

THE MIRROR

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Yuba City Youth Nabs Scholarship



The CAA presented Ryan Pavey with a check for \$5,000 in recognition of his winning the 2016 CAA Youth Scholarship Award. CAA President Cathy Rempel, scholarship judges Tim Westphal and Bob Jennison, Scholarship Chair Lilianne Chaumont, Ryan Pavey with his mother Shawna Pavey of Yuba City Police Department, scholarship judge Sam Aviles and SAAA President Leanne Boger at the 2016 CAA Palm Springs Convention.

ESA Taps Scholarship Winners

The Electronic Security Association has awarded \$12,000 in scholarship funds to students from Connecticut and New York as a part of the association's annual Youth Scholarship Program sponsored by DMP, Hikvision, and Monitronics.

Katherine Waugh of Easton, CT received top honors with a first-place scholarship of \$8,500 and Trevor Carney of Rochester, New York won \$3,500 for second place.

Since its creation in 1996, the ESA Youth Scholarship Program, ESA and its affiliated chartered chapters have donated \$621,500 in scholarship funds to children of police officers and firefighters.

"The police officers and firefighters that protect and serve our communities are true heroes and deserve our unwavering gratitude," said ESA President Marshall Marinace. "These men and women put their lives on

Scholarship, cont'd. on pg. 14

CAA Associate Director Sam Aviles, Mike Schubert of NMC, 2016 Mark Schubert Memorial Award Winner Tim Tracy of Honeywell Security & Fire and Tim Westphal of Bay Alarm at the 2016 CAA Palm Springs Convention.



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PRESIDENT'S MESSAGE

It's June and hard to believe that we are already six months into 2016! Many of us are reflecting on the activities of the first half of the year while planning balance of year directions that will make a difference in achieving industry, company and individual goals. The CAA remains focused on our key goals of providing relevancy and inclusivity to our members, potential members, sponsorship partners and affiliates in the security industry. We will continue to focus on aligning the programs and directions of the CAA to our members' objectives within their businesses and industry.

As we reflect on the first half of 2016, we are appreciative for the many individuals that volunteered and participated in industry events and initiatives. Beginning in February the first major industry event of the year was the ESA Leadership Summit in Phoenix, AZ where security industry professionals convened and were energized by expert speakers and panelists both from within and outside our industry. More than 250 attendees networked with colleagues, formed new business relationships and shared best practices on trends in the industry and directions on how to secure a solid future.

In March, CAA members were energized with the inaugural "Transformational Leadership Forum". Robert Owens, an international speaker and leadership development coach, led an impactful workshop based on real world skills that every leader must know and embrace to achieve goals. This was followed with the "Day at the State Capitol" where CAA members met with their legislatures to continue to grow our government relations partnerships and discuss critical policy issues that directly affect our industry and businesses.

In April many of us attended one of the most successful ISC events. This year SIA/ISC Loves Security Reception was attended by more than 400 people, the CAA Leadership Breakfast served more than 150 attendees with \$20,000 donated to our Western State associations, the Nevada Security Association Public Safety Luncheon hosted over 150 attendees and the CAA Association Pavilion received record high attendance. The highlight for many of us during ISC was the announcement of the 2016 CAA George A. Weinstock Lifetime Achievement Award recipient, Mr. Bob Jennison.

In May, the CAA held our summer convention in Palm Springs where key note speaker Gene Marks provided a unique and refreshing discussion on key business issues that are top of mind to all of us. There were meaningful workshops and plenty of networking opportunities and fun for all with golf, live music at our Friday dinner and informal conversations with long-term and new friends. While a tradition, one of the most memorable moments was the announcement and recognition of our state scholarship winner Ryan Pavey.

This month is the ESA annual meeting and ESX convention in Fort Worth, Texas where we will continue to learn from the industry's best leaders and be energized by visionaries that get down to business and support all of us in growing to the next level.

With many local chapter meetings and networking events planned for the balance of the year, our second Transformational Leadership Forum planned for September 20th in San Diego and of course, our main event, the CAA Winter Convention at the San Francisco Marriott Marquis December 7 – 10.

We will embrace change and transformational leadership. This means continuing to listen and having meaningful conversations with our members, our future members, our affiliates, our sponsorship partners and industry leaders. As part of our team of inspired and committed professionals we are inspired by our heritage and dedicated to our future!

Sincerely,



by Cathy Rempel



ASSOCIATES CORNER

Closing Does Not Have to Be Magical

By Harvey Eisenstadt

To be successful in today's competitive market the sales professional must be proficient in closing. They must know how and when to close. Their success will not be solely dependent on finding prospects, to interest them or even to befriend them but more importantly to employ the skills to exercise the ability to close. So many sales are lost because the salesperson does not employ the skills to close at the right time. So, what is the right time? There is no one magical moment that will never again be presented. There is something that salespeople have heard over and over again and that is "you are closing from your first contact with the prospect." However, there are many signals and actions that take place during your time with the prospect that are critical to an effective and successful close.

Here are just a few that every salesperson should recognize, strengthen and employ to successfully close more sales.

— Make sure you are talking to the right person. When making an appointment always request that any other individuals within the compa-

ny (commercial) or family (residential) be at the meeting. You can do this tactfully and without alienating the person making the appointment by indicating that others will invariably bring up issues that could have been easily overlooked. This not only shows your sincerity for a meaningful sales meeting but also can act as a path to minimizing or eliminating the objection "I have to discuss it with someone else."

— Focus your presentation on the benefits, not the features. People recognize value when they resonate positively with benefits. Remember that features support benefits, so spend your valuable selling time discussing the benefits of your product or service to the people representing your prospect. Once you are confident they are resonating positively with the benefits then you can bring in the features to explain how the benefits are delivered.

— You must get the prospect to agree, verbally and emphatically, with all of the benefits you have presented to them. A nod of the head or a muzzled grunt is not an agreement. They must say "yes, that is what I want" or "I like that" or some other very similar positive response. Agreeing in this manner to all of the benefits during your presentation makes it that much more difficult for them to disagree with themselves or to offer an objection when you close. Do not move forward unless you get those agreements.

— Stay focused on one point at a time. Don't jump around to different aspects of your product or service even if the prospect leads you in another direction. In a polite way indicate that you are getting to that issue or subject and stay where you believe is important at that time. Get the agreement and then move to the concern presented by the prospect. Jumping around will only lead to confusion. Settling one point of concern at a time will lead to a prospect moving over to your side.

— At some time, the prospect will offer some signal that in their mind they have made the decision to buy or they are very close to that decision. Salespeople may recognize this as the buying signal. This could be in the form of a facial expression, physical action or positive question. Even a question or comment viewed as an objection can be interpreted as a buying signal. Instead of just responding to the question or comment, turn it into a positive response reinforcing what you have already presented. Depending on what you are selling it is always helpful to ask for the order in the form of a summary of the solution they have already agreed to.

Finally, I want to repeat the words of motivational speaker Les Brown. "Closing is the logical conclusion to an effective presentation." So, perfect your presentation and practice what you have perfected because closing successfully does not have to be magical.

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



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Magnetic Contacts

OpenEye Supervisor Receives Department of Defense Patriot Award

The Washington State Employer Support of the Guard and Reserve (ESGR) presented the Department of Defense Patriot Award Thursday, May 5 to John Okert, OpenEye Director of Technical and Managed Services. This award reflects his efforts made on behalf of OpenEye to support Staff Sergeant (E-5) Jake Cornella, an OpenEye technical support representative, during a three-month military deployment in 2015. Ken Isaak, ESGR Awards Coordinator, said the ESGR encourages and builds a culture of understanding between an employer and service members. Through the Patriot Award, the ESGR recognizes supervisors and bosses for support provided directly to the nominating service member and his or her family. "This is a grassroots award, where employers are nominated by a service member," Isaak said.

Cornella, a member of the Hawaii Air National Guard for the past seven years, recalled being notified of his deployment to Southwest Asia, which required him to leave in short notice. He said Okert's efforts made a measurable impact, during the deployment process. "It was a really easy transition, and made my life much easier," Cornella said. In addition to the Patriot Award presentation, Chief Operating Officer Jack Lynch signed the ESGR Statement of Support, recognizing that service members are an essential part of our organization. Around 10 percent of OpenEye's total workforce is comprised of active and veteran military service members. For more information, visit www.esgr.mil.

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OpenEye Chief Operating Officer Jack Lynch, OpenEye Director of Technical and Managed Services John Okert, Technical Support Representative Staff Sgt. Jake Cornella and ESGR Awards Coordinator Ken Isaak. John Okert received the United States Department of Defense Patriot Award in May 2016.

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Denis Cooke, President

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LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2016

By Don Gilbert, Mike Robson, and Trent Smith

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

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

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ASSOCIATES NEWS

Baseball season is upon us, and with it comes the announcement of TRI-ED's 2016 Stadium Tour training program & schedule. TRI-ED and its supplier partners welcome customers to take part in a free day of training and product demos, an expo, and a great night of networking at the ballgame. Following the hugely successful 2015 Stadium Tour program, Tri-Ed has recently announced its 2016 Tour schedule. The Tour will be making a stop in Houston on June 21st. The event will kick off at Noon at Minute Maid Park in the Union Station lobby with a training Lunch & Learn session, followed by the Vendor Expo beginning at 3 p.m., dinner at 5, and the Astros vs. Angels game at 7. "TRI-ED is unwavering in its commitment to provide customers with unparalleled training opportunities to help them stay competitive and technically savvy," says James Rothstein, TRI-ED's Senior Vice President - Global Security Marketing. "Our 2015 Stadium Tour program was highly successful and provided our customers with invaluable trainings and networking opportunities," he adds. "We are very pleased to announce our upcoming schedule of 2016 Tours," he adds. For more information, visit www.tri-ed.com.

MONITRONICS has selected the DSC PowerSeries Neo platform and the DSC Touch all-in-one smart panel to be part of its authorized dealer program, a network with more than 600 dealers from throughout North America. The addition of these two products is part of Monitronics plan to offer its dealers a portfolio of the latest and most reliable security and home control devices. Dealers who are part of the Monitronics Authorized Dealer Program will be able to purchase and install devices from the PowerSeries Neo suite of products and the DSC Touch smart

panel, and in turn receive financing for each account. "We are pleased to be included in Monitronics Authorized Dealer program and to be able to offer dealers the latest and most innovative hybrid intrusion platform available on the market today," said David Grinstead, Vice President of Global Sales, Tyco Security Products. "Our PowerSeries Neo platform leverages our industry leading PowerG wireless technology and offers a full suite of sensors, including door /window contacts, smoke detectors, PIRs and motion detectors with integrated cameras." For more information, visit www.dsc.com.

TYCO SECURITY PRODUCTS introduced the 4.8.1 version of American Dynamics victor Video Management System (VMS) and VideoEdge intelligent network video recorders (NVR), which includes new features to simplify administration and speed security investigations. The newest version of victor gives video management system operators the ability to schedule video clip retrieval for a later time during off-peak network usage hours to improve bandwidth management. "The new features offer even greater speed and efficiency to improve the security user experience," said Jammy DeSousa, Senior Product Manager, Tyco Security Products. "These latest enhancements to the powerful victor platform provide an industry-leading suite of enterprise-class investigation and productivity tools. The intuitive interface is designed to maximize operator time and resources in that mission-critical control room environment." For more information, visit www.americandynamics.net.

TYCO SECURITY PRODUCTS introduced the DSC PG9922 Glass Break Detector with proprietary microphone technology that provides exceptional reliability when identifying broken windows or glass doors. The ultra-smart glass break detector is designed to identify only true breaking glass by analyzing patterns of sounds using a three-stage, multi-level classification process, essentially eliminating the issue of false alarms. The DSC Glass Break Detector can also help to reduce costly energy consumption with its ability to monitor environmental conditions. "The accuracy of this new glass break detector gives home and

Associates News, continued on page 12

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A man and a woman are relaxing on a beach. They are sitting in striped lounge chairs under a large yellow umbrella. The man is on the left, wearing a white shirt and shorts, with his hands behind his head. The woman is on the right, wearing a white dress. The background shows the ocean and a clear blue sky. On the left side of the image, there are large, stylized, semi-transparent arrows in orange, blue, and purple pointing towards the right.

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business owners a new level of confidence that problems will be detected quickly and accurately,” said Tim Myers, Product Line Director, Intrusion, Tyco Security Products. “This enables them to take the necessary steps to safeguard their office or residence when there is an issue with a broken window or door, but they won’t have to deal with the hassle of false alarms.” For more information, visit www.dsc.com.

TYCO SECURITY PRODUCTS has announced the addition of Control4 to the home automation partner integration portfolio available for DSC’s PowerSeries Neo intrusion platform. DSC’s PowerSeries Neo hybrid security platform offers exceptionally secure communications through PowerG leading technology, while offering installers and home owners both the flexibility and ease of wireless installation. “State of the art security systems such as DSC’s PowerSeries Neo, when integrated with the Control4 system, provide customers with unequalled comfort and entertainment and take safety and security to an entirely new level. Leveraging the home’s automated features that can be triggered by events from the Power Series Neo delivers peace of mind to Control4 homeowners whether they are home or away,” said Paul Williams, Vice President of Solutions, Control4. For more information, visit www.dsc.com.

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INDUSTRY NEWS CSAA Sets Annual Meeting 2016 Keynote Speaker

With a sharp focus on technology and on business and performance management, along with the networking opportunities for which the event is famous, the 2016 CSAA Annual Meeting will give participants the kind of value in both content and engagement that is unmatched at any other industry event.

The 2016 meeting will be held at the Marriott Resort Marco Island, Marco Island, FL, on October 22-26. “CSAA is entering the second phase of the reimagining of its Annual Meeting,” said CSAA President Pamela J. Petrow. “In 2015 a new emphasis was placed on educational programming, and the General Sessions were a hit with attendees. CSAA intends to bolster that emphasis on fresh, meaningful education in 2016.”

Keynote speaker Dr. Tasha Eurich is an organizational psychologist, speaker and New York Times best-selling author of Bankable Leadership -- and a fresh, modern voice in the leadership world. “We are pleased to feature a ‘next-generation’ speaker at the Annual Meeting,” said Petrow. “CSAA members are always looking toward the future, and Dr. Eurich is sure to provide them with new strategies to stay ahead of today’s leadership challenges.”

Education sessions (October 24-26) at the CSAA Annual Meeting will focus on how alarm industry leaders can address critical issues and challenges facing the monitoring industry, including workforce development, executive management, technology updates, and telecomm issues. To register for the CSAA Annual Meeting, visit www.csaaintl.org/2016am.



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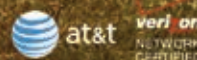


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Industry News



ESA Vice President Jon Sargent of Tyco, CAA Legal Counsel Lessing Gold of MSK, ESA Past President George Gunning of USA Alarm Systems, ESA Vice President Angela White and Stan Martin of SIAC were among the 300 industry leaders at the CAA Palm Springs Convention.

Security Industry Alarm Coalition (SIAC)

Visit www.SIACinc.org for alarm management resources for alarm companies, law enforcement and public safety policy development officials. Resources include model ordinance, ECV information and alarm school materials.

Security Industry Alarm Coalition

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Scholarship, continued from page 1

the line every day, and ESA on behalf of the electronic security industry is pleased to support these incredible families. Awarding scholarships to the first responders' impressive children is one of the ways we can thank our deserving public safety partners and do our part to make their lives just a little easier."

First place winner Katherine Waugh is a 2016 graduate of Joel Barlow High School where she excels in both academic and extracurricular activities while simultaneously taking an active role in her community. Waugh held a cumulative 4.415 GPA at the time of her scholarship application including multiple advanced placement courses such as AP Physics and AP Music Theory. Waugh's extracurricular activities include vice president of Class Council, varsity soccer goalkeeper, secretary of the National Honor Society, officer of Modern Music Masters Honor Society, JBHS Select Choir, A Cappella Academy participant, and team captain of Physics Olympics. She is also a frequent national anthem singer, performer for various benefit concerts and holds the position of Junior Deacon at her church, Greenfield Hill Congressional Church.



Katherine's father, Steven Waugh, is chief at Easton Volunteer Fire Company #1 and was the inspiration behind her essay. As a part of their entries, each applicant was required to write an essay entitled, "What it means to me to have my parent or guardian involved in securing our community." Waugh wrote about her father and his sacrifices for their community and how he has motivated her to be more involved, as well.

"Seeing my dad as a leader in the community drove me to run for class officer in eighth grade and every year since," said Waugh. "Having observed the positive impact my dad and his fellow firefighters have on the community, I want to be able to positively impact my school community through leadership."

Second place winner Trevor Carney is a 2016 graduate of Irondequoit High School where he has maintained straight A's and a 4.0 GPA. Carney is captain of the varsity lacrosse team, captain of the varsity soccer team, class vice president, service coordinator for the National Honor Society, Eagle Scout, National Youth Leadership Trainer, DECA competitor, and summer 2015 research intern at the Rochester Institute of Technology. Carney is passionate about sports, the military, and cars.

Trevor's father, Patrick Carney, is a member of the Rochester Police Department where he serves on the K9 Unit and Special Operation Division. In his essay, Trevor details an 'in-the-field' emergency he experienced while working as a confidential informant with his father and what that moment meant to him.

"Two police officers were trapped inside of a home with a man armed with a shotgun," said Carney. "We paused our detail while the other officers working with us raced to the scene. Mentally, I lost control as my mind imagined my father stuck inside that house and feared hearing a fatal shot. Perhaps worse, my father and his boss in the front seat were perfectly calm, as this was simply a normal occurrence."

Visit ESA's Youth Scholarship page to read the full essays of the 2016 winners.



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Silver Sponsor Burt Aylesworth of ADI welcomed Cory Jackson and Jeff Perri of ProDatakey with Jason Copeland of PSR to the opening reception during the CAA Palm Springs Convention.



Candi Hurtt of Silver Sponsor Interlogix sang the National Anthem to open the CAA General Session at the CAA Palm Springs Convention.



Mike Ynequez and Sam Liang of Bronze Sponsor Syston Cable with Spencer Moore of Gold Sponsor Rapid Response poolside at the CAA welcome reception.

Dave Lyons of Bronze Sponsor NAPCO with Julie Robillard of Centralarm and Duane Wareheim of Bronze NAPCO.



CAA CALIFORNIA ALARM ASSOCIATION **PALM SPRINGS** **CONVENTION**



Ed, Claudette and Bella Michel of Valley Alarm feel secure with Rick Gombar of Bolton & Co. poolside at the Hilton Palm Springs.

Brian Boeglin of Comcast/Xfinity with Henry Laik of Bronze Sponsor Telguard, Sam Aviles of Silver Sponsor Honeywell Security & Fire and Lilianne Chaumont of Chaumont Law Group.



Keith Trainer and David Smiley of Bronze Sponsor ADT Authorized Dealer Program with Glen Guldbeck of Silver Sponsor Alarm.com.



Rich Cowan of Dynamark Security Centers with Rick Gombar of Bolton & Co.



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Thrilled with their experience at the CAA Palm Springs Convention were Phil Raacke of San Marino Security Systems, Sam Aviles of Honeywell, Rich Whitlock and Peter Saar of Safe Side Systems. Sara Santana of Layer3 Security, Tim Sproul of Total Monitoring Services, Darell Fazekas of Total Monitoring Services and Hal Lewis of Alarms Unlimited.



More than 300 registered for the CAA Palm Springs Convention and attended educational and information events including the CAA General Session.



ESA Vice President/President Elect Angela White of Central 1 Security (WI) welcomed nearly 100 golfers to the CAA Palm Springs Convention event.



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More than 300 registered for the CAA Palm Springs Convention and attended the CAA General Session.

CAA CALIFORNIA ALARM ASSOCIATION PALM SPRINGS CONVENTION



Matt Brandon of AvantGuard with Richard Jimenez and Jeremy Jimenez of IE Alarms.



Steve Sopkin of Mijac Alarm, Ron Walters of SIAC, Stan Martin of SIAC and Marc Benson of SLA with THE MIRROR.



Tauni Wallace of PSR, Rich Whitlock of Safe Side Security and Laurie Salim of Perennial Software.



George De Marco of ESX, Mary Beth Shaughnessy of ISC Events, Rory Russell of Acquisition & Funding Services and Marc Benson of SLA.



Saturday morning's Industry Incorrect moderated by Lessing Gold of MS&K and panel ESA Vice President Angela White, Bob Jennison of Post Alarm, Phil Raacke of San Marino Security Systems and Hal Lewis of Alarms Unlimited.



CAA Dealers and Vendors during the Thursday night Exhibits and Reception.



Bart Didden of SDN with Steve and Shelby Sopkin of Mijac Alarm.



Mary Beth Shaughnessy of ISC Events with Dave Lyons of Bronze Sponsor NAPCO.



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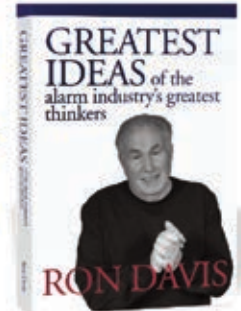
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Grant Jordan of Advanced Security Engineering and Allison Diener of Bronze Sponsor Alarm.com.

CAA President Cathy Rempel, Jeff Atkins of Gold Sponsor Rapid Response, Deanna Blair of MKS and Phil Raacke of San Marino Security Systems.



CAA PALM SPRINGS CONVENTION

Jeff Maron of Keep Your IP welcomes guests to the CAA Friday Night Reception.



Mike Schubert of Silver Sponsor NMC, Randy Fox of Fox Security and Bob Di Alto of Silver Sponsor NMC.



Connie and Mike Tarin of Diamond Communications with Brian Fullhart of DSC.





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CAA Scholarship Winner Ryan Pavey, Mother Shawna Pavey of Yuba City Police Department, CAA President Cathy Rempel and Lilianne Chaumont of Chaumont Law.



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Tri-Ed North Hills
www.tri-ed.com

June 14
Vitek Counter Day & Taco Tuesday
818-895-8830
Tri-Ed North Hills

June 14 - June 15
Entrapass Corporate Certification Training Seminars
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June 21
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June 21
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510-487-1731
Tri-Ed Union City
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June 22
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www.volutone.com

June 24
DSC BBQ
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Tri-Ed Seattle
www.tri-ed.com

June 28
Exacqvision Counter Day & Taco Tuesday
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Tri-Ed North Hills
www.tri-ed.com

July 13
Napco Training Seminar
951-781-2300
Tri-Ed Riverside
www.tri-ed.com

INDUSTRY NEWS

Petrarca Elected to IQ Board

The IQ Certification Board recently elected Ron Petrarca, Operations Director of Huntington, NY based Electronix Systems Central Station Alarms, Inc., as the newest member to join the board for a two-year term.

Before entering the industry, Petrarca served 10 years in the US Air Force in various locations worldwide involved in security design and application. Ending his military service in Southeast Asia in 1968 he came home to apply his training to this industry where he worked for a few companies and opened his own installation business in 1972. In 1982 he sold the business and moved into central station operations.

One of the founding fathers of The Long Island Alarm Association, Petrarca served as president of that chapter as well as the New York State Electronic Security Association (NYSESA) and the New York Fire Alarm Association (NYFAA). As President of the NYSESA, he was instrumental in obtaining approval from the NY State Labor Department for an industry apprenticeship program while serving as ESA's Apprenticeship Chairman.

"Electronix Systems has been an IQ Certified company for many years," said Petrarca. "My goal as an IQ board member is to work to improve the program and make more companies aware of IQ and its many benefits."

IQ Certification, the leading installation quality certification program, gives consumers a way to identify alarm companies that are committed to providing them with high-quality security and life safety systems and aims to reduce the burden and risks false alarms place on our police.

"Ron's long list of accomplishments, devotion to our industry and work in education is an asset to the IQ Board and Program. I know that he will bring fresh ideas to IQ and work hard to spread the message to the industry," stated Lynn Comer, IQ chair and president of Shenandoah Valley Security in Waynesboro, Virginia.

For more information on the IQ Certification Program, visit www.iqcertification.org.



**REDWOOD
ALARM ASSOCIATION**

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

Redwood Alarm Association has an action packed meeting planned for Wednesday, June 15.

The speaker will be David Morgan from Security Dealer Marketing. His topic is "Methodical and Steady Marketing Wins the Race".

David's presentation will cover:

"There's a huge disparity in marketing between the top 1% of security companies and the rest of the 99%. We will cover a step-by-step actionable and integrated marketing approach including how to create a cohesive brand across all channels, the steps on implementing an inbound marketing campaign, and how content is king and can propel your company to be considered the authority in your market."

They will present our RAA Scholarship winner, Megan Guy of Eureka.

Please respond with your RSVP and menu choice by Monday, June 13.

Meetings are held at 11:30 am at Johnny Garlic's, 8988 Brooks Road South, Windsor. Please RSVP to cori@advancedsecurity.us or call 707-443-6366

The next RAA meeting is scheduled for June 15, 2016. Meetings are held at 11:30 am at Johnny Garlic's, 8988 Brooks Road South, Windsor. Please RSVP to cori@advancedsecurity.us or call 707-443-6366.

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

2016 RAA MEETINGS

- ♦ June 15 RAA General Meeting Windsor
- ♦ October 26 RAA General Meeting Windsor

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

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

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Sacramento Area Alarm Association met in Palm Springs for the Annual California Alarm Association Convention. The CAA Scholarship winner was presented by Lillianne Chaumont to Ryan Pavey for \$5,000 from the Sacramento Alarm Association. Ryan was presented with a check at his high school Scholarship Award Night on May 26, 2016 at Sutter Union High School in Yuba City. Tim Tracy was honored with the Mark Schubert award in Palm Springs, prestige award that is intended to recognize an associate member who volunteers his time and resources to support the association. Congratulations Tim Tracy.

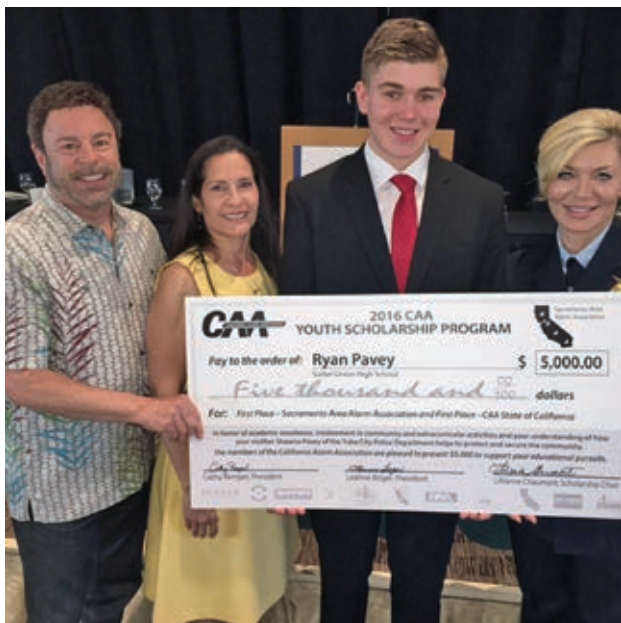
2016 SAAA MEETINGS

- ♦ June 16..... SAAA Spring Fling Bacon & Bru Fest ... Sacramento
- ♦ August 16..... SAAA Industry Trends..... Sacramento
- ♦ October 28..... SAAA Fire Forum with SRFMA Sun City
- ♦ December 15 ... SAAA Holiday Party..... Sacramento

An RSVP is required for our events. Call 800-437-7658 ext. 3 or email info@caaonline.org.

Spring Fling Bacon & Bru Fest

- Wednesday June 29, 2016
- Location: Twelve Rounds
- Time: 6:00PM
- Cost: First two tickets free. Extra Tickets are \$25.00 each, or contact one of our generous sponsors for their free tickets
- There will be appetizers, dancing, beer, and lots of Bacon with Raffle Prizes!
- Please RSVP by June 15, 2015 to the S.A.A.A. Secretary Kae McGhee: by email at saaasecretary1@gmail.com



Rick Gobar of Bolton and Company, Lillianne Chaumont of Chaumont Law Inc. with CAA State Scholarship Winner Ryan Pavey and Mother Shawna Pavey of Yuba City Police Department during the CAA Palm Springs General Session.



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2016 OCAA MEETINGS

- ♦ June 16 OCAA Golf Tournament..... Anaheim
- ♦ September 21 OCAA General Meeting Anaheim
- ♦ November 16 OCAA General Meeting Anaheim

CITY OF IRVINE PERMITS

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

For information contact:

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

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

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

2016 IEAA MEETINGS

- ♦ September 22.. IEAA General MeetingRiverside
- ♦ November 10 ... IEAA General MeetingRiverside

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

IEAA Membership

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

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Jason Beardsley, President

2016 SDSA MEETINGS

- ♦ **August 25 (tentative)** SDSA Day at the Races Del Mar
- ♦ **September 20** SDSA General Meeting San Diego
- ♦ **December 14** SDSA Holiday Bash San Diego

City of San Diego Permit Process

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

Visit our website: www.sandiegosecurityassociation.org



GOLDEN GATE
ALARM ASSOCIATION

Dave Hood, President

2016 GGAA MEETINGS

- ♦ **June 22** GGAA General Meeting San Francisco
- ♦ **October 12** GGAA General Meeting San Francisco

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

Mike Salk, President

2016 EBAA MEETINGS

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

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

We had the new Richmond Chief of Police, Allwyn Brown, come and talk about "Community Policing and Security". Community and neighborhood involvement partnering with the police has really helped in increasing apprehensions and decreasing some crime. They strongly promote installation of alarm systems in their community as well.



Chief Allwyn Brown addressed the EBAA members about "Community Policing and Security." Community and neighborhood involvement partnering with the police has really helped in increasing apprehensions and decreasing some crime.



EBAA Vice President Amy Roither-Quintero, EBAA Area Rep Larry St. John, EBAA Past President Tom Rood, EBAA Treasurer Ron Lenz, Stan Hellman of PSR, Chief Allwyn Brown, EBAA Past President Rod Uffindel, CAA Southern Vice President Tim Westphal at the EBAA General Meeting.



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

SVAA 2016 MEETINGS

- ♦ July 20..... SVAA General Meeting Santa Clara
- ♦ October 19 SVAA General Meeting Santa Clara

SVAA Information

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



Father of SVAA Scholarship Winner Steven Clark of Santa Cruz Police Department, SVAA Scholarship Winner Melissa Clark of Scotts Valley High School with SVAA President Mark Simpson.

GLASAA

Greater Los Angeles Security Alarm Association

Tom Rankin, President

Great things are happening at GLASAA.

June 21 will be our SCHOLARSHIP CELEBRATION NIGHT, held at Castaways Restaurant in Burbank. Our two winners, Garrett Almeida and Elizabeth Crowther along with their families will be in attendance. These are two wonderful young adults, and we should all be there to meet and congratulate them.

Also in attendance on June 21 to help us honor both Garrett and Elizabeth will be Los Angeles County Chief Deputy Supervisor Kathryn Barger. Kathryn plays a major role in shaping the future of our County and it will be great for all of us to hear Kathryn share some of her thoughts on that future.

We are planning a CELEBRATE OUR VENDORS NIGHT on August 16. At this event we will honor each Vendor who will support this year's GLASAA Golf Tournament. The more involved I have become in our Scholarship Program, the more I realize how much the funds generated by the support of our Vendor Sponsors contribute to a wonderful and important cause. If you are a Vendor please get involved in our golf effort, and if you are a Dealer please plan to share in some food and beverage as we Celebrate Our Vendors. It will be a fun evening - more on that to follow.

Because our friends at ADI have chosen to conduct an EXPO at a fairly popular spot called Hawaii on the same date as our GOLF TOURNAMENT, we have moved the date of the Tournament from October 6 to September 29. We hope this change is ok for all. As always, please contact me with any ideas at 818-335 5507.

GLASAA MEETINGS 2016

- ♦ June 21 GLASAA General Meeting..... Los Angeles
- ♦ August 16..... GLASAA Summer Outing..... Los Angeles
- ♦ September 29.. GLASAA Golf Classic..... Los Angeles
- ♦ December 13 ... GLASAA Holiday Party..... Los Angeles

GLASAA Meetings and Events

Please visit our website at www.glasaa.org

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

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

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



GREATER VALLEY ALARM ASSOCIATION

Joe Castro, President

2016 GVAA MEETINGS

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

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

MID-CAL



MID CAL ALARM ASSOCIATION

Mike Tarin, President

2016 MID CAL MEETINGS

- ♦ June 1 MCAA General Meeting Fresno
- ♦ September 14 MCAA General Meeting Fresno
- ♦ November 7 MCAA Golf Tournament (tentative) Fresno



George Gunning of USA Alarm Systems, Tom Few of Vivint and Helen Gunning of USA Alarm Systems.

CAA CALIFORNIA ALARM ASSOCIATION PALM SPRINGS CONVENTION



CAA Scholarship Winner turned 18 during the CAA Palm Springs Convention!



Chris Kwast of KOILCO Security, Inc., Bob Jennison of Post Alarm, Scholarship Winners Mother Shawna Pavey of Yuba City Police Department and CAA State Scholarship Winner Ryan Pavey.



CAA President Cathy Rempel with Cindy and Dan Pescar of Sentinel Security Systems.



Hilton Bar Tenders love the CAA!



Dave Michel of Valley Alarm, Holley Hunt of Qognify, IEAA/SDSA Executive Director Sylvia Jimenez, Karen Michel of Valley Alarm, Adam Belkowitz of Bronze Sponsor Altronix and Alyssa Sims of ItsPayd.



Bart and Missy Didden of SDN, John Hopper of Uber and Ron Galippo of Smart Tech Security Solutions, Inc.



De Marco Family and Bob Jennison of Post Alarm are poolside during the Palm Springs Convention Dinner & Entertainment.



Lilianne Chaumont of Chaumont Law, Patrick Devereaux and Kevin Lehan of Emergency 24 and ESA Vice President/President Elect Angela White.



Deanna Blair of MKS, Grant Jordan of Advanced Security Engineering, Karen Michel of Valley Alarm and Rick Gombar of Bolton & Company.

Prescott Considers Increased Fees

Adjustments could be in store for Prescott's proposed security alarm registration ordinance according to The Daily Courier. The proposal for a mandatory security-alarm registration raised some concerns among Prescott City Council members. Deputy Police Chief Amy Bonney led off the discussion by telling the council that a mandatory registration would improve safety for the police officers who respond to security-alarm calls. Currently, she said, "It really compromises our staff safety, because we don't know the type of calls we're going to." In 2011, the council implemented an ordinance that penalized owners for false alarms. While the first false alarm elicits a warning, the second instance comes with a \$100 fine, Bonney said. Over the years, the alarm ordinance has resulted in a significant drop in false-alarm calls – from 2,524 in 2011 to 1,089 in 2015. Bonney pointed out that recent budget adjustments had led to a cut in the staff position for the alarm program. As proposed by the police department, the ordinance would require annual registration of security alarms, with a \$10 fee.

Councilman Steve Blair pointed out that two officers must respond to each alarm call. If the calls are false alarms, he said, they take up time that officers could be spending on other matters. "They are tied up, probably for the better part of an hour, maybe two hours," he said of the officers responding to the false-alarm calls. Susan Brenton, executive director of the Arizona Alarm Association, added her support for the ordinance, noting that enhanced verification of security alarms has helped other communities to reduce alarm calls by 25 to 70 percent.

According to The Daily Courier, several council members questioned the need for another registration, on top of the business-license program. "I have no problem with the fining for false alarms," Councilman Greg Lazzell said. But, he said, the new business-license program already will be cataloging businesses. Oberg asked Bonney to incorporate the council's suggestions into the ordinance before taking the matter back to the council for a vote. After the meeting, the mayor estimated that the ordinance would be back before the council by late-June.



Jay Huhn, Executive Director of the Central Station Alarm Association and Jon Sargent of Tyco in the CSAA Alarm Museum with the circa 1919 Reichel Automatic Fire Alarm Control Panel that protected the Levi Strauss factory from fire in San Francisco for 80 years.



The Mirror accompanied Jon Sargent (Tyco) and Bill Hobgood to Richmond Virginia's 911 center where the highly successful ASAP to PSAP program (electronically dispatching alarm signals to Richmond's emergency responders) is in full operation today.

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ESA/NTS Gains State Approvals

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

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

New Jersey Division of Consumer Affairs approved many of the online courses ESA/NTS offers for continuing education credits. The approvals include our CEU courses and the more in-depth online courses, including Electronic Access Control, Video System Technologies, Residential Fire Alarms and more. The North Carolina Alarm Licensing Board provided authorization for many of the online CEU courses that ESA/NTS launched this past Fall to be used towards renewing a North Carolina alarm license.

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

Course Name	Certification	Length
Codes and Standards Refresher	CEU	1 hour
Ethical Client Relations	CEU	1 hour
Fundamentals of Networking	CEU	4 hours
Home Theater Demystified	CEU	4 hours
Introduction to the Digital Home	CEU	4 hours
Job Safety Reminders	CEU	1 hour
Life Safety Code	ONLINE	7 hours
Methods to Reduce False Alarms	CEU	1 hour
Residential Fire Alarm	CEU ONLINE	7 Hours
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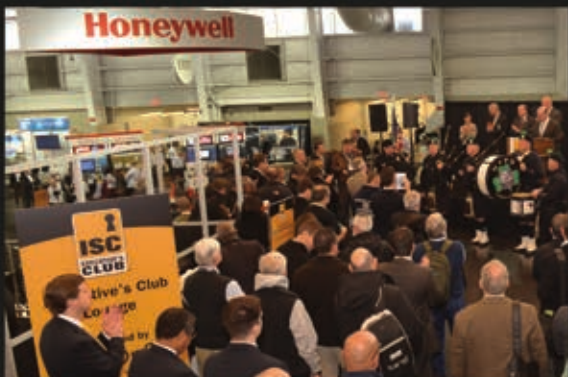
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The WBFAA UATC is offering an online continuing education program for electronic security systems technicians with nearly 100 hours of course offerings. Registered technicians with member companies will have access to 18 hours of online courses annually at no fee. In addition, registered technicians will have access to courses offered in physical classrooms and can submit third-party training for certification for renewal of the state Fire/Life Safety Certification card. For more information, visit www.wbfaa.net or www.wbfaatraining.net.

WBFAA UATC Invites Membership

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

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Electronic Security Association SECURE+ Initiative

The Electronic Security Association (ESA) web presence helps consumers find the most qualified and trustworthy professionals for their home safety and automation needs. The website, www.SecurePlusweb.org showcases ESA member companies who have joined the SECURE+ Initiative. These companies install security systems, along with lifestyle-enhancing features, such as remote control of lighting, air conditioning

and heating, making their customers' lives not only safer, but simpler, more energy-efficient and more convenient. For more information about the SECURE+ Initiative, go to ESAweb.org or contact the ESA Member Service Center at 972-807-6801.

ESA Member Buying Program

The ESA Member Buying Program, designed to save you and your company significant amounts of time and money, now offers collective buying power through our Buying Group Alliance, made up of more than 250,000 businesses. ESA members are seeing immediate value and reporting an average of 20% savings. "We are thrilled to deliver another valuable member benefit to ESA member companies and their employees. Members taking advantage of this program may be able to pay for their ESA membership many times over by saving significant money on products and services they already buy," said Knox. Electronic Security Association members can register for the ESA Member Savings Program by going to www.esaweb.org.

Security America Risk Retention Group

Security America Risk Retention Group (SARRG) is an insurance company developed by the ESA and administered through Marsh Insurance. Security America RRG was formed in 2003 to provide affordable and stable insurance coverage exclusively to ESA member companies. Security America RRG offers general liability including errors & omissions insurance specifically tailored to meet the needs of electronic life safety, security, and systems professionals throughout the country. Domiciled in Vermont, Security America RRG is registered in all 50 U.S. states. For information visit www.securityamericarrg.com, call 866-315-3838 or e-mail info@security-america.com.

NTS Expands Online Courses

The ESA National Training School has expanded its catalog of online training courses including technician and business management courses. For information, visit www.esaweb.org.



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CAA CALENDAR 2016

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

JUNE

1	MCAA General Meeting	Fresno
8-10	ESX 2016	Fort Worth, TX
15-17	SIA Government Summit	Washington D.C.
15	RAA General Meeting	Windsor
16	WAESA Eastside Meeting	Spokane, WA
16	OCAA Golf Tournament	Rancho Santa Margarita
16	SAAA Spring Fling & Bru Fest	Sacramento
21	GLASAA General Meeting	Los Angeles
22	GGAA General Meeting	San Francisco

JULY

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

AUGUST

3	OBFAA General Meeting	
16	GLASAA Summer Outing	Los Angeles
16	SAAA Industry Trends	Sacramento
25	SDSA Day at the Races	Del Mar

SEPTEMBER

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

OCTOBER

12	GGAA General Meeting	San Francisco
13	GVAA General Meeting	Manteca
19	SVAA General Meeting	San Jose
20	WAESA Eastside Meeting	Spokane, WA
26	RAA General Meeting	Windsor
28	SAAA Fire Forum with SRFMA	Sun City

NOVEMBER

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

DECEMBER

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

CAA CONVENTIONS

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

2016 - 2017 Industry Events

ESX 2016

June 8-10, 2016
Fort Worth, TX

NFPA Conference & Expo

June 13-16, 2016
La Vegas, NV

SIA Government Summit

June 15-17, 2016
The Westin Washington, D.C.

ISC East

Nov. 16-17, 2016
New York, NY

ASIS Annual Seminar & Exhibits

September 12-15, 2016
Orlando, FL

ESA Leadership Summit 2017

Feb. 12-15, 2017
Tampa, FL

SIA Education@ISC 2017

April 4-6, 2017

ISC WEST 2017

April 5-7, 2017
Las Vegas, NV

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