

THE MIRROR

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Fining Alarm Companies for False Alarms: SIAC and Industry Say "Not So Fast"

A small town in Georgia wants to fine alarm companies for false alarms generated by their customers. The Security Industry Alarm Association (SIAC) is joining with the Georgia Electronic Life Safety & System Association (GELSSA) to fight this ordinance in the United States Districts Court for the Northern District of Georgia.

"There is no question that this type of unconstitutional ordinance has the potential to be a major disruption to

our industry," said Stan Martin, SIAC Executive Director. "The City of Sandy Springs, GA is completely out of step with modern alarm management practices. They passed an ordinance that we believe is unconstitutional because it makes alarm companies responsible for the actions of a third party they do not control."

"If the industry allows this type of ordinance to become the norm it will be faced with huge administrative and legal

False Alarms, continued on page 26

SIAC Honors Atlanta PD

SIAC Directors Award of Distinction for Excellence in Alarm Management was presented to the Atlanta (GA) Police Department during a December Command Staff Meeting. The Atlanta Police Department using the Georgia Association of Chiefs of Police (GACP) Model Alarm Ordinance reduced their alarm calls by 56.9 percent over a four-year period, dropping alarm dispatches from 65,000 calls annually to 28,000 a reduction of 37,000 calls, netting 11.74 officers.

The award was presented by Chief Dan Flynn, Marietta (GA) Police Department and Chair of the GACP Alarm Management Committee and SIAC National Law Enforcement Liaison Glen Mowrey. Chief of Police Erika Shields stated, "The reduction in alarm dispatches is significant for us and allows our officers to engage in additional community and crime prevention initiatives." She further stated, "We've worked with the alarm industry through the GACP's Alarm Management Committee in developing our alarm program, and we look forward to our continued partnership with the committee and the industry in achieving greater results in the future".

GACP Alarm Management Committee Chair, Chief Dan Flynn commented, "The Atlanta Police Department, being the major law enforcement agency in the state, is an excellent example of developing an effective alarm reduction program, and the committee commends Chief Shields and their leadership."



Marietta (GA) Police Chief Dan Flynn and SIAC Law Enforcement National Liaison Glen Mowrey present Security Industry Alarm Coalition Directors Award of Distinction for Excellence in Alarm Management to Atlanta (GA) Police Assistant Chief Rodney Bryant.

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PRESIDENT'S MESSAGE

The sky is falling!

The sky is falling!

For my entire career, there seems to always be a looming
doomsday event poised to pounce on our industry and destroy our
businesses as we know it.

From the Ma Bell break up, to the AT&T takeover, area code
splits, cable company competitors, cell phone companies, bundled
services, loss of the home phone, big box, non-response, DIY ...
Whew!

Hallelujah, we're still here!

Although all of these concern us, other issues not on the list have a
major impact on our alarm industry.

We can all agree that today's consumer and technologies are changing faster than ever before
and the security space of tomorrow will be completely different than it is today. However, I view
today's largest threat to our way of life — today's alarm industry — as false alarms.

As an industry, we have legacy customers who have been with us for years where verification
doesn't exist or is limited to a phone call.

And our national false alarm rate hovers somewhere in the 90% of dispatches being a false
alarm.

What can we do about this as an industry? I for one will do all I can to offer the latest in
verification devices to my new and legacy customers. But what else?

Last year in my President's Message I asked for help in understanding best practices from our
readers.

After many discussions and a review of the ideas, I have compiled a list which I ask each
person, each company to contemplate these four simple ideas and move into action in hopes of
our industry proactively taking steps to curb false alarms.

1. ECV "Enhanced Call Verification" everywhere, even if not required.
2. Follow up each dispatch with a call to the customer to investigate.
3. Keep and review your annual dispatch rate per customer with a goal of reducing false
dispatches.
4. Update your customer's responsible party list annually and ask for cell phone numbers.

If you can think of additional ideas, please let me know at chuck@advancedsecurity.us and I
will share the best.

There is no time like the present to proactively do what we can to curb our false alarm
dispatches. I look forward to hearing from you.

Chuck Petrusha



By Chuck Petrusha

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ASSOCIATES CORNER

Effective Communication A Necessity for Successful Closing

By Harvey Eisenstadt

All too often salespeople tend to forget that effectively communicating with their prospect is critical to achieve sales success. The operative word here is "effectively". So much of our communication today is achieved through the latest technological advances that it becomes too easy for the salesperson to forget that their spoken words, and how they are delivered, is truly the closer. Now unquestionably we recognize the communication value of our modern technological advances such as e-mail, texting, Twitter,

What's App, etc. These communication technologies play a very important role in exchanging information expeditiously and effectively between the salesperson and their prospect. Again, the operative word here is "effectively." Because of the convenience of these technologies and social media many salespeople have become complacent with the value and strength of their spoken word and the essential need of that characteristic to close the sale.

The lack of effective implementation of the spoken word creates many explanations for communication failure. However, there are solutions to overcome these failures. Here are a few of the reasons for failure and some solutions to overcome them when you are face to face with the prospect.

The salesperson must remember that closing occurs when the prospect and the salesperson agree that the product or service presented by the salesperson meets the prospect's needs and addresses their concerns. The salesperson must effectively deliver those benefits and value that create that agreement and resonates positively with the prospect. Quite often the salesperson will fail to remember the importance of the word "effectively." A sure way of overcoming this failure is to be prepared with a list of benefits and values, presenting them one at a time, gaining the prospect's

acknowledgement after each one. This must be accomplished face to face with the prospect, where the salesperson is delivering this message in their own sincere voice waiting for the prospect's acknowledgement for each benefit and value presented before proceeding.

This brings us to the next source of possible failure resulting from poor communication of the spoken word. The tone, volume and clarity of the salesperson's delivery must also resonate positively with the prospect. The salesperson's tone must not sound too demanding; the volume of their delivery must not be too loud or too low; and the clarity of their words must be intelligible to be properly understood. The solution to this type of failure is quite simple and is categorized by one word - practice. Every salesperson knows what they must say to close a sale. Take the time to practice how those closing benefits and values will be communicated, effectively strengthening the sincerity in the tone of your voice; the volume of your delivery; and the methodical articulation of the words of your delivery.

Another source of communication failure that is attached to inexperience is distraction. Distraction during closing can occur in many different forms. A phone call interruption or an employee interruption are just a few examples of how the salesperson can be distracted during their closing delivery. If these or any other distractions occur, allow the prospect the courtesy of addressing this interruption. Once the distraction is addressed, your challenge is to stay focused on your closing comments, remembering where you were when the distraction occurred. Looking directly into the eyes of the prospect shows them that they still have your complete attention and continue closing.

Remember, the spoken word, effectively delivered, is the path to sales success.

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

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Is Now a Good Time to Sell My Alarm Company?

Rory Russell, Acquisition & Funding Services

If you are hoping to maximize your profit and capitalize on the opportunity to sell your alarm company, timing the sale appropriately is imperative. You want to make sure your company is sold for top dollar and keeping an eye on market and industry trends is key.

Considering when to sell your alarm company? Wondering if now is a good time to sell?

The answer is YES.

Why Now Is a Good Time to Sell Your Alarm Business

Now is an ideal time to sell your security alarm company – in fact, it's the best time to sell in many years. Here are a few reasons why:

1. It's Currently a Seller's Market

At the present time, there are more buyers in the market for security alarm companies than sellers. This creates an ideal situation for sellers as it increases competition among buyers, driving up the prices they are willing to pay to procure a company. This is a favorable situation for those hoping to sell their alarm companies. If you're hoping to sell your alarm company quickly, for top dollar and on the best possible terms, now is the time!

2. The Internet of Things Has Taken Hold

The advent of the Internet of Things revolution has made now the ideal time to sell your traditional alarm company. Competition from telephone and cable companies has made the security alarm market increasingly saturated. The increased popularity of DIY security systems has limited

growth opportunities for traditional security alarm companies. Consumer demand for home automation and remote monitoring technologies has forced many traditional alarm companies to invest in extensive upgrades in order to remain viable competitors. For companies that are unsure if they'll see a return on the investment they make to keep up with the Internet of Things, the time to sell is now.

3. The Capital Gains Tax Rate Has Improved

While a few years ago, the capital gains tax rate was nearly 30%, the rate has decreased significantly in recent years, hovering around 20%. This adjustment has greatly improved selling conditions, as alarm company sales will be taxed at a significantly lower rate than in years past. This leaves more money in the pockets of sellers and makes now an even more ideal time to put your alarm company on the market – another strong indication that sellers should act now!

4. Corporate Tax on C Corporations Has Been Reduced

This year, the corporate tax on C corporations is expected to be reduced from 35% to 21%. This reduction is highly beneficial and is a key factor that makes now an especially good time to sell.

5. Interest Rates are Currently Low

Right now, interest rates are low, but they are expected to rise over the course of the coming year. This will affect the value of the capital that buyers need to make an offer on your company. As interest rates increase, buyers will have to adjust – likely lowering their offers to offset the additional cost of the monies they need to put the deal together. If you want to sell your company to a qualified buyer for top dollar, now is the time to do so – before interest rates rise!

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LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2018

By Don Gilbert, Mike Robson, and Trent Smith

The Political Action Committee (PAC) is an important part of the CAA governmental relations program. In past years, CAA has raised more than \$30,000 in its PAC to contribute to business-minded legislators. We want to establish this funding level as a goal for 2018 and encourage CAA members to contribute what they can to reach this goal.

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

CAA PAC FUND CONTRIBUTIONS

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

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ASSOCIATES NEWS

WINLAND ELECTRONICS, INC. announced the hiring of Michael Furr as Manager of Winland's Reseller Partner Channel. Furr comes to Winland with more than fourteen years of industry experience as an integrator implementing solutions for a diverse customer base. His most recent position as Operations Manager for Stanley Security afforded him the opportunity to foster sales growth and improved production for branches in North and South Carolina. "We are excited about the growth of INSIGHT through our partnerships with regional and national security integrators across North America," said Brian Lawrence, President and CFO. For more information, visit www.winland.com.

ANIXTER INC. is expanding the footprint of its North American flagship distribution Center in Alsip, IL with the addition of a 238,000-sq.-ft. facility, equipped with an intelligent conveyor system and voice picking technology, making it Anixter's largest—and smartest—distribution center. With 30 to 40 percent more storage capacity and new automation technology, Alsip is expected to speed up shipments significantly to customers. "The new facility will significantly decrease our processing time," said Orlando McGee, Executive Vice President of Global Operations. "The technology and design of this facility will enable us to move orders into the shipping network faster." The new Alsip facility embodies the smart building approach that Anixter champions in the marketplace. "We excel at assisting customers in laying the groundwork for smart buildings—from structured cabling to automation and lighting systems—to improve safety, productivity, space utilization and efficiency," said Anixter CEO, Bob Eck. "We've applied our own smart building principles to Alsip, and this new facility demonstrates the quantifiable business value of the smart building approach." For more information, visit www.anixter.com.



JOHNSON CONTROLS has introduced the newest version of its victor Video Management System and VideoEdge Network Video Recorders (NVRs) from American Dynamics, version 5.2, a powerful video management system that provides enhanced video intelligence and analytics to greatly improve the efficiency of security personnel and daily business operations. The victor client on VideoEdge hardware platforms allows users to leverage high-performance video streaming, audio, motion meta-data and an expansive feature set for improved real-time command and management. "Active surveillance and security environments require immediate and streamlined access to critical event information and system health status to make the right decisions for incident response and conduct

efficient investigations," said Jammy DeSousa, senior product manager, American Dynamics, Building Technologies & Solutions, Johnson Controls. "With its powerful event assessment, the victor and VideoEdge platform is designed to enhance operator productivity, improve our customer's visibility of their entire environment and provide greater business insight to their overall enterprise." For more information on the latest version of the victor VMS and VideoEdge NVRs, please visit <http://www.americandynamics.net>.

Innovative laser scanning technology from **OPTEX** can now be integrated with the Genetec™ Restricted Security Area (RSA) Surveillance module, to deliver a new era in security and detection in outdoor and indoor environments for airports and other critical infrastructure sites. OPTEX's award-winning REDSCAN laser sensors can now send real-time events and alarm data to the Genetec™ unified security platform, Security Center, alerting control room operators to any intrusion in the surveillance area. Intrusions can be tracked on site maps to enable operators to respond to threats even more quickly and accurately. The REDSCAN laser sensors provide highly customizable virtual walls and ceilings which can be used to protect a perimeter line, but also specific areas. In the case of an airport, this might include entrances to hangars, gates and other restricted areas including baggage halls. "We are pleased to welcome OPTEX as a partner," says Georges Tannous, Director of Strategic Alliances at Genetec. "The technology and detection precision provided by their LiDAR devices can help benefit airport, mass transit and critical infrastructure customers." These sentiments were echoed by Ryosuke Miwa, Senior General Manager of Global Security Division from OPTEX Japan. "We are delighted with the integration of our laser detection sensor within the Genetec™ RSA Surveillance module." For more information, visit www.optex.com.



QOLSYS announced that Guardian Protection Services has selected the IQ Panel 2 as its next generation platform following a one-year evaluation period. Trusted by more than 300,000 clients throughout the nation, Guardian has provided state-the-art technology to homes and businesses for more than 65 years through the professional installation and monitoring of its residential and commercial security systems and smart home technologies. "We are honored to bring the IQ Panel 2 to Guardian's customers and dealers," says Mike Hackett, Qolsys SVP of Sales and Marketing. "As security and IoT converge, Guardian is perfectly placed to deliver this best-in-class, connected home solution to Residential, Builder and Small Business segments." For more information, visit www.qolsys.com.

ANIXTER announced it will provide an update on smart building technology on a new Science Channel series, Tomorrow's World Today. Tomorrow's World Today is a new technology-inspired television program dedicated to exploring topics such as sustainability, educating viewers on new technology, and showcasing worldwide concepts around innovation. Tomorrow's World Today will air on the Science Channel in May 2018. Anixter CEO, Bob Eck commented, "As a company that is passionate about STEM (science, technology, engineering and mathematics) education, we are honored and excited to be selected to speak on the topic of smart building technology on Tomorrow's World Today. We're looking

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Associates News, continued on page 10



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ASSOCIATES NEWS, *continued*

forward to sharing the merits of smart building technology with viewers, which includes both financial and environmentally friendly insights.” For more information, visit www.anixter.com.

JOHNSON CONTROLS announced that Florida Atlantic University, based in Boca Raton, FL., has selected the Software House C•CURE 9000 security and event management platform to secure a new building that is part of the Charles E. Schmidt College of Medicine, a facility which houses research, administration, and a medical clinic. With C•CURE 9000, Florida Atlantic University can easily manage student access to classrooms and laboratories, which can range from 24-hour access to the building to limited facility access during examination time. According to Patrick Garmon, Director of Security Technology for Florida Atlantic University, it was important to implement a system that enabled the university to manage student access to buildings by floor and room, not just to restrict overall building access. “Florida Atlantic University has harnessed the vast capabilities that C•CURE 9000 has to offer when it comes to security and access control management,” said Jason Ouellette, global product general manager, Access Control, Building Technologies & Solutions, Johnson Controls. “Whether managing access to laboratories, the pharmacy or medical records, C•CURE 9000 provides flexibility to easily manage and adjust the system based on current needs.” For more information on C•CURE 9000, visit Software House at www.swhouse.com.

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LIFESAFETY POWER will feature its innovative product category at ISC West 2018 in Las Vegas at booth 5097. Two featured products will include ProWire Unified Power Systems and FlexPower Multi-Site Manager (MSM) Enterprise. ProWire eliminates hours of panel wiring, lock control and communication wiring with a standard installation platform that improves system uniformity, streamlining service and maintenance. “These solutions are part of our ongoing commitment to quality, certified products that ease labor costs yet provide the kind of proactive data necessary to keep integrated technology installations up and running reliably 24/7,” said Larry Ye, Life-Safety Power’s President and Chief Executive Officer. For more information call (888) 577-2898 or visit www.lifesafetypower.com.



CONTINENTAL ACCESS, a division of **NAPCO SECURITY TECHNOLOGIES**, announced the debut of the next generation Access Control Appliance (model #CA-ASA). With this super-quick, convenient installation, there’s no software to license or install on any client or server and all that’s required is a typical web browser. Now featuring a reliable 256GB Solid State Drive – 2-times the storage, and 8 GB of RAM, the CA-ASA is a compact solid-state network appliance that virtually fits in your hand, runs on an embedded OS, and comes ready-to-go, pre-installed with the latest version of CA4K Integrated Access Control Enterprise Software with full Native Client and Web Client Interface, providing integrated access, locking, alarms and video, and the fastest, fuss-proof installation ever. It has no moving parts for a long life, and is built on a rugged, embedded computing platform. For more information on the Access Server Appliance, contact Continental Access at 800-645-9445, email salesinfo@cicaccess.com, or for specs or a training class or webinar go to Continental Access www.cicaccess.com/seminars.



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Steve Doyle, Nigel Spinks, Val & Katherine LaFountaine, Janice Christiansen, Ellen Darsch, Sheila & Tima Doyle, Stacey Sevinor, Charlie Darsch, Ralph Sevinor and Ron LaFountaine at Charlie Darsch's birthday with THE MIRROR.



Dan Van Hart, Jerry Lenander and Daniel Freitas of the California Alarm Association welcome Will Wise of ISC Events to Venice Beach with THE MIRROR. Where are you Bob McFarland?



Sandy Hsu and Lorrie De La Cruz of ReAct by Pro-Lite, Will Wise of ISC Events, Terry Howard of Observables and David Morgan of Security Dealer Marketing at the SIA There Networking event with THE MIRROR.



Debbie Padilla of Arlenco, Les Gold of MSK, SIA Chairman-Elect Scott Schafer and Sarah Schaffer of SIA with THE MIRROR.



CAA Executive Director Jerry Lenander, Tim LeBlanc of Tristar Monitoring, Les Gold of MSK and Jeff Spatz of Interlogix with THE MIRROR.



Dave Morgan of Security Dealer Marketing, Kevin Murphy of SIA and Dan Van Hart of the CAA with THE MIRROR at the SIA There Event in Venice, CA.

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Mike Tarin, President



Mid Cal Alarm Association members during the first General Meeting of 2018 with THE MIRROR.

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Chris Kwast, 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.

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Vacant, President

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



GREATER VALLEY
ALARM ASSOCIATION

Joe Castro, President

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

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INLAND EMPIRE Alarm Association

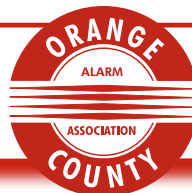
Jon McNamara, President

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

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.



ORANGE COUNTY Alarm Association

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

Jason Keyz, President

♦ March 14 Meeting

Speaker: Mitch Reitman, Reitman Consulting Group

CITY OF IRVINE PERMITS

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

For information contact:

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

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



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REDWOOD Alarm Association

Sean Cooke, President

Have you RSVP'd for the March Redwood Alarm Association Meeting? It's not too late!

The next meeting takes place Wednesday, March 14.

All meetings are held at Chevy's Mexican Restaurant in Santa Rosa, Calif.

March's meeting will feature special guest Community Services Officer Jennifer Abrao from the Sonoma County Sheriff's Office. Jennifer will discuss ordinances and regulations to sell to the cannabis industry. Please RSVP to jared@advancedsecurity.us or 707-443-6366. If you have any questions or want to participate in the Redwood Alarm Association, please contact Sean Cooke at scooke@allguardsystems.com or 800-255-4273.

♦ Wednesday, March 14

♦ Wednesday, May 30

♦ Wednesday, August 18

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

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



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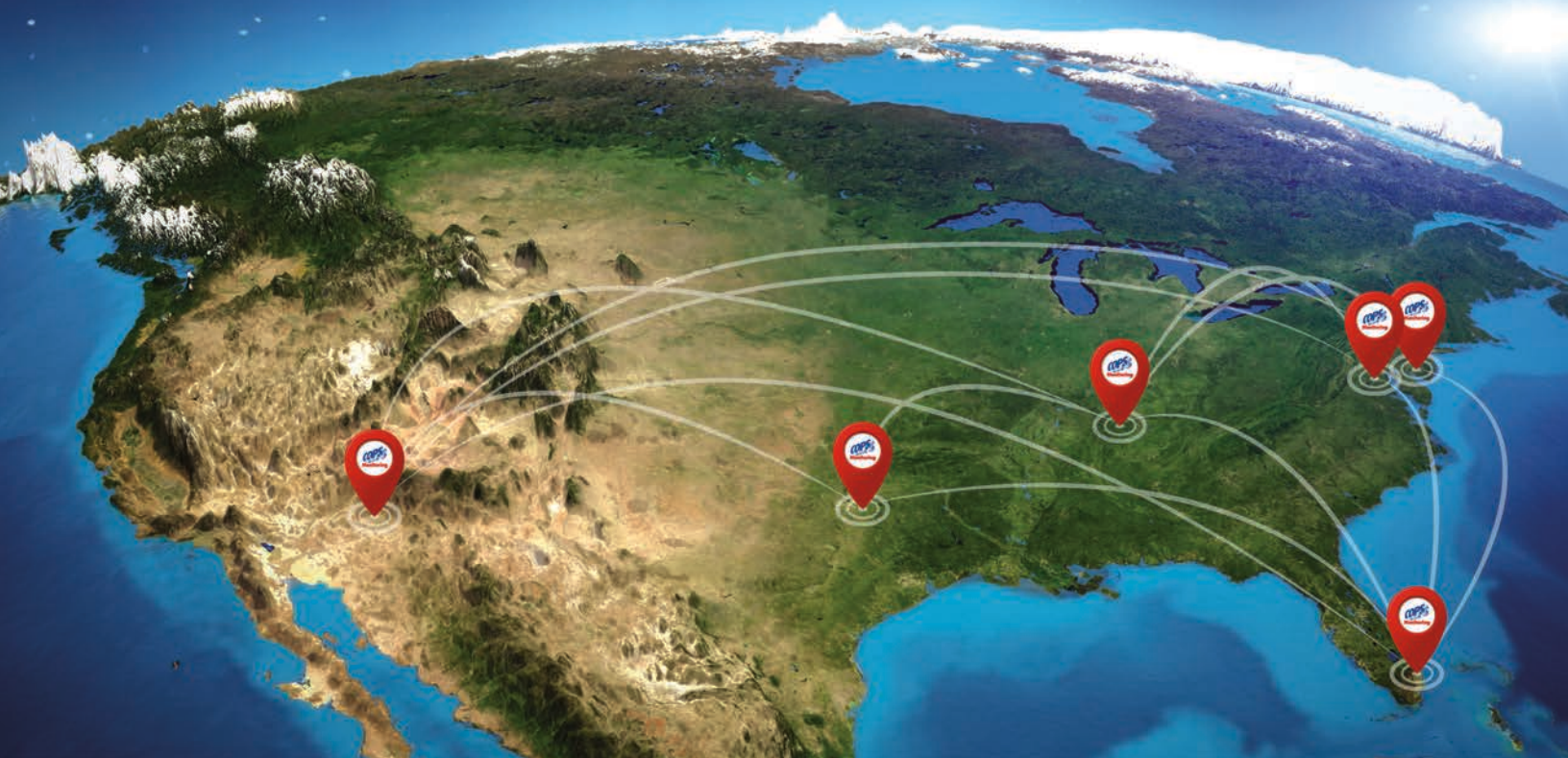
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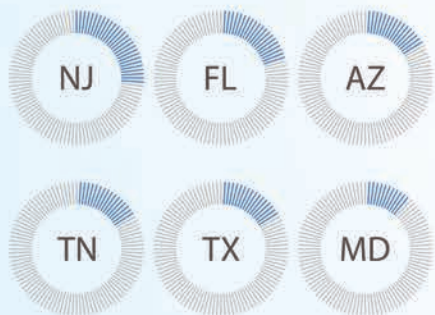
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Ben Martinez, President

The SVAA held their first meeting of the year with Mitch Reitman of Reitman Consulting Group as our guest speaker and he spoke to our group about the 2018 tax strategies and tips for business owners for the upcoming tax season. Questions were asked and answered regarding the provisions in the tax code for purchasing and write-off for alarm systems installed for commercial and business owners.

We were honored as well to have Mike Matson, our CAA Northern California Vice-President and recipient of last year's George A. Weinstock Award stop and provide information and feedback to our meeting content.

Questions were also brought up by our members about Best Buy and SimpliSafe doing business in California with no active ACO license and how we as an industry can help to combat this with the CAA/BSIS/SIAC associations.

And a discussion on current topics about the City of Danville and City of Sunnyvale were discussed and we will forward to the CAA for review.

We look forward to our next meeting on April 25th at CES-San Jose where we will hold our first SVAA Fire Forum with our guest speaker Art Black, board member NFPA 72 and an added guest from UL.

We look forward to all members and vendors for participation to make this a great kick-off event for the SVAA.

SVAA MEETINGS

Come and join us! All meetings are held at Three Flames Restaurant – San Jose, 1547 Meridian Avenue, San Jose, CA 95125. Please RSVP to info@caaonline.org or call the CAA office at 800-437-7658.

SVAA Information

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



SAAA President Mark Simpson, CAA Vice President Mike Matson and SVAA President Ben Martinez at the first General Meeting for SVAA.



Mitch Reitman of Reitman Consulting was the special guest speaker at the SVAA General Meeting.



SVAA Sgt. At Arms Joe Bowman of First Trust Alarms, SVAA Secretary Trevor Wall of Creative Security, SVAA Treasurer Deric Morrow of Johnson Controls, SVAA Vice-President David "Bubba" James of Crime Alert Monitoring Center, SVAA Past President Mark Simpson of RFI and SVAA President Ben Martinez of All-Guard/ GCS Monitoring at the SVAA General Meeting.

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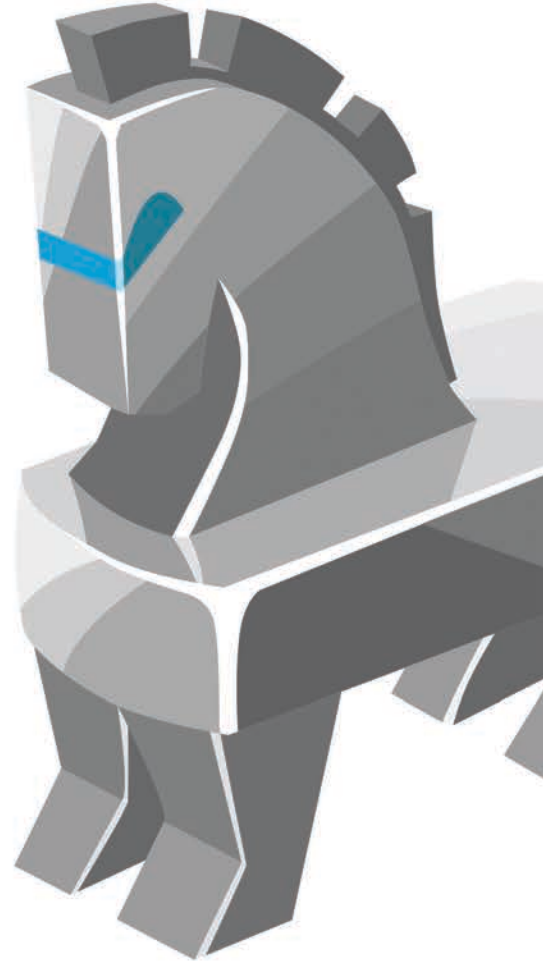
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Mark Simpson, President

GLASAA

Greater Los Angeles Security Alarm Association

PLEASE SAVE THE DATE FOR THE FIRST GLASAA GENERAL MEETING OF 2018!

Tuesday, March 6 at the fabulous Luminarias Restaurant - Grand View Ballroom

5:30 check in | 6:30 dinner and program

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Those interested in serving on the Board should contact Dave Michel - dmichel@valleyalarm.com

GLASAA Meetings and Events

Please visit our website at www.glasaa.org



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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.

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INDUSTRY NEWS

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AVANTGUARD owner, Josh Garner, officially invited 11 familiar faces to share ownership of his business. The new owners come from the executive management teams of sister companies AvantGuard and Freeus. Previously, Garner was the sole owner of the holding company, Golden Aide, which served as an umbrella organization for AvantGuard and Freeus. The new holding company is called Becklar, a name derived from the Bechler river in Yellowstone National Park.

In addition to Garner, its ownership consists of executive-level members from AvantGuard and Freeus. Garner is the CEO of Becklar, LLC. "The purpose of creating this new entity was to build a new ownership structure," said Garner in an interview. "Our executives were really committed to this business as employees, and, now they have the opportunity to participate on a deeper level." Becklar recently secured a \$20M revolving line of credit through Capital Source to give AvantGuard and Freeus dry powder for growth. Garner says, "That could take place in the form of acquisitions or starting new divisions."

AVANTGUARD announced that Brian Davis has joined the company as CFO who has more than 22 years of public accounting and CFO experience. A CPA, he earned his undergraduate degree in accounting from Virginia Polytechnic Institute and State University in 1995. "Brian brings decades of knowledge and experience from outside the industry," said AvantGuard president, Justin Bailey. "His perspective and insight allow him to challenge the status quo and approach opportunities with a unique perspective." www.agmonitoring.com

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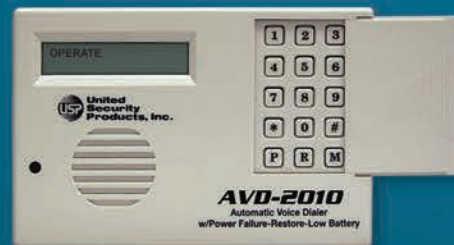
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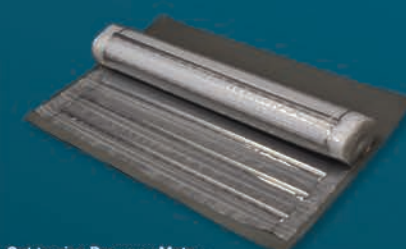
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US-908	14"x24"
US-909	24"x36"
US-960	24"x60"

These mats are activated at 60 lbs Pressure and are Pet Resistant.

Product Number	Size
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US-902PR	6"x24"
US-903PR	18"x24"
US-904PR	24"x30"
US-908PR	14"x24"
US-909PR	24"x36"
US-960PR	24"x60"



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ESX Keynote Addresses Disruptors

The Electronic Security Expo (ESX) keynote speaker is a disruptive marketer, best-selling author and president of UnMarketing. Scott Stratten will force you to rethink everything you know about resonating with customers and will address passionate electronic security professionals. The



keynote address will be held on the ESX Main Stage, Wednesday, June 20 from 11:30 a.m.-12:45 p.m. in Nashville's Music City Center.

"Today's business climate is changing at an unprecedented rate," says Stratten. "Every week, it seems there is a new strategy, social media site or technology that is a 'must use' or a 'game changer'. What we lose in this endless quest for the next bright shiny business object is that at the core of business while everything

has changed, nothing is different. Trust, connection, consistency and service will always trump any new app to hit the market."

As retail stores fill their shelves with competitive security and IoT offerings, Stratten's message is a timely one. His presentation, titled

"The Age of Disruption: Everything Has Changed and Nothing is Different," is no stranger to the limelight. His unconventional approach has attracted clients including Walmart, Microsoft, IBM, Toyota, Pepsico, and Edelman.



The ESX Opening Keynote Luncheon is sponsored by Security Dealer Network and endorsed by Security Systems News. Registration for the event is open and early-bird pricing is in effect for a limited time. Visit www.ESXweb.com to register or to learn more.

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2) N.O. Activation: dialer activates when a "close" is detected

3) Voltage Activation: N.C. (applied voltage: Min. +5VDC, Max. +28VDC)

N.O. (loss of continuous voltage: Min. 0VDC, Max. 0.25VDC)

Max. Digits for outgoing numbers: 50

Operating temperature range: -18 to 55 C (0 to 130 F)

Dimensions (inches): 8.5 x 7.5 x 5.0in.

Weight (pounds): 3.5

Mounting: Wall or Flat Surface

Case Material: Fiberglass - NEMA 4x Rating

Color: Grey

Warranty: 1 Year

False Alarms, continued from page 1

costs, disputes with customers and a process that will be less effective than best practices for reducing alarm dispatches,” said Dan Gordon, GELSSA President. “Passing customer fines to alarm companies cannot be an option on the table when discussing alarm management.”

The lawsuit notes that alarm companies do not have any sort of master-servant or principal-agent relationship with alarm users and are not in a position to supervise, direct or control the actions of their customers. Yet, despite these facts the ordinance imposed draconian fines on alarm companies: First false alarm \$25, second and third false alarm \$250 and \$500 for a fourth or additional false alarm in any 24-month period.

The most serious provision the City of Sandy Springs plans to enforce would suspend police response to ALL of a dealer’s customers if any single fine is not paid! Imagine one missed payment, one denied appeal or even a lost/misdirected invoice and the city unilaterally suspends all police response to every one of your customers. Potential exists for a former customer to switch to a competitor, never notify the city and you receive the bill in error and you refuse to pay it, your entire customer base is in no-response.

Since the ordinance became effective, alarm companies have been subjected to thousands of dollars in civil penalties for the actions of alarm users who have caused “false alarms” as determined by the city and billed by Cry Wolf Services, the city’s third-party alarm administrator.

Alarm companies are not provided with any opportunity to be heard prior to receiving notice of the false alarm determination and related fine. At most, alarm companies are given a short, 10-day window to file a written notice appealing Sandy Springs unilateral decision, at which point they are given a hearing before a hearing officer designated by the police chief or fire chief. This 10-day window fails to provide alarm companies with a meaningful opportunity to gather evidence in support of their appeals or to otherwise conduct a sufficient investigation into the circumstances causing the alarm activation.

The appeals are also subject to a fee-shifting provision, which provides the following: “In the event the appeal is not upheld, the owner or alarm company shall also be responsible for any fee assessed to reimburse the city for any costs incurred by the hearing officer. . . .” The lawsuit argues that the ordinance is unconstitutional because it denies due process guaranteed by the Fourteenth Amendment. The ordinance also allows the city to suspend police response after four alarms in 24 months but to continue to levy fines.

“We appreciate SIAC offering its expertise and support in helping us in this important fight,” said Gordon. “If this unconstitutional ordinance is allowed to stand, our industry will face this same type of issue from other communities who have the mistaken belief fining alarm companies is an effective way to deal with alarm issues.

SIAC needs continued financial support from the industry to help identify problem ordinances, promote the model ordinance that incorporates well-documented best practices for alarm management and can help lead the fight against ordinances such as the one in Sandy Springs. Visit www.SIACINC.org for more information.



SIAC: DO YOU KNOW?

In 2016 SIAC worked on alarm ordinances in 30 states and 91 jurisdictions. Roughly 40% of SIAC’s activities were in California.

Ordinance activity is less than 10% of our overall mission. Most of SIAC’s activity is proactive: We attended more than 156 meetings with law enforcement at the local, state and national level.

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- Attending meetings with elected officials
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SIAC PIERCE COUNTY ORDINANCE 10 YEARS

Pierce County just completed their alarm statistics for 2017 and ten years after implementing their new ordinance (effective in 2008) they are sustaining an 85.6% reduction in unnecessary police response to alarms. 2007 = 3,966 vs 2017 = 573.



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WAESA MEETINGS

March 8, 2018

Eastside Luncheon Meeting
11:30 a.m. – 1 p.m.
ADI Global Distribution - 2680 E Ferry Ave, Spokane, WA 99202
Speaker: Jonathan Beach, NW Regional Manager, Honeywell Security and Fire Will speak on opportunities for increasing your RMR.

March 13, 2018

4th Annual WAESA Fire Symposium
7 a.m. – 4 p.m.
Emerald Downs - 2300 Emerald Downs Dr., Auburn WA 98001
Bob Long of United Building & Engineering Services presenting "Smoke Control Special Inspections" and Travis Allen of Allen Engineering presenting "Smoke Control Engineering".

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NSA's 2017 First Place Winner Diego LaRochelle was presented his check during ISC West 2017.

2018 NSA Calendar

March 21	NSA Membership Meeting	Las Vegas
April 12	NSA Public Safety Luncheon	ISC West
May 9	NSA Board of Directors Meeting	Las Vegas
May 9	NSA Membership Meeting	Las Vegas
June 13	NSA Board of Directors Meeting	Las Vegas
July 11	NSA Board of Directors Meeting	Las Vegas
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August 8	NSA Board of Directors Meeting	Las Vegas
September 12	NSA Board of Directors Meeting	Las Vegas
September 12	NSA Membership Meeting	Las Vegas
October 10	NSA Board of Directors Meeting	Call-in
October 12	NSA Youth Scholarship Fundraiser	Las Vegas
November 14	NSA Board of Directors Meeting	Las Vegas
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December 12	NSA Board of Directors Meeting	Las Vegas

NTS On-line Training is now accessible through the TRAINING TAB on the NSA website.

JOIN US at the NSA Public Safety Luncheon during ISC-WEST in Las Vegas April 12. Special focus on public safety including guests from police and fire agencies and presentation of the NSA/ESA Youth Scholarship Awards. Wonderful event with over 100 attendees! Sponsorships available for Luncheon plus Welcome Reception and Leadership Breakfast.

Contact Jeanne or check e-newsletter for sponsor forms.

Stop by the ASSOCIATIONS BOOTH in the Sand's Convention Center lobby during ISC-West. It's a great meet-up/take a break from the show floor/chat with fellow members/find out what's happening gathering spot.

Exhibit Hall: April 11-13, 2018
 SIA Education@ISC: April 10-12, 2018



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ESA Leadership Summit Well Received

Nearly 250 executives tackled cyber security trends, company culture, and “unmarketing,” while fostering industry relationships, and bettering their businesses at the Electronic Security Association’s 2018 Leadership Summit, held last week in Savannah, GA. The exclusively executive conference included education, networking events, association meetings and moments to honor excellence in industry leadership and volunteerism.

The recipients of the industry’s most prestigious awards, the Sara E. Jackson Memorial Award and the Morris F. Weinstock Person of the Year, were both announced at the Summit. This year, Robert Few, co-founder of The Connection Xchange, was named the recipient of the Sara E. Jackson Memorial Award. Few has dedicated countless hours of work to developing ESA’s Mentorship Program and furthering efforts to bring fresh talent into the electronic security industry. His character and contributions to the association through his work as chairman of the Rising Leaders Professional Group earned him this honor.

Tom Donaldson, president of AT Systems, was announced as the Morris F. Weinstock Person of the Year and will officially receive the award at the Opening Reception at ESX 2018 in Nashville.

Larry Mann, technical training and consultant, took home the National Training School’s Paul F. Baran Instructor of the Year Award.

The next three days of networking events included one-on-one scheduled meetings, a speed networking event, sponsored by Altronix and Security America RPG, and a Diamond Event, sponsored by Interlogix, that took guests to a local dueling pianos hotspot with dinner catered by Paula Deen.

Highlights of the week’s educational sessions that were sponsored by Interlogix, Honeywell and NAPCO Security Technologies. For more information, visit www.esaweb.org.



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ESA Member Buying Program

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

Security America Risk Retention Group

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

NTS Expands Online Courses

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

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UNILATERAL
APPRENTICESHIP AND TRAINING
COMMITTEE (UATC)
THE WBFAA
APPRENTICESHIP PROGRAM

www.WBFAA.net



WBFAA Secretary Shane Clary, Nan Snow, Art Webster, WBFAA Chairman Ron Lander, WBFAA Past President George Gunning and WBFAA Training Director Jerry Lenander in Palm Springs where Nan Snow and Art Webster were presented with an award for their dedication and support to the program for many years.



WBFAA Chairman Ron Lander with Art Webster and Nan Snow in Palm Springs.

WBFAA UATC Apprentice Spring Semester Class Launched

Member companies can register new apprentices at anytime. If you will be hiring new apprentices or technicians, member companies are encouraged to send job postings to info@wbfaa.net and we will send to our list of qualified prospects. The WBFAA UATC is open to member companies of the CAA or CAFAA who require having registered apprentices with the State of California. Call the WBFAA UATC at 800-809-0280 if you are interested in joining.

Certification – Fire/Life Safety Technician - Renewal

For Fire/Life Safety Technicians with 4,000 hours of work experience, the state law requires them to be certified by passing the state exam. The renewal application is posted at www.dir.ca.gov/das and the state does not send out reminders. For information on the Electrician Certification Program visit www.dir.ca.gov/das and follow the links.

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

CSLB Enforces Zero Tolerance

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

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 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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WESTERN STATES SECURITY ALLIANCE CALENDAR 2018

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

MARCH

8	WAESA Eastside Meeting	Spokane
13	WAESA Fire Symposium	Auburn
14	NSA Member Meeting	Las Vegas
14	RAA General Meeting	Santa Rosa
14	CBFAA Membership Meeting	Denver, CO
21	OCAA General Meeting	Anaheim

APRIL

10	SIA/ISC's Got Talent	Las Vegas, NV
11-13	ISC West 2018	Las Vegas, NV
12	NSA Public Safety Luncheon	ISC West
16	MCAA General Meeting	Fresno
19	SAAA Video Forum	Sacramento
25	SVAA Fire Forum	San Jose

MAY

8	EBAA General Meeting	Emeryville
9	NSA Member Meeting	Las Vegas
15	SDSA General Meeting	San Diego
16-19	CAA Palm Springs Convention	Hilton Palm Springs
30	RAA General Meeting	Santa Rosa
31	IEAA General Meeting	Riverisde

JUNE

13	CBFAA Membership Meeting	Denver, CO
19-22	ESX 2018	Nashville, TN

JULY

10	EBAA General Meeting	Emeryville
11	NSA Membership Meeting	Las Vegas
12	GVAA General Meeting	Manteca
25	SVAA General Meeting	San Jose

AUGUST

6	MCAA General Meeting	Fresno
15	RAA General Meeting	Santa Rosa
23	SAAA Industry Trends	Sacramento

SEPTEMBER

9	SDSA General Meeting	San Diego
11	EBAA General Meeting	Emeryville
12	NSA Membership Meeting	Las Vegas
12	CBFAA Membership Meeting	Denver, CO
20	IEAA General Meeting	Riverside

OCTOBER

11	GVAA General Meeting	
12	NSA Youth Scholarship Fundraiser	Las Vegas
13-17	TMA Annual Meeting	Palm Beach, FL
24	SVAA General Meeting	San Jose
25	SAAA Fire Forum	Sacramento

NOVEMBER

8	IEAA Holiday Teen Charity	Riverside
13	EBAA General Meeting	Emeryville
14	NSA Membership Meeting	Las Vegas
TBD	TMA Fall Operations Seminar	

DECEMBER

5-8	CAA Winter Convention	Fairmont San Francisco
6	SAAA Holiday Party	Sacramento
6	CBFAA Holiday Party	Denver, CO
12	NSA Board of Directors Meeting	Las Vegas
12	SDSA Holiday Bash	San Diego

CAA CONVENTIONS

2018	May 16 – May 19	Hilton Palm Springs
2018	December 5 – December 8	Fairmont San Francisco
2019	May 15 – May 18	Hilton Palm Springs
2019	December 4 – December 7	Fairmont San Francisco
2020	May 13 – May 16	Hilton Palm Springs
2020	December 2 – December 5	Fairmont San Francisco
2020	May 12 – May 15	Hilton Palm Springs
2021	December 1 – December 4	Fairmont San Francisco

INDUSTRY EVENTS

AIREF Golf Classic

April 10, 2018 Las Vegas, NV
www.airef.org
premes@airef.org

SIA Education @ISC 2018

April 10-12, 2018
Las Vegas, NV

ESX 2018

June 19-22, 2018
Nashville, TN

ASIS 2018

Sept. 23-27, 2018
Las Vegas, NV

ISC WEST 2018

April 11-13, 2018
Las Vegas, NV

SIA/ISC Got Talent

April 10, 2018
The Rockhouse at the Venetian
Las Vegas, NV

CAA Palm Springs Convention

May 16 - 19, 2018
Palm Springs, CA

TRAINING DATE

March 14
Anixter Phoenix: Sargent Overview Training/
ASSA ABLOY
9 a.m. – 2 p.m.
602-748-2414
www.anixter.com

Email your training and education calendar to info@CAAonline.org

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



CONTACT THE CAA

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Jerry Lenander, Executive Director director@caaonline.org



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