

# THE MIRROR

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## A Dealer's Perspective — #14

Industry research indicates that small to medium sized alarm companies provide more personal, and in many cases better, service to the customer. If I asked you whether your service was very good, you would likely reply, "of course."

Your office contains a large amount of customer information. It is primarily located in your computers, but it also exists in your accounting records, customer contracts, service and installation orders, sales documents and credit card data. This is not an exhaustive list, but you get the point. Do you know where all this information is at any given moment? Probably not. Better yet, do you know where to find a piece of information on a customer, and is that information under your control?

You will quickly grasp that you and your employees are likely trying to manage your customers' data without a clear plan to protect it from the bad guys, and YOU are the security experts! Candidly, some dealers do a good job of managing this information, but they have no way to share that achievement with their customers.

Our large commercial customers require us to meet stringent security criteria to be accepted by them. For those of us who service residential and small commercial clients, we need a template and protocols that will enable us to meet criteria, which demonstrates our concerns and capabilities to safely preserve our customers important information. This sounds a bit like the "Five Diamond" certification that our central stations pursue if they want our business. In a broader sense we are looking for the "Good Housekeeping Seal of Approval" to identify and validate our skills. Clearly, protecting against privacy and data breaches, identity theft, and fraud occurring through your business isn't just smart, it is the law. The states are rapidly passing legislation to protect your customers and the federal government through the Federal Trade Commission (Red Flag Rules), Department of Health (HHS), Department of Commerce, and the Department of Justice are each seeking compliance with their rules.

If you answer yes to any of the following questions, you must comply with one or more of these state and federal laws:

1. Do you collect, process, or store any personally identifiable information regarding your customers?
2. Do you collect, process, or store any financial information about your customer?
3. Do you collect, process, or store any health-related information (PERs services)?
4. Do you collect, process, or store any personal information about your employees?



By Tony Smith

## The Call That is Always Answered

By Deric Morrow

### Oakland Police Dispatcher's Talk with East Bay Alarm Association

As Samantha was dropping off her son at grade school, she received an alarm on her phone. "Motion Detected in Living Room," it read. Her heart dropped as her mind raced to think of what could have triggered this alarm. She quickly opened the video app to identify the current scenario. What she saw sent her into a panic. An unknown male was walking around in her house. She thought, "Could this really be happening? Is this a nightmare?" She hit the mic button on the app to tell the intruder to leave the property.

Now the intruder's pulse started to race. "What have I got myself into," he thinks. At a loss for what to do and not knowing who was speaking to him and where they were located; he ran to Samantha's son's bedroom and hid under the bed.

Samantha was dumbfounded, the fear turned to anger over the violation of someone being in her home. She switched to the dial pad on her phone and she pressed 911. "Emergency" read out as she hit the call button. "Operator 906 Oakland Police Department please state your emergency," Nicole, the 911 operator, answers the phone.

"YES! There is someone in my house right now. He is hiding under my son's bed! He's wearing a black jersey and blue jeans." Samantha wanted to relay all the information she was seeing faster than she could get the words out.

"We are sending units out now," said Nicole. "How are you getting this information?" she asked Samantha.

"It's on my app, I'm watching this man in my house. Please send someone now! I don't want him to get away!"

Nicole was stunned at the amount of information this alarm event was generating. "May I please have the log in so I can review the events for the officer?" Nicole asked.

Samantha relayed the information as Nicole started the process of alerting the SWAT and Police Negotiators to the scene. Roads were blocked off as police arrived and negotiators started a dialogue with the intruder to have him peacefully surrender.

This is a dramatization for the events the Oakland Police dispatchers gave our association when asked if alarm users are calling in alarm events on their DIY products. This isn't quite the experience that came to alarm dealer's mind when we think about an end user calling the police department. It is an eye-opening story about how DIY products maybe offering services/information to end users that our legacy central stations haven't had access to in the past.

Along with this story, the police dispatchers gave best practice advice that by having central stations use reference numbers to alarm events it speeds up relaying information back to the central station as the alarm operator doesn't



Dealer Perspective, continued on page 6

EBAA, continued on page 3

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THE MIRROR

# PRESIDENT'S MESSAGE

Dear Membership,

After finishing up an action packed and fun Palm Springs event and seeing the incredible turn out of dealer and vendors discussing all the new technologies and offers out there, I was reminded of the training point of view.

Training is an integral part of growth and stability for any organization. It is even more important for those of us in the security industry. Staying on top of the technological changes that are prevalent and ensuring that our front-line employees have that knowledge, needs to be a top priority for any company looking to maintain their edge. Knowing that training is important isn't enough, you have to give it the needed attention and effort for it to make a difference.

Smart companies do that by establishing a culture that fosters and supports its employees, regardless of rank, to cultivate continuous knowledge. That support starts from the top and must be embraced by all stakeholders. When the training mindset is woven into the fabric of the organization, it becomes part of the foundation that keeps that organization moving forward. Investing in the most important ingredient for success, the employees, will produce and strengthen that foundation even further. So, how to do this effectively?

The training mindset is met with time and dedication. You must be able to give your employees time away from their daily duties to learn something new that will improve their overall productivity. You must be willing to give a little to gain a lot. Whether it is an hour in a webinar reviewing customer service skills or a 3-day class learning how to install a new product, time needs to be committed to and planned. Your company structure must be such that it supports development of its people and makes strides to maintain it ongoing.

When the time and dedication is given to training, it will manifest into a better performing employee that is able to improve the customer experience. Creating a training point of view is just the beginning. Keeping it going for consistency is the challenge.

As you keep the training in mind, we will look forward to seeing you at the next local chapter event.

Sincerely,

Tim Westphal, CAA President



By Tim Westphal

## EBAA, continued from page 1

have to search for the account by address. Another observation made was about labeling zones; if we call a zone "Johnny's Room" Or "Office" that doesn't mean much to an officer approaching the home from the outside. Labeling the alarm points from the viewpoint of the outside would give police a better indication of the location of the break in. When asking about how we should advise our responders [end users] to handle going to an alarm event. They had mixed emotions; they want a responder close by "in a safe place" but where concerned that sometimes the responder is in route before an officer can be dispatched to the site.

When we read about the recent case of "State of Tennessee v Tyler Brooks" where an alarm responder was shot while waiting for the police to respond it became top of our minds to best inform our users on what to and not to do when meeting the police. The dispatchers also said that it's very helpful to have a full make/model and description for the responder's automobile as the police arriving need to quickly determine a threat from an asset.

These are the type of events that the Bay Area chapters are bringing to our members. We feel this is the time to start moving our chapters into education and community outreach. It's the "Evolution Revolution"!

We want to invite all of our alarm dealers and manufacturers to join our next set of meetings in August. We also would love to hear from you about speakers that would be meaningful and worthwhile for you to see in future events.

## Upcoming events include:

♦ August 20 ..... EBAA - Penetration Testing (White Hats Give Advice), Chevy's, Emeryville @ 11:30

♦ August 21 ..... SVAA - Fire Form, Three Flames, San Jose @ 11:30

♦ August 22 ..... GGAA - Recruiting Panel / Staffing Shortage, Chevy's, South San Francisco @ 11:30

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

For more information, contact:

Deric Morrow

[deric.morrow@jci.com](mailto:deric.morrow@jci.com)

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## LEGISLATIVE WATCH

### \*PAC ALERT\*

## \$30,000 GOAL FOR 2019

*By Don Gilbert, Mike Robson, and Trent Smith*

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

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

## CAA PAC FUND CONTRIBUTIONS

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

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## Security Funding Associates and InfoSafe Partnership for Risk Management

Security Funding Associates (SFA) announced at the CAA Palm Springs Convention their affiliation with InfoSafe, an Invisus risk management certification program. SFA will have the rights to market the InfoSafe program to alarm dealers and central stations nationally, and then roll it out to alarm customers. This is an SaaS service that will provide participants with active training to secure certification, which confirms their companies comply, with the myriad laws and regulations relative to Privacy and Cyber security. InfoSafe includes full cyber risk management software and services designed to:

- Assess: Identify data security risks and compliance gaps,
  - Secure: Close the security gaps and implement necessary safeguards.
  - Certify: Verify and publish successful implementation of safeguards.
  - Manage: Conduct ongoing compliance support and certification
- Tony Smith, CEO of SFA, stated that he was thrilled with this new relationship that will provide the industry with a critical and measurable base line of compliance with these laws and regulations. For more information on how your firm can participate in this important program, please contact [tsmith@securityfundingsolutions.com](mailto:tsmith@securityfundingsolutions.com)



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### Dealer Perspective, continued from page 1

5. Do you extend credit or payment terms to your customers?
6. Do you provide products or services and then invoice your customer?
7. Do you accept credit cards as a form of payment?
8. Do you share customer information with any third parties (central stations)?

The above questions are all consuming. It is unlikely that you did not say yes to at least one of the above questions. It is important for the industry to take these rules seriously and develop the plans required for compliance. There needs to be a solution that takes care of everything in a simple, affordable service.

- We must protect against lost or stolen employee and customer information.
- We must seek compliance with information security and privacy laws, and regulations.
- We must avoid costly penalties and fines.
- We must build customer confidence, sales, and referrals.

Next month we will examine a possible solution to the issues raised above. However, it is very important that our industry recognize these issues that have developed because of our use of technology. Building security for the "Digital Front Door" is crucial, since we have already closed and locked the "Physical Front Door."

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





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## Cold Calling Is Alive and Well



By Harvey Eisenstadt

Yes, cold calling is alive and well and still a very effective strategy for the development of new business opportunities. In fact, the leads that result from a personal cold call are quite often more effective than many other lead generation programs since you have already passed the first test and that is the personal contact with the prospect. So, why do so many salespeople distance themselves from cold calling? First is social media, which certainly has many benefits. The salesperson can relax comfortably behind their desk and contact many more business opportunities in a much shorter time. The advantage of social media i.e. e-mails,

promotional blasts, internet, etc., is that although the percentage of leads generated may be small, the quantity may be enough to fill the pipeline of many businesses. The disadvantage is that there is no personal contact, body language, etc., from any of these cold calling programs. They do not present the opportunity to make that all important personal first impression and begin an effective relationship.

The second reason for avoiding cold calling is the fear of the unknown when making that first contact. The salesperson that was not successful in their initial attempts at cold calling develops a fear of the embarrassment that may accompany the failure of those first attempts. To overcome this fear there are many actions the salesperson can employ to strengthen their cold calling exercise and not miss out on the powerful business opportunities that await them. Here are a few important facts, and actions you can take, to feel comfortable and achieve success at cold calling.

Begin with the proper understanding of a cold call and the attitude necessary to be successful. You must recognize that cold calling is the path that takes you to the opportunity to make a sale. The opportunity you are

seeking is the appointment. To get that appointment begin by recognizing that the person you will be talking to as one having the need your product or service can solve. Some understanding of their business coupled with your delivery of the benefits and value of your solutions will be the first step in getting them to listen and the beginning of a positive relationship.

Before stepping out into the street, proper planning and preparation must go into each call. Begin by selecting the market and target area for your product or service. Then rule out those in that area that you recognize as ones that may not be opportunities for your product or service. These might be smaller businesses that would purchase in unprofitable quantities or ones that you have uncovered as being financially unsound. Then pinpoint those that you recognize will have a definite need for your product or service.

Prepare an opening statement that immediately delivers one or more benefits of your product or service. Benefits resonate positively with prospects. Features such as length of time in business and satisfied customers are fine but not to grab the interest of the prospect and get the appointment. Those can be introduced during your time with the prospect after getting the appointment.

Now, a critical part of your planning is to identify the best time to call on these prospects. Since most businesses will begin their day at 8 or 9 a.m. you certainly do not want to be there at that time. They may have calls to return and other preparations for the day and you do not want to sit around and wait for any length of time. You might target these businesses for a cold call after 10 a.m.

This same philosophy should be used when you are confronted with a gatekeeper. Make them feel important enough to recognize the value of the benefits the same as if you were talking directly to the CEO, Manager or Owner. When they feel that you recognize them as an important individual in the company your chances of getting the appointment you want are greatly enhanced.

With proper planning, preparation and practicing that opening statement you can minimize or even eliminate the fear associated with cold calling. Once you have secured the appointment the road to a successful sales call will be the result of your time with the prospect and the effectiveness of your presentation.

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



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offered through Franchise Disclosure Documents.***

## ASSOCIATES NEWS

**DYNAMARK MONITORING INC.** announced the promotion of Rich Cowan to Vice President of Sales for the Western Region of the USA. In



his former role, he was the director of sales for that same region. During the last four years as director, Cowan has not only doubled the Dynamark new client base in his region, he has also dramatically increased the volume of accounts of his current dealers. "Rich's ability to strengthen relationships with his current dealers is a rare gift. He has a unique skill to gain trust and respect from his dealers, because he works so hard to help them succeed," said Hank Groff, Senior Vice President of Sales and Business Development at Dynamark. "This new position will

allow Rich to expand his influence and expertise into key markets within his region." Cowan will continue to focus his efforts on expanding opportunities in the western region as it has the greatest potential of growth in the United States for Dynamark. To learn more visit [www.dynamarkmonitoring.com](http://www.dynamarkmonitoring.com).



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# LEGISLATIVE NEWS

## Tennessee Adopts New Law Restricting Fining Alarm Companies

On May 8, 2019, Tennessee Governor Bill Lee signed SB 1443, which will provide positive safeguards for electronic security and life safety companies. The new law contains two key provisions:

It prohibits local governments from forcing alarm companies to collect annual permit fees from its customers – which effectively made alarm companies the collection agents for cities and counties.

It prohibits local governments from fining alarm companies for false dispatches at end-user locations.

The Tennessee Electronic Security Association worked for years to address an issue with the City of Memphis, which made the unilateral decision to force electronic security companies to collect their customers annual alarm permit fees. Most local governments with permit ordinances collect annual alarm permit fees from the end-users (homeowners or businesses), but this was not the case in Memphis and it created a difficult and cumbersome problem for electronic security companies doing business there.

The second provision of this new law addresses the potential threat to electronic security companies by prohibiting local governments from paying, collecting or being responsible for fines or fees relative to false alarms or false alarm dispatches. Tennessee made the decision to not allow local governments to shift responsibility for false dispatches, as was done in Sandy Springs, Georgia and is the focus of a federal lawsuit by the alarm industry against that city.



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## LETTER FROM

### A 2012 CAA SCHOLARSHIP RECIPIENT

March 27, 2019

Mr. Jerry Lenander

Executive Director

California Alarm Association

333 Washington Blvd., Ste. 433, Marina del Rey, CA 90292

Dear Mr. Lenander,

I hope you remember me; my name is Nathan Van Ryn and I was the 2012 recipient of the CAA state scholarship award. My dad and I had the pleasure of meeting you in Palm Springs!

You have crossed my mind several times during my undergraduate and (now) graduate studies in college. I decided to drop you a note to let you know what

I've been doing since receiving your very generous \$2,500

scholarship to show it did not go to waste! I'm currently in the process of applying to dental schools.

My GPA

3.8 and dental

school test scores are considered to be extremely competitive so if I haven't received an invitation to interview for this application cycle (there's still time but as of now I haven't), I will reapply when the cycle opens this June, as my scores are good for two years. I've applied to multiple states and would go anywhere but of course am partial to California!

Well, I hope this little note finds you well. And thank you again - your scholarship made such a difference. It really helped with the many college expenses, and made me be able to go into that experience breathing a little easier from the financial worries.

Best wishes,

Nathan VanRyn

Oakdale, CA 95361

### CAA SCHOLARSHIP FOLLOWUP LETTER FROM AN APPRECIATIVE DAD

Hello,

My name is James Lancaster.

My phone just sent me a "5 years ago today" picture of my son, Danny receiving the CAA scholarship. Wow, how time flies. I just wanted everyone who made the scholarship possible to see the end result of your most generous gift.

Danny graduated near the top of his class at the California Maritime Academy. He was hired by Vane Brothers tugs in Philadelphia. ... well, that's my boy, happy, healthy and in an awesome career.

Thank you for helping my son's dreams come true.

Most sincerely

James Lancaster



2014 CAA Youth Scholarship Winner Danny Lancaster recently graduated from the California Maritime Academy and will be working in the Philadelphia area aboard the Anacostia.



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# Where in the World Is THE MIRROR?

Are you travelling with THE MIRROR? Paris? London? Chicago? Take a photo and email it to [info@caaonline.org](mailto:info@caaonline.org) with description and identification.



John Wells of Comtronics, Tatiana Abramek and Grant Graham of NMC, CAA Executive Director Jerry Lenander, Anne and John Campau of Comtronics, and Todd Shuff of NMC celebrate at the poolside dinner at the CAA Palm Springs Convention.

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Greg Cortina and Steve Brackett of Dahua Technology joined CAA Scholarship Chair Lilianne Chaumont of Chaumont Law Group to welcome guests to the CAA Palm Springs Convention with THE MIRROR.

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# Palm Springs Activities



*The ladies of the CAA were thrilled to enjoy lunch at La Vallauris in Palm Springs during the CAA Palm Springs Convention. The next gathering is December 6, 2019 at The Fairmont Nob Hill in San Francisco.*



*Robert Tomlinson, Nicola Oakie and Woodie and Jehan Andrawos of NMC at the welcome reception in Palm Springs.*



*Paul Udell of Alarm Funding Associates, John Campau of Comtronics and Todd Shuff of NMC toasted the town during the CAA Palm Springs Convention.*



*CAA Vice President Mike Salk of Reed Brothers thanked Deric Morrow of JCI, along with CAA President Tim Westphal of Bay Alarm, for their generous sponsorship of the CAA Palm Springs Convention.*



*Tatiama Abramek of NMC, Matt Krueger of Resideo, Tommy Van Fossen of Optex America (accepting for Dan Moore of Honeywell Fire) and Ben Martinez of Grand Central Station were recognized as finalists for the 2019 CAA Schubert Award for extraordinary volunteer service to the regional chapters.*



*Ken Gresty of General Monitoring Services receives thanks for their sponsorship from CAA President Tim Westphal. CAA Vice President Mike Salk looks on.*





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More than 250 attendees received program updates on government affairs, legal issues and other matters affecting the industry at the CAA General Session.

## Palm Springs



Bob Michel of Valley Alarm, Graham Billings and David Berman of Alarm.com and Bill Young of Valley Alarm teed it up at the CAA Invitational Golf Tournament in Palm Springs.



Chief Steve Keefer (retired) of SIAC welcomed Sgt. Dana Costello of LAPD, CAA Scholarship Winner Cole Costello and Sgt. Eric Metten of Los Angeles Sherriff's Department to the CAA Invitational Golf Tournament.

Players gathered to thank the sponsors of the CAA Palm Springs Convention and Golf Tournament.







CAA Associate Director Matt Krueger of Resideo welcomed Rachel Napolitano of Rapid Response and Matt Enkovsky of Enko Systems to the CAA Golf Invitational.



George De Marco of ESX presented on an industry reimagined during the keynote address at the CAA Palm Springs Convention.

## Activities



Eighteen holes of networking with Brian Fullhart of DSC, Holley Hunt, Jim Kierwish and Mike Euper of Johnson Controls at the CAA Golf Tournament.

CAA Youth Scholarship Committee and judges were recognized at the CAA Palm Springs Convention including Bob Jennison of Post Alarms, Kristi Johnson of Rapid Response, Sam Aviles of Honeywell Fire, Chair Lilianne Chaumont of Chaumont Law and Tim Westphal of Bay Alarm.





# GLASAA

Greater Los Angeles Security Alarm Association

David Michel, President

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

Please feel free to email me at [dmichel@valleyalarm.com](mailto:dmichel@valleyalarm.com).

## GLASAA Meetings and Events

Please visit our website at [www.glasaa.org](http://www.glasaa.org).



CAA Scholarship Chair Lillianne Chaumont presented a \$5,000 check to state winner Cole Costello at the CAA Palm Springs Convention. Pictured are Bob Jennison, Tim Westphal, father Dana Costello, Cole, Lillianne, stepdad Eric Metten, Kristi Johnson and Sam Aviles.



ISC West donated \$5,000 to the CAA Youth Scholarship Program to support the regional and state awards. Pictured are CAA President Tim Westphal, Dana Costello of LAPD, state winner Cole Costello, CAA Scholarship Chair Lillianne Chaumont, Los Angeles County Sheriff Eric Metten and Will Wise of Reed Expositions representing ISC West.



**REDWOOD  
ALARM ASSOCIATION**

Sean Cooke, President

## RAA MEETINGS

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

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

Join the Redwood Alarm Association for our summer meeting on Wednesday, July 17, 2019, from 11:30 a.m. to 1 p.m. at Chevy's Mexican Restaurant in Santa Rosa, Calif.

To RSVP, please email Jarad Petroske at [jarad@advancedsecurity.us](mailto:jarad@advancedsecurity.us)

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



**GOLDEN GATE  
ALARM ASSOCIATION**

Paul Wassem, President

## Meetings to be held at:

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

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

For further information, contact the CAA at [info@caaonline.org](mailto:info@caaonline.org) or call 800-437-7658.



Deric Morrow of JCI presented a \$1,000 scholarship check to regional winner Kevin Henderson with his parents Jill and Thomas Henderson of the San Francisco Bay Area Transit on behalf of the Golden Gate Alarm Association.



# BSIS Bureau of Security & Investigative Services - Photo Identification Cards Instructions - January 2019

The Bureau of Security and Investigative Services is partnered with Psychological Services Industries (PSI) to issue photo identification cards for the following license types:

- Alarm Company Qualified Manager Certificate
- Alarm Company Employee Registration
- Locksmith Employee Registration
- Private Investigator Company License
- Repossessor Agent Registration
- Repossessor Qualifying Manager Certificate
- Security Guard Registration

Please note, the photo identification card (ID card) is optional for most license types - Private Investigators are required by law to obtain a photo ID (Business and Professions Code Section 7529). The card itself does not list the license, certificate, or registration's expiration date; however, the photo ID card is only valid while the license, certificate, or registration is in a current and clear status. If you receive a new license, certificate, or registration number, the previous photo ID card will be invalid.

Review the questions and answers below for further information regarding photo ID cards.

1. What are the eligibility requirements to obtain a photo ID card?

To be eligible to obtain a photo ID card, you must possess one of the seven BSIS license types listed above.

2. How much does it cost to get a photo ID card and who do I pay?

A \$5 photo printing fee is collected directly by PSI at the location site and may only be paid with a Visa or MasterCard. Please note, the Bureau does not accept any payments for photo ID cards.

3. Where do I go to get the photo ID?

Photo IDs are provided by PSI at 17 sites located throughout California. See below for a list of all available PSI sites that provide photo ID services.

4. How do I schedule an appointment to get a photo ID?

PSI does not offer appointments for photo IDs. You may walk-in to take your photo at any of the 17 PSI centers listed below. Walk-ins are on a first come, first serve basis.

5. To prevent processing delays, what should I do before going to a PSI location?

Before visiting a PSI location, you should verify that your Address Of Record (AOR) is current and up-to-date because your photo ID will be mailed to the AOR on file with the Bureau. Additionally, you should verify that the name on your license, registration, or certificate matches the name listed on the photo ID used to verify your identity (i.e. State Driver's License, Military ID, Passport).

6. How do I find out what AOR the Bureau has on file for my license, registration, or certificate?

To verify your AOR, log-in or create an account online in BreEZe. If your address has changed, you can submit an address change request online, which will update the Bureau's records automatically.

7. The name on my license, registration, or certificate does not match my CA driver's license, passport, or military ID. Will PSI be able to take my photo and issue a photo ID?

No. The name on your license, registration, or certificate must match the name listed on your photo ID used to verify your identity (i.e. State Driver's License, Military ID, Passport). If your name does not match, you must correct it with the Bureau before going to the PSI location. You can either submit a name change request online in BreEZe or you can complete the Notification of Name Change form and mail it to the Bureau. Reminder: include all required documentation in order to prevent processing delays. Once your name has been corrected in the Bureau's records, you can visit a PSI location to obtain a photo ID.

8. What do I need to bring to the PSI location?

Before visiting PSI to obtain your photo ID, call the nearest location (see below for list) to ensure that the center is open and able to process your request. You will need to bring payment of \$5 (Visa or MasterCard only) and a valid photo ID (e.g. State Driver's License, Military ID, Passport, etc.) to receive a photo ID.

9. When will I receive the photo ID?

You should receive your photo ID in the mail within 10 business days.

10. It has been over 10 business days and I haven't received my photo ID, what should I do?

If you haven't received your photo ID after 10 business days, contact the PSI location where you originally went to take the photo and ask staff to check on the status of your photo ID card.

Visit [www.dca.ca.gov](http://www.dca.ca.gov) for more information.



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## EAST BAY ALARM ASSOCIATION

Mike Salk, Vice President

### EBAA Meetings

With a focus on the "Evolution Revolution". We look forward to you joining these lively events at our new home location in Emeryville. The new location has a safe parking lot with magnificent views of the bay. We are offering lunch at \$25 with an open menu and free for any public service works. For questions please reach out to Treasure Deric Morrow 510-432-8130 deric.morrow@jci.com

### Meetings to be held at:

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

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

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

### Richmond Ordinance

Alarm users are required to have an alarm permit, and failure to obtain one will result in a \$250 fine to BOTH THE ALARM / MONITORING COMPANY AND ALARM USER. Permits can be obtained now by the alarm user or alarm company online here: [www.crywolfservices.com/richmondca/](http://www.crywolfservices.com/richmondca/). Click on "new Users" for the permit application. The permit fee is \$30 for a two-year alarm permit. Renewals will be the same fee and term. A list of your newly installed, and newly cancelled alarm customers must be submitted on a monthly basis to [richmondca@publicsafetycorp.com](mailto:richmondca@publicsafetycorp.com).



East Bay Alarm Association awarded Oakland Police Dispatch with outstanding service and community outreach. Left to right: K. Ingram, Imma Moore, Mike Salk, Deric Morrow, Ron Lenz and Nicole Friend.



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## MID-CAL



## MID CAL ALARM ASSOCIATION

Mike Tarin, President

♦ August 14..... Mid-Cal Meeting .....Fresno

♦ November 4 ..... Mid-Cal Golf Tournament .....Fresno

### 6th Annual MCAA Golf Tournament - November 4, 2019

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



## SACRAMENTO AREA ALARM ASSOCIATION

Sacramento Area Alarm Association  
3491 Park Drive Suite 20-234, El Dorado Hills, CA 95762-4549  
[saaasecretary1@gmail.com](mailto:saaasecretary1@gmail.com)  
[www.sacalarm.org](http://www.sacalarm.org)

Mark Simpson, President

### SAAA MEETINGS

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

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



SAAA President Mark Simpson of TMS presented Peyton Belli, whose father Paul is a Sacramento County Sheriff, with a check for \$1,000 to recognize her winning the regional CAA Youth Scholarship during awards night at Del Oro High School.





## INLAND EMPIRE ALARM ASSOCIATION

*Jon McNamara, President*

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

### IEAA MEETINGS

♦ **June 13..... Riverside**

Kerri McDonald will be our speaker for the next meeting and the topic is, "Do State Laws Help or Hurt the Alarm Industry." Please join us Thursday, June 13th from 1:00-3:00 pm at The Old Spaghetti Factory in Riverside. \$35 at the door for anyone who wants to come

♦ **September 26 . General Meeting**

♦ **November 7..... Riverside**

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

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

### IEAA Membership

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



*Ben Martinez, President*

### SVAA MEETINGS

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

♦ **August 26 ..... 11:30-1:30..... Fire Forum**

♦ **November 6 ..... 11:30-1:30..... State of Tech (George De Marco)**

### SVAA Information

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



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*Denis Cooke, President*





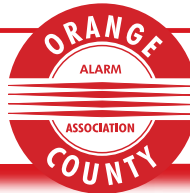
## GREATER VALLEY ALARM ASSOCIATION

Joe Castro, President

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

### GVAA MEETINGS

- ♦ June 13.....Custom Electronic Supply.....Manteca
- ♦ September 12.....Custom Electronic Supply.....Manteca
- ♦ December 12.....Custom Electronic Supply.....Manteca



## ORANGE COUNTY ALARM ASSOCIATION

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

[www.alarmassociation.org](http://www.alarmassociation.org)

### CITY OF IRVINE PERMITS

The City of Irvine requires all alarm users to register their systems with a no fee permit. Alarm users may obtain an alarm permit application at the Irvine Police department website at [www.irvinepd.org](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 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.



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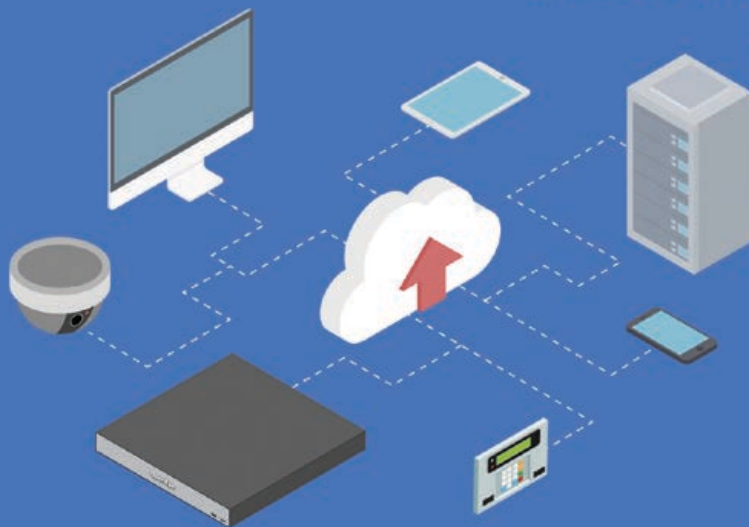
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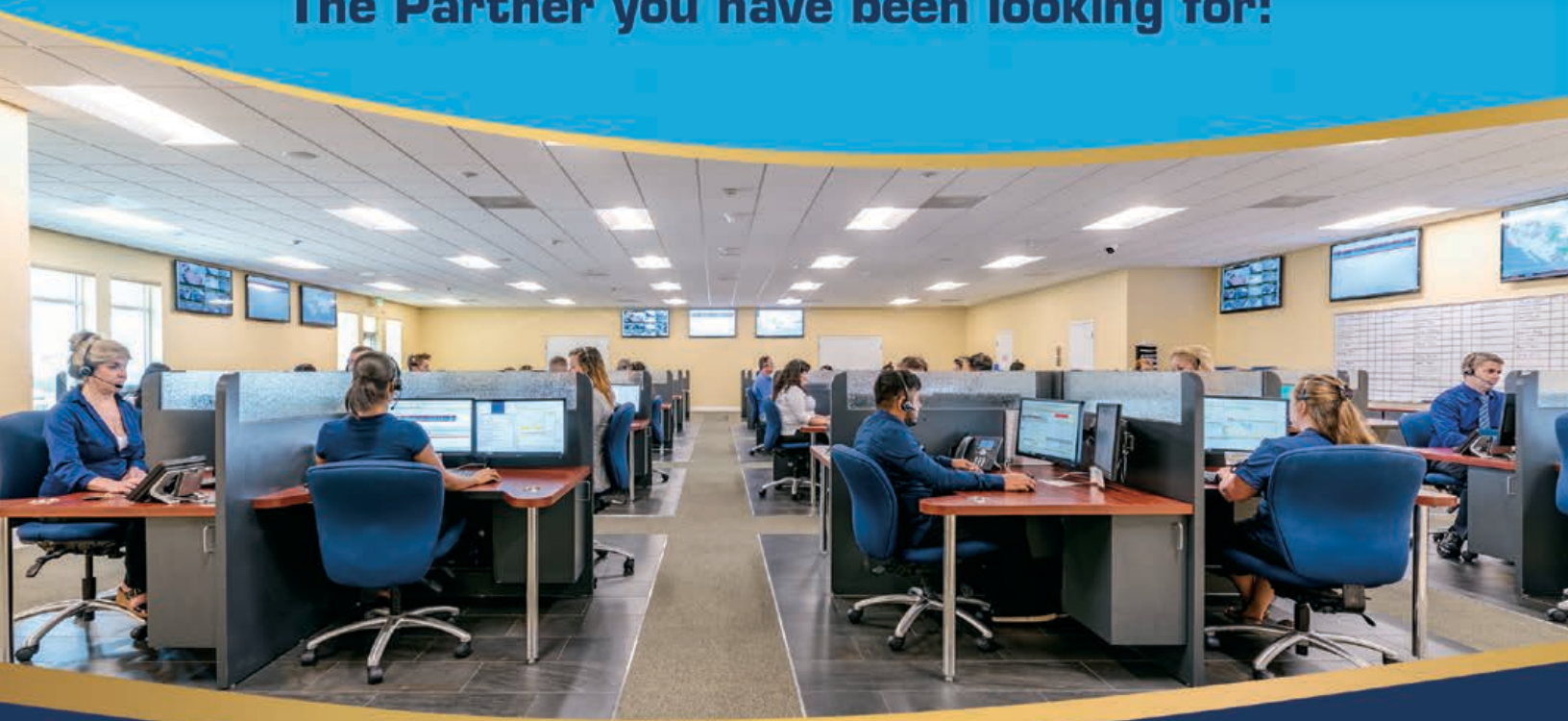


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SDSA President Sean Hamm presented the 2014 CAA Youth Scholarship to Daniel Lancaster.

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### 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](mailto:hgonzalezreed@pd.sandiego.gov). If you have any questions, please contact Hilda Gonzalez Reed at [hgonzalezreed@pd.sandiego.gov](mailto:hgonzalezreed@pd.sandiego.gov) or 619-531-2247. Visit our website [www.sandiegosecurityassociation.org](http://www.sandiegosecurityassociation.org).

The San Diego Police Department Permits Division reminds all alarm companies that they are required to have a valid alarm permit, for the premise being installed, prior to the installation of an intrusion or fire system. The alarm company is responsible for obtaining or verifying the existence of an existing alarm permit for the premise. For information please contact SDPD Permits Division – Frank Dragula 619-531-2364 [Fdragula@pd.sandiego.gov](mailto:Fdragula@pd.sandiego.gov)

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NSA Board with City of Las Vegas Councilwoman Michele Fiore at the May meeting. L to R: NSA President Manny Robles of Stanley Convergent Security; NSA Treasurer John Perdichizzi of ASAP Security; Councilwoman Michele Fiore; NSA Secretary Duncan Coons of Eagle Sentry; NSA Executive Director Jeanne Palmer.



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**NSA has NEW General meeting DATE: 3rd Wednesdays,  
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### NSA's UPCOMING EVENTS:

June 3-6.....ESX .....Indianapolis, IN

July 17.....NSA General Meeting.....Pub 365 at Tuscany, Las Vegas

Sept 18.....NSA General Meeting.....Pub 365 at Tuscany, Las Vegas

Thanks to Las Vegas City Councilwoman Michele Fiore for speaking to our members at our May meeting. We learned lots about what is happening in the City and opportunities for our businesses.

We also got updates on happenings at the State Fire Marshal's office and bills affecting our industry at the NV state legislature.

See you at ESX in Indianapolis June 3-6! Get involved in NSA today!

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Even though we did not have a general meeting in May, the board was hard at work following and responding to several bills in the Colorado Legislature that affect our industry and sending out a survey to get feedback on topics of interest to our members. If you haven't taken the emailed survey, please pick up a copy at the June 12 meeting.

Join us at our Next General meeting:

DATE: ..... June 12

TIME: ..... Noon

GUEST SPEAKER: ... Better Business Bureau

OTHER TOPICS: ..... Member survey, Colorado Bills

LOCATION: ..... Hacienda Restaurant,  
4100 E. Mexico Ave, Denver, CO

### Schedule

August 14..... General Meeting..... Colorado Springs

October 9 ..... General Meeting ..... Denver

December..... Member Holiday Party

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



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### 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 Purchasing Group

Security America Risk Purchasing Group (SARPG) is an insurance company developed by the ESA and administered through Marsh Insurance. Security America RRG was formed in 2003 to provide affordable and stable insurance coverage exclusively to ESA member companies. Security America RPG offers general liability including errors & omissions insurance specifically tailored to meet the needs of electronic life safety, security, and systems professionals throughout the country. Domiciled in Vermont, Security America RPG is registered in all 50 U.S. states. For information visit [www.securityamericarrg.com](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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## WBFAA UATC APPRENTICE TRAINING PROGRAM

### WBFAA BOARD OF DIRECTORS

The officers and board of the WBFAA are made up of the following industry people:

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[www.WBFAA.net](http://www.WBFAA.net)



## WBFAA UATC Apprentice Enrollment for Fall Semester Class Open

Member companies can register new apprentices anytime. If you will be hiring new apprentices or technicians, member companies are encouraged to send job postings to [info@wbfaa.net](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) 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.wbfaatrainning.net](http://www.wbfaatrainning.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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# WESTERN STATES SECURITY ALLIANCE CALENDAR 2019

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

|                    |                            |                  |
|--------------------|----------------------------|------------------|
| June 11 .....      | GLASSA Scholarship .....   | Los Angeles      |
| June 13 .....      | IEAA General Meeting ..... | Riverside        |
| June 13 .....      | GVAA General Meeting ..... | Manteca          |
| July 17 .....      | RAA General Meeting .....  | Santa Rosa       |
| August 14 .....    | Mid-Cal Meeting .....      | Fresno           |
| August 20 .....    | EBAA Board Meeting .....   | Emeryville       |
| August 21 .....    | SAAA Industry Trends ..... | Sacramento       |
| August 22 .....    | GGAA General Meeting ..... | S. San Francisco |
| August 26 .....    | SVAA Fire Forum .....      | San Jose         |
| September 19 ..... | SAAA Fire Forum .....      | Sacramento       |
| September 26 ..... | IEAA General Meeting ..... | Riverside        |
| October 16 .....   | RAA General Meeting .....  | Santa Rosa       |
| November 4 .....   | MCAA Golf Tournament ..... | Fresno           |
| November 5 .....   | EBAA General Meeting ..... | Emeryville       |
| November 6 .....   | SVAA General Meeting ..... | San Jose         |
| November 7 .....   | GGAA General Meeting ..... | S. San Francisco |
| November 7 .....   | IEAA Holiday Charity ..... | Riverside        |
| December 12 .....  | SAAA Holiday Party .....   | Sacramento       |
| December 12 .....  | GVAA General Meeting ..... | Manteca          |

## 2020

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

## CAA CONVENTIONS

|           |                               |                        |
|-----------|-------------------------------|------------------------|
| 2019 .... | December 4 – December 7 ..... | Fairmont San Francisco |
| 2020 .... | May 13 – May 16 .....         | Hilton Palm Springs    |
| 2020 .... | December 2 – December 5 ..... | Fairmont San Francisco |
| 2021 .... | May 12 – May 15 .....         | Hilton Palm Springs    |
| 2021 .... | December 1 – December 4 ..... | Fairmont San Francisco |

## INDUSTRY EVENTS

### ESX 2019

June 2-6, 2019 - Indianapolis, IN



### Resideo Technologies

October 24-27, 2019  
Phoenix, AZ



### ISC East

Nov. 20 - 21, 2019 - NY, NY



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Email your training and education calendar to  
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## BSIS Address and Telephone Numbers

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

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



CONTACT THE CAA  
California Alarm Association

333 Washington Blvd., Suite 433, Marina del Rey, CA 90292  
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