

# THE MIRROR

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



## Congratulations to the 2016 Leadership Award Recipients

ESA honored volunteers and chapters for their dedication to the electronic security industry at the ESA Leadership Summit in Chandler, AZ. President of the Alabama Alarm Association, Jerry Bowman, took home the Chapter President of the Year award. "Hard work and the ability to lead people from different backgrounds typify the winner of Chapter President of the Year," Marinace said. "This President of the Year takes the initiative to get things done and consistently supports the goals of ESA."

The Nevada Security Association went home with the coveted Chapter of the Year Award. This award recognizes chapters for the services provided to members, its communications, public relations, government relations and training efforts. Jeanne Palmer, Executive Director of the Nevada Security Association, won the Executive Director of the Year award. "There are few people who have more impact on the chapters than the executive director," Marinace said. "The executive director clarifies the vision of the chapter and puts that vision into action."

The ESA/NTS Instructor of the Year award, given in honor of Paul F. Baran, was awarded to Joel Kent. The Alabama Alarm Association's "AAA Contact" newsletter received Chapter Newsletter of the Year, and the Tennessee Electronic Security Association received the Chapter Website of the Year award.



ESA Vice President/ President-Elect Angela White, Executive Director of the Year Jeanne Palmer of the NSA, Chapter of the Year winner NSA President Greg Simmons and ESA President Marshall Marinace at the ESA Leadership Summit.

## 2016 ESA Leadership Summit Receives Fantastic Reviews

Security experts from across America flocked to Chandler, Arizona to "Link, Learn and Lead" at the 2016 ESA Leadership Summit. The Summit was held at Wild Horse Pass Hotel and Casino January 31 through February 3. Over 250 security professionals met to discuss business, learn from industry experts and make valuable connections to help their businesses grow.

ESA President Marshall Marinace was named the 2015 Morris F. Weinstock Person of the Year during the Diamond Event sponsored by Interlogix. Senior Vice President of Business Development with Alarm Capital Alliance, Kelly Bond was named the Sara E. Jackson Award recipient, sponsored by Honeywell. Bond was honored for her dedication to ESA and volunteer leadership as the Chair of the ESA Membership Committee and ESA Youth Scholarship Task Force.

For more information and to view the photo gallery and highlight video please visit [www.ESA-Summit.com](http://www.ESA-Summit.com).



Kelly Bond of Alarm Capital Alliance was named the Sara E. Jackson Award recipient. Bond was honored for her dedication to ESA and volunteer leadership as the Chair of the ESA Membership Committee and ESA Youth Scholarship Task Force.

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April 6 - 8

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THE MIRROR

## PRESIDENT'S MESSAGE

Security industry professionals convened and were energized by expert speakers and panelists both from within and outside our industry at the ESA Leadership Summit in Phoenix, AZ in early February. More than 250 attendees networked with colleagues, formed new business relationships and shared best practices on trends in the industry and directions on how to secure a solid future. Keynote speakers, including Dennis Snow, a former Disney executive, spoke to the importance of customer service and core differentiators every company should consider. Other speakers included Gene Marks who spoke on relevant topics affecting all of us in the areas of accounting, health insurance, marketing, hiring and growing our companies. All in all a terrific event and one of the best I have attended in this industry that mirrored our vision for the CAA in 2016 to be inclusive and relevant to all.



by Cathy Rempel

We want to hear your voice, we want to understand how you would like to be involved, we want to hear from you on how we can impact the security industry in new ways and we want to collaborate with you on how to provide the best events and support for your businesses. There are many upcoming events to be involved with including local chapter meetings and trainings, our upcoming Sacramento Leadership Forum and California State Capitol visit March 15 - 16, ISC in Las Vegas from April 5 - 8 and our CAA Palm Springs Convention May 4-7.

I am thrilled about our Leadership Forum Series that will be held quarterly and focused on building leadership for you, your company and our industry. Each forum will align with a CAA meeting to optimize your time with our first one scheduled for Sacramento March 15. Whether you are an owner of a company, executive or looking to make positive changes in your life, these will be impactful workshops based on real world skills that every leader must know and embrace to achieve goals. Our intent is to provide relevant information that can be implemented immediately to make a positive difference for you and your company. This first forum in March will feature international speaker and leadership development coach Robert Owens. You will hear from a panel of industry leaders on how the skills Robert discusses made a difference to them and will have the opportunity to participate in a workshop to solidify how these skills can support your directions. I encourage anyone that is looking towards enhancing their proficiency in leadership to participate in these workshops.

The next event is ISC West and this is always a tremendous opportunity to learn more about leading products that can differentiate your business, attain first rate training and of course attend CAA events including AIREF Golf Tournament, SIA/ISC Loves Security reception at the Venetian Rockhouse, Leadership Breakfast on opening day, and Public Safety Luncheon on Thursday.

Finally, the CAA Palm Springs Convention is a key event for learning, networking and this year we will include the second leadership forum towards supporting your continued professional development.

You are part of our team of inspired and committed professionals and we invite you to attend and be involved with the upcoming events knowing that we are inspired by our heritage and dedicated to our future!



## ISC'S GOT TALENT

April 5, 2016

Rockhouse - Venetian

8 P.M. - 10 P.M.



ISC West April 6 - 8

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## ASSOCIATES CORNER

# Responsibility and the Sales Professional

By Harvey Eisenstadt

The responsibility of today's sales professional is far more extensive than ever before. The buyers of today are more knowledgeable and by the same token the products and services are more complex and sophisticated. As knowledgeable as today's buyers are they will not know all there is about the products or services they will be buying. Buyers are looking to and depending on the salesperson not only for their sales presentation expertise but also for their guidance in helping them

find the best solution to their needs. As a result, in addition to their sales strength, one of the most critical responsibilities of the salesperson is their role as a consultant. Therefore, in order for the salesperson to perform a complete sale they must not only be proficient in their own products and services but thoroughly familiar with the needs of the customer as well. The buyer must view the salesperson not only for

their sales expertise but also their value as their consultant. Here are some steps the salesperson can take to add the value of a consultant to their strength as a salesperson.

First, of course, is to be fully knowledgeable about the benefits and value of your own products or services. Never forget that buyers have needs and they resonate positively when hearing a benefit or value that addresses one or more of their needs. Study all your company literature, listen very carefully at sales meetings and ask questions within your organization to strengthen your knowledge about anything that is not quite clear. Identify with the benefits and value of your products or services as it relates directly to a buyer's needs. You must be totally confident and prepared to answer most, if not all, of the buyer's questions when you start calling on prospects.

Quite often you will be able to get valuable information about your prospect prior to calling on them. Certainly when you have the name of the company you can identify a wealth of information from their website. Some of the information you want is: what is their business and what products or services do they provide? How big is this company with regard to employees, volume, locations, etc.? Try to learn something about their industry. From this information you can get an idea how your products or services can benefit their operation, growth, sales, bottom line etc. Now, when you finally meet with the buyer and they recognize the knowledge you possess about their business and their industry you can delve deeper, learning about their specific needs, purchasing procedures and even some of their current suppliers. You have begun the process of providing the service of a consultant, not just a salesperson.

So, the two critical criteria for the salesperson to become a consultant to the prospect, not just someone who is looking to separate them from their money, are: first, being an expert on your own products or services and understanding the true value of the benefits that will meet the prospect's needs. The second is that you fully understand that each prospect must be treated individually and insuring that the prospect realizes that you are identifying with and focusing on their specific needs.

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



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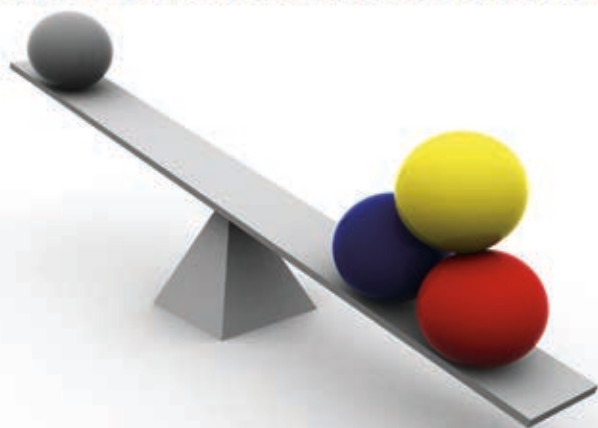
    

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## NMC Will Help Grow Your Business.

Our goal at NMC is to help you grow your business by substantially increasing your referrals. We continue to work hard on your behalf and continue to challenge ourselves in order to always achieve our stated goal. Your monitoring center should help you grow your business, not just respond to alarm signals. This is our mission.

And that's *The NMC Promise*. Contact us today.



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## LEGISLATIVE WATCH

## \$30,000 GOAL FOR 2016

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

## CAA PAC FUND CONTRIBUTIONS

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The bottom section of the advertisement features a photograph of a woman looking at a computer monitor. The monitor displays a security software interface with a large video feed on the left showing a person walking, and several smaller video feeds on the right. A central control panel with a circular dial is also visible on the screen.

At the bottom of the advertisement, there are several logos and certifications:

- CSAA CERTIFIED** (California Security Association)
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**CHECKVIDEO** will give away a free IP camera to the first 25 dealers who schedule and attend a demo at CheckVideo's booth – number 32041 at ISC West. The camera is CheckVideo's EZ SmartCam, a complete intelligent video security solution in a single device. Suitable for residential and light commercial applications, the EZ SmartCam mounts quickly, connects via any Wi-Fi (or Cat 5), configures using CheckVideo's Cloud VMS, which provides all camera management, analytics detection, real-time alerts, instant search and completely secure storage and backup in the Cloud. For more information, [www.checkvideo.com](http://www.checkvideo.com).



**TYCO SECURITY PRODUCTS** introduced facial biometrics within VideoEdge video surveillance systems for immediate detection and verification of individuals. Facial biometrics can easily be added to a VideoEdge network video recorder (NVR). Users can save up to 1,000 faces per NVR enrollment database. "Facial biometrics within VideoEdge offers our customers real value in improving loss prevention and reducing investigation time," said Jammy DeSousa, Product Manager, Tyco Security Products. "The technology used to match multiple points on a face against images stored in the database delivers a high matching success rate for superior performance." Each facial biometrics engine is built-in to the powerful VideoEdge NVR eliminating the need for an additional server. For more information, visit [www.tycosecurityproducts.com](http://www.tycosecurityproducts.com).

**TYCO SECURITY PRODUCTS** announced the release of version 6.05 of Kantech's EntraPass security management system that features Microsoft Active Directory (AD) integration to simplify the management of EntraPass operator profiles, and enhancements to the

mobile and Web interfaces for remote video viewing and playback. EntraPass v6.05 uses the LDAP protocol to import and synchronize Active Directory users with EntraPass operators. "With each new version of EntraPass, this software platform and its related Web client and intuitive mobile app bring a heightened level of functionality to security managers so everyday tasks become easier to perform and critical situations can garner their fullest attention," said Rajeev Dubey, senior product manager, Tyco Security Products. New pan/tilt/zoom (PTZ) functionality in the improved web client of EntraPass v6.05 gives users the capability to perform joystick controls on the screen. The similar PTZ capability that was added for the Web is also available as a tap-and-control feature with the latest version of the EntraPass Go mobile app. For more information, visit [www.kantech.com](http://www.kantech.com).

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**CENTRALARM** will be at ISC West 2016 announcing their renewed commitment to customer focus as a company. They will focus their attention at the show on promoting an exciting new customer program and all-inclusive vacation sweepstakes. A free vacation and customer service will be given away to every new potential customer that migrates to their monitoring service. Centralarm's ability to do this is being powered by Execucom, a supercharged U.S.-based custom service center solution that truly extends the capabilities of customers' businesses. Centralarm will also be hosting guest speaker, expert consultant Bob Harris on Thursday, April 7 where he will be presenting and offering free advice. Customers can have the utmost confidence in Centralarm because they've built one of the most secure technology platforms available – Infinus TM. Utilizing three redundant facilities on the east and west coast linked by dedicated SONET rings and using VPN over MPLS connections. To learn more call 866-899-2910 or see them at ISC West booth #23003.

**TYCO SECURITY PRODUCTS** introduced exacqVision network video recorders (NVR) with Kantech EntraPass Corporate Edition access control system pre-installed for faster, simpler security installation and service. exacqVision NVRs provide high performance, all-in-one network video surveillance solutions. Available in hybrid and IP camera NVR models, exacqVision recorders deliver reliability and capacity for mainstream recording. Designed for easy installation, Kantech EntraPass Corporate Edition comes pre-installed and pre-licensed on exacqVision A-Series and Z-Series Windows NVRs. Having the access control system loaded onto the video server saves user's hardware, power and cooling costs while also reducing the amount of rack space required. Users can control a handful of doors or millions from multiple locations worldwide. Each recorder will support up to 20 workstations and up to 50 concurrent instances of

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*Associates News, continued on page 12*



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# ASSOCIATES NEWS, continued

EntraPass Web or EntraPass Go mobile application. For more information, visit [www.exacq.com](http://www.exacq.com).

**TYCO SECURITY PRODUCTS** introduced the new Illustra Pro 2-megapixel mini-dome cameras, featuring new UltraVision low light technology to capture high quality color video in the most extreme low light conditions. The new Illustra UltraVision technology allows the camera to effectively maintain color video well below 1 lux. Illustra UltraVision is ideal for applications such as parking lots, alleyways, warehouses and other lowlight settings where maintaining color and video quality is critical to the surveillance operation. "In many security scenarios today, it's critically important to be able to identify people and objects of interest in extreme low light situations,"

said Steve Carney, Senior Director of Product Marketing, Video and Integration Platforms, Tyco Security Products. "With the introduction of Illustra Ultravision, Tyco Security Products is able to provide exceptional low light color video quality 24/7 for our customers." The Illustra Pro mini-dome cameras can be easily configured into a video security system saving installation time and money. The camera is exacqVision Edge ready, so exacqVision video management system (VMS) software can be installed directly on the camera for a complete high definition IP video solution. Also, a full line of indoor plenum caps and mounting clips are available for recessed flush installation. For more information, visit [www.illustracameras.com](http://www.illustracameras.com).

*Associates News, continued on page 14*

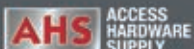


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# ASSOCIATES NEWS, continued

**DIGITAL MONITORING PRODUCTS (DMP)** has named Jamie Brennan to its national account sales team as a Director of National Accounts. In his new role he will manage and service large national account customers in North America. Brennan will assist in developing and executing the organization's sales strategies as it applies to key long time National Account Partners. "We are excited for Jamie to take on this new role," said Joe Hurst, Senior Vice President of DMP. "With his extensive experience working with large national accounts combined with his career-long involvement in the security industry, Jamie



clearly has the skills and background needed to further strengthen these long-standing and mutually beneficial partnerships." For more information, visit [www.dmp.com](http://www.dmp.com).

**ALTRONIX** eBridge200WPM simplifies upgrading analog legacy camera installations to IP, and transmits data and power over Coax or CAT5 cable over distances that are 3 to 5 times greater than standard Ethernet. eBridge200WPM can support up to 2 PoE/PoE+

devices, or a single High PoE (60W) device. The eBridge200WPM offers built-in IP managements which allows for remote camera reset, monitoring and reporting via various IP protocols. There is no need to install remote AC power, the eBridge200WPM is simply powered from low voltage PoE midspan/endspan equipment, such as Altronix NetWay line of midspans or eBridge100SPR. Visit [www.altronix.com](http://www.altronix.com) for information.

**NATIONAL MONITORING CENTER (NMC)** announced two key executive moves intended to secure its future as the premier 3rd party monitoring provider for many years to come. Michael Schubert, currently President, will assume the role of Chief Executive Officer and will take on a greater visionary role to guide the strategic direction of the company as it seeks new markets and new opportunities for growth. He will continue to participate in key decisions for the company. Woodie Andrawos, Executive Vice President, will assume the role of President and will take over the day-to-day operations of the Company. As President, Andrawos will ensure that the Company fulfills its obligations under "The NMC Promise" to strengthen the customer relationships of its dealers and help grow their business through superior customer service and professional representation of the dealer's brand. For more information, visit [www.nmccentral.com](http://www.nmccentral.com).

**CONTINENTALACCESS** now offers Dealer/Integrators new RMR potential with remote hosted services in the latest CA3000 v2.11 of Enterprise Access Control Software. ContinentalAccess, a division of NAPCO, is a respected security innovator and pioneer in integrated access and security solutions for government, institutions and business. Continental provides its own optimized, long-lived hardware and software. Leading edge features include Mobile Access Support, NFC and Blue-



tooth LE; remote web interface, remote control & oversight of system. VP of ContinentalAccess, Scott Schramme said, "It's a win win for the integrator and their customers. We already have several very large well known dealers/integrators, doing very well making new RMR from CA3000's hosted managed services, and doing so on virtually every access control system they're installing, from two to eight doors or more. Some dealers are going a step beyond just hosting the server, they're even offering to implement the routine system updates and changes for their commercial clients, as well." For more information, visit [www.cicaccess.com](http://www.cicaccess.com).



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Mark Sepulveda of USA  
Alarm Systems, Harvey  
Eisenstadt of HJE Sales,  
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# ESA In The News



*Vice President of ESA Chris Mosley, ESA President Marshall Marinace and George De Marco of ESX at the ESA Leadership Summit.*



*ESA President Marshall Marinace and Executive Director of the Year Jeanne Palmer of the NSA at the ESA Leadership Summit.*



*CSAA Executive Director Jay Hauhn, Ken Nelson of Interlogix, Julie Webber of CSAA and Mike Miller of Moon Security at the ESA Leadership Summit.*



*NSA President Greg Simmons and Tim Creenan of NYESA during the Sunday Funday Kickoff at the ESA Leadership Summit.*



*CASIA President Aaron Czapiga, Jon Sargent of Tyco, Matt Westphal of Bay Alarm and Mike Miller of Moon Security at the ESA Leadership Summit.*



*ESA President Marshall Marinace, Chapter of the Year winner NSA President Greg Simmons, and Executive Director of the Year Jeanne Palmer of the NSA at the ESA Leadership Summit.*



*Congratulations to ESA President Marshall Marinace for winning the 2015 Morris F. Weinstock Person of the Year.*





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## Industry News

**LYDIA SECURITY MONITORING, INC. (LYDIA)**, parent company of wholesale monitoring leader COPS Monitoring, exercised a portion of its recent \$75MM Credit Facility led by Citizens Bank to complete the purchase of substantially all assets of United Central Control, Inc. (UCC). Established in 1982, UCC is a contract monitoring company based in San Antonio, TX providing services to 750 dealers and 230,000 accounts. Under the UCC and COPS Monitoring brands, Lydia will provide monitoring services for more than 4,200 alarm dealers and integrators representing nearly 2 million accounts nationwide.

UCC's President Teresa Gonzalez explained, "It was important to former owners Don Munford and Lannie Green to find a company that would be open to maintaining UCC's operations and keeping our dedicated team intact. We believe this acquisition is in the best interests of all UCC's stakeholders – our employees, our dealers, and ultimately the end-user customers."

"This is a unique acquisition," stated Jim McMullen, President and COO for COPS Monitoring. "Historically, Lydia's acquisitions were completed with the goal of strengthening our national central station presence by integrating the companies onto our proprietary monitoring platform under the COPS brand. This acquisition is different. UCC is a stable and growing company with a reputation for offering quality services, which is why Lydia plans to continue providing unique benefits to the UCC dealer base under its own brand."

McMullen further clarified that Lydia will continue to operate the UCC Stages monitoring platform at its current location in San Antonio, and will explore opportunities to enhance dealer services, disaster preparedness, and disaster recovery capabilities by offering redundant monitoring from additional sites, along with other improvements.

"We couldn't be happier about the acquisition, and we have received positive feedback from our dealers," stated Mark Matlock, UCC's Senior Vice President. "One of the biggest concerns has been whether we will continue to host our annual Dove Hunt Extravaganza. We're pleased to announce it is 'business as usual', and the Dove Hunt will continue as planned in late September or early October in Uvalde, TX. We also look forward to our next UCC 'Grow Your Business' seminar to be held in Dallas, TX on February 9." [www.copsmonitoring.com](http://www.copsmonitoring.com).



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## 3 Easy Ways to Write Content for Selling

By Kevin Friedman

The evolution of content marketing as a discipline has made content creation a core marketing function. At the top of the sales funnel, effective presentations and web site content generate leads and build awareness.

We have all heard the saying that content is king. But is some content not worthy of being content? People that scream the loudest aren't always the ones that are heard! No matter how great your article is, it doesn't do you any good if no one sees it. Sure, you've probably got a list of things that you do to promote each piece of web content, but if you REALLY want to get exposure, you've got to make sure your content is worthy.



### Who is your target?

Is it your intention to influence end users or are you trying to reach integrators? Are you trying to get noticed by bloggers or the IT department? Are you even focusing on their preferred platform? Content is the most effective way to reach your tar-

get audience and make a first impression. But first, you need to know who they are. Once you're able to answer these questions, you'll be able to tailor your content to their needs.

### Engaging?

You can go online and find an abundance of content. Do you even know what you just read? Did a robot write it? Maybe it was cut and pasted? Creating content that has a meaning will differentiate you from the next gal or guy. Connecting with your desired audience is everything... Make sure they can get from point A to point B without having to ask for directions!

### Be unique.

This generation is smart. Don't just create content to create content. Have something interesting to share and make sure it's not the same vanilla commentary that everyone else in your industry is offering! When all of your content efforts come together, they can take your offering to the next level. Be the influencer in your industry.

*Kevin Friedman is President of Maize Marketing and can be reached at 818-849-5114 or [kevin@maizemarketing.com](mailto:kevin@maizemarketing.com).*

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# Will it Be Too Late When You Finally Change Your Business Model?

By Mike Simon

At the recent 2015 California Alarm Association Winter Convention during the Executive Symposium discussion "Leading Initiatives in Today's Security Market," George De Marco, managing partner of DECO Ventures LLC spoke of transformational leadership and the need for on-demand, innovation-centric services. The barriers to enter businesses are less of an issue than ever, De Marco said, and leading firms like Uber and Airbnb are wildly successful yet far from the definition of a brick-and-mortar company. In fact, both companies own no inventory or product yet are able to connect buyers and sellers quite effectively.



De Marco hailed the rise of "free thinkers and disruptors willing to be risk takers." So where do you fit into all this?

As new technologies continue to emerge, coupled with the Internet of Things and 'everything as a service,' isn't it time to step out of your comfort zone of installing traditional security solutions only?

The fact of the matter is that today, especially with cloud-hosted integrated security management programs, it's easy to add

new, valuable services. The cloud helps you expand your services and with it comes additional recurring monthly revenue (RMR). Leveraging the cloud, systems solution providers can handle all kinds of different integrations for their customers over a single, hosted interface. Devices now talk to each other creating an environment for your customers that not only gives them a greater return on their investment but also a higher level of security and data to make better business decisions.

Energy management is a perfect example. If you are offering residential customers energy management, it's certain they like the small savings on their utility bill. But in commercial, the value is even greater, with companies being able to save hundreds or even thousands annually on lower heating, cooling and lighting costs. Heating and air conditioning systems coupled to access control and/or intrusion alarms can follow the occupancy of the space for substantial energy savings.

Let's say your customer has several roof top HVAC systems and you install IP connected thermostats along with access control and intrusion detection systems. When you provide networked connections to those units, the customer has tangible peace of mind through reports and alerts if those units become inactive, damaged or inoperable. There's also more RMR in proactive monitoring: instead of getting \$45 in RMR you may be able to get \$60 by actively assessing those network connections.

Here's another example: perhaps your customer has a restaurant with freezers and coolers stocked with inventory that needs to maintain consistent temperatures to meet food regulation standards. By installing temperature probes, you can keep the client apprised of the temperature of those unit(s) and even potential problems, such as when temperatures begin to vary, providing instant alerts before a catastrophic problem develops. And it's not just a general alarm or alert the customer receives. It's a notification of the specific temperature the unit is operating at.

The beauty of cloud-hosted interfaces is that they are extremely flexible for offering enhanced services. You can simplify all your customer's integrations across every market in which you choose to do business. And, your customer with multiple sites can view, control and interact with all their locations on one screen from any web-enabled device. Finally, remote device connectivity and serviceability with cloud offerings can provide even greater efficiencies for technicians in the field.

There's even more value to stepping out of your comfort zone. When you add enhanced services, customers use their systems more, resulting in the all-too-important stickiness of keeping a customer for life. Hosted services make for a stickier customer – and they likely aren't going anywhere else if they can leverage those services to manage their business more effectively.

In a few years, the days of getting \$35 per account for a monitored alarm system will probably disappear. There won't be much to hold your customer to you if you don't pump up the value and the services you offer. The business model of security continues to change. Unfortunately, many companies haven't quite grasped this reality and may not understand it until it's too late.

*Mike Simon is the managing partner of Connected Technologies, LLC, Crystal Lake, IL, a company he started after selling his long-running systems integration business in the Chicago area. He can be reached at 866-976-3520 or [msimon@connectedtechnologies.us](mailto:msimon@connectedtechnologies.us).*

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## Retention vs. Acquisition

By Ken Green and Tony Fish, ItsPayd

It seems that there is too much emphasis on getting new customers rather than retaining past ones.

What has seemed to be an ongoing trend in the security industry, attrition rates continue to hold steady while residential net attrition increases to a four year high. The battle between gaining new customers and retaining past ones remains. We will discuss the challenges companies face when dealing with attrition trends across the marketplace.

In layman's terms, attrition is the measure of a customer's dissatisfaction with or the need for the company's system. It is important for a business to understand their attrition rate because it measures customer dissatisfaction. For the most part, the reasons for this dissatisfaction are company caused. Companies should manage their attrition tracking process in order to focus on, improve, and identify these causes within an organization.

There are several factors that have an influence on attrition trends in the marketplace. Customers that move to a new location is one of the leading causes for attrition increases within the industry. It is difficult for a company to retain a customer when

that customer moves across the country. Companies that provide services online can manage this problem better than those who only provide services at a specific geographical location.

Another popular reason why companies are dealing with attrition increases is when customers are faced with financial difficulties. This often leads to them not making payments and are sent to collections.

Since there can be many causes for attrition, companies need to focus not only on gaining new customers but on maintaining the overall satisfaction of their existing ones.

Better communication opens many doors to potential solutions that might not have been visible before. Getting to know your customer better can help tailor solutions that fit their needs. If a company discovers that their customers can no longer afford their services, they can apply discounts and promotions to make the product/service more affordable for these customers. Ultimately open communication allows companies to uncover problems as well as finding the solutions to fix them.

It is important to continue to add value for your customers. If a company

can significantly show that their product has more value than competitors, retaining customers will not be difficult. Companies can add value by communicating with customers to discover underlying factors that cause attrition. Then they can work to find the solution that fits the customer's needs.

The last suggestion is to stay up to date with the latest improvements in technology. Since technology is incorporating itself more and more into our everyday lives, each new advancement cannot be ignored. There are numerous platforms designed to create better ways of communicating. It is important that companies utilize these tools to discover what is causing their attrition to increase and to find the best solution for resolving them.

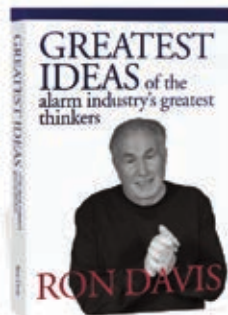
A great tool that utilizes communication to solve issues of attrition is ItsPayd. It allows for both businesses and customers to communicate and develop payment strategies that fit both their needs. It is an ideal solution for maintaining a company's RMR while keeping customer satisfaction one of the highest priorities. It is the perfect tool to solve the battle between retention and acquisition.



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**MATTHEW HOFFMAN**  
President  
matth@alarmwatch.com

## 2016 Training and Education Calendar

March 1 Lutron Ra2 Simi Valley www.volutone.com	March 22 Lutron Triathlon 4hr Cert. Simi www.volutone.com	April 15 Rti Training Irvine www.volutone.com
March 1-2 NICET Fire Alarm 1&2 Training Portland 702-648-8899 www.nationatrainingcenter.net	March 23 Lutron Triathlon 4hr Cert. Van Nuys www.volutone.com	April 20 Infinias Access counter day Tri-Ed Union City www.somervillesecurity.com
March 1 ADI Hayward Altronix Counter Day www.somervillesecurity.com	March 24 Lutron Triathlon 4hr Cert. Cerritos www.volutone.com	April 26 Rti Training San Diego www.volutone.com
March 2 Lutron Ra2 Van Nuys www.volutone.com	March 25 Lutron Triathlon 4hr Cert. Irvine www.volutone.com	April 27 Rti Training Ontario www.volutone.com
March 3 Lutron Ra2 Cerritos www.volutone.com	March 29 Lutron Triathlon 4hr Cert. San Diego www.volutone.com	April 28 Rti Training Las Vegas www.volutone.com
March 4 Altronix Counter Day Tri-Ed Sacramento www.somervillesecurity.com	March 30 Lutron Triathlon 4hr Cert. Ontario www.volutone.com	May 17 Just Add Power / Luxul / Sonos Simi www.volutone.com
March 8 Lutron Ra2 San Diego www.volutone.com	March 31 Lutron Triathlon 4hr Cert. Las Vegas www.volutone.com	May 18 Just Add Power / Luxul / Sonos Van Nuys www.volutone.com
March 9 Tyco Security Products Counter Day Tri-Ed Union City 510-487-1731 www.tri-ed.com	April 1 Infinias Access Counter Day Tri-Ed Sacramento www.somervillesecurity.com	May 19 Just Add Power / Luxul / Sonos Cerritos www.volutone.com
March 9 Lutron Ra2 Ontario www.volutone.com	April 5 Advanced Audio Training Van Nuys www.volutone.com	May 20 Just Add Power / Luxul / Sonos Irvine www.volutone.com
March 10 Lutron Ra2 Las Vegas www.volutone.com	April 6 Advanced Audio Training Irvine www.volutone.com	May 24 Just Add Power / Luxul / Sonos San Diego www.volutone.com
March 15 Kantech Training Seminar 510-487-1731 Tri-Ed Union City www.tri-ed.com	April 8 Significant Changes to NFPA 72 Rice University - Houston TX www.tbfaa.org	May 25 Just Add Power / Luxul / Sonos Ontario www.volutone.com
March 15 ACTi Training Seminar 505-923-9914 Tri-Ed Albuquerque www.tri-ed.com	April 12 Rti Training Simi www.volutone.com	May 26 Just Add Power / Luxul / Sonos Las Vegas www.volutone.com
March 21 Core Brands Counter Day ADI Fresno www.somervillesecurity.com	April 13 Rti Training Van Nuys www.volutone.com	June 22 Security Showcase Van Nuys www.volutone.com
	April 14 Rti Training Cerritos www.volutone.com	

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## ORANGE COUNTY ALARM ASSOCIATION

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

### 2016 OCAA MEETINGS

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

### CITY OF IRVINE PERMITS

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

For information contact:

*Cristine Gaiennie*  
Regulatory Affairs Supervisor  
Irvine Police Department, 949-724-7066  
[cgaiennie@cityofirvine.org](mailto:cgaiennie@cityofirvine.org)

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



## EAST BAY ALARM ASSOCIATION

*Mike Salk, President*

### 2016 EBAA MEETINGS

- ♦ March 8 .....EBAA General Meeting.....Richmond
- ♦ May 10 .....EBAA General Meeting.....Richmond
- ♦ July 12 .....EBAA General Meeting.....Richmond
- ♦ September 13.....EBAA General Meeting.....Richmond
- ♦ November 8.....EBAA General Meeting.....Richmond

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



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## REDWOOD ALARM ASSOCIATION

*Sean Cooke, President*

We had an exciting speaker from the Sonoma County Sherriff's Office at our last meeting in January. The speaker was Matt Harris, Crime Analyst from the Sonoma County Sherriff's Office. He shared statistics, reporting and research they use at the Sherriff's dept. It was a well attended meeting and provided lively discussion.

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

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

### 2016 RAA MEETINGS

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

*The meetings are at Johnny Garlic's in Windsor starting at 11:30 am. If you have any questions or want to participate in the Redwood Alarm Association, please contact Sean Cooke at [scooke@allguardsystems.com](mailto:scooke@allguardsystems.com) or 800-255-4273.*



*Matt Harris, Crime Analyst from Sonoma County Sheriff's Office presenting at the Redwood Alarm Association meeting.*



## GREATER VALLEY ALARM ASSOCIATION

*Joe Castro, President*

### 2016 GVAA MEETINGS

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

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





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# GLASAA

Greater Los Angeles Security Alarm Association

Tom Rankin, President

## GLASAA MEETINGS 2016

- ♦ April 19..... GLASAA General Meeting..... Los Angeles
- ♦ June 21 ..... GLASAA General Meeting..... Los Angeles
- ♦ August 16..... GLASAA Summer Outing..... Los Angeles
- ♦ October 6..... GLASAA Golf Classic..... Los Angeles
- ♦ December 13 ... GLASAA Holiday Party..... Los Angeles

## GLASAA Meetings and Events

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

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

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

Contact GLASAA at 888-826-9149 or through the web at [www.glasaa.org](http://www.glasaa.org) if you would like to contribute by serving on a committee.

GLASAA Past President Bill Collins, GLASAA Director Gina Post-Franco and GLASAA President Tom Rankin at the GLASAA General Meeting.



Amy Firestein of Kids Cancer Connection, Michael Ruiz of ADI, Gina Post-Franco of Post Alarm and Phil Raacke of San Marino Security Systems, Inc.



Michael Ruiz of ADI, Michael Hylton of Sonos, and Bob Michel of Valley Alarm at the GLASAA General Meeting.



CAA Executive Director Jerry Lenander, Alex Green and Alyssa Sims of ItsPayd and Bill Collins of Stanley Security.

Lessing Gold of MS&K, CAA President Cathy Rempel and GLASAA President Tom Rankin.



Alex Green and Alyssa Sims of ItsPayd with Phea Phann of National Monitoring Center.

Mark Sepulveda of USA Alarm and Samuel Storm of Anti-Crime Technology at the GLASAA General Meeting.





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

#### SVAA 2016 MEETING

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

#### SVAA Information

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



## GOLDEN GATE ALARM ASSOCIATION

*Dave Hood, President*

#### 2016 GGAA MEETINGS

- ♦ March 9 ..... GGAA General Meeting ..... Burlingame
- ♦ June 15 ..... GGAA General Meeting ..... San Francisco
- ♦ October 12 ..... GGAA General Meeting ..... San Francisco

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



## INLAND EMPIRE ALARM ASSOCIATION

*Matt Standiford, 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.

#### 2016 IEAA MEETINGS

- ♦ May 19 ..... IEAA General Meeting ..... Riverside
- ♦ September 22.. IEAA General Meeting ..... Riverside
- ♦ November 10 ... IEAA General Meeting ..... Riverside

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.

## SAN DIEGO SECURITY ASSOCIATION

## SAN DIEGO SECURITY ASSOCIATION

*Jason Beardsley, President*

#### 2016 SDSA MEETINGS

- ♦ May 17 ..... SDSA General Meeting ..... San Diego
- ♦ August 25 (tentative) ..... SDSA Day at the Races ..... Del Mar
- ♦ September 20 ..... SDSA General Meeting ..... San Diego
- ♦ December 14 ..... SDSA Holiday Bash ..... San Diego

#### City of San Diego Permit Process

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

## MID-CAL

*Alarm  
Association*



## MID CAL ALARM ASSOCIATION

*Mike Tarin, President*

#### 2016 MID CAL MEETINGS

- ♦ April 18 ..... MCAA Golf Tournament ..... Fresno
- ♦ June 1 ..... MCAA General Meeting ..... Fresno
- ♦ September 14 ..... MCAA General Meeting ..... Fresno
- ♦ November 7 ..... MCAA Golf Tournament (tentative) ..... Fresno



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www.sacalarm.org

Leanne Boger, President  
Sacramento Area Alarm Association  
saaasecretary1@gmail.com

The Sacramento Area Alarm Association had its 9<sup>th</sup> Annual Police Forum on February 19. We had Larisa Tsvor with Sacramento County Sheriff and Katherine Van Ness with the Citrus Heights Police Department join us. They spoke about their current ordinance and how S.I.A.C trends have helped their jurisdictions. Our speakers were Jon Sargent and Ron Walters with S.I.A.C. John Sargent spoke about the history and the advantages of following S.I.A.C. standards. Ron shared his knowledge in helping manage alarm companies improve in the reduction of false alarms. He also shared his insights on what type of practices work best in different jurisdictions across the country. Sacramento Area Alarm Associations next meeting is the CCTV Forum on April 14<sup>th</sup> at the TMS Event Center.

#### 2016 SAAA MEETINGS

- ♦ February 18 ..... SAAA Police Forum ..... Sacramento
- ♦ April 14 ..... SAAA CCTV Forum ..... Sacramento
- ♦ June 16 ..... SAAA Mardi Gras Night ..... Sacramento
- ♦ August 16 ..... SAAA Industry Trends ..... Sacramento
- ♦ October 28 ..... SAAA Fire Forum with SRFMA ..... Sun City
- ♦ December 15 ..... SAAA Holiday Party ..... Sacramento

An RSVP is required for our events. Call 800-437-7658 ext. 3 or email [info@caaonline.org](mailto:info@caaonline.org).



Jon Sargent and Ron Walters of S.I.A.C, SAAA President Leanne Boger and Tim Sproul of TMS at the SAAA PD Forum



Sacramento Area Alarm Association Members at the SAAA Police Department Forum.

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## SCHOLARSHIP APPLICATION DEADLINE MARCH 25

CAA Local Associations: Make sure to get your copy of the Youth Scholarship Application for the *children of active duty law enforcement and fire service personnel in the state of California*. This is for children who are graduating from high school in 2016. Call the CAA office or go to [www.caaonline.org](http://www.caaonline.org) for an application form.

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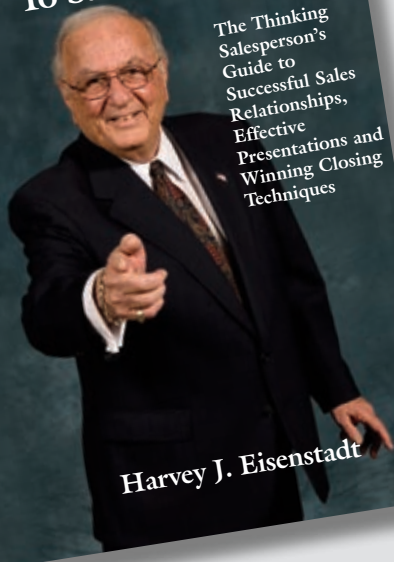
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## 2016-2017 CAFAA BOARD OF DIRECTORS

In accordance with the CAFAA Bylaws, Article VIII, Section 8.1, the CAFAA Nominating Committee, led by the Immediate Past President Kevin Green, met and submitted the following nominations for the 2016-2017 CAFAA Officers and Board of Directors. This slate was accepted by the voting CAFAA members attending the Annual Meeting on Feb. 04, 2016.

### OFFICERS:

President

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Siemens Industry, Inc.

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Intrepid Electronic System

Drew Turner

Edwards

Terry Szalai

Blakeslee Electric, Inc.

Special thanks to immediate past president Tony Locatelli and departing Directors, Bill Hopple and John Sullivan for their time and service to the organization.



# 13th Annual AIREF Golf Classic



## *13th Annual AIREF Golf Classic* **Make 13 Your Lucky Number in Golf @ ISC West in Vegas**

This CLASSIC tournament has reached "the teen years", which is all the more reason to give it your utmost attention and support! Together we have done an incredible job of fundraising to benefit the industry we share. The AIREF golf tournament has raised in excess of \$1,000,000 for research and education projects significant to public safety, consumers and the electronic security industry. To keep this momentum going and growing, we need your continued pledge and participation. We strive to make each AIREF Golf Classic a exceptional event for all attendees and sponsors. We have succeeded to date to fulfill our fundraising goals and to treat every player to a fun, guilt-free day of golf. Please, help us sink the ball for a continued win.

Tee up for ISC West by spending the day on the greens with industry colleagues, clients, and cronies. It's the perfect introduction to a successful ISC show.

For more information about the golf tournament and sponsorship opportunities, call (203) 762-2444 or email Pat Remes at [premes@airef.org](mailto:premes@airef.org). Register online at [www.airef.org](http://www.airef.org)

**Tuesday, April 5, 2016**

Shotgun start at 8:45 a.m. local time

**REVERE COUNTRY CLUB, Lexington Course, Las Vegas**

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Tom Hammerberg  
AFAA Technical Director  
[tomhammerberg@afaa.org](mailto:tomhammerberg@afaa.org)

## **Executive Board of Directors**

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## **AFAA Testing & Inspection Seminar**

The Automatic Fire Alarm Association (AFAA) announced a new seven-hour accredited course on the testing and inspection requirements of NFPA 72 (2013). The new AFAA Fire Alarm System Testing & Inspection (AFAA026) seminar was developed for installers, service technicians, build and fire inspectors, and owner-representatives. Visit [www.afaa.org](http://www.afaa.org) for the latest training calendar or email [info@afaa.org](mailto:info@afaa.org) to sponsor a local seminar.



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## **AFAA Annual Meeting and Codes Conference**

**April 5-8, 2016 - Hilton St. Petersburg Bayfront**

**St. Petersburg, Florida**

The AFAA Annual Meeting & Code Conference April 5-6, 2016 in St. Petersburg, FL provides some of the best specialized training and educational workshops, presented by some of the nation's leading fire protection and fire code experts.

This year the conference programs are geared toward those interested in innovation and professional growth. Industry experts will cover a wide range of topics relevant to emerging trends and growth in the areas relating to fire alarm systems and fire protection.

Non-members of AFAA receive a free one-year membership just for attending the conference, participating in quality training, and learning more about who we are and the benefit we provide to the Fire Alarm Industry. To keep with our high standard of offering top quality educational programs, we are bringing in some of the best trained experts in the Fire Alarm industry to share their knowledge, expertise, and wisdom.

## **Educational Workshops**

### **Inside Disney -**

One of this years featured educational programs includes a rare behind the scenes look at how the "Magic of Disney" protects millions of visitors annually through their fire alarm and mass notification operations.

### **Mass Notification Systems -**

### **Fire Alarms and Health Care Facilities -**

We are also offering two multi-series programs. One is on Mass Notification Systems (MNS), and the other is on Fire Alarm Systems in Health Care Facilities. We will discuss both of these hot topics from various perspectives.

Some of our other presentations include:

- An overview of NFPA 3 & 4
- ITM certification from NICET
- NFPA 720
- Solepatch central station reporting
- AFAA's partnership with NFSA on our combined training "Who You Gonna Call?!" - Coordinating NFPA 25 & 72 Inspection, Testing, and Maintenance Requirements.

*Registration Information, Conference Pricing and Sponsorship & Exhibiting Opportunities are available at [www.afaa.org](http://www.afaa.org).*

## **AFAA Training Seminars**

AFAA continues to expand our benefits to members and provide continuing training opportunities designed to enhance your skills. Through our regional delivery program, AFAA is committed to providing training regionally in various part of the US and beyond.

### **Why training from our cadre of well-educated and experienced instructors?**

- Increase the collective knowledge of your team.
- Encouraging your employees to continually train on fire alarms and related codes and standards through professional development can have an immediate effect on productivity. Professional development will also help raise overall staff expertise and general knowledge.
- Enhance your company's reputation.
- Wouldn't your clients like to know that you have highly skilled employees on board?
- When you make professional development opportunities available, you're building a positive reputation as an employer that cares about its workforce and strives to employ only the best. Remember your employees are your brand ambassadors.

Please check the AFAA training calendar ([www.afaa.org](http://www.afaa.org)) for a seminar near you. If you would like to host or sponsor specific training in your area or at your facility, please contact us directly at [training@afaa.org](mailto:training@afaa.org).



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NSA members attended the ESA Leadership Conference in Phoenix. Great presentations allowed our members to bring home information to put to use in their businesses as soon as they got home. Thanks to the sponsors of this great event.

The NSA was paid a great honor by being awarded by ESA as Chapter of the Year and NSA Executive Director Jeanne Palmer was awarded Executive Director of the Year! The NSA works hard to bring value to our members by being active at the local and national levels.

Join us at ISC-West in Las Vegas for a full slate of events.

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(Contact Jeanne).

April 5th.. (day).. AIREF Golf Tournament

April 5th.. (eve).. Welcome Reception at the Rockhouse

April 6th.. Leadership Breakfast

April 7th.. NSA Public Safety Luncheon with guests from police and fire agencies and presentation of NSA Community Award and NSA Youth Scholarship Awards. Join us for this moving event.

### NSA 2016 MEETINGS

March 8 ....(DATE CHANGE) NSA Regular Meeting .... Las Vegas

April 6-8 ...ISC West Expo ..... Las Vegas

April 7 .....NSA Public Safety Luncheon & Scholarship Presentation at ISC-West

*Regular meetings take place at 6:00pm at Gordon Biersch Restaurant, 3987 Paradise Rd, Las Vegas, NV 89169.*

Be a part of this award winning chapter by joining the NSA today! Membership promotions are underway! Contact us for details.



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March 17 ..... WAESA Eastside Meeting ..... Spokane, WA  
April 12 ..... WAESA Westside Meeting  
April 21 ..... WAESA Eastside Meeting ..... Spokane, WA  
May 5 ..... WAESA Eastside Meeting ..... Spokane, WA  
May 18 ..... WAESA Annual Meeting  
June 16 ..... WAESA Eastside Meeting ..... Spokane, WA  
July 13 ..... WAESA Board Meeting  
July 14 ..... WAESA Golf Tournament ..... Redmond, WA  
September 13... WAESA Westside Meeting  
September 15... WAESA Eastside Meeting ..... Spokane, WA  
October 11 ..... WAESA Westside Meeting  
October 20 ..... WAESA Eastside Meeting ..... Spokane, WA  
November 8 ..... WAESA Westside Meeting  
November 17... WAESA Eastside Meeting ..... Spokane, WA

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We have a great apprenticeship program which is valuable to both employers and employees. It is dedicated to training apprentices in all phases of the electronic life safety, security and systems industry. The recruitment, selection, employment and training of apprentices during their apprenticeship shall be without discrimination because of race, sex, color, religion, national origin, age, disability or otherwise specified by law. We encourage the application of female and minority apprentices. For more information, contact Stella McDonald, Training Director at stella@waesa.org

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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.

### 2016 OBFAA MEETINGS

May 4 .....OBFAA General Meeting  
August 3 .....OBFAA General Meeting  
November 2 .....OBFAA General Meeting

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The WBFAA UATC is open to member companies of the CAA or CAFAA who require having registered apprentices with the State of California. 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.



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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](mailto:info@wbfaa.net).

### CSLB Enforces Zero Tolerance

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

### WBFAA UATC Invites Membership

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

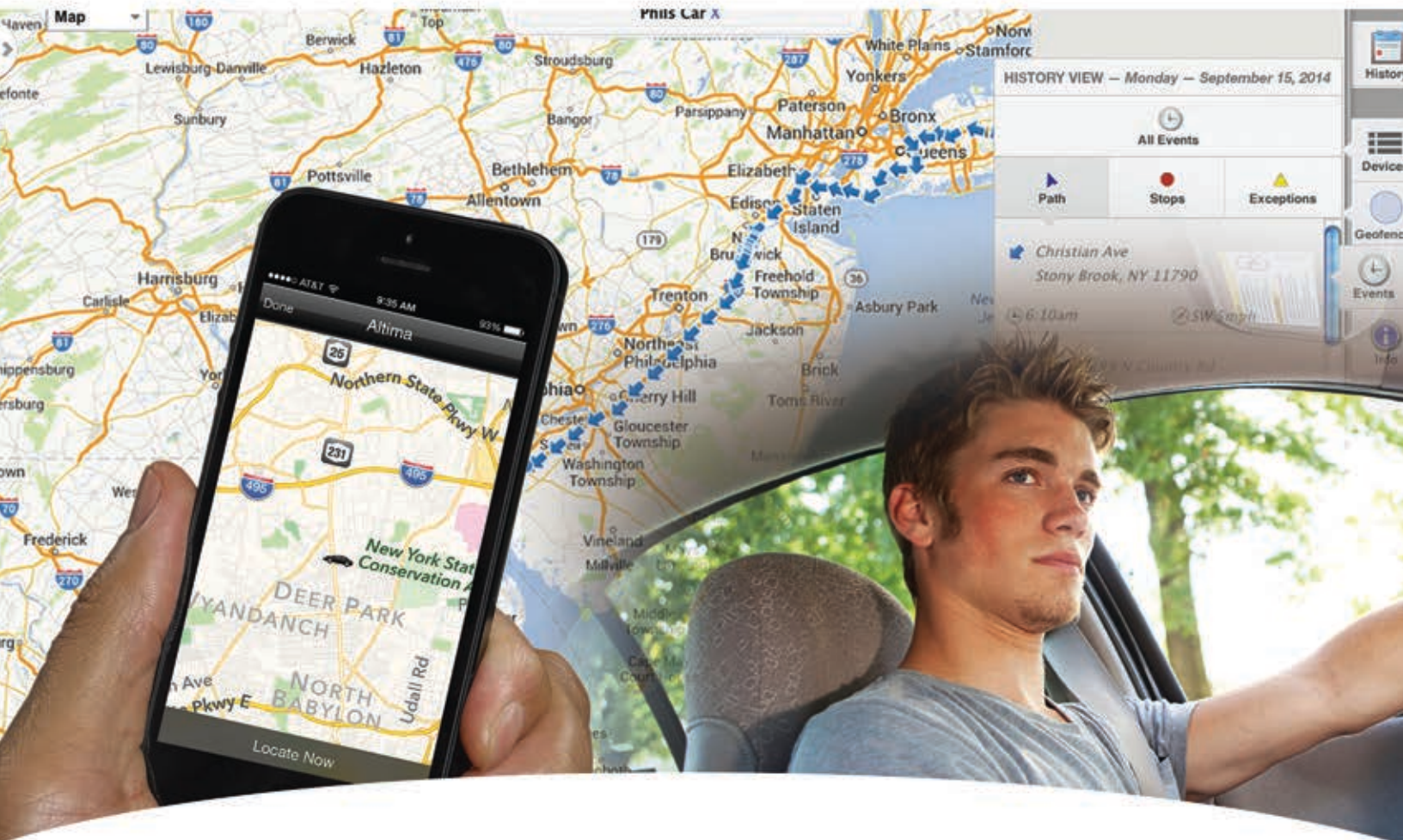
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# the big picture



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more information about the SECURE+ Initiative, go to [ESAweb.org](http://ESAweb.org) or contact the ESA Member Service Center at 972-807-6801.

### ESA Member Buying Program

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

### Security America Risk Retention Group

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

### NTS Expands Online Courses

The ESA National Training School has expanded its catalog of online training courses including technician and business management courses. For information, visit [www.esaweb.org](http://www.esaweb.org).

### Electronic Security Association SECURE+ Initiative

The Electronic Security Association (ESA) web presence helps consumers find the most qualified and trustworthy professionals for their home safety and automation needs. The website, [www.Secure-Plusweb.org](http://www.Secure-Plusweb.org) showcases ESA member companies who have joined the SECURE+ Initiative. These companies install security systems, along with lifestyle-enhancing features, such as remote control of lighting, air conditioning and heating, making their customers' lives not only safer, but simpler, more energy-efficient and more convenient. For

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### MARCH

8.....	EBAA General Meeting .....	Richmond
9.....	GGAA General Meeting.....	Burlingame
16.....	OCAA General Meeting .....	Anaheim

### APRIL

5.....	AIREF GOLF .....	Las Vegas, NV
5-8.....	AFAA Annual Conference.....	St. Petersburg, FL
6-8.....	ISC WEST .....	Las Vegas, NV
14.....	GVAA General Meeting .....	Manteca
14.....	SAAA CCTV Forum .....	Sacramento
18.....	MCAA Golf Tournament.....	Fresno
19.....	GLASAA General Meeting .....	Los Angeles
20.....	SVAA General Meeting.....	San Jose
27-28.....	ASIS Security Conference.....	New York, NY

### MAY

4.....	OBFAA General Meeting .....	
4-7.....	CAA Palm Springs Convention.....	Palm Springs Hilton
10-12.....	PSA TEC CONFERENCE .....	Westminster, CO
10.....	EBAA General Meeting .....	Richmond
17.....	SDSA General Meeting.....	San Diego
18.....	WAESA Annual Meeting.....	Bellevue, WA
19.....	IEAA General Meeting.....	Riverside

### JUNE

1.....	MCAA General Meeting .....	Fresno
8-10.....	ESX 2016 .....	Fort Worth, TX
15-17.....	SIA Government Summit .....	Washington D.C.
15.....	RAA General Meeting.....	Windsor
15.....	GGAA General Meeting.....	San Francisco
16.....	OCAA Golf Tournament .....	Rancho Santa Margarita
16.....	SAAA Mardi Gras Night .....	Sacramento
21.....	GLASAA General Meeting .....	Los Angeles

### JULY

12.....	EBAA General Meeting .....	Richmond
14.....	GVAA General Meeting.....	Manteca
14.....	WAESA Golf Tournament.....	Redmond, WA
20.....	SVAA General Meeting.....	San Jose

### 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)

### AUGUST

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

### SEPTEMBER

13.....	EBAA General Meeting .....	RICHMOND
14.....	MCAA General Meeting .....	FRESNO
20.....	SDSA General Meeting .....	San Diego
21.....	OCAA General Meeting.....	Anaheim
22.....	IEAA General Meeting.....	Riverside

### OCTOBER

6.....	GLASAA General Meeting .....	Los Angeles
12.....	GGAA General Meeting.....	San Francisco
13.....	GVAA General Meeting .....	Manteca
19.....	SVAA General Meeting.....	San Jose
26.....	RAA General Meeting.....	Windsor
28.....	SAAA Fire Forum with SRFMA.....	Sun City

### NOVEMBER

2.....	OBFAA General Meeting .....	
7.....	MCAA Golf Tournament.....	FRESNO
8.....	EBAA General Meeting .....	RICHMOND
10.....	IEAA General Meeting.....	Riverside
16.....	OCAA General Meeting.....	Anaheim

### DECEMBER

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

### CAA CONVENTIONS

2016.....	May 4-7 .....	Palm Springs Hilton
2016.....	December 7-10 .....	San Francisco Marriott Marquis
2017.....	May 10-13 .....	Palm Springs Hilton
2017.....	Nov 29-Dec. 2 .....	San Francisco Marriott Marquis

### 2016 Industry Events

April 5  
SIA/ISC Loves Security, Rock House  
Las Vegas  
  
April 5-7  
SIA Education@ISC, Las Vegas  
  
April 5-8  
AFAA Annual Meeting and Conference  
Hilton St. Petersburg Bayfront  
St. Petersburg, Florida

April 6-8  
ISC West 2016, Sands Expo Las Vegas  
  
June 15-17, 2016  
SIA Government Summit,  
The Westin Washington, D.C.  
City Center  
  
August 17-19  
AZAA 2016 Annual Meeting  
  
November 16-17  
ISC East 2016  
Javits Center North, New York, NY



CONTACT THE CAA  
California Alarm Association  
333 Washington Blvd., Suite 433, Marina del Rey, CA 90292  
TEL 800/437-7658 FAX 800/490-9682 [www.CAAonline.org](http://www.CAAonline.org) [info@CAAonline.org](mailto:info@CAAonline.org)  
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