

# THE MIRROR

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CAA President Chuck Petrusha, CAA Vice President Tim Westphal, Santa Clara Battalion Chief Carol Miller, CAA Youth Scholarship Award Winner Zach Miller, CAA Scholarship Chair Lilianne Chaumont, Retired Monterey City Fire Chief Andrew Miller, CAA Scholarship Judge Kristy Johnson of Rapid Response, CAA Scholarship Judge Sam Aviles of Honeywell present Zach with his \$5,000 during the General Session at the CAA Palm Springs Convention.

## 2017 CAA Scholarship Winner Essay

By Zach Miller

Thank you for the kind introduction, Ms. Chaumont. First of all, I would like to thank the California Alarm Association for having me here today. I am both humbled and honored. I would also like to thank my parents for being here with me. I hope my essay does justice to the amount of guidance and support they have provided through the years. I came upon this scholarship while searching through a long list of scholarships online. Most of the scholarships I found required essays on abstract topics like "What flavor of ice cream best describes your personality" or "Describe your love of coffee and how it has impacted your education," and my personal favorite "explain the societal impact of tattoo removal." Those are all real scholarship essays, by the way. But anyway, I was scrolling through these with no idea how I was supposed to write an essay on any of that stuff when I found the California Alarm Association scholarship. I knew as soon as I read the essay prompt that this was a good

match for me. I had finally found an essay topic that I was passionate about. So here is my essay on "What it means to me to have my parent or guardian involved in securing our community."

As the son of two firefighters, I was taught from an early age the importance of community service. My father was in the fire service for thirty-four years and retired as the Monterey City Fire Chief. He also served as the Chief of Public Safety (responsible for both the fire service and law enforcement) for several years. My mother is an active duty firefighter for the Santa Clara County Fire Department, having served for over twenty-five years. She was also the first woman in her department to rise up the through the ranks and become a Battalion Chief.

Growing up, I experienced first-hand the sacrifices that firefighters make to keep our communities safe. Both of my parents have been deployed on strike teams several times,

*Scholarship Winner Essay, continued on page 8*



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# PRESIDENT'S MESSAGE

Get ready Nashville, here we come! I am packing up the wife and three kids headed to ESX 2017. The twinkle in George De Marco's eyes as he describes what is taking place at the 10th anniversary of ESX is what inspired me to book my reservation. Merlin Guilbeau and his staff have an action-packed fun filled industry event all taking place in the heart of country music, Nashville. I am excited to take it all in from the keynote speaker to the workshops to the expo floor.

An extra special part of ESX this year is California's own Jon Sargent will be the distinguished honoree of the Morris F. Weinstock Award, our industry's top awards. Jon has worked his entire career of 40 years for ADT, Tyco and other leading companies, but most importantly he worked for you and me. He worked protecting out alarm industry not only in California but across the nation.

Jon's tireless efforts have helped mold many alarm ordinances into laws that we can live with. Jon's accolades include two terms as president of CAA when I served under him as a regional president. We worked on many committees dealing with legislative affairs and government relations for as long as I can remember. Congratulations Jon on a great career and many thanks to you, my friend, as our industry advocate. I know that although Jon is retiring from the alarm industry, he is not done. He has been a faithful contributor to his local community, particularly to the Sea Scouts in the East Bay.

"May the sun always be at your back, a slight cool breeze in your face and a welcoming port for you and your wife for all your adventures to come." Well done, Jon!

Congratulations to Bob Di Alto

We honored our priceless Associate Members in Palm Springs as finalists for the CAA Mark Schubert Memorial Award. Each of them contribute time and resources to the success of our association on the regional and state level and were nominated by their regional chapter. Bob Di Alto of National Monitoring Center was the recipient this year in recognition of his decades of volunteer service and advocacy for several regional chapters.

Scholarship Winners

We hosted our state scholarship winner Zachary Miller and his parents, Battalion Fire Chief Carol Miller and Fire Chief (ret.) Andrew Miller in Palm Springs. It was a pleasure to meet this fine young man who will be attending Harvard University in the fall. There is one winner in each chapter, so I hope you will attend the presentation in your area. Truly inspirational.

Thank You

I want to give a well-deserved round of thanks to Executive Director Jerry and Daniel Freitas and Dan Van Hart for an outstanding industry event at our CAA Palm Springs Convention. Many thanks to our panelists and speakers providing us with insight on technology, disrupters, legal issues and best practices to take home as tools to effectively manage, compete and grow our alarm business. As with every CAA event some of the most value I received was with other alarm company owners while relaxing around the pool. Our sponsors made this event successful and my thanks to each of them including Gold Sponsors Interlogix and Rapid Response Monitoring.

Prices are going up!

In late May, I met in Sacramento with the CAA Legislative Affairs Committee, our Sacramento lobbyist, few alarm company owners and Chief Laura Alarcon of the BSIS. The Bureau is proposing fee increases across the board from alarm company agent to responsible managing officer. The current fee structure has been in place for many years without increase. Our meeting is to review the report they have offered substantiating the Bureau's position on the proposed increases and allowing us to comment. More to come on this issue.

See you in Nashville!

Chuck



By Chuck Petrusha

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### Perfection Breeds Success

By Harvey Eisenstadt

Perfection is achieved by those who devote themselves to focus and dedication coupled with strong and impermeable work ethics. Perfection is the action that breeds success. Success does not just land on your desk. It takes someone exercising perfection to make success a reality. All too often as you travel through both your business and social worlds you will encounter situations where the prerequisites for perfection have been significantly reduced. When this occurs, what appears to be success is not truly the tower of accomplishment. We must really

ask ourselves if we are expanding the opportunity for success or creating a foundation for weakening the process of achieving true perfection. Some of the everyday activities where this occurs and to which we can relate lie in both our educational systems and our business worlds.

In many of the educational systems throughout the country it is common practice to lower the passing grades or even eliminate some requirements to accommodate those who may be slower in the learning

process. Are we really doing them a favor by pushing them through the learning process even though they will not be properly prepared for what they will encounter beyond the educational system? I think not! It would clearly be more advantageous to take a closer look at the teaching practices and revise and strengthen them to incorporate programs that would bring the slower learners up to par with the rest of the students, strengthen their ability to achieve perfection and send them out equally competitive. Both the business and social worlds would be the beneficiaries of this advancement in education.

Interestingly, there exists in the business world a mentality that does not veer far from that described in the previous paragraph for the educational system. Again, all too often we encounter requirements for professionals abridged as a result of poor or unnecessary management decisions. There have been management decisions to lower the bar to accommodate opportunity for those who may not be ready for advancement or to lower the cost (company investment) of the next professional. Perfection resulting in success will rarely be achieved when the company reduces the requirements or enacts a cost saving decision to provide opportunity for professional advancement.

**Perfection which is the catalyst for success cannot be achieved by cutting corners or lowering the standards. Your goal for the pursuit of perfection must be to provide the training, tutoring and mentoring to raise the bar of the knowledge, dedication and concern of your employees.**

So, what is the message being delivered, by these examples, to you the management executive of your company? The answer is simple. Perfection which is the catalyst for success cannot be achieved by cutting corners or lowering the standards. Your goal for the pursuit of perfection must be to provide the training, tutoring and mentoring to raise the bar of the knowledge, dedication and concern of your employees. Only when your employees strive for excellence and climb that ladder towards perfection will they possess the credentials to provide the leadership so very necessary to continue to move

your company down the path of success. Management must never forget that "success does not just land on your desk: perfection breeds success."

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



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## CAA Scholarship Winner Essay, continued from page 1

spending weeks away from their children and putting their lives on the line to help fight wildfires. My dad was one of the first responders at the last historical Cannery Row fire, the largest fire in the city's history, and remained on the scene for over twelve hours. My mom works as a line Battalion Chief, and operates as the incident commander on all complex emergency incidents in her district located in the Silicon Valley. My parents have also paid a significant emotional toll as firefighters. My mom had to walk down the freeway and pick up the body parts of a motorcyclist who crashed at high speed, and my dad has had a woman die in his arms after suffering third degree burns on most of her body. My mom was unfortunate enough to witness a firefighter die from electrocution while working at a structure fire and my father as the incident commander had a firefighter die of a heart attack during an ocean rescue. Despite these great challenges, my parents have continued to show up at the firehouse day in and day out, setting an excellent example of perseverance, grit, and service before self.

Oddly enough, despite the tremendous sacrifices my parents have made, they firmly believe that you don't have to be a firefighter to serve your community, and that the small day to day acts can have a huge positive impact in the world. When people find out both my parents are firefighters, they often envision bold acts of bravery and heroism, running into burning buildings, and saving lives. However, I think about all of the acts I have seen my parents do throughout the years out of uniform -- acts that went unnoticed by most people. I think about the time my parents pulled over on the freeway and had our whole family get out and help a stranded couple push their car to safety on the side of the road. I think about my dad offering to help an elderly woman carry her groceries to her car. I think about my mom inviting our neighbor over for Thanksgiving dinner because he lives alone and has no family nearby. If you asked my parents, they would tell you that the call in the middle of the night to help an elderly woman get back to bed is just as important as the call to respond to a structure fire, and that sometimes the most important "calls" happen while they are not on duty at all. I think this idea -- the idea that the small acts can be just as important as the big ones -- is the most important lesson my parents have imparted on me. They have taught me that you don't need to be a firefighter or police officer to make a big positive impact in your community and in the world as a whole. Holding the door open for a woman pushing a stroller, volunteering to hand out food with the Salvation Army, or returning a lost dog to its owner all make the community a better place.

I have taken these lessons that my parents have taught me and applied them to my life, trying to help out everywhere I can in any way I can. I have volunteered to serve food for the Salvation Army, participated in annual beach clean ups, and taken part in multiple fundraisers for our school. I have shared my love for sports as a volunteer coach for our middle school's basketball team, and shared my passion for math as a volunteer math tutor at our high school. I was even awarded the Pacific Grove High School Kindness Award for helping a mentally challenged student put together a video for the school board to show an average day in his life as a student. My goal in life is to have a positive impact, big or small, on every person I meet. Whether that is giving them a ride home from practice, helping them with their math homework, or even serving them food on Christmas because they are down on their luck, I believe that every interaction with another person is an opportunity to improve my community.

My parent's role in shaping me into the person I am today is hard to describe in one-thousand words. They have taught me right from wrong, making me a person of strong character and high moral standing. They have instilled in me the value of serving others over serving myself. And most importantly, they have been great parents and have served as excellent community service role models, mentors, and leaders throughout my life.

Thank you.  
Zach Miller



## LEGISLATIVE WATCH

### \*PAC ALERT\*

## \$30,000 GOAL FOR 2017

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 2017 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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**DIGITAL MONITORING PRODUCTS (DMP)** extended the UPS order entry cut-off time from 5:00 pm Central Time to 6:00 pm Central Time. "We hope that this extended shipping time will help our customers on the West coast," said Dave Rogers, Director of Sales, West. "We hope to be able to extend our services and make it easier for our customers to do business with us." This includes Customer Service call-in orders and online [buy.dmp.com](http://buy.dmp.com) orders that select UPS shipping. DMP Customer Service representatives and Accounts Receivable representatives have extended their hours and will be available to assist you up to 6:00 pm Central Time. For more information, visit [www.dmp.com](http://www.dmp.com).

**RAPID RESPONSE MONITORING** will be hosting Kristen Merlin, Nashville recording artist and contestant on The Voice, NBC's award-winning show at Booth 725 on June 14<sup>th</sup> at 3:00 p.m. during ESX. Kristen will bring her energetic performing style and powerful vocal abilities and will be signing autographs. For more information, visit [www.KristenMerlin.com](http://www.KristenMerlin.com) and [www.rapidresponse.com](http://www.rapidresponse.com).



**SDC** confirms the addition of Aschman Marketing Group (AMG) to its national family of quality Security Industry Sales and Support Centers. AMG works with the commercial security, a/v, datacomm and the lock and hardware markets. Their expertise includes video surveillance, access control, audio/visual, datacomm and tools. "Tom and the sales reps at AMG are solid, experienced additions to our Midwest sales and service presence," said Shane Geringer, SDC's Vice President of Marketing, Sales, and Strategic Development. "Their decades of leadership in the security, systems integration and contract hardware segments increases SDC's influence and reputation in the region." AMG will be representing SDC to the Alarm/Security Industry in Territory 49s and representing SDC to the Door Hardware Industry in Territory 10. Both territories serve Iowa, Nebraska, Missouri, Kansas and Southern Illinois. AMG offers personal service and technical assistance to architects, engineers, systems integrators, wholesalers, installers, and dealers in these industries. For more information visit [www.amgreps.com](http://www.amgreps.com).

Jeff Kesterson, owner of Nightwatch Security & Telephone, LLC, a Connect ONE® by **CONNECTED TECHNOLOGIES** dealer, has a penchant for security and automation – and a love of his Tesla Model X vehicle. Kesterson recently discovered that his all-electric Tesla sports utility could readily incorporate the Connect ONE integrated systems cloud-hosted user interface via its on-board internet browser, allowing access to automation capabilities via the 17-inch in-car touchscreen. "It was easy to access and run Connect ONE from the Tesla for access to both mobile and desktop user portals," said Kesterson. He was unsuccessful at uploading other provider's cloud-hosted services – while Connect ONE worked flawlessly. "I use it to automate functions at my home, like opening the garage door or locking or unlocking doors, which I can accomplish from anywhere I go and have an internet signal," he said. "I operate Connect ONE through the user portal, just like any customer would from any web-enabled device." He also uses the in-car interface to remotely control the company's office security, exterior building lighting, signage lighting and door locks. "It's so easy to use the features of Connect ONE from the Tesla. It's almost like it's built into the car." For more information, visit [www.simplifywithconnectone.com](http://www.simplifywithconnectone.com).



**CONNECTED TECHNOLOGIES, LLC**, continues to respond to new industry and market trends through the Connect ONE® Cloud-Hosted Service, including the exciting capability to add voice-initiated system control through home and mobile platform systems such as Siri and Google Assistant. "With our new voice recognition control, monitoring of third party devices, that have email capabilities, integration with IFTTT (If This Then That) including geo-location, dealers have the ability to offer cutting-edge integration solutions and bundling a wide range of services that will provide new recurring monthly revenue (RMR) streams," explains Michael Simon, Managing Partner at Connected Technologies. With voice commands and providing a personal identification number (PIN) end-user customers can activate devices to lock or unlock access doors, arm and disarm security systems along with other Connect ONE features as well as connecting to just about any device with email capabilities. The possibilities for added convenience are endless. For more information, visit [www.simplifywithconnectone.com](http://www.simplifywithconnectone.com).



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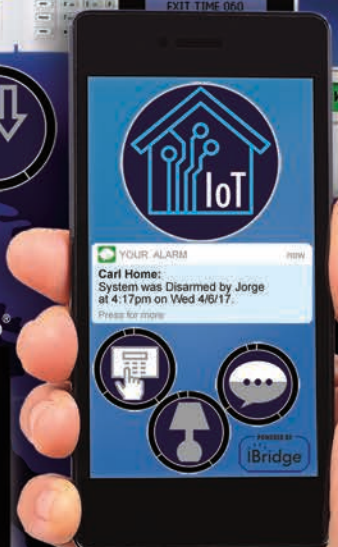
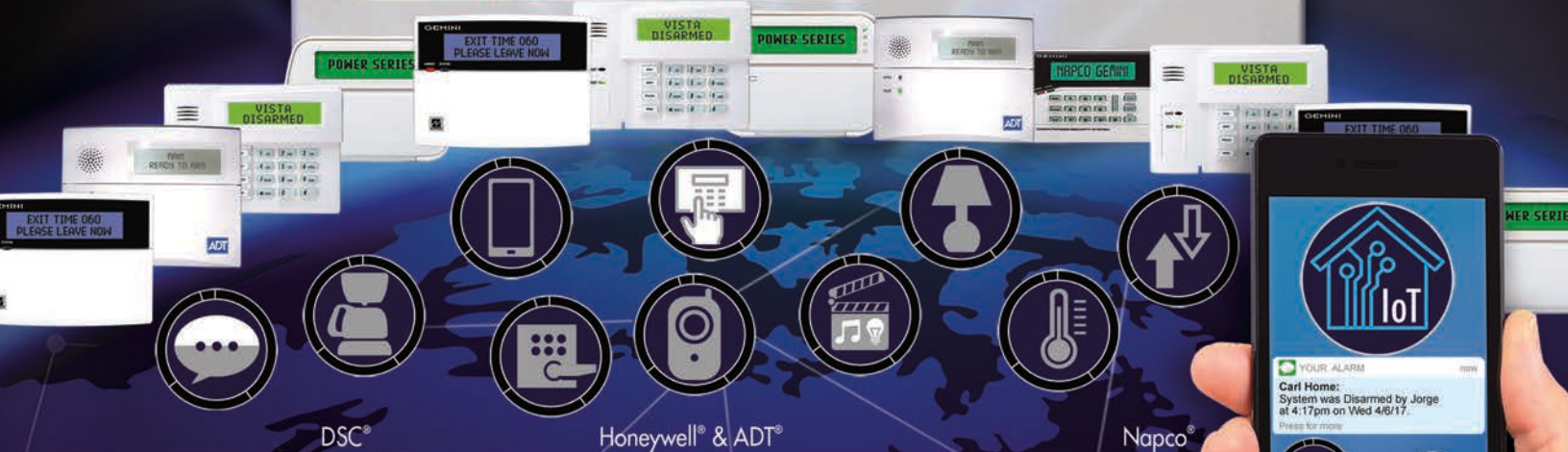
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Mark Simpson, President

All meetings are held at Three Flames Restaurant – San Jose, 1547 Meridian Avenue, San Jose, CA 95125. Please RSVP to [info@caaonline.org](mailto:info@caaonline.org) or call the CAA office at 800-437-7658, Ext. 3.

#### 2017 SVAA MEETINGS

- ♦ July 26..... SVAA General Meeting .....San Jose
- ♦ October 25..... SVAA General Meeting .....San Jose

#### SVAA Information

If you are not on our e-mail list, please contact Mark Simpson at 408-882-4260 or [msimpson@rfi.com](mailto: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.



Members of the Silicon Valley Alarm Association met to discuss industry updates and listen to guest speaker Dan Walker of Interlogix talk about "The Changing World of the Internet of Things."



CAA Vice President Tim Westphal, Santa Clara Battalion Chief Carol Miller, CAA Youth Scholarship Award Winner Zach Miller, CAA Scholarship Chair Lilianne Chaumont, Retired Monterey City Fire Chief Andrew Miller, CAA Scholarship Judge Kristy Johnson of Rapid Response, and CAA Scholarship Judge Sam Aviles of Honeywell present Zach with his \$5,000 check to support his educational pursuits.

Matt Standiford, President

#### 2017 IEAA MEETINGS

- ♦ September 21 .. IEAA General Meeting .....Riverside
- ♦ November 16 ... IEAA Charity Event .....Riverside

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

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

#### IEAA Membership

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



Ray Cloutier of Southwest Alarm, Dale Williams of Pacific Alarms, Special Guest Speaker Deanna Blair of EMERgency 24 and Rich Jimenez of IE Alarms at the IEAA General Meeting.



IEAA Scholarship Winner Jacob Ray accompanied by his parents, was presented with his \$1,000 check by Richard Jimenez of IE Alarms at the IEAA General Meeting in Riverside, CA.





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Jason Beardsley, President

**2017 SDSA MEETINGS**

- ♦ September 19.. SDSA General Meeting..... San Diego
- ♦ December 6..... 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](http://www.sandiegosecurityassociation.org)



Father of SDSA Scholarship Winner Lauren Lebitski, Henry Lebitski, was presented with the \$1,000 scholarship check by Cathy Rempel of American Security Integrators, Mario Larrea of the San Diego Police Dept. and SDSA President Jason Beardsley at the SDSA General Meeting.



William Lynch of Pro Finance Associates was presented with a Certificate of Appreciation from SDSA President Jason Beardsley for his presentation at the SDSA General Meeting.

Tom Rankin, President

Great things have been happening at GLASAA and the CAA. ISC, Palm Springs, and the GLASAA Cyber Security effort in April for both techs and executives were great successes.

**The best is yet to come!**

On June 20, a great event will be held at Castaway in Burbank to celebrate our two 2017 GLASAA Scholarship winners - Brandi Coleman and Cassidy Wiggins. These two High School successes, and their families, are wonderful examples for us all, so please plan to attend.

On September 28 will be our 2017 GLASAA Golf event. This event will pave the way for our 2018 scholarship award program, and will also be, as always, a lot of fun. Please gather sponsorship funds, play golf or volunteer, and be there!

Thanks, and see you soon.

**2017 GLASAA MEETINGS**

- ♦ June 20 ..... GLASAA General Meeting..... Los Angeles
- ♦ August 16 ..... GLASAA Dodger Event..... Los Angeles
- ♦ September 28.. GLASAA Golf Tournament ..... Los Angeles
- ♦ December 7 .... GLASAA Holiday Party..... Los Angeles

**GLASAA Meetings and Events**

Please visit our website at [www.glasaa.org](http://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](http://www.glasaa.org) if you would like to contribute by serving on a committee.



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Dave Hood, President

For further information, contact Dave Hood at [dhood@firstalarm.com](mailto:dhood@firstalarm.com)



**REDWOOD**  
**ALARM ASSOCIATION**

Sean Cooke, President

**2017 RAA MEETING**

- ♦ October 25..... RAA General Meeting ..... Windsor

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



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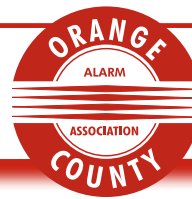
## GREATER VALLEY ALARM ASSOCIATION

Joe Castro, President

### 2017 GVAA MEETINGS

- ♦ July 13..... GVAA General Meeting..... Manteca
- ♦ October 12..... 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.



## ORANGE COUNTY ALARM ASSOCIATION

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

Jason Keyz, President

### 2017 OCAA MEETINGS

- ♦ September 20.. OCAA General Meeting ..... Anaheim
- ♦ November 15 ... 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](http://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](mailto:cgaiennie@cityofirvine.org)

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

Scholarship winner Emily Ohara is presented with her \$2,000 check by the Orange County Alarm Association.



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saaasecretary1@gmail.com  
www.sacalarm.org

*Leanne Boger, President*

Sacramento Area Alarm Association met in May for the Palm Springs Annual California Alarm Association Convention. Our local scholarship winner was awarded to Kelly Koehnen. SAAA shall be presenting Kelly Koehnen with her Scholarship award on May 31st at 7PM. The presentation is taking place at Hamilton High School on her Scholarship Awards Night.

Sacramento Area Alarm Association last forum was the CCTV forum. We would like to thank Tauni Wallace with PSR representing FLIR, David Williams with Geo Vision and Tommie Van Fossen with Honeywell for their presentations. We learned a lot from FLIR regarding their Thermal Vision and Geo Vision regarding their IP Cameras. Tommie represented how important it is to have verified video with our security signals.

Our next forum is SAAA Spring Fling Forum at Top Gold in Roseville on July 20th from 6:00PM to 9:00PM. This is an evening to thank our members and to bring on new members while having a great time swinging the golf club.

#### 2017 SAAA MEETINGS

- ♦ July 20..... SAAA Industry Trends.....Sacramento
- ♦ October 26..... SAAA Fire Forum .....Sacramento
- ♦ December 7..... SAAA Holiday Party.....Sacramento

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

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**MID-CAL**



**MID CAL ALARM ASSOCIATION**

*Mike Tarin, President*

#### 2017 MID CAL MEETINGS

- ♦ August 31 ..... MCAA General Meeting .....Fresno



MCAA Scholarship Winner Kimberly Klassen accompanied by her parents, was presented with her \$1,000 check by MCAA President Michael Tarin at Kingsburg High School.



**EAST BAY ALARM ASSOCIATION**

*Amy Roither-Quintero, President*

#### 2017 EBAA MEETINGS

- ♦ July 11 .....EBAA General Meeting .....Richmond
- ♦ September 12 .....EBAA General Meeting .....Richmond
- ♦ November 14 .....EBAA General Meeting .....Richmond

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



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*Vic Dominguez, formerly a division director and V.P. with CSSS, Inc. with THE MIRROR at Shoshone Falls, ID May 2017.*



*NSA Past-President Greg Simmons with friends from CEDIA at the train station in Copenhagen, Denmark with THE MIRROR.*



*MCAA President Mike Tarin with THE MIRROR before the MCAA General Meeting in Fresno, CA.*

*CAA Executive Director Jerry Lenander, Jackie Safarti of Bay Alarm, Diana and John Hopper of Uber and Senior Sales Manager of the Fairmont San Francisco Michael Morris with THE MIRROR.*







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## CAA 2017 Palm Springs Convention News and Activities



More than 25 ladies attended the Ladies Lunch at Le Vallauris Restaurant during the CAA Palm Springs Convention.



CAA Scholarship Chair Lilianne Chaumont receives her congratulations plaque from CAA President Chuck Petrusha for her work as the CAA Scholarship Chair.



CAA Executive Director Jerry Lenander; CAA Secretary Ron Galippo, CAA President Chuck Petrusha and CAA Treasurer Dave Michel during the CAA General Session.



CAA Executive Director Jerry Lenander welcomes Len Henderson, who made a surprise visit to the CAA Palm Springs Convention.



Dan Walker of Interlogix, Kristy Johnson of Rapid Response, Bill Kensler of NAPCO, Greg Johns of Bosch, Dustin Evans of DSC, Rex Camerino of Honeywell, Matthew Brandon of Avantguard, CAA Vice President Tim Westphal, CAA Lifetime Member Jon Sargent, Austin Kennedy and Bert Ross of Alarm.com, Daniel Valenzano of Tri-Ed an Anixter Company, Mike Matson of Alarm.com, Bob Di Alto of NMC and CAA President Chuck Petrusha at the General Session where the Convention sponsors were recognized.





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# CAA 2017 Palm Springs Convention News and Activities



*It was a packed room for the Alarm Verification Roadmap Workshop during the CAA Palm Springs Convention. Speakers were David Hood of First Alarm, Russell Vail of IPdatatel, Larry Folsom of I-View Now and Merlin Guilbeau of Electronic Security Association.*



*Tony Smith of Security Funding Associates, Rick Gombar of Bolton Insurance and Tim LeBlanc of TriStar Monitoring at the CAA Palm Springs Convention.*



*CAA Members during the General Session of the CAA Palm Springs Convention.*



*Michael Schubert of NMC, Harvey Eisenstadt of HJE Sales, Deric Morrow of Tyco Integrated Security and CAA Lifetime Member Jon Sargent at the CAA Palm Springs Convention.*

*Chris Kwast of SDSA, MCAA President Michael Tarin, GLASAA President Tom Rankin, GVAA President Joe Castro, SVAA President Mark Simpson, EBAA President Amy Roither-Quintero, GGAA President Dave Hood, OCAA President Jason Keyz, RAA President Sean Cooke, SAAA President Leanne Boger at the CAA General Session.*







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## CAA 2017 Palm Springs Convention News and Activities



Mike Capulli of Comcables, Dave Smiley and Keith Trainer of ADT Authorized Dealer Program with CAA President Chuck Petrusha at the 1st Annual CAA National Invitational Golf Tournament.



Bart Phillips of Phillips, Russell Bandy of Uplink, Steve Keefer of SIAC, Greg Miller of Network Security Systems and CAA President Chuck Petrusha at the 1st Annual CAA National Invitational Golf Tournament.



Troy Iverson of Avantguard, Lynn Chen of Earl Security, Matthew Brandon of Avantguard and Henry Laik of Telguard at the 1st Annual CAA National Invitational Golf Tournament.



Charles Schwager of BPSD, Morgan Hertel of Rapid Response, Mike Matson of Matson Alarm, Jim Famallette, CAA President Chuck Petrusha, Gary Gray of 2N USA, Bob Michel of Valley Alarm, Matt Kruger of Honeywell and John Campau of Comtronics at the 1st Annual CAA National Invitational Golf Tournament.

More than 70 golfers came to play at the 1st Annual CAA National Invitational Golf Tournament in Palm Springs.







Randy Fox of Fox Security, Tommie Von Fossen and Dan Moore of Honeywell, Aaron Fox of Fox Security and CAA Executive Director at the 1st Annual CAA National Invitational Golf Tournament.



Mike Ruiz of ADI, Anthony Franco of Post Alarm and Harvey Eisenstadt of HJE Sales at the 1st Annual CAA National Invitational Golf Tournament.



Daniel Valenzano and Bill Chaney of Tri-Ed an Anixter Company, Jon McNamara of Mijac Alarm and Steve Lewis of SNR Security Networks at the 1st Annual CAA National Invitational Golf Tournament.







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## Remembering Joseph F. Duncan Sr.

It is with a heavy heart that we inform you of the passing of Joseph F. Duncan Sr (Joe). Joseph passed away at Hope Hospice on May 3, 2017.

In the late '60s Joe and his partner, Charlie Brooks, established a successful alarm company, Security Alarms and Services. He was a previous president of the National Burglar & Fire Alarm Association (now ESA) and the Central Station Association (now TMA). He helped found the National Council of Investigative Services, the Tennessee Burglar and Fire Alarm Association and was active in the International Association of Chiefs of Police. He also served as Chairman of the Board of the Nashville Better Business Bureau.

He mentored many alarm dealers and his legacy lives on through his son and grandson Joe Duncan Jr. and Jody Duncan who are both ESA members. In his spare time, Joe loved being on the water fishing, on the tennis courts, or tending to his orchids.

Joe was a great man with a great heart. Our thoughts and prayers are with his wife Patty, and his children Georgia Ann, Rebecca Lois and Joe Jr.



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## How to Know When It's Time to Sell Your Alarm Company



For many alarm security business owners, it's hard to know when it's the right time to sell. Whether you are planning to exit the industry completely, hoping to take on a new challenge, or planning to shift your focus, knowing the right time to make a change can be tough. There is no surefire sign or key indicator that can guarantee the moment is right to sell your alarm company. And no one can truly make the decision to sell but you.

So how can you know when it's the right time to sell your alarm company? Here are a few factors to look for that might indicate now is a good time to sell.

### 6 Factors That Typically Indicate It's a Good Time To Sell Your Alarm Company

#### 1. You Can't Keep Up With The Internet Of Things

Things are changing fast in all industries because of the Internet, but they are changing especially fast in the alarm security industry. Consumers are looking for services and products that make securing their homes easy and convenient. Many of these offerings are related to the Internet of Things. If your company can't keep up with you at the helm, it may be time to hand the reins over to someone who is up for the challenge of adapting to the new internet-based way of doing things.

#### 2. You Are Not Willing To Invest in New Technologies

Home automation and smart technologies are becoming commonplace in the alarm industry. Some alarm company owners are excited to invest in new technologies and provide new offerings to their customers, even though these new offerings may be costly to implement. If you're not willing to invest in the new technologies and offerings your clients are looking for, now may be a good time to sell your alarm company.

#### 3. You Have a Succession Plan In Place

Our number one tip for planning for your alarm company's future is having a succession plan in place. If you want to ensure that the company you've worked hard for years to build is still positioned for success even after you've handed over the reins, putting together a strategic plan is key. If you already have a succession plan in place, you are significantly better prepared to sell your alarm business.

#### 4. It's a Seller's Market

If you're on the fence about selling your alarm business, take a look at what's going on in the industry and weigh your options. If your business is in good condition to sell and it's a seller's market, that might indicate that now would be a good time to move forward with a sale. If it's a buyer's market, you may be better off waiting.

#### 5. You Feel Ready to Completely Hand Over The Reins

Selling your alarm company out-right means that you will no longer be at the helm. If you're ready to be free from the responsibility of running a company and you're prepared to hand the command over to someone else, that is usually a pretty strong sign that selling your business is the right choice.

#### 6. You Are Comfortable No Longer Having a Stake in Your Organization

Surrendering your authority and influence on your company can be the biggest and most challenging aspect of selling your alarm business. If you feel ready to take that step and you are confident that your business is in good shape to sell, it's usually a pretty good indication that you're ready to take that next step.

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August 8 ..... OBFAA Membership Meeting

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The CBFAA had a great meeting with the Colorado State Marijuana Enforcement Division and the investigators responsible for compliance. Thanks to Matt Heap, Chief of Investigations; Will Lukela, Agent in Charge of Investigations and Rick Waugh, Supervisory Criminal Investigator Field Enforcement. They did an informative presentation to keep our members up-to-date in this important field.

### Our next general meeting:

DATE: Wednesday, June 7<sup>th</sup>  
TIME: 12:00 noon  
LOCATION: Security Equipment Supply, 870 Elkton Dr,  
#108, Colorado Springs, CO 80907

GUEST SPEAKER: Kevin Marquess of Alarm.com

SPECIAL GUESTS: Colorado Springs Police Department

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We'll be discussing Colorado's model alarm ordinance among other topics. Lunch is provided by Alarm.com.

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William Schlitz of Underwriters Laboratory speaks at the NSA May Meeting.

The NSA had a great May meeting. Thank you to our guest speaker William Schlitz of Underwriters Laboratory and Kevin Marquess of Alarm.com. We'll see you for a great show at ESX in Nashville, TN June 12 - 15! Networking, great speakers and breakout sessions, personal Expo and generally bringing home great information for our businesses.

### NSA 2017 MEETINGS

July 12.....Member Meeting  
September 13 ....Member Meeting  
October 13 .....Scholarship Fundraiser Poker Tournament  
November 8 .....Member Meeting

The NSA is offering free Trial Membership for 2017 to companies new to the Association. Download application from our website or contact Jeanne for more information.

Be a part of this award-winning chapter by joining the NSA today! Download application from our website [www.nevadasecurityassociation.org](http://www.nevadasecurityassociation.org) or contact Jeanne. Mark your calendar for our upcoming meetings and events. Our regular meetings take place at Gordon Biersch Restaurant, 3987 Paradise Rd, Las Vegas 89169 at 6:00 PM.

## TMA Presents Public Service Award

### Rochester/Monroe County, NY's John Merklinger Is Recipient of 2017 TMA Public Sector Award

John M. Merklinger, Director of the Rochester/Monroe County 911 Center and 311 Call Center, is the recipient of The Monitoring Association's 2017 Public Sector Award. This special honor is given by TMA in recognition of a public-sector individual's contribution to the alarm industry. He will be presented with the award at the 2017 Electronic Security Expo (ESX) Public Sector Luncheon on Friday, June 16, at Music City Center in Nashville.

"It is our pleasure to recognize John for his tireless efforts to advance the implementation of ASAP – the Automated Secure Alarm Protocol – in New York State," said TMA President Pamela J. Petrow. ASAP is a technology that automates communication between alarm monitoring central stations and 911 centers, resulting in improved accuracy and speed of emergency response.

The award recipient must be nominated by one or more TMA members in good standing. TMA President Petrow and Past President (and current Executive Director) Jay Huhn put Merklinger's name forward for consideration.

"New York State was projected to be one of the last states to implement ASAP due to the state's unique IT infrastructure," said Huhn. "Merklinger, who understood the value ASAP would bring to his center, spearheaded an effort by New York PSAPs to work with the state police to have the needed changes to the state CJIS network funded, scheduled and successfully completed."

As Director of the Rochester/Monroe County 911 Center and 311 Call Center, Merklinger manages a staff of 246 dedicated employees and an annual budget of \$17.6 million at the 911 Center. The 911 Center handled nearly 1.3 million calls in 2016 (the 311-call center handled 484,844 calls in 2016). The Center is accredited by CALEA and the NYS Sheriffs' Association.

"We are proud to be the first PSAP in NYS to go live with the ASAP protocol," said Merklinger. "We believe this will be a benefit to the public and the public safety organizations by providing quicker entry and response to alarm generated emergencies."

The ASAP program is based on an American National Standard developed jointly by the Association of Public Safety Communications Officials (APCO) International and TMA, then the Central Station Alarm Association (CSAA). The program provides a standardized method through the use of automation and the power of Nlets to deliver alarm notifications to 9-1-1 Public Safety Answering Points. As a result, there is an increase in the likelihood of increased law enforcement apprehensions for crimes in-progress, fire quickly extinguished with minimal property damage, and could mean a life-saver for a medical emergency patient when every second counts.

**ASAP**  
automated Secure  
alarm protocol





## WBFAA UATC APPRENTICE TRAINING PROGRAM

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## WBFAA UATC Apprentice Spring Semester Class Has Begun. Fall Semester Begins August 2017

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](mailto: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](http://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](http://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](mailto:info@wbfaa.net).

### CSLB Enforces Zero Tolerance

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

### WBFAA UATC Offers Online Continuing Education

The WBFAA UATC is offering an online continuing education program for electronic security systems technicians with nearly 100 hours of course offerings. Registered technicians with member companies will have access to 18 hours of online courses annually at no fee. In addition, registered technicians will have access to courses offered in physical classrooms and can submit third-party training for certification for renewal of the state Fire/Life Safety Certification card. For more information, visit [www.wbfaa.net](http://www.wbfaa.net) or [www.wbfaatraining.net](http://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](http://www.wbfaa.net) or call the WBFAA UATC at 800-809-0280.

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### EXECUTIVE COMMITTEE

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Association Counsel (Ex-Officio): Bryan Lawrence

### 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](http://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](http://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](http://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](http://www.securityamericarrg.com), call 866-315-3838 or e-mail [info@securityamericarrg.com](mailto:info@securityamericarrg.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](http://www.esaweb.org).

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# WESTERN STATES SECURITY ALLIANCE CALENDAR 2017

Send your events to CAA Mirror: [info@caaonline.org](mailto:info@caaonline.org)

## JUNE

13-16	ESX 2017	Nashville, TN
20	GLASAA General Meeting	Los Angeles
20	ADI Expo	Phoenix, AZ
29	ADI Expo	Denver, CO

## JULY

11	EBAA General Meeting	Richmond
13	ADI Expo	Albuquerque, NM
13	GVAA General Meeting	Manteca
20	SAAA Spring Fling	Sacramento
26	SVAA General Meeting	San Jose

## AUGUST

10	ADI Expo	Houston, TX
15	ADI Expo	Burbank
16	GLASAA Dodger Event	Los Angeles
24	SAAA Industry Trends	Sacramento
31	MCAA General Meeting	Fresno

## SEPTEMBER

12	EBAA General Meeting	Richmond
19	SDSA General Meeting	San Diego
20	OCAA General Meeting	Anaheim
21	IEAA General Meeting	Riverside
28	GLASAA Golf Tournament	Los Angeles
28	ADI Expo	Santa Clara, CA

## OCTOBER

3	ADI Expo	Honolulu, HI
10	ADI Expo	San Antonio, TX
12	GVAA General Meeting	Manteca
25	SVAA General Meeting	San Jose
25	RAA General Meeting	Windsor
26	SAAA Fire Forum	Sacramento

## NOVEMBER

14	ADI Expo	Dallas, TX
14	EBAA General Meeting	Richmond
15	OCAA General Meeting	Anaheim
16	IEAA Holiday Charity	Riverside
29 - Dec. 2	CAA Winter Convention	San Francisco

## DECEMBER

6	SDSA Holiday Bash	San Diego
7	SAAA Holiday Party	Sacramento
7	GLASAA Holiday Party	Los Angeles

## CAA CONVENTIONS

2017	Nov 29-Dec. 2	San Francisco Fairmont
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## 2017-2018 Industry Events

### ESX 2017

June 13-16, 2017 - Nashville, TN



### ISC East

Nov. 15-16 - New York, NY



### CAA Winter Convention

Nov. 29 - Dec. 2, 2017  
San Francisco, CA



### ESA Leadership Summit

February 12-15, 2018 - Savannah, GA



## BSIS Address and Telephone Numbers

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

Main Number:	916/322-4000
Toll Free Number:	800/952-5210
Licensing Fax Number:	916/575-7290
Enforcement Fax Number:	916/575-7289
Email:	<a href="mailto:bsis@dca.ca.gov">bsis@dca.ca.gov</a>
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