THE MIRROR

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Palm Springs Convention 2023: Yet Another Success!

By CAA Staff

The California Alarm Association held their Palm Springs Convention over four days, May 17-20, at the Hilton in Palm Springs, CA. The event offered the over 270 attendees the opportunity to network, view the latest trends and technologies available in the California marketplace from over 60 exhibiting companies, and honor the 2023 CAA Youth Scholarship while celebrating 25th Year Anniversary of hosting what's become one of the Association's trademark programs.

WEDNESDAY was the opening day of the event and was filled with various Association meetings which was capped by an opening reception at the pool side lounge. Over 130 industry professionals turned out for this networking event over an open bar.

THURSDAY was opened by the Annual CAA Golf Tournament at the scenic Escena Golf Club, with yet another strong showing of 90 golfers. Kicking off the Workshop Sessions Thursday afternoon was the Harvey J. Eisenstadt Sales Symposium, a peer-to-peer sales training seminar moderated by Dean Belisle of DMP with panelists Bob Ricucci of American Security Technologies and Rob Bado of Private Security. Kirk MacDowell of MacGuard Security Advisors organized and conducted opening statements with additional commentary from family.

Following the opening Symposium, a day full of educational workshops were conducted by representatives of several manufacturers and industry service providers. The day concluded with Exhibits over open bar which provided opportunity for showcasing products, services, and new relationships.

FRIDAY was a packed day kicking off with Exhibits leading into the General Session, which honored the event

sponsors, covered various topics of CAA related affairs and awarded Rich Whitlock the Mark Schubert Memorial Award in recognition of an Associate Member of the CAA who shows exemplary resources and volunteerism to support the Association.

Following the General Session, the Keynote Address was given by Anita Brunet, VP of Sales for Wesco and Board President for the Canadian Security Association (CANASA) who lead an engaging discussion touching on emerging from professional transition, overcoming current obstacles the industry currently faces, and the importance of women in the workforce. The morning was capped off by the presentation of the Youth Scholarship check of \$5,000 to Mia Oliveira of Granite Bay High School in Granite Bay, CA. Her father, Steve Oliveira, is an Officer for the Sacramento Police Department. The CAA also celebrated their 25th Anniversary by raising nearly \$50,000 toward the endowment and preservation for the future of the program.

Friday concluded with afternoon workshop sessions and the dinner over a very relaxed setting in the evening. Over one hundred fifty individuals, attendees and family, convened at tables set-up pool side for an evening of dinner, drinks, and live entertainment.

The Industry Incorrect Breakfast on **SATURDAY** concluded the event with a panel discussion lead by Les Gold, CAA legal counsel, discussing the evolving dynamic of conducting business in California.

Please mark your calendars for the next CAA Convention taking place December 6-9 at the stunning Fairmont Hotel in San Francisco.

Convention photos featured throughout THE MIRROR



CAA Conducting their General Session on Friday Morning of the CAA Palm Springs Convention

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CAA President's Message

I hope this message finds you well and filled with a sense of accomplishment as we reflect on the success of the recently concluded California Alarm Association conference held in Palm Springs. As the President of the CAA, I am delighted to share my appreciation for your participation and contributions that made this event a resounding success.

The California Alarm Association Palm Springs Convention exceeded expectations, serving as a testament to our collective dedication to excellence. collaboration, and innovation within the alarm industry. Throughout the event, we witnessed the power of knowledge sharing, the strength of professional connections, and the transformative impact of embracing the future.

Keynote and workshop session speakers, industry leaders, and subject matter experts enlightened us with their expertise, sharing their vision and experiences. I would like to thank Anita Brunet of Wesco for her powerful keynote address on embracing change and empowering women in the security industry. Panel discussions and interactive workshops facilitated meaningful conversations and deepened our understanding of critical topics such as emerging regulations, customer demands, and business growth opportunities.

The conference also showcased an impressive array of exhibitors and sponsors, who presented the latest advancements in alarm systems, security solutions, and industry services. The exhibition hall buzzed with excitement as attendees had the opportunity to engage directly with leading companies and explore innovative products that can transform their businesses.

Beyond the formal sessions, the networking opportunities provided an invaluable platform for connecting with like-minded professionals, sharing insights, and establishing long-lasting relationships. The interactions that took place during the break-out sessions, lunches, golf tournament, and poolside dinner party are a testament to the strength and unity of our community.

A family affair...

I would like to take a moment to emphasize the importance of family and acknowledge the role they play in our industry, particularly in relation to the next generation of children who are entering the security industry. The California Alarm Association conference not only serves as a platform for professional growth and development, but also provides an opportunity to celebrate and strengthen the bonds within our extended family.

We recognize that many of us have been fortunate enough to build successful careers in the alarm industry, and our families have been there to support us every step of the way. As we look to the future, we must recognize the significance of involving the next generation in our industry. The security landscape is evolving rapidly, and their fresh perspectives, technological fluency, and innovative ideas will be instrumental in shaping the future of the alarm industry. It is our responsibility to create opportunities for them to learn, grow, and contribute.

For future conferences, I encourage you to bring your families and involve them in our shared experience. Let us create an inclusive environment where the children of our industry have the chance

to witness firsthand the passion, expertise, and camaraderie that define our community.



By Sean Cooke CAA President

This exposure can inspire and ignite their interest in pursuing a career in the security industry, carrying forward the legacy we have built.

CAA Youth Scholarship

Lilianne Chaumont went above and beyond in her fundraising efforts for the 25th Anniversary CAA Youth Scholarship, raising an astounding amount of over \$50,000.00! Please join us in extending our heartfelt congratulations and appreciation to Lilianne for her remarkable achievement.

The CAA Youth Scholarship holds immense significance as it provides crucial support to graduating seniors of the next generation of police and fire first responders.

Lilianne's dedication, passion, and unwavering commitment to this cause have been truly inspiring. Through her tireless work, Lilianne has fostered a sense of unity, compassion, and support that defines our association. I would also like to personally thank everyone who made contributions to the CAAYouth Scholarship Fund. It was the highlight of the conference for me, as I am sure it was for everyone else.

I would like to extend my deepest gratitude to the organizing committee, volunteers, and sponsors for their unwavering commitment and tireless efforts in bringing this conference to life. Their dedication and attention to detail were instrumental in creating a seamless and enriching experience for all attendees. I also want to express my appreciation to each and every one of you who joined us in Palm Springs, contributing your expertise, ideas, and enthusiasm to make this conference an overwhelming success.

As we return to our respective endeavors, let us carry forward the knowledge, inspiration, and connections gained from this event. Let us continue to apply the insights and strategies shared during the conference to further elevate our industry and the communities we serve.

Thank you.

Sincerely, Sean Cooke California Alarm Association President



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CAA LEGISLATIVE WATCH

CAA PAC FUND CONTRIBUTIONS

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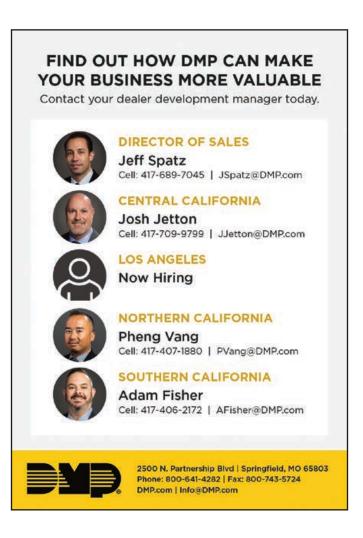
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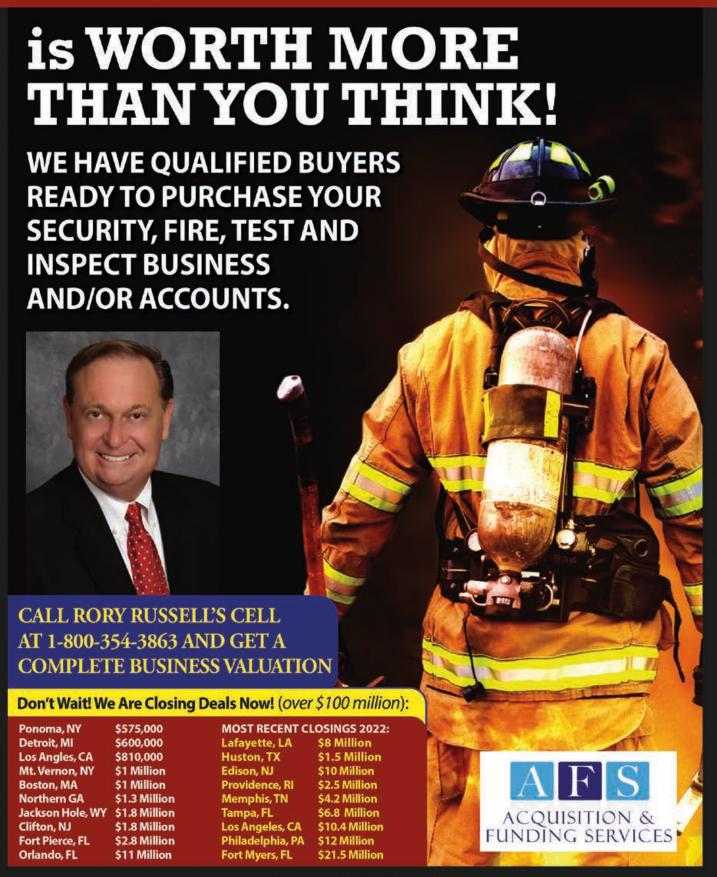
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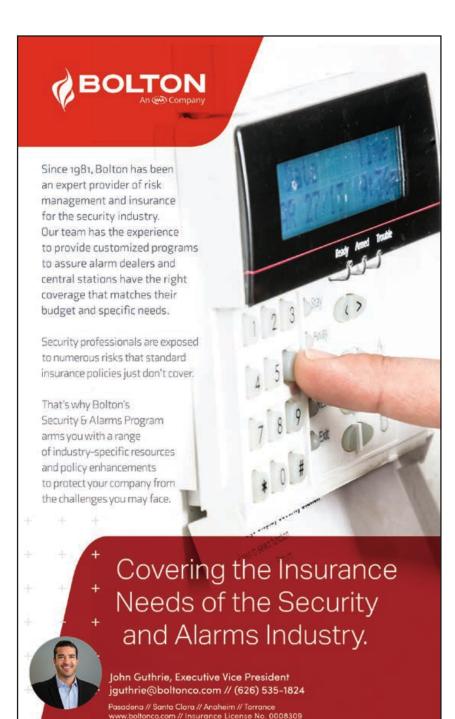






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ASSOCIATES NEWS

SNAP ONE announced the opening of a new five-story, 94,983 square-foot co-headquarters on the Innovation Pointe Campus in Lehi, Utah. The new co-headquarters features an Innovation Center with an expanded number of state-of-the-art laboratories, test areas, and training facilities that enables the company to accelerate the development of hardware and software products and services that can be envisioned, designed,



prototyped, tested, and delivered faster than ever before to delight our Partners and their customers. "The original Draper, Utah location was established in 2005 and was able to meet our Partners'

needs for almost 20 years. As our scale and pace of technological innovation accelerates, we have built upon this legacy to address the needs of the future," COO Jeff Dungan said. "In designing this new co-headquarters, we have considered the long-term needs of our Partners and their customers and created an environment that internalizes the capabilities needed to accelerate our innovations." The new capabilities housed within the Innovation Center include interoperability testing, Control4 automation testing, in-house digital product design, physical prototyping and engineering, software development, accelerated and highly accelerated product life testing, drop and regulatory testing, anechoic and RF chamber testing.

Securitas Technology l am I am Peggy Page, Strategic Wholesale Account Manager, I am the voice of our dealers at Securitas Technology. Monitoring We are a leader in wholesale central station monitoring services offering customized 800-932-3304 solutions to independent alarm installers with a stanleymonitor.com personalized approach.

The facility also contains a host of classrooms that enable the company to operate an on-site Snap One University that can train Partners to become more proficient in both Control4 and third-party product integration.

RESIDEO recently celebrated the grand reopening of its offices in Louisville, KY, following 12 months of renovation to modernize the site. The updated facility was designed to foster innovation and deliver a collaborative work environment for employees. The shared site is home to more than 180 team members across Resideo's ADI Global Distribution

and Products & Solutions (P&S) businesses that span various departments including sales, marketing, customer service, sales



support, and human resources, among others. "For more than 20 years, our Louisville, KY office has served as a key site for the company as it provides many sales and support functions to our customers across both ADI and P&S," said Rob Aarnes, President of ADI Global Distribution, who kicked off the grand opening events. "Modernizing this site represents our commitment to investing in our businesses and the community, and the importance of caring for our team members so they can deliver the best possible service to our customers." Occupying multiple floors of the building, the updated 54,000 square foot space features floor-to-ceiling windows and houses a variety of spaces including individual workstations, open collaboration areas, meeting rooms, huddle spaces, wellness rooms, large training room, kitchen areas, and an outdoor dining space. In addition to the updated Louisville, KY site, the company opened a new combined site in San Luis Potosi, Mexico last year. ADI also recently opened a new headquarters location in Melville, NY along with updated sites in Paris, France, Dallas, TX, Oldham, UK, and Breda, Netherlands.

SNAP ONE announced the release of the latest Control4 OS 3.3.3 software, providing enhanced performance and capabilities while reinforcing the brand's dedication to delivering cutting-edge user experiences. According to Snap One Principal Product Manager Darin Theurer, the updated software empowers Control4 Partners and users with the Control4 Daylight feature, updates to the user interface, new integrations, and enhanced system accessibility. "Snap One and Control4 are committed to developing meaningful software enhancements that increase the value of existing systems and provide added incentives for new buyers," Theurer commented. "We listen closely to our Partners' concerns and needs, and we developed the new Control4 OS 3.3.3 to make systems easier to sell while enhancing the user experience."

ALTRONIX once again joins forces with ProdataKey (PDK to offer a new access and power integration solution. The Trove2PD2 series allows security professionals to easily integrate Altronix power distribution with PDK RedTM access controllers and accessories. "We are pleased to have added the new RedTM Controllers in our versatile Trove power integration series," said Ronnie Pennington, Director of Sales



Associates News, continued on page 10

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ASSOCIATES NEWS, continued

for the Americas at Altronix. "This latest integration combines the best of PDK and Altronix to ultimately streamline access control installs, making it simple for today's systems integrators." Available with or without preconfigured power distribution, the Trove2PD2 series can accommodate up to 24-dooors with power in a single enclosure. Removable backplanes for configuring and testing prior to on-site installation, reduces time and decreases labor costs. "PDK has a mission to empower our partners through intuitive solutions," said Brach Bengtzen, Director of Marketing at PDK. "Integrating with the Altronix Trove helps us accomplish this mission by simplifying the installation process and delivering streamlined power distribution for all electrified hardware. The customization capability of the Trove creates a convenient and straightforward access solution for any size of customer."

AIPHONE is pleased to announce the addition of its IX Series kit. The kit is a pre-programmed box set complete with a video intercom system that is ready to install right out of the box. The recently-introduced IXS-HBDV includes a video door station, a video master station, PoE

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switch, and a USB drive with instructions and videos on how to install the system. This easy-to-use kit takes the guess work out of which devices to use and how to install them. The IX Series kit is ideal for installers who have traditionally worked with plug-and-play analogbased systems and are now

looking to become more familiar with IP systems. "Our IX Series kit is an important addition to the Aiphone portfolio because it allows locksmiths and other low voltage installers who are not currently installing this type of system to get their foot in the door," said Brad Kamcheff, Marketing Manager, Aiphone Corporation. "All the installer has to do is run the wire and plug it in. It's that simple."

UHAVE Control has released a robust API (Application Programming Interface) that provides commands to communicate, monitor, and control both relays and I/O on the uSwitch CS. This will allow for easy integra-

tion with any existing platform, dashboard, and automation software. uSwitch CS, a 2-channel Ethernet/WiFi IP addressable relay that can be controlled remotely from any computer, mobile device, or tablet, has 2 GPIOs that can trigger its onboard relays and



hundreds of uSwitch relays virtually over a network as well as an analog to digital converter. All uSwitch products come with a built-in watchdog that pings network devices, detects inactivity, and automatically reboots network devices. "We have worked with several accounts with a more limited API and have successfully allowed them to make the uSwitch product family an integral part of their services and systems," said uHave Control President, Mario Costa. "Now with our more robust API, we have major integrations in process that will not only extend our reach with our existing customer base but will open up doors to many industries and verticals." Partners can offer physical automation, monitoring, and IoT functionality with the uSwitch CS through their own software or interface to clients.





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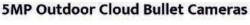




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The WBFAA UATC has certification prep material available to member companies of the WBFAA UATC. If you are a member and would like the material, please contact the WBFAA UATC at 800-809-0280 or email info@wbfaa.net.

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WBFAA UATC Offers Online Continuing Education

The WBFAA UATC is offering an online continuing education program for electronic security systems technicians with more than 50 hours of course offerings. Registered technicians with member companies will have access to 18 hours of online courses annually at no fee. In addition, registered technicians will have access to courses offered in physical classrooms and can submit third-party training for certification for renewal of the state Fire/Life Safety Certification card. For more information, visit www.wbfaa.net or www.wbfaatraining.net.

WBFAA UATC Invites Membership

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



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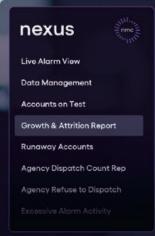
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INDUSTRY NEWS



Kirk MacDowell founder and CEO of MacGuard Security Advisors, Inc. has been honored with the prestigious William N. Moody Award. The award will be presented at the SIAC awards presentation and reception at 5:00 pm on June 6 at the Electronic Security EXPO in Louisville, Kentucky. Created in 2004 by the Security Industry Alarm Coalition (SIAC), the Moody Award is given annually to an individual who demonstrates a passion for advancing positive alarm management and best industry practices.

"Kirk helped provide great energy, imagination and leadership when he was named SIAC chairman," said Stan Martin,

SIAC executive director. "But his role in SIAC is only the latest in a long list of contributions he has made to the industry while at the same time building a successful 43-year career in law enforcement and the private sector.

"Kirk has a unique and diverse background that has been invaluable to

helping SIAC achieve its mission of working with law enforcement to promote best practices in alarm management," said Martin. "He has owned a full-service security. armed guard response and central station company in Los Angeles and has led the 43rd largest alarm company in the US. In security manufacturing, he held varying roles of increasing responsibility at General Electric and United Technologies. In the software field, Kirk was VP of Platform Sales for alarm cloud innovator Alarm.com. Kirk also served 29 years with the Los Angeles Sheriff's Department as a full-time Deputy and ultimately retired as a Reserve Lieutenant. He is currently president of MacGuard

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MacDowell has also served the electronic security industry as Past Chairman, Alarm Industry Research and Education Foundation (AIREF), Chairman, Security Industry Alarm Collation (SIAC), Chairman, Leadership Identification and Nomination Committee of ESA (LINC), former board member, Security Industry Association (SIA), former board member, The Monitoring Association (TMA), and Past President, Los Angeles County Burglar and Fire Alarm Association (LABFAA).

"It has been a privilege throughout my career to work with other professionals in our industry like Bill Moody who recognized that by working together we could best serve and protect our communities," said MacDowell. "I would urge the next generation of leaders in our industry to make this same commitment to its mission of enhancing public safety."

About the William N. Moody Award

The William N. Moody Award was established in 2004 by the SIAC Board of Directors to recognize those who embody Bill's dedication to alarm management issues. The award honors individuals who reflect attributes that include integrity, fairness and perseverance in the face of adversity.



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 Technology installs in minutes with no Panel Reprogramming; NO additional power supply
 & NO extra conduit. Dual Path Cell/IPs now with EZ-Connect Telco jacks & self-supervised w/o modules
- Improve alarm response times when seconds matter most, with StarLink MAX Fire' cellular reporting to any Monitoring Station you choose
- Proven to Save \$1000's of Annual Budget Dollars vs. Leased Landlines —
 Each Starlink Fire Cell Communicator replaces 2 POTS landlines per Fire Alarm Panel
- AHJ-Friendly & Code Compliant: NFPA 72 2019, UL 864 10th Ed, CSFM, LAFD, NYC FD
- Generate new Fire RMR providing cell reporting, while saving accounts \$1000's of budget dollars per year vs. POTS — Each Starlink Fire Cellular Communicator replaces 2 leased landlines per FACP.
- Proven to work, even where others won't. AT&T or Verizon StarLink LTE & 5G Cellular Models
 all feature Signal Boost™ & patented twin dual diversity antennae for max. signal & null avoidance
- ALSO Integrated FireLinkXL 255 Addressable FACP with StarLink Cell or Cell/IP Built In-Up to 255 Cloud-Programmable Zones & Onboard Annunciator; All-in-One Award-Winning Low Cost FACP/Cellular Solution - No more software to learn or PC required







Attention Western U.S. Dealers:

WE ARE GROWING!

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

Chris Smith

Regional Sales Manager - Western Region

csmith@dynamarkmonitoring.com 303.808.3710

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

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

Dynamark's Expansion

A Win for Dealers Nationally!

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

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Please reach out and join us in welcoming Chris!













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GREATER VALLEY ALARM ASSOCIATION

www.gvaaonline.org
Joe Castro, President
GVAA MEETINGS

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

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ORANGE COUNTY ALARM ASSOCIATION

2970 E. La Palma Avenue, Ste F, Anaheim, CA 92806 800-437-7658 www.OCAAonline.org

OCAA Officers

President - Elizabeth Courtney, Beacon Security Vice President - Lisa Beale, American Alarm Systems Secretary/Treasurer - Tatiana Abramek, NMC

Visit www.OCAAonline.org for more information. By Elizabeth Courtney, OCAA President

FAMILY INDUSTRY DAY JUNE 28

The OCAA will be hosting our Family Industry Day at K1 Racing in Irvine on Wednesday, June 28. Proceeds will be donated to the CAA Youth Scholarship Fund, which has become one of our Association's benchmark programs! All who choose to participate will also have the opportunity to network with fellow industry professionals, law enforcement officials, and also satisfy the need for speed! For event information and to register, please visit the CAA EVENT DIRECTORY page on their website www.caaonline.org.

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

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



INLAND EMPIRE ALARM ASSOCIATION

www.ieaaonline.org

Richard Jimenez, Vice President

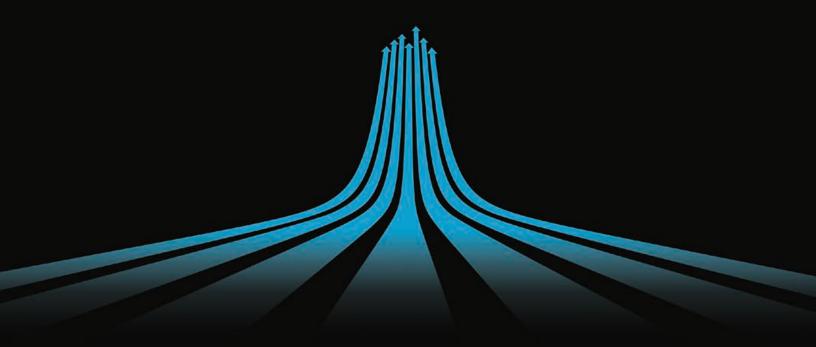
IEAA is a professional association of alarm companies and leading industry specialists, focusing on bringing together the best resources possible for the mutual benefit of all members and associates. It is our goal to bring knowledgeable people together as a resource to better protect your business and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

IEAA Membership

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







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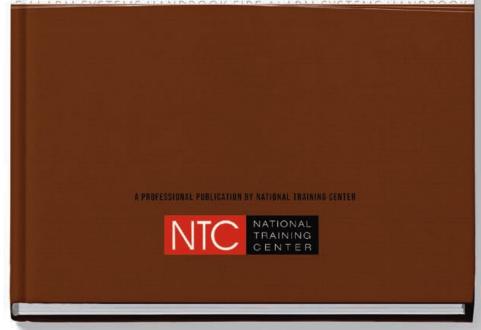




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REDWOOD **ALARM ASSOCIATION**

www.raaonline.org Sean Cooke, President

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

RAA MEETINGS

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



www.mcaaonline.org Mike Tarin, President



www.svaaonline.org

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

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



SACRAMENTO AREA ALARM ASSOCIATION

Rich Whitlock

rich.whitlock@wesco.com | 530/604-5067

SAAA Officers

- Rich Whitlock, Wesco ~ President
- Sarah Wilson, Signal Service ~ Vice President
- Tauni Wallace, Notifier ~ Treasurer
- Raven Brockway, Eclipse Insurance and Marketing ~ Secretary
- Kent Brust, Pacific State Security and Fire ~ Sgt of Arms
- Dawn Smith, Total Monitoring Services ~ Officer at Large

Please save the dates for all of our 2023 Events:

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



GOLDEN GATE **ALARM ASSOCIATION**

OpenEve, Business Development Manager, 408-307-7725

GGAA MEETINGS

www.ggaaonline.org

Meeting Topic Considerations:

Building relationships with public safety

Legislation affecting the alarm industry

Local ordinances affecting the region

Latest technology and solutions

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



EAST BAY **ALARM ASSOCIATION**

www.ebaaonline.org

Tim Westphal, EBAA President

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



SAN DIEGO SECURITY ASSOCIATION

www.sdsaonline.org

Matt Kruger, President

City of San Diego Permit Process

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

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

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Palm Springs Convention 2023: Yet Another Success!



Les Gold of MSK led a Panelist Discussion during the Saturday Morning Industry Incorrect Breakfast



Rich Whitlock (left) receives 2023 Mark Schubert Memorial Award from CAA President Sean Cooke



L to R - David Morgan (SD Marketing), Luigi Martinez (Saddleback Valley USD), Alex Bernstein (Saddleback Valley USD)





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Palm Springs Convention 2023: Yet Another Success!



Tamara Oliveira, mother of the 2023 CAA Youth Scholarship Recipient, addresses audience during presentation of CAA Youth Scholarship



Lilianne Chaumont, CAA Scholarship Chair, Presents during 25th Anniversary Celebration of CAA Youth Scholarship Program



L to R: Sam Aviles (Honeywell Fire; Scholarship Judge), Lilianne Chaumont (Chaumont Law; Scholarship Comm Chair), Mia Oliveira (Recipient), Steve Oliveira (Father of Recipient)



L to R – Sam Aviles (Honeywell Fire; Scholarship Judge), Lilianne Chaumont (Chaumont Law; Scholarship Comm Chair), Mia Oliveira (Recipient), Dave Michel (Valley Alarm; CAA Treasurer), Steve Oliveira (Father of Recipient), Tamara Oliveira (Mother of Recipient)



Anita Brunet, of Wesco International, drew a full room during her Keynote Address



John Loud (Loud Security; ESA President), Anita Brunet (Wesco International; Keynote Speaker), Rich Whitlock (Wesco International; CAA Associate Chair)

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Palm Springs Convention 2023: Yet Another Success!

Les Gold of MSK
Led a Spirited
Group of Singers
during the Karaoke
Portion of the Friday
Night Poolside
Entertainment



Children of the Attendees were also welcome to entertain.



Ron Lander (Ultrasafe Security), Christian Brandow (Napco), Jason Harris (Napco)



L to R - Jordan R. Thomasson of Thomasson Marketing Group and Randy Fox of Fox Security & Communications



Wednesday Night Opening Reception



L to R – Scott Harkins (Resideo), Bob Ricucci (AST), Matt Kruger (Ranch & Coast Security), George De Marco (Deco Ventures), Anne Campau (Comtronics), Jerry Lenander (ED – CAA), FRONT: John Campau (Comtronics)

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Marti and Stan Martin (SIAC), Tim Westphal (Bay Alarm), George De Marco (Deco Ventures), Eric Taylor (Bay Alarm)



Opening Reception with Scott Harkins of Resideo and Bob Ricucci of AST



Carl Huntsman (DW), Erin Fujioka (Paxton Access), Rich Whitlock (Wesco International)



Oz Lerma (AIM), Scott Zinser (Brinks Home Security), FAR RIGHT Julian Flamer (Alarm.com)



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

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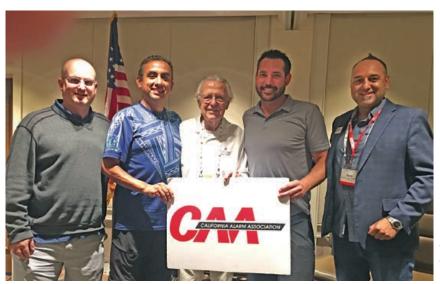
Palm Springs Convention 2023: Yet Another Success!



A relaxed view of the Wednesday Night Opening Reception



James Goode (Snap One) Enjoying Wednesday Night's Poolside Reception



The Wednesday Night Opening Reception Offered Incredible Views



Industry Incorrect Panelists L to R: Matt Kruger (Ranch & Coast Security), Sam Aviles (Honeywell Fire), Les Gold (MSK), Sean Cooke (CAA President), David Morgan (SD Marketing)



Post-Presentation of Harvey Eisenstadt Sales Symposium L to R – Bob Ricucci (Panelist; AST), Dean Belisle (Moderator; DMP), BACK: Rob Bado (Panelist; Private Security), BACK: Sean Cooke (CAA President), Kirk MacDowell (HESS Chair; MacGuard Security Advisors), FRONT: Paul Eisenstadt (Protection Alarms), Steve Eisenstadt (PSR)



Sean Cooke (CAA President), Shane Clary (Bay Alarm) with California Apprenticeship Council Service Certificate, Ron Lander (Ultrasafe Security)

Thank you to the supporters of the CAA Scholarship Program For The Children Of Law Enforcement And Public Safety through pledges to the endowment fund

























PERREN SCHWAGER &





Les & Sandy Gold







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Renew or join NSA for 2023. Download a Membership application on our website www.nevadasecurityassociation.org or contact us today admin@nevadasecurityassociation.org



David Behar of the Nevada State Contractor's Board spoke to NSA members at the May meeting.



Oki Okimoto of Brilliant was our May meeting sponsor.

COLORADO BURGLAR & FIRE ALARM ASSOCIATION, INC.



Colorado Burglar & Fire Alarm Association

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CBFAA awarded its 2023 Youth Scholarship to Joanna Pugliese of Greeley, Colorado. Joanna is a graduate of Severance High School and the daughter of Officer Joseph Pugliese of the Larimer County Sheriff's Department. Joanna will be attending the University of Northern Colorado in their Elementary Education program this fall.

Good luck Joanna!

Thank you to our meeting sponsor Michael Horstman of Agency of Credit Control!

Fundraiser October 5

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

Join CBFAA in 2023! Low flat-rate annual dues are a great ROI. Want to know more? Contact us!

Membership applications are online at www.cbfaa.org or contact us at cbfaa@cbfaa.org Join today!







2023 Youth Scholarship winner Joanna Pugliese with her father Officer Joseph Pugliese of the Larimer County Sheriff's Department and her mother Anne.



2023 Youth Scholarship winner Joanna Pugliese of Greeley, Colorado with CBFAA Board members (L to R) Brandon Busby, Mark Reimer, Joanna, John Wrzesinski, Jennifer Porter.

UTAH ALARM ASSOCIATION



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

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

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

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

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

ARIZONA ALARM ASSOCIATION



2158 N. Gilbert Rd., #116 Mesa, AZ 85203 Ph: 480-831-1318 https://www.azalarmassociation.org/

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For more info, go to www.azalarmassociation.org or e-mail info@ azalarms.org or call 480-831-1318.

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

OREGON BURGLAR & FIRE ALARM ASSOCIATION



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OBFAA Membership

Please contact us if you would like to be a member of the OBFAA. Being part of the OBFAA has many benefits such as the latest news dealing with the alarm industry in the Pacific Northwest, OBFAA represents You and Your opinion to consumers, lawmakers and the public at large. The bigger the organization, the louder its voice.

TEXAS BURGLAR & FIRE ALARM ASSOCIATION



P.O. Box 59982 Dallas, TX 75229-1982 TEL 877-908-2322 ExecutiveDirector@tbfaa.org www.tbfaa.org Brad Shipp, Executive Director

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WESTERN STATES SECURITY ALLIANCE

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AUGUST

17..... SAAA Top Golf

OCTOBER

12..... SAAA Fire Forum

DECEMBER

14..... SAAA Holiday Party



INDUSTRY EVENTS

SIA Securing New Ground

October 17-18, New York City, NY

ISC East

November 15-16, 2023, New York, NY

TMA

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

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CAA CONVENTIONS

CAA WINTER CONVENTIONS - Western States Security Conference

Fairmont San Francisco

December 6 - December 9, 2023

December 4 – December 7, 2024

December 3 – December 6, 2025

December 2 – December 5, 2026

CAA PALM SPRINGS CONVENTIONS

Hilton Palm Springs

May 15 - May 18, 2024

May 14 – May 17, 2025

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Web Homepage:	www.dca.ca.gov/bsis



CONTACT THE CAA

California Alarm Association

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

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