

THE MIRROR

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INDUSTRY NEWS

SIAC presented CPI Security the prestigious 2022 Police Dispatch Quality (PDQ) award at the Electronic Security Expo (ESX) in Louisville, Kentucky. The PDQ award honors a security firm that best demonstrates a proactive, cooperative, and successful effort in alarm dispatch reduction strategies. Based in Charlotte, North Carolina, the company provides security and fire alarm services throughout the Southeast. “Our



Ken Gill, CEO of CPI Security – SIAC’s 2023 PDQ Recipient

company proudly uses the latest technological advances as well as industry best practices to minimize unnecessary calls for service,” said Ken Gill, CPI Security founder and CEO. “Those capabilities were significantly enhanced by the adoption of the Alarm.com platform which notifies customers through their mobile devices once an alarm is triggered and allows them to cancel if they do not require assistance.” With the adoption of cancel/verify, CPI Security changed its procedures for dispatch when a valid electronic user code is received from a monitored location within the first two minutes of an alarm event. These two improvements reduced CPI Security’s false dispatches by about 23%. Re-training on acceptance of user codes was conducted in Q4 of 2022 to make sure the

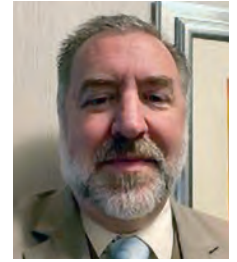


Security Industry Alarm Coalition

monitoring center was compliant with the updated procedures. “CPI Security has demonstrated that false alarm reduction is a proven business model that has led it to be a leader in our industry,” said Stan Martin, SIAC executive director. “They are continuing to lead the industry with the adoption of ASAP-PSAP technology to further enhance the value of alarm systems for their customers.” The PDQ award’s mission is to raise industrywide awareness, promote partnering with responding agencies for public safety, motivate alarm companies to take action and provide workable models. The PDQ award is sponsored by the Security Industry Alarm Coalition (SIAC), the Partnership for Priority Verified Alarm Response (PPVAR), Security Sales and Integration Magazine and the IQ Certification Program. Past winners include industry leaders such as Schmidt Security Pro, Guardian Protection, Alarm Detection Systems, EPS, Amherst Alarm, Habitec, Monitronics and Vector Security.

Whitlock Receives 2023 Mark Schubert Award

The California Alarm Association presented to Rich Whitlock of Wesco International the 2023 Mark Schubert Award at the CAA Palm Springs Convention in May.



Rich Whitlock, recipient of 2023 Mark Schubert Award

Rich was recognized as an Associate Member who shows exemplary volunteerism and resources to support the Association. He was the majority nominee from the CAA’s eleven regional chapters. “I am so honored to be recognized as the 2023 Mark Shubert Memorial Award recipient from the California Alarm Association. The list of past recipients is a distinguished list of mentors, peers and friends. Very thankful to be included with such great company.”

Rich currently serves as the Associate Director of the CAA and Board President of the Sacramento Area Alarm Association and has served more than two decades in various roles and as an active participant in CAA and SAAA functions. He is the 22nd recipient of the award.



CAA President Sean Cooke (Right) Presents the 2023 Mark Schubert Award to Rich Whitlock at the CAA Palm Springs Convention.

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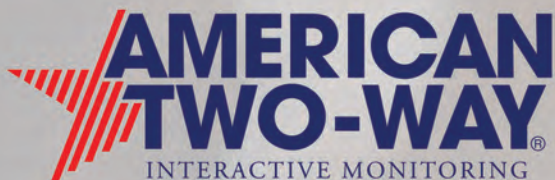
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CAA PRESIDENT'S MESSAGE



By Sean Cooke
CAA President

Dear California Alarm Association Members,

Summer is upon us and I hope you are all enjoying the beautiful weather California has to offer (it might be the only thing keeping some of us here at this point).

I wanted to take this time to reflect on the benefits the California Alarm Association provides and the value we provide to our members. As we look to continue to grow our businesses and professional careers, I want to reiterate that the California Alarm Association offers numerous benefits to its members, empowering them to excel in the security and life safety industry. Here are some of my thoughts on the advantages of joining and retaining membership through CAA:

Networking Opportunities: As a member, you gain access to a vast network of industry professionals, including alarm company owners, security experts, and service providers. This network provides opportunities for collaboration, partnerships, and knowledge sharing, fostering personal and professional growth.

Advocacy and Representation: The California Alarm Association serves as a strong advocate for its members, representing your interests at the state level. By actively engaging in legislative and regulatory processes, the association ensures that the concerns and perspectives of the alarm industry are heard, ultimately influencing policies that impact your business.

Education and Training: The association offers comprehensive educational programs, workshops, seminars, and certifications to keep members updated with the latest industry trends, technological advancements, and best practices. By participating in these educational initiatives, members enhance their skills, improve their service offerings, and stay ahead of the competition.

Industry Resources: The California Alarm Association provides members with a wealth of resources to support their business operations. These resources include access to industry-specific tools, software, and research, helping members make informed decisions and optimize their processes. The association also facilitates information sharing through the MIRROR and CAA Website.

Cost-Saving Opportunities: Membership in the association opens the door to various cost-saving benefits. Members can take advantage of group purchasing programs, allowing them to obtain discounts on equipment, supplies, and services. Additionally, the association negotiates discounted insurance options, helping members save on their coverage expenses.

Marketing and Promotion: The California Alarm Association organizes networking events, conferences, and trade shows where members can showcase their products and services. These platforms offer valuable opportunities to connect with potential clients, strengthen brand visibility, and expand business opportunities.

Industry Recognition: The association recognizes outstanding achievements within the industry through awards and honors. By participating in these recognition programs, members gain increased visibility, credibility, and a competitive edge in the market.

Community and Support: Joining the California Alarm Association provides access to a supportive community of professionals who share common goals and challenges. Members can engage in discussions, seek advice, and collaborate with industry peers, creating a sense of camaraderie and support.

By making yourself available to these benefits, members of the California Alarm Association can enhance their professional development, business operations, and market presence. The association's commitment to advocacy, education, and industry advancement ensures that members are well-positioned to succeed in the ever-evolving security and life safety landscape.

Mark Schubert Award Winner

It is with great pleasure that I congratulate one of our Associate members, Rich Whitlock, on receiving the highly esteemed Mark Schubert Award. This award represents the pinnacle of recognition within our association, and it is a testament to Rich's exceptional contributions to the alarm industry and his unwavering dedication to our organization.

Receiving the Mark Schubert Award is a well-deserved recognition of your outstanding achievements, exemplary character, and significant impact on our association and the wider alarm community.

We are honored to have you as a member of the California Alarm Association, and we look forward to your continued contributions, leadership, and impact on our industry. Congratulations once again, and may you achieve even greater heights in the future.

Upcoming events to mark on calendar

-SAAA @ Top Golf, August 17

-CAA Winter Convention, December 6-9

-OCAA Family Industry Day, Date TBD Late Summer / Fall

As always I encourage everyone to participate in your local chapter meetings and events. I look forward to seeing everyone soon!

Regards,

Sean Cooke
California Alarm Association
President

CAA LEGISLATIVE WATCH

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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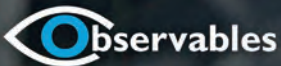
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Providence, RI	\$2.5 Million
Memphis, TN	\$4.2 Million
Tampa, FL	\$6.8 Million
Los Angeles, CA	\$10.4 Million
Philadelphia, PA	\$12 Million
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Mirror Readers - be on the lookout for great future info from Mitch Reitmen, Tony Smith and Brian



Plant, and many more contributors sharing their perspectives on the industry.



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ASSOCIATES NEWS

SNAP ONE announced they have recently received awards in four categories for the SSI Stellar Service Awards. Snap One won Bronze in the Best Shipping Policies category, and three Bronze distributor awards across Technical Support, Training Programs, and Dealer Program/Incentives. This was Snap One's first year placing in these awards that recognize services, not products, that are integral to dealers and integrators. These accolades are awarded based on an open-ended survey that integrators in the security market take and are especially meaningful to Snap One due to the number of Partners they serve in the market compared to some of the larger security-specific distributors. "Our primary focus is on helping our Partners get the products they need as soon as possible. Despite the ongoing challenges impacting businesses everywhere, we continue to see ourselves as a part of each Partner's business with a goal of making operations less stressful and, ultimately, more profitable," said Nathan Porter, Senior Vice President, Operations at Snap One. "This year, we're very excited to see that our hard work has been recognized through these awards."

ELECTRONIC SECURITY ASSOCIATION (ESA) announced National Monitoring Center's Nexus as a winner of the annual ESX



Innovation Awards 2023 for Dealer Services. The prestigious award is presented annually to honor the development of innovative

products and services that advance growth opportunities for integrators and dealers in the security industry. Carefully chosen by an independent panel of judges, the award winners exemplify innovation, practical applicability, and the ability to exceed market needs. This year, Nexus demonstrated that it not only excelled in these areas but has the potential

to revolutionize how security dealers operate. "We are immensely proud to receive the ESX Innovation Award," said Woodie Andrawos, President, NMC. "It represents the tireless efforts and countless hours we've dedicated to Nexus's development. This platform is not just a product for us — it's a game-changer for our dealers that reshapes the way they conduct business and interact with their clients. We revel in providing our dealers with cutting-edge tools and solutions like Nexus to accelerate their business growth and operational efficiency and appreciate the opportunity to present it to the ESX community."

ALTRONIX continues to expand the company's popular line of Trove™ Access and Power Integration Solutions in partnership with access control provider, Axis Communications.

"We are pleased to welcome Axis Communications as a trusted Altronix partner," said Stephen Oliva, OEM Partner Development at Altronix. "This partnership we share ultimately serves to provide systems



integrators with more options, more flexibility, and more time when it comes to their access control installs." The Trove2AX2 is completely customizable and accommodates AXIS A1601/A1610 or A1210-B Network Door Controller modules with Altronix power distribution. The combined enclosure and backplane solution simplifies board layout and wire management, ultimately reducing installation time and labor costs. "We are thrilled to collaborate with Altronix in providing a simple, intuitive solution for access control installations," says Drew Pacino, Business Development Manager at Axis Communications. "Altronix is a valued Partner of Axis and a trusted name within the industry."

Becklar, the parent company of **AVANTGUARD**, Armstrongs and Freeus is pleased to announce the acquisition of Eyeforce. Eyeforce combines video surveillance, AI/machine learning analytics, and live audio operator response intervention to protect commercial property, enhance safety, prevent crime, and reduce theft and loss. "At Becklar, we are passionate about saving lives and protecting property. We are thrilled to bring the unique and innovative remote guarding solutions provided by Eyeforce to our family of brands," said Steve Richards, CEO of Becklar. "With this addition, Becklar's portfolio of connected safety services is unmatched in scope or scale, providing the next level of enhanced security for dealers, partners and customers." Becklar's acquisition of Eyeforce allows all existing dealers to offer expanded video surveillance and remote guarding solutions to their customers.

The New **DICE** has introduced a patented Matrix SD-WAN platform with AI VPN connections to the site, the highest level of cyber security, automated site network mapping, and registration of all devices on a private network.

As a new installation process, this means that there is no need for dealers to manage networking and no NAT rules need to be created to connect any device at the client site. There is no need to open ports, firewall hole punching, port forwarding or any other networking procedure. This makes setting up site devices and connecting to them easy for installers and provides a simple site management network for connecting and maintaining all site equipment. "We've made this



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I am Peggy Page, Strategic Account Manager. I am the voice of our dealers at Securitas Technology. We are a leader in wholesale central station monitoring services offering customized solutions to independent alarm installers with a personalized approach.

scalable, allowing registering and managing tens of thousands or millions of sites,” explained Avi Lupo, co-president of the company. “Matrix AI VPN is SD-WAN technology, built into the Matrix automation platform, giving an AI VPN architecture to any user without investing in VPN hardware or network engineers building VPNs to each site. The big advantage is that we’re taking the workload off network technicians and making it easier for dealers to offer networked video and other services.” Dealers can access Matrix AI VPN through central stations with Matrix Interactive. Central station can add Matrix Interactive Video without needing to change their current automation software, providing their dealers, not only with Matrix AI VPN, but a host of new interactive video services. “This is a game changer for the industry,” added Lupo. “Alarm companies can now easily compete and offer network services and isolated camera networks. Keep in mind that our AI VPN works with any automation software and any network device where Dice is the network or SD-Wan solution.”

VECTOR FLOW announced a new partnership with Nedap, integrating Nedap’s AEOS physical access control system to simplify physical access and identity management (PIAM) and deliver outstanding user experience. “The integration between Vector Flow and Nedap allows enterprises of all sizes to bridge security gaps in provisioning physical access, SOC operations and to automate many of the time-consuming and cost-inefficient tasks traditionally associated with physical access provisioning and physical Identity Lifecycle Management,” says Ajay Jain, Founder and CEO of Vector Flow. “By taking pressure off of Security, HR, and IT departments, enterprises are afforded higher levels of both efficiency and security.”



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“As we continue to expand our portfolio of products that deliver new and innovative solutions for the security industry, it is critical for us to have an outstanding team of local, experienced, professional sales reps delivering the support our customers deserve” said Alan Forman, President, Altronix Corporation. “FM Valenti and Omnitech are now part of our extended family to fulfill our commitment, providing Altronix customers with the highest levels of service and product support.” FM Valenti was founded in 1967 by Fran Valenti, and has grown into one of the top rated manufacturers rep firms in the nation. They represent quality manufacturers in the Security, AV, and Enterprise Network market segments across the Northeast region. Omnitech Solution Services Limited is a Canada-wide manufacturer’s representative firm representing some of the best-in-class security technology companies in the industry. With over 50+ years of security experience, Omnitech has established itself as a trusted partner to manufacturers, industry partners and clients.

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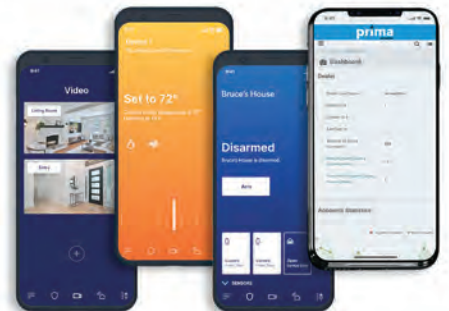


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Member companies can register new apprentices anytime. If you will be hiring new apprentices or technicians, member companies are encouraged to send job postings to info@wbfaa.net and we will send to our list of qualified prospects. The WBFAA UATC 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 more than 50 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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Please save the dates for all of our 2023 Events:

- 8/17/2023 SAAA Top Golf
- 10/12/2023 SAAA Fire Forum
- 12/14/2023 SAAA Holiday Party



GOLDEN GATE ALARM ASSOCIATION

Paul Wassem

OpenEye, Business Development Manager, 408-307-7725

GGAA MEETINGS

www.ggaaonline.org

Meeting Topic Considerations:

Building relationships with public safety

Legislation affecting the alarm industry

Local ordinances affecting the region

Latest technology and solutions

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

Join the Sacramento Area Alarm Association *SAAA 2023 Top Golf event*



1700 Freedom Way, Roseville, CA 95678

August 17th, 2023

6:00pm – 9:00pm

This is a membership outreach event with a chance to mingle with our industry's vendors, friends and colleagues.

This event is a sure bet for fun and great networking!



More to come, but be sure to save the date! August 17th, Top Golf, Roseville, 6:00pm to 9:00pm.



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Attention Western U.S. Dealers:

WE ARE GROWING!



We would like to announce and welcome Chris Smith as our Regional Sales Manager for our Western Region. Chris will be responsible for developing new business opportunities and creating customized solutions for dealers.

Chris Smith
Regional Sales Manager – Western Region

csmith@dynamarkmonitoring.com
303.808.3710

Chris brings over 25 years of experience in software and services. With a focus on business development and account management, Chris has held positions for leading organizations such as SoftSearch, ICG and Oracle. Chris's passion for finding the best way to solve problems and create efficiencies using technology has brought him to Dynamark Monitoring.

With extensive experience and relationships in the western region, Chris is leading the charge to grow Dynamark Monitoring in the West.

Dynamark's Expansion A Win for Dealers Nationally!

Chris's direct connection with dealers in the Western U.S. will provide many benefits:

- ✓ A point person focused on your challenges
- ✓ Insights on new Dynamark services and offers
- ✓ A trusted source for industry information and trends

And as always, you'll enjoy:

- ✓ Expert assistance from a Five Diamond Monitoring Center
- ✓ The ability to leverage the latest technology
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Please reach out and join us in welcoming Chris!





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ORANGE COUNTY ALARM ASSOCIATION

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Vice President - Lisa Beale, American Alarm Systems
Secretary/Treasurer - Tatiana Abramek, NMC

Visit www.OCAAonline.org for more information.

By Elizabeth Courtney, OCAA President

This year the Orange County Alarm Association is continuing to focus its' efforts on recognizing our law enforcement partnerships. We are endeavoring to build stronger, real-life relationships with our law enforcement partners. We have much to learn about law enforcement issues and we have much to teach in return.

We are encouraging our Chapter members to initiate and cement relationships by meeting with their local law enforcement agencies. Consider simply dropping by the station unannounced with donuts, coffee, pizza or sandwiches. Shift changes present a unique opportunity.

For more information about OCAA activities, contact the OCAA office at 800-437-7658 or email OCAAlarmAssoc@aol.com. Visit our new website at www.oaaonline.org for meeting information and registration forms, training opportunities, members list and a whole lot more.

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INLAND EMPIRE ALARM ASSOCIATION

www.ieaaonline.org

Richard Jimenez, Vice 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 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.



GREATER VALLEY ALARM ASSOCIATION

www.gvaaonline.org

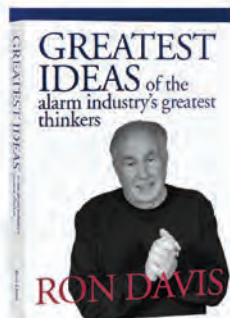
Joe Castro, President

GVAA MEETINGS

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.

GREATEST IDEAS of the alarm industry's greatest thinkers

Ron Davis, one of the alarm industry's greatest leaders and motivators, asked successful entrepreneurs, "If you had just one really great idea to share with the alarm industry, what would it be?" Their answers are in this remarkable new book, available now.



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Where In The World Is THE MIRROR?



Bob and Jeanne Michel Catch Up on Industry News with THE MIRROR at Ashford Castle, Ireland.



www.svaaonline.org

The SVAA elected a new slate of officers at their May 3 meeting at the Axis Experience Center in San Jose, CA:

- President: Ben Martinez, AllGuard/GCS
- Vice-President: Stan Hellman, PSR Reps
- Secretary: Larry St John, Eclipse Insurance
- Treasury/Sgt at Arms: Gary Buth
- Member at Large: Rich Whitlock, Wesco

GLASAA

Greater Los Angeles Security Alarm Association

www.glasaaonline.org

Dave Michel, President

GLASAA Meetings and Events

Please visit our website at www.glasaaonline.org.



EAST BAY ALARM ASSOCIATION

www.ebaaonline.org

Tim Westphal, EBAA President

As we continue to distance ourselves from the trials related to the COVID pandemic, we hope to re-engage all EBAA Members for future meetings or gatherings in 2023 and beyond. We have incredible resources within the Association as well as through our affiliate organizations, such as SIAC.



REDWOOD ALARM ASSOCIATION

www.raaonline.org

Sean Cooke, President

Meeting Topic Considerations:
 Building relationships with public safety
 Legislation affecting the alarm industry
 Local ordinances affecting the region
 Latest technology and solutions

RAA MEETINGS

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



SAN DIEGO SECURITY ASSOCIATION

www.sdsaonline.org

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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Mike Tarin, President

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DEALER PERSPECTIVE...#39

IS YOUR CASH FLOW FAILING TO PAY YOUR OVERHEAD?



By Tony Smith

If your answer is yes to the above question, what can you do to solve the problem? Selling accounts will give you some additional working capital at the time of installation but, is it enough and is it worth selling your equity in order to do it.

The first thing you want to do is carefully analyze your expenses to sell, install, and service your customers. Now you will know the numbers. With that knowledge, you can make some important decisions relative to your operating expenses. The likely answer will be one of the following: (1) You are still going to lose significant money. (2) You are barely making enough money to pay your bills, but you cannot afford to invest in your growth.

(3) You think that a Dealer Purchase program (DPP) will save you.

Now, let me suggest that your situation could be any of the above alternatives, but I have the same solution for all three.

Dealer Purchase Programs are not your partner. They are a competitor for the monitoring revenue, which you have created. They want to buy RMR and then ensure that the customer stays with them for an extended period. They pay you less for lower credits, and charge you back if the customer attrits. In addition, they hold back a percentage (usually 10%) from the purchase price to make sure they collect your money.

When you are through dealing with all of their protective deal covenants, they can't really lose. But you can! You should calculate an estimate of the real average multiple of the Recurring Monthly Revenue. Next, deduct the total cost

of the installation (adjusted for installation revenue) to determine your profit or loss from the sale. Now compare the multiple you might actually receive from the sale of a group of accounts with the multiple you are expecting. Your net multiple will most likely have been reduced to the point where you might have been better off keeping the account and the monitoring revenue. These DPPs have effectively become a different type of bank, but there is no loan to pay off, and you have lost your equity. In effect all you have left is your toolbelt and pickup!

DEALERS SEEKING CAPITAL NOW HAVE ANOTHER ALTERNATIVE! How about a Partner who provides the capital and shares the revenues and expenses throughout the life of the contract? What kind of Partner is this?

This Partner will split ownership of the contract, monitoring revenues, operating expenses, and the net revenue when it is time to sell the contracts. It is funded by several banks in the Southeast. The banks provide consumer financing for the installation and the customer makes that payment separately from the monitoring payment. The Dealer receives the full amount, less bank fees and sales tax. The equipment is proprietary, full-featured for Smart Homes, and manufactured by an industry company at an advantageous price point.

The net revenue to the Dealer is based on the loan proceeds to the Dealer, less loan fees, and installation expenses. In addition, the Dealer receives all the monitoring proceeds after the first \$20. All the operating expenses, such as monitoring, Alarm.com fees, customer billing, and customer service are paid by that \$20. Monitoring is contracted with a national central station with multiple offices. This all becomes a substantial reduction in the Dealer's overhead. This Partner can take on this role because they have one of the most advanced software operating systems in the industry. Finally, this Partner will split (50/50) the net revenues from the ultimate sale of the monitoring contracts.

The overall net result to the Dealer is that he now gets 3x to 5x, or more, than he might receive from a typical Dealer Purchase Program. Financially, he can share in all the revenue streams from each contract that he finances through the program. This company is currently looking for new partner alarm companies to share in their growth.

In business, industries that don't balance relationships and who take advantage of smaller participants, should expect change. It is here!

Tony Smith is a Past-President of the California Alarm Association, and former board member of ESA. He is the Founder-President, and CEO of Security Funding Associates, a leading industry financial services firm. They are focused on financing for small-medium sized alarm companies. He may be reached at TSmith@securityfundingsolutions.com or (855) 723-2299

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Fundraiser October 5

Mark Your Calendars for CBFAA's Industry Get Together and Youth Scholarship Fundraiser on October 5th at TopGolf in Centennial, CO. Mini Expo, networking, dinner and drinks, fun golf and raffles. To Sponsor contact Jeanne for details.

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NSA HAD A GREAT JUNE MEETING!

Guest Speaker Sarah Awline from FBI-Las Vegas informed our members how to protect themselves and their businesses from Cyber threats.

Thanks to our meeting sponsor Chris Haun of Turing AI. Find out more about Turing AI's cutting edge products by contact Chris at chris.haun@turingvideo.com

Some NSA members attended the NFPA Conference and Expo in Las Vegas in June. If you provide fire alarms, you'll want to join NSA's fire committee.

ADI's local contingent exhibited at the NFPA Expo in Las Vegas, June 19-23.



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NSA Board Members Manny Robles and Jon Perry along with Jeanne Palmer Attended the NFPA Expo in Las Vegas.

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Mitch Reitman has much more than a pencil now, he still has the desire and ability to serve the industry.

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The Utah Alarm Association invites all concerned professionals and other parties (Police, Fire, government, etc.) to join us for our monthly false alarm meeting, now in its 34th year.

We meet the third Tuesday of each month at Jim's Family Restaurant, 1728 Park Ave, Riverton, Utah 84065 at 8:30AM. We encourage all to come out for free breakfast and discuss false alarm reduction, industry standards, best practices, etc.

The Association is proud of our 2021 false alarm dispatch numbers. Our false alarm rate for residential dispatches is .08, that is one dispatch per system every 12.5 years. Our commercial false dispatch rate is .33, that is one dispatch every 3 years. Combined is .14 or one false dispatch every 7 years.

We look forward to your help as we work towards reducing our false alarm rate.

If you would like to sponsor one of these meeting or have questions about the association, please feel free to contact a member of the board.

ARIZONA ALARM ASSOCIATION



2158 N. Gilbert Rd., #116
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For more info, go to www.azalarmassociation.org or e-mail info@azalarms.org or call 480-831-1318.

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

OREGON BURGLAR & FIRE ALARM ASSOCIATION



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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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CALENDARS 2023 - 2026

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AUGUST

17..... SAAA Top Golf

OCTOBER

5..... CBFAA Industry Get Together/fundraiser TopGolf, Centennial, CO

12..... SAAA Fire Forum

DECEMBER

14..... SAAA Holiday Party

INDUSTRY EVENTS

SIA Securing New Ground

October 17-18, New York City, NY

ISC East

November 15-16, 2023, New York, NY

TMA

OPSTech, October 9-12, Lafayette, LA
Annual Meeting, November 4-8, 2023,
Kapalua, Maui, Hawaii

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CAA CONVENTIONS

**CAA WINTER CONVENTIONS -
Western States Security Conference**

Fairmont San Francisco

December 6 – December 9, 2023

December 4 – December 7, 2024

December 3 – December 6, 2025

December 2 – December 5, 2026

CAA PALM SPRINGS CONVENTIONS

Hilton Palm Springs

May 15 – May 18, 2024

May 14 – May 17, 2025

**ATTENTION -
ALARM COMPANY
QUALIFIED
MANAGERS**



The State of California Bureau of Security & Investigative Services is recruiting Alarm Company Operator (ACO) Qualified

Managers (QMs) to participate as Subject Matter Experts (SMEs) in Exam Development Workshops for the purposes of writing, reviewing and revising items for a new version of the Alarm Company Qualified Manager Exam. Workshops are two days long and may be held remotely or in-person, and SMEs will receive \$200 per day for their participation. For in-person workshops, the Bureau will book lodging as well as airfare to and from the workshops. Meals and mileage will be reimbursed in accordance with State travel guidelines. ACO QMs who are interested must enter into a three-year contract with the State of California and must be holders of an ACO QM Certificate in current and clear status and be active in a current ACO licensee's business. If you are interested in participating, fill out the Qualified Manager Subject Matter Expert Registration Form found here: <https://www.bsis.ca.gov/webapps/workshops.php>. Thank you for your interest!

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:

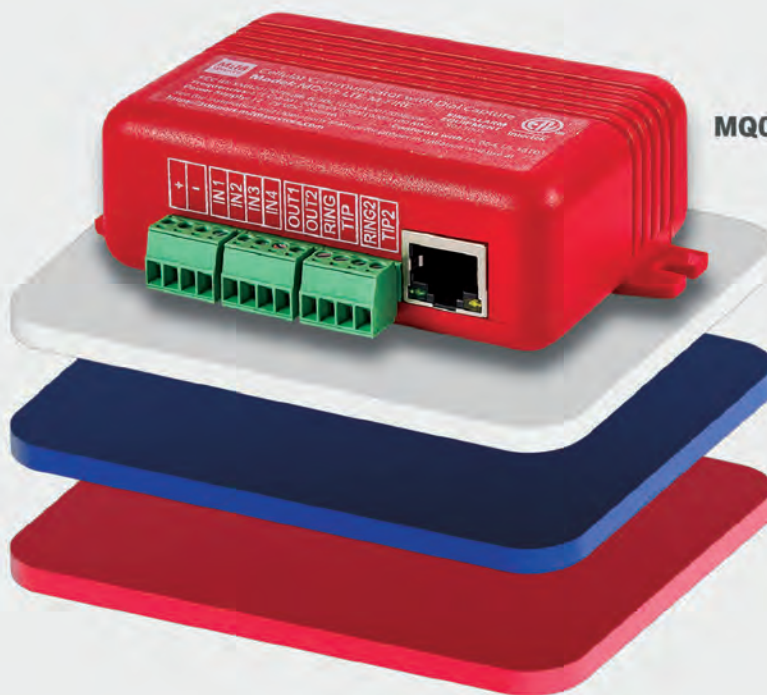
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CONTACT THE CAA
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