's always a great time with good food and friends.

Please contact susan@azalarms.org if you would like to become involved.



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The AzAA Convention and Golf Tournament in September will be held at the Wild Horse Pass Hotel & Casino in Chandler



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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.

2020 CAA Winter Convention Is Scheduled for December 2-5 at The Fairmont in San Francisco

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The hotel is developing safe meeting and safe stay protocols to ensure the safety of the attendees.

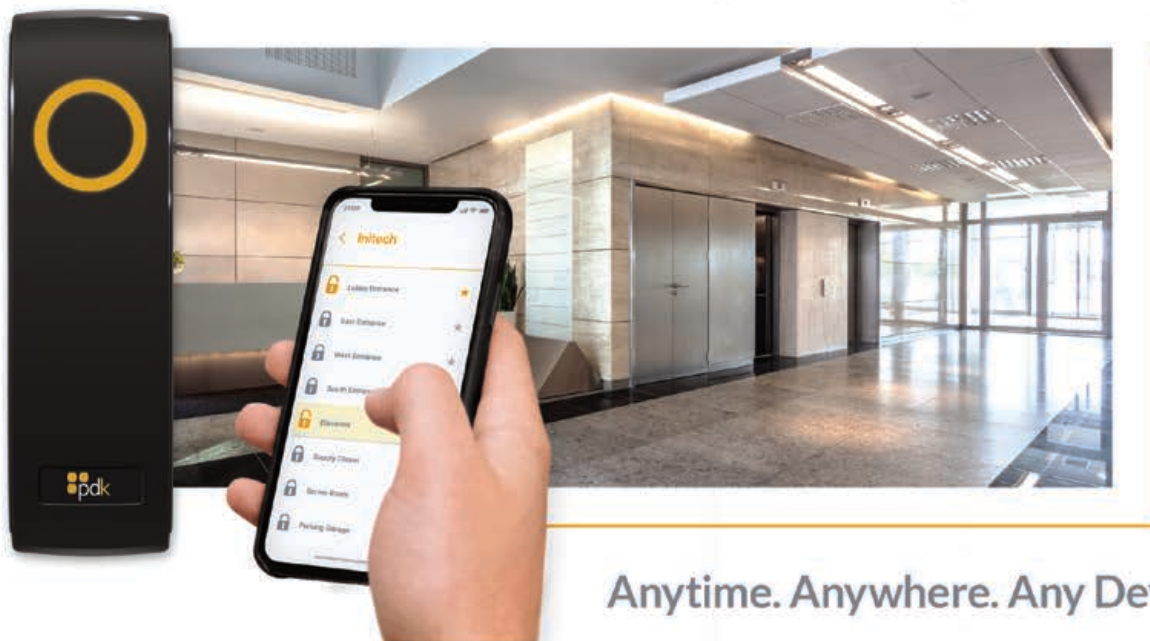
**Tribute Dinner to be held Dec. 4, Friday, honoring
Mike Salk, the CAA George A. Weinstock 2020
Award Honoree.**

Mike Salk's nearly 30 years of volunteer service, providing leadership to major issues facing the industry, make him a natural selection for lifetime achievement and service to the industry recognition.



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LAW ENFORCEMENT LIAISON

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The CBFAA has decided to postpone any general member meetings until further notice in the wake of the COVID-19 (Coronavirus) pandemic.

For the most up-to-date scientifically based information about the COVID-19 (Coronavirus) pandemic we refer you to the Centers for Disease Control and Prevention (CDC) website www.cdc.gov. There is Guidance for Businesses and Employers and checklists to help you be prepared. Links are provided in our newsletter to resources at the state, local and national levels to help your business weather this storm.

We are continuing to reach out to our legislators, so they are aware of our industry's needs, and are continuing to work to assist our members wherever needed in these ever-changing times.

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

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

New to CBFAA? Add your name to our email list to get meeting notifications and our newsletter. Once you see the benefits of membership, you'll want to add your voice to ours. Info and membership applications available on our website www.cbfaa.org



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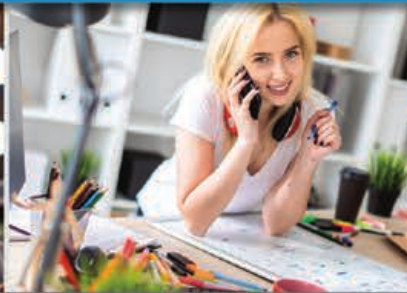
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WBFAA UATC APPRENTICE TRAINING PROGRAM

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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.



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

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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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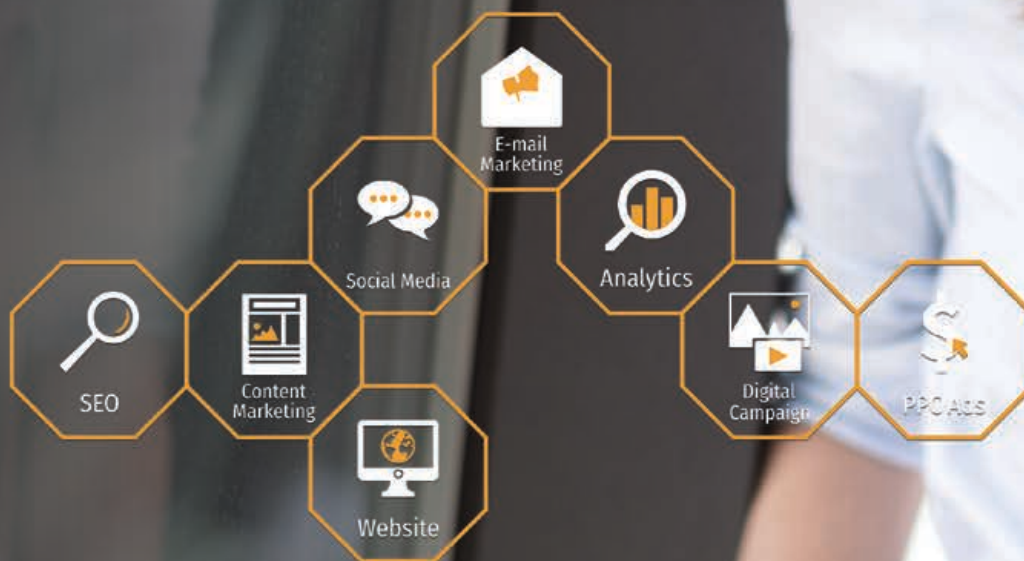


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Send your events to CAA Mirror: info@caaonline.org

July 29 RAA General Meeting Santa Rosa
 August 12 AZAA General Meeting Phoenix
 October 4 AIREF Golf Classic Las Vegas
 October 5 SIA/ISC Loves Security Las Vegas
 October 5-7 ISC West Las Vegas
 October 8-9 AZAA Convention Phoenix
 October 14 RAA General Meeting Santa Rosa
 December 12 AZAA Holiday Party

CAA CONVENTIONS

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 2021 May 12 – May 15 Hilton Palm Springs
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INDUSTRY EVENTS

SIA/ISC Love Security
 New date: October 5, 2020
 THE ROCKHOUSE, Las Vegas, NV



ISC West - Las Vegas, NV
 New dates: October 5-8, 2020



TMA Annual Meeting
 October 24-28, 2020
 Marco Island, FL



ISC East - New York, NY
 November 18-19, 2020



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



SIA/ISC Love Security
 March 23, 2021
 Las Vegas, NV



ISC West
 March 23-26, 2021
 Las Vegas, NV



BSIS Address and Telephone Numbers

Bureau of Security and Investigative Services
 2420 Del Paso Road, Suite 270, Sacramento, California 95834.
 The following are a list of important Bureau numbers to update
 your records:

Main Number: 916/322-4000
 Toll Free Number: 800/952-5210
 Licensing Fax Number: 916/575-7290
 Enforcement Fax Number: 916/575-7289
 Email: bsis@dca.ca.gov
 Web Homepage: www.dca.ca.gov/bsis



CONTACT THE CAA
 California Alarm Association
 333 Washington Blvd., Suite 433, Marina del Rey, CA 90292
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