

THE MIRROR

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www.CAAonline.org



SentryNet Dispatcher Honored

Lois Haley, 93 years old from Mathison, MS, had her alarm system installed more than 15 years ago by Security Solutions and Communications. Bart Williams, owner of the now 25-year-old business was the original engineer for the system. As time has passed Lois has become dependent upon her system. Even though her children live just a few miles away, she will not sleep if the system is unarmed. Break-ins have been attempted on the home, but SentryNet has been on the ready with her 24-hour monitoring. This has kept Lois feeling safe and given her daughter, Sue Simmons peace of mind knowing her mother was protected while living independently.

On October 23rd at 3:13 p.m. Annie Thayer, monitoring specialist at SentryNet, received a fire alarm from the Haley address. Annie attempted to verify the alarm by calling the premise but received no response. Annie dispatched the Matheson Fire Department at 3:16 p.m. Annie then notified the keyholders, Lois's children, that the fire department had been dispatched to Lois's house.

Upon arrival the fire department discovered smoke coming from the home. The front door had to be broken down to gain entry. Firefighters found Lois where she had fallen and was unable to exit the home. They quickly got Lois to safety and put out the fire. The working fire system, fast dispatch, plus fast response from the fire department insured Lois's life was saved and the home only suffered minimal damage.

Sue reports that Lois is doing well. Sue is "grateful to everyone involved in saving her mother's life." Bart believes in empowering his employees to go above and beyond in the daily pursuit of perfection. Hunter Griffin and Jerry Eckhart from Security Solutions and communications proved this on December 11, 2018 when they accompanied Bart to SentryNet in Memphis TN. There they presented Annie Thayer an award for her "heroic act," that saved Lois's life. Annie was taken by surprise with the acknowledgement stating, "This is what we are trained to do." She added that "she is glad to hear that Lois is OK and everything turned out as it should."

"Annie is a great monitoring specialist that has shown true dedication and a willingness to go above and beyond.



Pictured are Jerry Edkhart, Bart Williams, Annie Thayer, and Hunter Griffin.

See information in the CAA George P. Gunning Memorial Book.

Donations may be made to the George P. Gunning Volunteer Leadership Award Fund.

Checks payable to:
California Alarm Association,
333 Washington Blvd., Ste. 433,
Marina del Rey, CA 90292



November 27, 1935 — February 14, 2019

San Jose Reverses Verified Response

By Stan Martin, SIAC

San Jose, CA reversed its verified response (VR) policy at the end of last year. While it's better from our perspective that a city never adopt VR in the first place, it's situations where a policy is implemented, then repealed, that often reveals the extra work necessary to inform a community and work with them to explain with VR isn't the best path.

That's where SIAC steps in around the U.S. proactively preventing VR is better. But if it is put in place, we get the call from the local association or alarm companies, asking for assistance. "What can you do to help us?" And we swing into action.

That action has produced results year after year, in many states around the country. Here's a list of other cities on the list now responding to alarm calls for service:

- South Salt Lake City, UT
- Summit, CO
- Dallas, TX
- Madison, WI
- Cathedral City, CA
- Washoe County, NV
- Indio, CA
- Henderson, NV
- Chico, CA
- West Valley, UT
- San Jose, CA

Some of these reversals happened quickly. Some took a lot of time and resources. The important point to remember is that through a security industry commitment, we were able to work together to inform local leadership on the political and law enforcement side, and come to a reasoned solution that benefits everyone.

For information visit www.siacinc.org.

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PRESIDENT'S MESSAGE

As I sat down this morning to write this month's Presidents message, I received an e-mail from the executive office notifying me of the passing of a very great person, George Gunning. I read the message with great sadness as this was one of my mentors and someone that I looked up to and learned a lot from since the first CAA meeting I ever attended. George was an incredible person that brought great passion and energy to our association. He fought hard to ensure the right things were being done to ensure the success of our association and our industry.

As I lay my final travel plans together for the upcoming ISC show and CAA Palm Springs Convention, I know someone great will be missing. George was a staple at these events and someone I always looked forward to catching up with and learning something from. He would always remind me of something that could be done better than it was being done either in my business, the CAA or my life.

As we are reminded of the passing of a great California Alarm Association icon, let's remember to attend and bring our best to these events to ensure we are all working hard for our industry, growing our membership base, knowledge, and relationships throughout the industry just like George Gunning always did.

I especially look forward to seeing our great partners at ISC solidifying our partnership with this organization. It will provide an opportunity to thank Will Wise and Mary Beth Shaughnessy of ISC West for their extraordinary sponsorship of \$5,000 to our annual scholarship for children of law enforcement and fire service personnel.

Please join us as we spotlight karaoke talent at the ROCKHOUSE, announcing this year's CAA George A. Weinstock winner at the kickoff CAA/ISC Leadership Breakfast, and join the Nevada Security Association for their public safety luncheon. Please join me at the CAA booth in the lobby to reminisce about George Gunning, discuss all the exciting activity surrounding the ISC West event, and continue to push our industry in the right direction.

I look forward to seeing "YOOZ GUYZ" at ISC West and the CAA Palm Springs Convention May 15-18, 2019 at the Hilton Palm Springs.

Sincerely,

Tim Westphal
CAA President



By Tim Westphal

MacDowell Callout for MacGuard Nets \$9,100

By Stan Martin, SIAC

At the California Alarm Association meeting in San Francisco during December, a callout by Kirk MacDowell of MacGuard netted \$9,100 in SIAC contributions. Kirk's idea was to put forward a personal pledge of \$1,500, as a 10 percent match up to the \$15,000 goal in contributions from others. While his goal from other security industry contributions wasn't met, it was a tremendous success! Kirk still followed through with the \$1,500. SIAC thanks Kirk for the unique idea, his contribution, and his effort in invigorating others to think about how donations can be raised.

Every pledge was paid immediately by credit card on the spot so funds were available with no collection effort. The event created a high degree of awareness and lots of energy around our cause. Our thanks to CAA President Chuck Petrusha for allowing us the time AND stepping up by offering his credit card in front of the group making the first donation!

Fundraising is never easy for any business, organization or individual. SIAC, like other non-profit entities, exists because others believe our mission is worthwhile – educating on alarm management issues, and improving alarm management practices across the U.S. and Canada. EVERY YEAR we have to look at our sources, explain

what we've done in the last year and what we plan to do in the upcoming year to warrant their continued commitment to our (and the security industry's) cause. Anyone considering contributing to SIAC asks the fundamental question, "What do they do for my bottom line? What do they do for the industry?"

Those are important questions and ones we believe we answer regularly, honestly and with many good reasons to demonstrate why a donation is important. We work avidly to retain law enforcement as first responders to alarms, which is central to the expectation of consumers who choose a security system. Every year, we fight multiple battles, consistently winning, to maintain response and ensure that security companies are not charged for fines. Do we lose sometimes? Yes, but the number of communities where alarm response is farmed out can be counted on a little more than two hands.

If you follow us, and have committed in the past, thank you, and we look forward to your help in 2019. Our cause does not go away. If you are new to SIAC and want to contribute, please visit www.siacinc.org. I am always available to answer your questions and send literature. Email me at stan@siacinc.org, for a direct response.



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ASSOCIATES NEWS

CAMDEN DOOR CONTROLS announced the expansion of its Lazerpoint RF™ product line with the introduction of the CM-TXLF-1LP Lazerpoint RF™ recessed one-button key fob and the CM-TXLF-2LP Lazerpoint RF™ recessed two-button key fob. While Lazerpoint RF™ fobs have always been designed for ADA applications, these new fobs are now also ideally suited for security/access applications. In addition, they cannot be accidentally activated while in pocket. When used in conjunction with Camden's CM-TXLF key fob base, they can be mounted on a wall or desk or on a belt or car visor. Just some of the benefits of the Lazerpoint RF™ family of wireless products are transmission 'hops' over multiple bands to overcome interference; shorter wave length able to penetrate smaller gaps in building materials; up to 10 times the range of typical narrow band wireless products; and longer battery life than any other system. For more information, please visit www.camdencontrols.com.

OPTEX has launched a new series of outdoor PIRs in EMEA (Europe Middle East and Africa) and in South and North America that offer 180° detection coverage and 12m/40ft radius to detect any intrusion around a residential or commercial building. The WX Infinity series comprises two wired and two wireless models available either as the standard or anti-masking version. The new models are built upon OPTEX's extensive track record in providing outstanding sensing performance for outdoor intruder detection applications, while the wide (180°) detection area coverage brings a new feature that is ideal for protecting larger residential grounds. The WXI sensors can provide two, independent 90° 12m/40ft detection areas, one for the left side and one for the right. The detection distance ranges from 2.5m (8ft) to 12m (40ft), and the sensitivity and alarm output can be set up independently for these left and right areas. For instance, the left output can trigger for a simple awareness alarm while the right-side output prompts CCTV camera system to set an event index.



Alison Nevarez has joined the **THOMASSON MARKETING GROUP**



as the Regional Sales Representative for the Northern California & Northern Nevada Region. Alison brings 16 years of industry experience in the Security & Systems Integration Industry in Inside Sales, Outside Sales and Product Management where she worked for Anixter in Rocklin, CA and most recently for IP Security Sales in the Western US. Alison can be reached at: 925-822-2095 or Alison@TMGRepGroup.com.

QOLSYS announced that the Qolsys IQ Panel 2 Plus was selected by D.R. Horton, Inc. (NOSED), America's largest home-builder, to provide the hub for their "Home is Connected" solution. Every DR Horton model and production home will include the award-winning IQ Panel 2 Plus, a Z-Wave thermostat, a Z-Wave door lock, a Z-Wave light and a video doorbell. DR Horton stated the "Home is Connected" solution is included in the base price of every new home from D.R. Horton and its family of brands and incorporates a "robust central hub by Qolsys that controls the smart home

features." "The Qolsys IQ Panel is the brain in the home," says Qolsys SVP of Sales and Marketing Mike Hackett. "With a 7-inch HD touchscreen, on-screen programming and marketing, and seven wireless radios built in, it connects every device prior to move in, enabling one seamless experience from the first day the homeowner opens the door." The IQ Panel and Z-Wave devices are installed and connected in each house prior to the sale by professionally licensed and trained security contractors, then configured to the homeowner's specifications upon move in. Learn more at <http://qolsys.com/>.

Businesses can now keep greater track of their technicians work hours thanks to the latest addition to the **SIMPRO** Mobile field app. simPRO's new Timesheet app gives technicians in both service and project environments the ability to keep track of time and easily allocate hours worked from their mobile devices. simPRO Chief Technology Officer Jonathan Eastgate said that while mobile connectivity in the field was not a normal part of every business - providing an app that was particularly tailored for those staff working on large project type work was a first. "The ability our Timesheet app gives to allocate times across a variety of work completed in a day means that businesses can better account for the time their staff is spending on each project," he said. simPRO's Timesheet app will significantly minimize the administrative legwork required by on-site technicians and is a major leap forward for technicians who are working in project heavy environments.

MARKS USA, a division of NAPCO Security Technologies, announced the debut of Style by Marks®' new www.designalock.com interactive web-site featuring customizable ArchiTech® Access Control Locks and matching interior tubular locksets. Ideal for use with architects and designers, etc., who want their access control and locking "look" to be as welcome as the security they provide, www.designalock.com allows site-visitors to be the designer of their own custom locks and then easily spec and share it with other parties via email. The mobile-friendly site can be easily used on smart phones and tablets, too. Once the design is ready for review, the custom lock design can be easily priced, spec'd and shared among all involved parties with a simple click of the mouse via email. Try out a design yourself at www.designalock.com, or from the Marks website www.marksusa.com at Style by Marks. For more assistance, call 800-645-9445 or contact your local sales rep.

BIAMP announces at ISE 2019 (Stand 3-B120) that its award-winning Tesira® conferencing solutions are now certified for use with Hangouts Meet hardware, bringing Biamp's legendary audio quality to medium and large conference rooms using this popular unified communications (UC) platform. In addition, Biamp introduced an easy-to-use deployment tool that makes configuring a Biamp system for use with Hangouts Meet hardware a fast, simple, and reliable process. Biamp's digital signal processing (DSP) is certified to work easily and ensure its Hangouts Meet hardware solutions will provide the high-quality conferencing experience users demand. Biamp's certified solutions support all required Hangouts Meet functionality and automatically offload tasks such as automatic echo cancellation (AEC) processing to Biamp's Tesira processor, which is optimized to handle challenging audio conditions in larger rooms. For more information visit www.biamp.com/

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LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2019

By Don Gilbert, Mike Robson, and Trent Smith

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

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

CAA PAC FUND CONTRIBUTIONS

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

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*The Wulforst clan
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coast of Mexico with
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Frank Ryan of Bosch delivered THE MIRROR to Kevin Bradley at his home in the Outer Banks, NC.



CAA Executive Director Jerry Lenander delivered THE MIRROR to world land speed bicycle record of more than 183 mph Denise Korenek and her husband Chris in Encinitas.



Scott Wulforst of Stanley Security, Jeanne Palmer of NSA & CBFAA, and Howard Wulforst of ADI in Puerto Vallarta Mexico with THE MIRROR.



Former TMA Executive Director Jay Hahn and Gordon Hope looked for articles on appropriate facial hair in THE MIRROR.



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1958-2018



John Campau, Selling the Connected Lifestyle

JohnCampau@Comtronics.com

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Overcoming the Fear of Forgetfulness



By Harvey Eisenstadt

It is not uncommon to possess the fear of public speaking. Many individuals possess this fear and find it challenging to speak publicly to a small group or a large audience. Experts have found that those individuals who are experiencing these fears do so because of a variety of concerns. So, to overcome this fear the individual must identify those concerns and address each one individually. They must apply the solution to eliminate the individual concern placing them in a more comfortable and confident frame of mind to move forward successfully. Although there are many concerns leading to the fear of public speaking, in this article I would like to focus on the one that I have recognized as being the most visible. That is the fear of forgetfulness.

Of the variety of concerns facing those who speak publicly, the fear of forgetfulness probably presents the greatest challenge to the speaker. This fear is evident when the speaker truly forgets the order of the content of their talk, or at worst, portions of their talk, and find themselves floundering to identify where they are in their presentation. Although unquestionably upsetting and initiating the creation of a fear, this does not have to be a recurring event.

There are plans of action and methods that can be employed by the speaker to prevent and overcome this fear while addressing others at the same time. Here are some ideas to employ and practice.

We begin by acknowledging that the speaker will be delivering their presentation on a subject to which they are familiar and knowledgeable. With this as fact, I would like to offer some advice I received more than 50 years ago when I had to deliver a presentation to an audience of about 800 sales and management personnel. This was my first attempt at public speaking. I was nervous and fearful. Prior to the day of the presentation when I brought this to the attention of my supervisor he sat me down and asked me one question. "Do you know anything about the subject of your presentation?" My response was "of course I do." He then responded by saying "just go out there and tell them what you know." Those words instilled a significant amount of confidence within me but there were still other actions that had to be taken to overcome the fear of forgetfulness.

The single most important word to overcome the fear of forgetfulness is practice. However, as once said by Vince Lombardi, "practice alone does not make perfect, perfect practice makes perfect." So, to realize perfection, begin by creating an outline of the topics of the subject of your presentation. Next to each topic put in a few key words that will keep you in focus on that part of your presentation. If you are using power point, each topic and their key words should be a separate slide. The slide is there only to keep you on track for that part of your talk. A distinct advantage of the power point presentation is your practice activity. Even if you will not be using power point for your presentation, using it for your practice efforts is extremely valuable. After practicing your presentation several times, out loud, using the slides as your guide, you will find that the flow from topic to topic will come naturally and become embedded in your memory.

If using power point technology is not in your realm of activity, you can accomplish the same goal by handwriting the topics and their key words on individual sheets of paper for each topic. Then practice as described for power point in the last paragraph. In fact, there have been studies that have shown that handwriting is a more powerful memorization tool than technology. So, choose the one that serves you best but always remember: the key word is practice.

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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A Dealer's Perspective — #11



By Tony Smith

What country is most likely to be the first to effectively deploy 5G technology? The U.S.? China? Perhaps Taiwan? How about South Korea, where there are seamless cell phone service, real-time internet even in rural areas, and also driverless buses that safely drive their major highways? It appears that the U.S. is, at least, five years away from having 5G up and running.

Susan Crawford, who teaches at Harvard Law School, has written a new book just published entitled "Fiber: The Coming Tech Revolution—and Why America Might Miss It." This is a follow-up tome to her 2013 book, "Captive Audience," which cautioned us that our nation's leadership in internet technology was in jeopardy. She, pointedly, identified that we have placed our tech policy in the hands of a reactionary FCC, which is focused on giving control and primary access to large profit-making companies, (read AT&T, Comcast, Verizon) who would restrict the opportunities of 5G to themselves. Our RF communications growth to digital and 4G over many years has taught us that leaving the door open for everyone to participate has given us world leadership... until now. The new technology of 5G is 100 times faster than 4G. Perhaps it is time for a "Shoot the moon—Get it done now" approach to the problem.

Our industry is one with heavy reliance on communication and how quickly we can deliver the message. The phenomena of "Artificial Intelligence" will develop slower and make little progress until we accelerate 5G adoption and begin to manage it efficiently. As an industry, we have eagerly grasped IoT (Internet of Things) and its promise of higher recurring revenue and profitability. With 5G, that promise can become a reality. Further, our focus on video as a protective service will require greater speed and storage, all of which arrives with 5G. This new technology requires more and better fiber optic systems, but they will be slow to grow without much more invested capital. This "requires patient capital," writes Crawford.

As an example, cable companies could not afford to build an expensive cable infrastructure in a city without an exclusive franchise agreement. The cable and telephone companies have now built out much of the country. They merged themselves together such that we have vested in five or six companies, which control our communications distribution and the content that flows through it (TV networks, movie studios and cable networks). I suggest that it is now time for our cities, states, and the federal government to consider providing the financial guarantees to encourage the 5G national build-out to accelerate, and begin to manage how it is utilized for the benefit of ALL. Our industry is up near the top of those who have great long term need for 5G. We need to engage our municipal and state partners in security to visualize and support 5G.

I am a member of InfoGuard, an FBI supported organization dedicated to providing timely cyber security information and alerts to its members. A recent threat alert is that the FBI has observed cyber actors identifying and probing communications devices by issuing "HTTP GET requests" to business servers or networks to retrieve device configuration files. These files often reveal IP addresses, usernames, passwords, system management URLs, and assigned phone numbers, all of which, could be used for malicious purposes. Cyber actors also retrieve IP addresses for exploitation by using businesses' customer service VOIP hyperlinks, which are traditionally made available to customers to contact the business.

Once those hyperlinked calls are answered, the actor retrieves the IP address belonging to the phone, which answered the call. An actor could then send a large volume of packets to the IP address, overloading it and taking the service off line for the business and its targeted customers. Additionally, cyber actors may target devices with brute-force attacks, attempting unauthorized access through the use of common usernames and passwords. All of the information obtained through scans and other methods are likely used for specific targeting efforts by cyber actors. This includes leveraging access to compromised audio and video devices to eavesdrop on meetings or conference calls, and placing fraudulent international phone calls.

Some of the above InfoGuard release relates specifically to larger companies, but this information is important, especially for IT departments, consisting of one person or many.

*Tony Smith is the Founder and President of Security Funding Associates, a 10yr. Brokerage, Marketing and Advisory Services firm located in Los Angeles, CA. He is a past President of the CAA and former Board Member of ESA. TSmith@securityfinance.com * (626) 795-9199*



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Mark Simpson, President

The SAAA calendar for 2019 is as follows:

- ♦ April 24..... SAAA Video Forum
- ♦ August 21 SAAA Industry Trends
- ♦ September 19.. SAAA Fire Forum
- ♦ December 12 ... SAAA Holiday Party

Watch for our Top Golf event in July.

I hope everyone has a prosperous and successful 2019!! Thank you for supporting the SAAA and the CAA!

Mark Simpson, President

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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.



Ben Martinez, President

SVAA MEETINGS

- ♦ May 8, 2019 Bass Pro Shops San Jose
- ♦ August 21, 2019 Bass Pro Shops San Jose

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.



GREATER VALLEY Alarm Association

Joe Castro, President

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

GLASAA

Greater Los Angeles Security Alarm Association

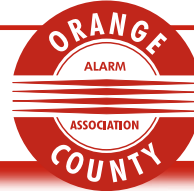
David Michel, President

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.



ORANGE COUNTY Alarm Association

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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.

SAN DIEGO SECURITY ASSOCIATION

SAN DIEGO Security Association

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. Visit our website www.sandiegosecurityassociation.org.



REDWOOD Alarm Association

Sean Cooke, President

Join the RAA for Our Spring Member Meeting March 20!

The Redwood Alarm Associations holds its fall meeting on Wed., March 20 11:30-1 p.m. at Chevy's Mexican Restaurant in Santa Rosa, Calif. We will feature a guest speaker TBA.

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

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EAST BAY ALARM ASSOCIATION

Mike Salk, Vice President

EBAA Meetings

Our General Meetings are held at Trader Vic's in Emeryville. The meetings start at 11:30 a.m. RSVP to 800-437-7658, Ext. 3 or info@caaonline.org.

Richmond Ordinance

Alarm users are required to have an alarm permit, and failure to obtain one will result in a \$250 fine to BOTH THE ALARM/MONITORING COMPANY AND ALARM USER. Permits can be obtained now by the alarm user or alarm company online here: www.crywolfservices.com/richmondca/. 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.



GOLDEN GATE ALARM ASSOCIATION

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

MID-CAL



MID CAL ALARM ASSOCIATION

Mike Tarin, President

- ♦ April 3..... Mid-Cal MeetingFresno
- ♦ August 14..... Mid-Cal MeetingFresno
- ♦ November 4..... Mid-Cal 6th Annual Golf TournamentFresno

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

We had our first Mid-Cal meeting of the year. Jan. 30, 2019. In attendance:

- Michael Tarin, Diamond Communications, Inc.--President
- Brian Fullhart--DSC
- Steve Cockrum--Diamond Communications, Inc.
- Garrett Tarin--Chipas Electric
- Gloria Molina--Diamond Communications, Inc.
- Ron Thomas--Blue Book

At our meeting, Brian from DSC discussed current technologies that benefit our industry. Ron Thomas discussed how using Blue Book to advertise/market our companies.

We look forward to a prosperous year and hope all are doing well.



Members of the MCAA enjoyed readings from *THE MIRROR* during their general meeting.

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INDUSTRY NEWS

THE MONITORING ASSOCIATION [TMA] announced the appointment of Steve Walker, vice president of Customer Service for Minneapolis-based Stanley Convergent Security Solutions, to the Executive Committee of its Board of Directors. Walker brings more than 20 years of leadership experience in security operations and IT to his new role on the TMA Board of Directors. TMA is an internationally-recognized non-profit trade association whose mission is to advance the professional monitoring industry through education, advocacy, standards, and public safety relationships. TMA President Ivan Spector remarked, "Steve's vast wealth of industry knowledge



and experience, coupled with his business acumen, is a tremendous asset to TMA as we look to grow, diversify, and keep pace with new technologies impacting our members. We are grateful for his continued service and his many contributions to TMA on behalf of our members." Visit www.tma.us to learn more about TMA's education, networking, standards, and advocacy work.

The **16TH ANNUAL AIREF GOLF CLASSIC**, the industry's best golf event of the year, is coming back to Las Vegas during ISC West on Tuesday, April 9, 2019. Support vital industry initiatives as you enjoy time with industry movers and shakers. Funds from this outing will support increasing the visibility of our industry to combat the workforce shortage.

This year, you are now able to register and pay online and it takes just a moment. Register now at www.airef.org and join us in Las Vegas.



ESX OPENS REGISTRATION FOR 2019 EVENT IN NEW

LOCATION: Electronic Security Expo (ESX) 2019 registration is now open for electronic security and life safety industry professionals. The joint trade show and educational conference, owned by the Electronic Security Association (ESA) and The Monitoring Association (TMA), is set for June 3-6, 2019 in Indianapolis, IN. ESX is designed to provide passionate professionals a unique forum in which to learn about the latest technology innovations; acquire proven business strategies; gain new insights based on best practices; and connect with peers to grow a trusted network.



In addition to the expo experience, four tracks of education sessions held throughout the week deliver practical and strategic advice on how to run, grow, and maximize business operations — as well as thought-provoking discussions aimed at challenging attendees to rethink the future. Topics covered range from sales optimization and marketing to how to implement the newest technologies in monitoring centers. Register Now at www.esxweb.com

ESA'S NATIONAL TRAINING SCHOOLS courses and CEU programs are designed to help electronic security and life safety professionals advance in easily accessible and robust ways. With a focus on real world training, skills learned can be immediately put to use in the workplace. ESA has just announced 18 new continuing education courses for its National Training School. Courses are available now and will help students maintain certifications and licenses. Topics include networking, basic mathematics, science, project management, customer service and more. ESA members have access to exclusive rates on all National Training School courses. For more information visit www.esaweb.org.





16th ANNUAL AIREF GOLF CLASSIC

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Together, we have raised funds to benefit the industry we all share through the AIREF Golf Tournament. Today, we are all struggling to draw qualified talent into the industry. Your contributions in 2019 will be funneled into public relations, education and outreach efforts to spotlight the electronic security industry as an outlet of choice for the next generation of employees. To gain and maintain momentum, we need your support! Enjoy a guilt-free day of golf with colleagues and industry friends. Registration fees include breakfast, lunch, greens fees and carts.



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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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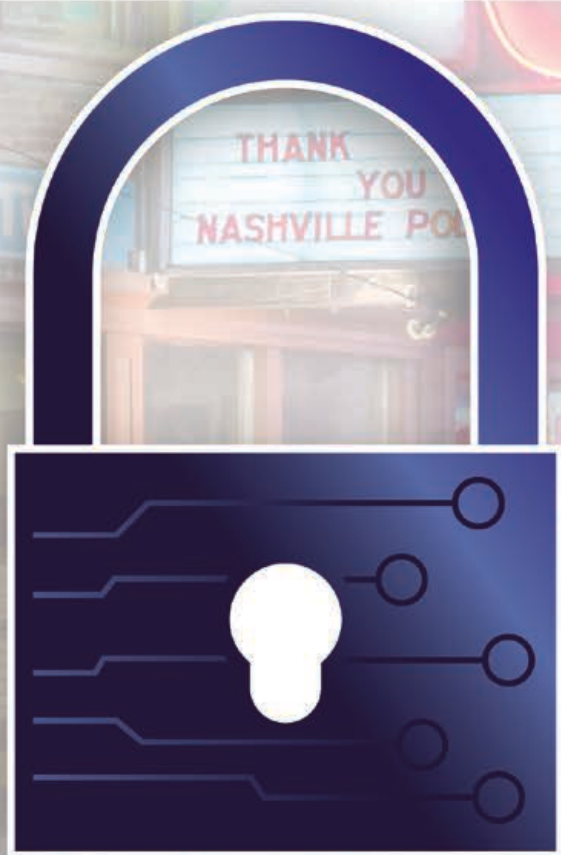


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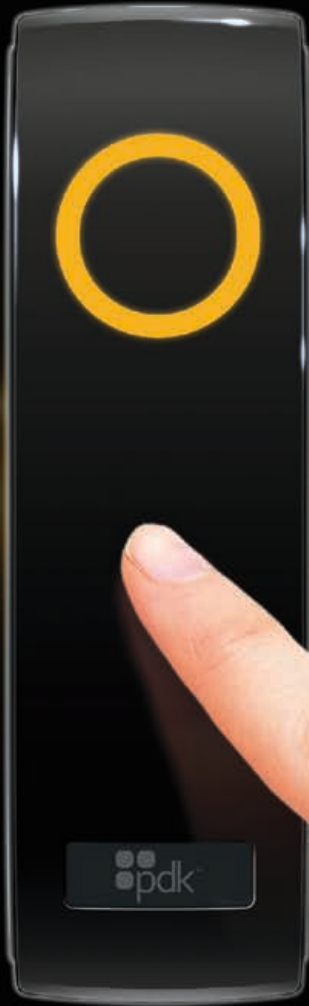
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NSA has NEW General meeting DATE: 3rd Wednesdays, NEW TIME: 5:30pm; NEW LOCATION: Pub 365 at The Tuscany Suites & Casino, 255 E. Flamingo Rd, Las Vegas.

DON'T MISS NSA's UPCOMING EVENTS:

March 20 - NSA General Meeting

Guest Speaker: Las Vegas Metro PD 9-1-1 Center

April 9 - AIREF Golf, Las Vegas National Golf Course

April 9 - ISC's Got Talent Welcome Reception, Rockhouse

April 10-12 - ISC-West, Las Vegas

April 10 - CAA Leadership Breakfast, Venetian Ballroom

April 11 - NSA Public Safety Luncheon, Venetian Ballroom

Contact NSA for opportunities to sponsor and attend these great events.

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

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At our February meeting, our members got great information on creating or updating their employee manuals and office policies from David Roth of Fisher Phillips employment law firm. Thanks David!

Congratulations to our newly elected CBFAA Board Members!

President: Brian Kirtley of Xfinity

Vice President: John Wrzesinski of Safe Systems

Secretary: Jennifer Porter of Advanced Burglar & Fire Alarm

Treasurer: Andrea Quist of Safenet

Join us at our next meeting:

DATE: April 17 TIME: 12:00 noon

GUEST SPEAKER: Ron Davis of Davis Mergers & Acquisitions.

Author, industry expert & SSI Hall of Famer, Ron will speak about how to get your company ready for mergers & acquisitions.

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



Members of the Colorado Burglary & Fire Alarm Association received an industry update at their February meeting.

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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.



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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.

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WBFAA UATC Offers Online Continuing Education

The WBFAA UATC is offering an online continuing education program for electronic security systems technicians with nearly 100 hours of course offerings. Registered technicians with member companies will have access to 18 hours of online courses annually at no fee. In addition, registered technicians will have access to courses offered in physical classrooms and can submit third-party training for certification for renewal of the state Fire/Life Safety Certification card. For more information, visit www.wbfaa.net 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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April 3	Mid-Cal Meeting	Fresno
April 9	AIREF Golf at ISC West	Las Vegas
April 9	ISC's Got Talent	Las Vegas
April 10-12	ISC West	Las Vegas
April 10	CAA Leadership Breakfast	Las Vegas
April 11	NSA Public Safety Luncheon	Las Vegas
April 24	SAAA Video Forum	Sacramento
May 8	SVAA General Meeting	San Jose
June 6	IEAA Meeting	Riverside
August 14	Mid-Cal Meeting	Fresno
August 21	SVAA General Meeting	San Jose
August 21	SAAA Industry Trends	Sacramento
September 19	SAAA Fire Forum	Sacramento
September 26	IEAA Meeting	Riverside
November 4	MCAA Golf Tournament	Fresno
November 7	IEAA Meeting	Riverside
December 12	SAAA Holiday Party	Sacramento

CAA CONVENTIONS

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
2021	May 12 – May 15	Hilton Palm Springs
2021	December 1 – December 4	Fairmont San Francisco

INDUSTRY EVENTS

AIREF Golf Classic at ISC West

April 9, 2019

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