

THE MIRROR

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A DEALER'S PERSPECTIVE...#22



By Tony Smith

New Issues for Equifax!— New Concerns About Cyber Warfare

The Justice Department in Washington and Attorney General William Barr have announced indictments against four members of China's People's Liberation Army (PLA), charging them with multiple counts of hacking into the Equifax computer networks in 2017. "The scale of the theft was staggering," Atty. General William Barr said Monday (Feb. 10, 2020). "This theft not only caused significant financial damage to Equifax, but invaded the privacy of many millions of Americans, and imposed substantial costs and burdens on them as they have had to take measures to protect against identity theft." This is the latest of several accusations of hacking by Chinese nation state perpetrators. The breach by Equifax is directly related to their failure to promptly patch a software glitch, of which they were aware. The accused were able to compromise the software and use log in credentials to enter the data base, copy data from approximately 148 million individuals in the U.S. and another 35 million in Canada and the U.K.

How can this happen? It seems that Equifax and a large percentage of American businesses do not encrypt their data bases and software operations because it adds too much expense and complexity to the user interface. Encryption can take a number of forms, but it has been available since before WW II. If the Equifax data had been encrypted, and if they had practiced better security management, most, if not all, of the data would be gibberish to the hackers. As mentioned last month, Equifax has been forced to pay substantial fines (\$275 million) to the FTC, the Consumer Protection Bureau, and fifty states and territories.

This column has preached encryption for quite some time. I am pleased to say that the manufacturers of our security equipment have begun to deliver encrypted devices to the marketplace. DMP, Resideo, and Alula are just some of the manufacturers who have stepped up and made the commitment to encryption. The security market is very large and not all manufacturers have seen the light. When you place your next equipment order, make sure it has encrypted components and promote that feature to your customers.

The \$4 million ransomware siege at Allied Universal (Dealer Perspective...#21—February, Mirror) offers demonstrable evidence that encryption works. In this

Dealer Perspective, continued on page 12

ADT lobbyist Tony Gonzalez of London & Gonzalez Advocacy, Assemblyman Chen, CAA President Tim Westphal of Bay Alarm, Government Affairs Committee Chair Shane Clary, Brian Boaglin of Comcast and Holly Boergmann from ADT met with their legislators at the Annual CAA Day at the Capitol.



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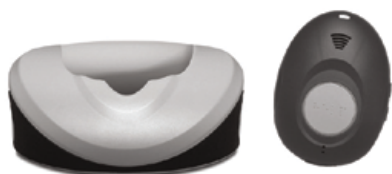


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Jerry Lenander

California Alarm Association

333 Washington Blvd. Ste. 433

Marina del Rey, CA 90292

TEL 800/437-7658 FAX 800/490-9682

Web Site: www.CAAonline.org

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THE MIRROR

PRESIDENT'S MESSAGE

Dear CAA Membership,

The year is off to a swift start and I hope you and your company are advancing towards your goals and objectives for 2020. The CAA is also on the fast track advancing the mission of the association and working to improve our industry.

DAY AT THE CAPITOL

AB 5 is the hot topic in Sacramento and the CAA Government Affairs Committee and our legislative advocates are integrally involved in seeking clarification to reduce or eliminate the impact on our companies. Our 5th Annual Day at the Capitol at the end of February provided us an opportunity to meet our representatives and share information about our companies, our employees and our customers.

CAA AT ISC WEST

I look forward to seeing you at ISC West and invite you to join the CAA at our opening reception, Leadership Breakfast and Public Safety Luncheon. Members are free but we do need your RSVP to info@caaonline.org. Also, take a break and stop by our booth in the lobby for a cup of coffee and to get updated on the programs of the CAA.

PALM SPRINGS CONVENTION

Networking is a big part of the benefit of being in the CAA, and I encourage you to attend your regional meeting and also attend the CAA Palm Springs Convention May 13-16, 2020. Dealers are guest of the sponsors for the conference and a great morning of golf. We will also recognize the critical support of our Associate Members with the presentation of the CAA Mark Schubert Memorial Award.

SCHOLARSHIPS

Finally, please reach out to your friends in public safety agencies and make them aware of the \$25,000 CAA Scholarship for Children of Law Enforcement and Fire Service Personnel. Applications are online at www.caaonline.org.

Get back to work and see you soon!

Sincerely,

Tim Westphal
CAA President



By Tim Westphal

CAA CONVENTIONS

2020..... May 13 – May 16 Hilton Palm Springs

2020..... December 2 – December 5 Fairmont San Francisco

2021..... May 12 – May 15 Hilton Palm Springs

2021..... December 1 – December 4 Fairmont San Francisco



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LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2020

By Don Gilbert, Mike Robson, and Trent Smith

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

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

CAA PAC FUND CONTRIBUTIONS

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

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- 2020 Annual Breakfast (held at NFPA Conference), Orlando, FL, June 16, 2020



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Strategies for Successful Leadership



By Harvey Eisenstadt

Outstanding leadership is the result of the leader's competence, both professionally and personally, to communicate effectively their ideas and concerns influencing those who can do something about them. Leaders who can accomplish this task will win the loyalty of their team and the ability to inspire them to more successful conclusions. The leader who recognizes this valuable tool will reinforce the appropriate behaviors in each of their team members and they will be motivated to do well. There are communication actions that a leader can employ that will be the motivating

factors to success while there are some that could have a negative effect on that road to success. Let's look at some of the actions a leader can employ or be careful not to exercise.

TATIANA ABRAHEK
REGIONAL SALES MANAGER, WEST
Tabramek@nmccentral.com
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Start with the positive action of being honest and truthful. The leader of the team must sell their personal credibility to the team to gain their support. Don't ever underestimate the fact that if your team can trust the advice you are delivering to them, that you will gain their support to achieve the success you seek. So, regardless of whether the news is good or bad it is critical that you tell it with the understanding that they have a right to know and that you are being honest and truthful with them. Honesty and truthfulness will always prevail.

Listen carefully and attentively to both your customers and your team. Too often, leaders make the mistake of insulating themselves from those who can tell them what is really happening in their business world. There are many important messages being communicated from the voices of both your customers and your team, and although much of this should be obvious to the leader, so often much is missed when the leader places higher priorities on other challenges. As their leader your team expects you to hear and listen to these voices and react with responsible responses to the customers along with the appropriate guidance to the team. It is incumbent upon the leader to make it easy and recognizable for your team to feel that you are their valuable tool for success.

A misstep that is all too often performed by leadership is the negative recognition of one or more team members. Yes, there will be times when a team or team member will do something that is incorrect, inappropriate, unsuccessful or outside the philosophies of the company programs. Unquestionably, the team or team member must be made aware of this and provided with the guidance and advice to correct this inaction. However, this must be communicated in a positive manner, not as an admonishment or warning. An example of this could be the insertion or misuse of the word "but". When trying to address what is referred to in this paragraph as a misstep, quite often the leader will begin with a compliment followed by the word "but" to point out the misstep. The use of the word "but" to move from a compliment to a word of guidance or advice will minimize the effect of the compliment and tend to discourage the team or team member.

Eliminate the use of the word "but" or any word that will take someone from a high to a low and always stay with positive comments. An example of this could be to immediately follow a compliment with the advice on how they could even improve upon something else that they are doing. No negatives, all positives and the morality of your team will always remain high and your leadership skills will prevail.

One of the difficult challenges of many leaders is to offer an honest and convincing apology for a mistake. This should never be the case since a straightforward apology provides damage control and strengthens the trust of your team members. If you have done something incorrectly, don't try to defend or justify your mistake. It is much more convincing, while strengthening the trust of your team members, if you acknowledge the mistake and discuss it as something you have recognized as wrong, seeing that it never reoccurs. There are times when mistakes are made due to current circumstances. An apology is appropriate but should be accompanied by an action that will address the circumstances creating the mistake. Your team will not only appreciate the apology but view this as a positive action by their leadership.

To be the successful leader you must evaluate yourself regularly, reassuring that you are delivering honest, truthful and motivating messages while minimizing or eliminating those that will tend to be negative, inhibiting the road to 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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- Low frequency sounders and sounder strobes

System Sensor will continue to offer the SpectrAlert Advance mini-horns and full line of outdoor “K” appliances. The new L-Series appliances meet the same requirements of the legacy SpectrAlert Advance models while also offering a lower current draw. In addition, the L-Series product line offers compact models, full candela range strobes, a complete line of accessories, and updated/modern aesthetics. L-Series appliances are backward compatible with legacy SpectrAlert Advance. For technical questions please contact Technical Service at 800-736-7672 and press 2.

DMP has named Richard “Rich” Villafane as its new Regional Training Manager for the Mid-South/Southeast territory which includes Kentucky, Tennessee, Alabama, Georgia, South Carolina and Northwest Florida. Director of Field Technical Training, Tim Nissen, comments, “Rich has an extensive background in the security industry. That experience, along with his military background, will serve DMP dealers with a high level of professionalism and technical expertise. He will be an asset to the training team.” Richard comes to DMP with over 37 years of experience in the security industry and 22 years of service in the Army Reserve. Richard can be reached at 800-641-4282 x 599 or RVillafane@DMP.com.

The **CONTINENTAL ACCESS DIVISION** of **NAPCO** announced the debut of its new CA4K Access Manager App, now available on

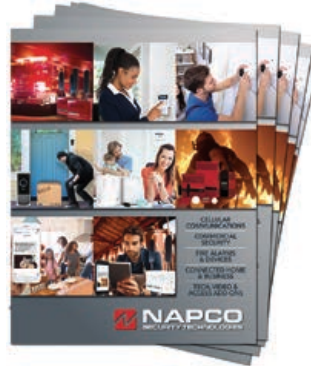


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tors & entryways, including their global or APB-area(s) lock down. For information visit www.cicaccess.com or visit us at ISC West Las Vegas, Napco Booth 12043.

JOHNSON CONTROLS has added to its successful Illustra Pro camera family with the Illustra Pro Gen3 Bullet, featuring new Smart Wide Dynamic Range that optimizes video quality while minimizing configuration time. Smart Wide Dynamic Range available in the Pro Gen3 Bullet reduces configuration time while greatly improving the quality of the video stream in varying lighting environments. By effectively reading the scene, the Bullet can adjust contrasting and overall scene

balance without operator intervention. “The smart technology embedded in our latest generation of Illustra Pro cameras automates picture tuning and ensures that what you see is always dynamically optimized even in changing scenes and lighting conditions,” said Ric Wilton, director of product management for Illustra. For more information, please visit www.johnsoncontrols.com.



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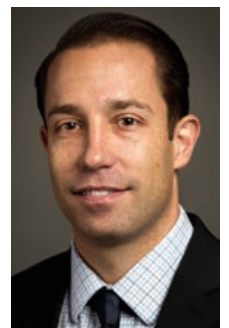
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Website’s Marketing Library Resource, or Tech Support Docs section and can be requested from any Napco Regional Salesperson, Distributor or friendly Napco Customer Service at 800-645-9445 (part no. A402N).

DMP is addressing many new privacy laws going into effect — is your control panel manufacturer able to keep up with the changes? California’s Senate Bill 327 became a statewide law on Jan. 1 as did Oregon’s House Bill 2395. To address cybersecurity laws like these, DMP has released new firmware updates for its family of control panels. DMP control panels now have random installer codes for compliance and tighter IOT privacy regulations. While this brings DMP into compliance in California and Oregon, having a unique code tightens security on all customers’ XR and XT Series control panels by protecting them from unauthorized access. If you have any questions, please contact DMP Inside Sales at 877-757-4367 or at InsideSales@DMP.com.

COPS MONITORING announced the promotions of Michele Beckett to Vice President of Accounting, and Nicole Black to Vice President of Finance to strengthen its accounting and finance teams. Beckett is a Certified Public Accountant (CPA) and recently celebrated 10 years at COPS Monitoring. Black is a Certified Public Accountant (CPA) and has also earned the Certified Management Accountant (CMA) certification. Black will primarily be focused on financial compliance and Human Resource functions, while expanding in the areas of analytical tax and reporting compliance. “The contributions Michele, Nicole, and their respective departments make are instrumental to successfully executing the complex financial matters associated with our strength and continued growth,” said Jim McMullen, President of COPS Monitoring. Visit copsmonitoring.com.

DMP announced the expansion of its West Coast sales leadership team with the promotion of Jeff Spatz to director of sales, West. Spatz joined DMP in 2019 as the dealer development manager (DDM) for the company’s Los Angeles region, then moved to serve the Southern California territory. “Jeff is a genuine leader,” says Jim Hawthorne, DMP executive director of sales. “As one who leads by example, he is a respected and trusted mentor among his peers, team and customers.” Spatz will lead a six-member sales team with territories including Southern California, Los Angeles, Central California, Northern California, Southwest and Northwest. Contact Spatz at 800-641-4282 x 5142 or JSpatz@DMP.com.





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INDUSTRY NEWS

The Monitoring Association Acquires IQ Certification

The Monitoring Association (TMA) has assumed control of the Installation Quality Certification Program "IQ Certification," the only quality control program for installations, maintenance and service of electronic security systems. The program was initially developed by the Electronic Security Association's (ESA) False Alarm Committee as a means to reduce the occurrence of false alarms, and has been broadly endorsed by security industry associations including CANASA, ESA, the False Alarm Reduction Association (FARA), the Security Industry Alarm Coalition (SIAC), Security Industry Association (SIA), as well as The Monitoring Association (TMA).



INSTALLATION QUALITY
for Electronic Security and Life Safety

"Systems designed properly, with the proper equipment, installed properly, by trained technicians, monitored properly, and operated by properly trained users typically operate without fault or failure for years and reduce false alarms," stated TMA President Don Young. "The IQ program requirements are in direct alignment with TMA's mission of advancement and commitment to excellence. It is a valuable addition to our program portfolio."

"The IQ Certification Guidelines provided a foundation upon which our company established best practices for the operations. These guidelines have helped us create and grow a business that provides systems that consumers can trust because of the demonstrated low dispatch rates," stated Amherst Alarm President and CEO Tim Creenan. "The program has also created a large competitive advantage for us. Our sales team uses the IQ certification to differentiate our company from the competition. It is a wise investment for any security systems company to invest in quality." For additional information, contact TMA Executive Director Celia T. Besore by email at cbesore@tma.us or by telephone at 703-660-4913.



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Dealer Perspective, continued from page 1

case it is in the reverse. The bad guys (purported to be from a nation state) encrypted the data for over 200,000 employees and said they would not turn over the key to unlock the encryption until the ransom had been paid. In light of the Equifax indictments, perhaps we have had another visit from the PLA.

Storing your data in the cloud may improve your chances of not being hacked. Amazon, Google, and other cloud-based data storage companies provide protection in a number of ways, but encryption is not (unfortunately) used very often. Again, it makes the process to access the data more complicated and expensive for the customer.

In 2015, China and the U.S. entered into an agreement to stop cyber security attacks and cyber espionage against each other. It does not seem to be working as intended. The U.S. government and American businesses need to be watchful and perhaps overcompensate for the risks involved in allowing Chinese companies to participate in the creation of our 5G system and sale of cameras and other electronics that might deliver back door access to our networks.

The world has been slow to accept encryption; in fact, only one country has issued a directive that all governmental information be encrypted... that country is China. It was President Reagan who coined the phrase, "Trust, but verify."

A final thought: review your data and how it is stored and accessed. Better yet, talk to the folks at InfoSafe and hear how they can keep you from being an easy mark for the bad guys. There are no silver bullets to keep you from being hacked, but the affordable InfoSafe Certification will make it more difficult for you to be breached, than it would be for the next guy. Isn't that what we tell our customers when we give them a yard sign?

Tony Smith is President of Security Funding Associates, past President of the CAA and member of the ESA Board. He is a licensed California alarm dealer; member of TMA, and may be reached at: (626) 795-9199 or tsmith@securityfundingsolutions.com

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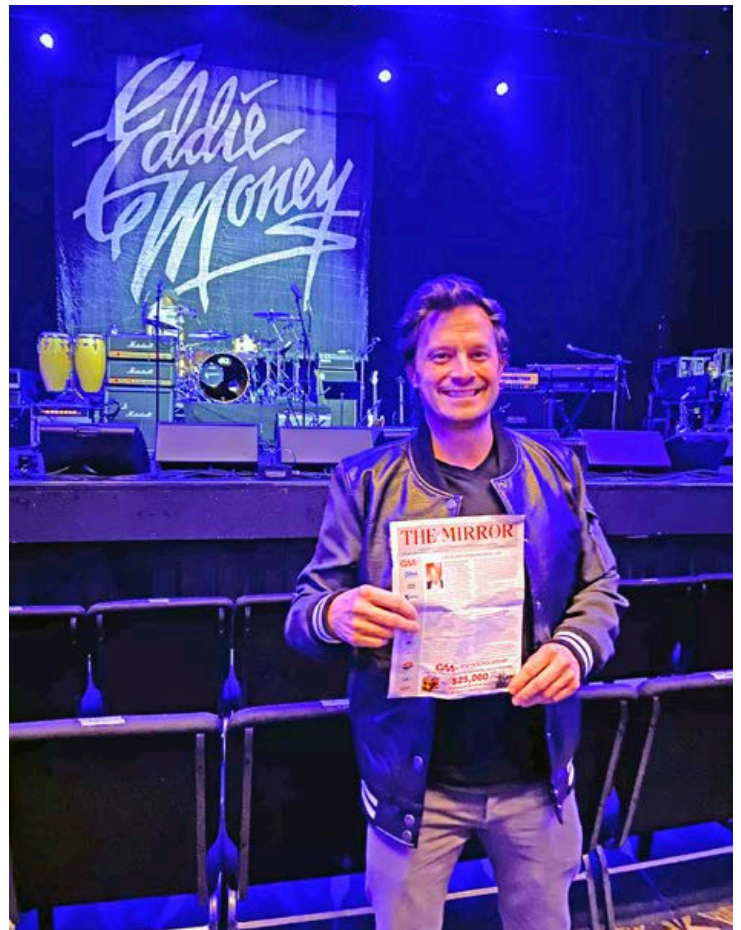


Where in the World Is THE MIRROR?

Are you travelling with THE MIRROR? Paris? London? Chicago?
Take a photo and email it to info@caaonline.org with description
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Ralph and Stacey Sevinor of Wayne Alarm with Charlie and Ellen Darsch and John Lombardi and Lorraine Masud went cruising with THE MIRROR.



WBFAA Program Manager Dan Van Hart with THE MIRROR at the Eddie Money Memorial Tribute in Los Angeles.

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Senator Robert Hertzberg was thrilled to receive THE MIRROR from EBAA President Mike Salk of Reed Brothers, IEAA President William Watson of High Desert Alarm, and CAA Treasurer Dave Michel of Valley Alarm.



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How SIAC Works with Law Enforcement to Reduce False Alarms

The Security Industry Alarm Coalition (SIAC) has a mission to be the voice of the electronic security industry on issues involving municipal alarm management for the approximately 18,000 public safety agencies in the U.S. and Canada. Specifically, SIAC works to minimize the number of false alarms, which are a costly waste of resources for law enforcement jurisdictions.

SIAC works directly with leaders in law enforcement at the national level, such as the International Association of Chiefs of Police (IACP) and the National Sheriffs' Association (NSA); and at the state and local levels to provide expertise and proven strategies to reduce unnecessary dispatches to alarm sites while maintaining the police response taxpayers endorse and deserve.

The primary tools for alarm management are education on causes of false alarms and implementation of the Model Ordinance for Alarm Management and False Alarm Reduction

SIAC's Model Ordinance

Recently both the International Association of Chiefs of Police and National Sheriffs' Association passed resolutions supporting SIAC's Model Ordinance. This has resulted in dispatch reductions between 40-50% in jurisdictions where all of the model's recommendations have been followed.

Adoption of some version of the Model Ordinance grows each year. It has been adopted nationwide by over a thousand large cities and small towns. Fourteen states have adopted SIAC's suggestion of a statewide alarm management committee through state associations of chiefs of police. "This enables the industry to work with law enforcement

leadership on a regular basis and in a formalized structure to discuss and address issues," says Stan Martin, SIAC Executive Director.

SIAC worked with the industry on new alarm panel standards that made it less likely an end user would trigger a false alarm. The overall dependability and sophistication of alarm systems have also helped make them less vulnerable to outside forces that can trigger the system. Video

and audio technology are playing an ever-increasing role with helping monitoring centers evaluate whether a crime is in progress before dispatching the police.

Dramatic Changes in The Industry

Kirk MacDowell was recently selected as SIAC's new Chairman of the Board. He is a dynamic industry leader with more than 39 years of experience in the industry. SIAC's biggest challenge is maintaining strong financial support for its work during a time of dramatic changes in the structure of the electronic security industry.

Some cities require a "verified response" before police officers are dispatched to an alarm. This requirement is problematic for the end-user as it requires a third-party confirmation that a crime is being or has been committed. This creates a significant delay in response to crime victims needing immediate help. Fortunately for citizens, the vast majority of cities have rejected ordinances that require confirmation that a crime has taken place prior to police dispatch – verified response. Over the past 15 years only about 34 of 18,000 public service agencies in the U.S. have adopted some form of verified response and 10 of those cities ended the policy. It is important to note that despite the rejection of verified response in favor of the Model Ordinance, there are still individuals who lobby aggressively to curtail police response without verification. This requires a continued and aggressive education program to get in front of these lobbying efforts which are based on false premises and misleading statistics, says Martin.

Despite SIAC's success, there are a number of important issues that need to be addressed, says Martin. First is the high turnover among law enforcement leaders and elected officials. SIAC has been effective in developing relationships with current leaders in law enforcement as well as the next generation of leaders who are currently rising through the ranks of their departments.

Coordinating Challenges

Another challenge has been the attempt by at least one city (Sandy Springs, Ga.) to fine alarm companies for customer-generated false alarms. SIAC is currently coordinating a challenge of that ordinance in federal court with the state alarm association in Georgia. SIAC is also working on plans for more secure funding and on succession planning so the organization can continue to move forward aggressively in the future.

SIAC, Inc. is a 501(c)(6) not-for-profit and the Board of Directors has two members from each of the major North American trade associations: Canadian Security Association (CANASA), The Monitoring Association (TMA, formerly CSAA), Electronic Security Association (ESA), and the Security Industry Association (SIA), and an elected official. SIAC is funded by donations from individual companies. There are no memberships dues, and the organization sells no products or services.

Security Industry Alarm Coalition

(SIAC)

Visit www.SIACinc.org for alarm management resources for alarm companies, law enforcement and public safety policy development officials. Resources include model ordinance, ECV information and alarm school materials.

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INLAND EMPIRE Alarm Association

William Wilson, 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.

MEETINGS

- ♦ April 23 **Riverside**
- ♦ June 18 (Tentative) **Riverside**
- ♦ September 17 **Riverside**
- ♦ November TBD Teen 2 Teen Program **Riverside**

SAN DIEGO Security Association

SAN DIEGO Security Association

Matt Kruger, President

City of San Diego Permit Process

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

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

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GOLDEN GATE ALARM ASSOCIATION

Paul Wassem, President

Meetings to be held at: Chevy's Fresh Mex, 141 Hickey Blvd,
South San Francisco, CA 94080

♦ **April 30..... Protecting the Masses (Active Shooter)**

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



Deric Morrow, President

SVAA Information

If you are not on our e-mail list, please contact Deric Morrow at
(510) 921-3987 or deric.morrow@jci.com. It is so important to get
involved with your local associations now more than ever and to keep
up to date on all the new information.

SVAA Meetings at Three Flames, San Jose

♦ **April 29..... Fire Forum**



EAST BAY ALARM ASSOCIATION

Mike Salk, EBAA President / CAA Vice President NorCal

EBAA Meetings

For questions please reach out to Treasurer Deric Morrow 510-
432-8130 deric.morrow@jci.com

2020

♦ **April 28..... Video Integration**

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

Richmond Ordinance

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

**All events are from 11:30 a.m. to 1:30 p.m.
RSVP info@caaonline.org tel. 800-437-7658**

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4/28/20 – Video Integration

SILICON VALLEY ALARM ASSOCIATION
Three Flames 1547 Meridian Ave, San Jose, CA 95125

4/29/20 – Fire Forum

GOLDEN GATE ALARM ASSOCIATION
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4/30/20 – Protecting the Masses (Active Shooter)



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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 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.



GREATER VALLEY ALARM ASSOCIATION

Joe Castro, President

Our meetings are held at Custom Electronic Supply, 1324 Dupont Court, Manteca 95336 and they start at 11:30 a.m. GVA 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.

MEETINGS

- ♦ April 9, 2020 Manteca
- ♦ July 9, 2020 Manteca
- ♦ October 8, 2020..... Manteca

MID-CAL



MID CAL ALARM ASSOCIATION

Mike Tarin, President

MEETINGS 2020

- ♦ April 9, 2020 MCAA General Meeting
- ♦ May 26, 2020..... MCAA General Meeting
- ♦ June 1, 2020 MCAA Golf Tournament
- ♦ September 8, 2020..... MCAA General Meeting



SACRAMENTO AREA ALARM ASSOCIATION

Sacramento Area Alarm Association
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Mark Simpson, President

SAAA MEETINGS 2020

TMS Event Center, 2440 Glendale Lane, Sacramento, CA 95825

- ♦ April 16..... Top GolfRoseville
- ♦ June 25 Industry Trends ForumSacramento
- ♦ September 24.. Fire ForumSacramento
- ♦ December 10 ... Holiday PartySacramento

GLASAA

Greater Los Angeles Security Alarm Association

David Michel, President

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

Please feel free to email me at dmichel@valleyalarm.com.

GLASAA Meetings and Events

Please visit our website at www.glasaa.org.



REDWOOD ALARM ASSOCIATION

RAA MEETINGS

The Redwood Alarm Association is pleased to announce our 2020 meeting dates. Member meetings will be held on April 15, July 29, and Oct. 14, 2020. All meetings will take place in Santa Rosa, at Chevy's Fresh Mex at 24 4th St, Santa Rosa, CA 95401. For more information about these meetings, please email Jarad Petroske at jarad@advancedsecurity.us.

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

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Ready for a more active role? Join a committee or the Board. Your input is important.

CBFAA has a new easy flat rate dues structure for 2020 that makes membership a no brainer! Membership applications are available on our website www.cbfaa.org.

CBFAA announces our new **YOUTH SCHOLARSHIP PROGRAM!** We're offering scholarships to kids of police and firefighters in Colorado. Pass the notice along to your police and fire contacts. **For more information go to our website <http://www.cbfaa.org/cbfaa-youth-scholarship.html>.**

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

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2020 Annual AZAA Convention & Golf Tournament

The Convention will be held October 8 - 9 at the Wild Horse Hotel & Casino in Chandler, AZ. Our guest speaker will be motivational speaker, author and magician Jeff Scanlan. Jeff will speak on why people quit too soon. Attorney Lillian Chaumont will speak on "Run Your Business Today as if You're Going to Sell Tomorrow."

In addition, we will have classes available for company owners and managers, technicians (burglar and fire alarms), and alarm coordinators. AzAA will hold its Law Enforcement Appreciation Luncheon on October 9 and we will be inviting the Police Chiefs and Sheriffs, and the alarm coordinators to join us. The Golf Tournament will be held on October 8.

AZAA MEETINGS

AzAA will hold Membership Meetings on May 13 and August 12. The Annual Holiday Party will be December 9 and it's always a great time with good food and friends.

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

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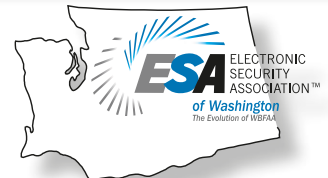
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AZ, S. CA, NM, NV, HI
Cell: 631-786-3882
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Eric Felton
Regional Sales Manager
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Raquel Light, OBFAA Coordinator
Rlight.obfaa@gmail.com
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Please 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.

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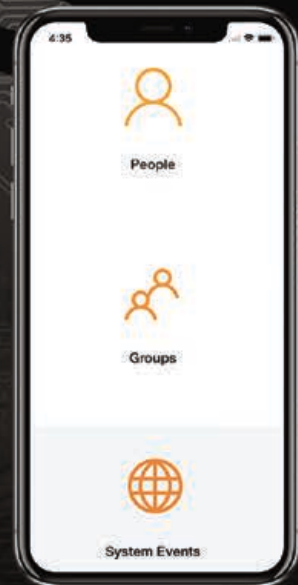
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ESA Member Buying Program

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 Purchasing Group

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

NTS Expands Online Courses

The ESA National Training School has expanded its catalog of online training courses including technician and business management courses. For information, visit www.esaweb.org.

WBFAA UATC APPRENTICE TRAINING PROGRAM

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WBFAA UATC Apprentice Enrollment for Spring Semester Class Open

Member companies can register new apprentices anytime. If you will be hiring new apprentices or technicians, member companies are encouraged to send job postings to info@wbfaa.net 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

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

March 17	SIA/ISC Loves Security	Las Vegas
March 17	AIREF Golf Classic.....	Las Vegas
March 18-20.....	ISC West.....	Las Vegas
April 9	MCAA.....	Fresno, CA
April 9.....	GVAA.....	Manteca, CA
April 15	RAA General Meeting.....	Santa Rosa
April 16	SAAA Top Golf.....	Roseville, CA
April 23	IEAA	Riverside
April 28	EBAA General Meeting, Video Integration	Emeryville
April 29	SVAA Fire Forum.....	San Jose
April 30	GGAA General Meeting, Protecting the Masses ...	S. San Francisco
May 4-7	AFAA Annual Meeting & Codes Conference	Phoenix, AZ
May 13	AZAA General Meeting	
May 26	MCAA.....	Fresno, CA
June 1	MCAA Golf Tournament).....	Fresno, CA
June 16	AFAA Annual Breakfast (at NFPA conference)...	Orlando, FL
June 18	(Tentative) IEAA	Riverside
June 25	SAAA Industry Trends Forum	Sacramento, CA
July 9	GVAA.....	Manteca, CA
July 29.....	RAA General Meeting.....	Santa Rosa
August 12.....	AZAA General Meeting	
September 8	MCAA	Fresno, CA
September 17	IEAA	Riverside
September 24	SAAAFire Forum.....	Sacramento, CA
October 8-9	AZAA Convention	
October 8.....	GVAA.....	Manteca, CA
October 14.....	RAA General Meeting.....	Santa Rosa
November TBD ...	IEAA Teen 2 Teen Program.....	Riverside
December 10	SAAA Holiday Party	Sacramento, CA
December 12	AZAA Holiday Party	

INDUSTRY EVENTS

ISC West
Las Vegas, NV
March 17-20, 2020



SIA/ISC Loves Security
ROCKHOUSE AT THE VENETIAN
Las Vegas
March 17, 2020



AIREF Golf Classic Tournament
National Golf Club
Las Vegas, NV
March 17, 2020



CAA National
Invitational Golf tournament
Escena Golf Club, Palm Springs
May 14, 2020



CAA Palm Springs Convention
Hilton Palm Springs
May 13 - 16, 2020



ESX
Nashville, TN
June 9 - 12, 2020



ISC East
Javits Center, New York
November 18-19, 2020



CAA Winter Convention
The Fairmont San Francisco
December 2 – December 5, 2020



CAA CONVENTIONS

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

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