

THE MIRROR

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Archival photo shows (front): Helen and 2009 honoree George Gunning of the CAA, and 2020 SSI honoree George De Marco of DECO Ventures; (rear): 2020 SSI honoree CAA Executive Director Jerry Lenander, and Julie De Marco.



SSI Hall of Fame 2020

The SSI Hall salutes those whose work is associated with life-and-death consequences. Everyone in the security/life-safety industry plays a part in the grand scheme to protect people, property and assets. This year's honor roll features another diverse group of extraordinary professionals.

The Class of 2020 includes an innovative dealer entrepreneur who went on to lead a top trade show; the late, loveable builder of one of the industry's largest dealerships; an ex-National Guard sergeant who brought military-like precision to a national trade association; a high-profile analyst who provided key guideposts within and outside the security industry; a second-generation alarm company mastermind and fire standards bearer; director of the biggest state association and noted newsletter publisher; and a software supplier who revolutionized installing and monitoring security systems businesses.

The latest Hall of Fame inductees, in alphabetical order are, **George De Marco**, currently managing partner of DECO Ventures; **Rod Garner** (deceased), former president/CEO of Mountain Alarm; **Merlin Guilbeau**, CEO of the Electronic Security Association (ESA); **Jeff Kessler**, managing director of research for Imperial Capital; **Richard Kleinman**, president/COO, AFA Protective Systems; **Jerry Lenander**, executive director, California Alarm Association (CAA); and **Michael Marks**, co-founder of Perennial Software and SedonaOffice.

SSI Hall of Fame, continued on page 3

Lessons From Big Business – Uber Can Write the Check, Can You?

By Mitch Reitman



Some Uber drivers aren't happy; at last count 2,535 of them have filed unemployment claims in the State of California. Buy wait, aren't these people independent contractors? They signed a contract, isn't that all that it takes? If you are an active CAA member (and why shouldn't you be) you are most probably aware that California State Assembly Bill 5 (SB – 5) has redefined, or should we say, adequately defined, sub-contractor vs. contractor relationships.

UBER, continued on page 20

The Greater Los Angeles Security Alarm Association **SCHOLARSHIP PRESENTATION DINNER** will be held June 16, 2020 at the Los Angeles Police Academy at 5:30 p.m. Winners of the annual scholarship for children of law enforcement and the fire service will be present. RSVP to 800-437-7658 or info@caaonline.org.

GLASAA

Greater Los Angeles Security Alarm Association

ISC WEST Postponed Until October 5-8 - see page 11

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PRESIDENT'S MESSAGE

Dear CAA Membership,

Are We There Yet?

We are entering that time of traditional family vacations, loading the kid and spouse into a vehicle and heading out on our annual adventure.

Are we there yet? Depending on the age of your children, and possibly the patients of your spouse, you have heard this never-ending question.

Our world has changed.

Like you, I have been occupied with addressing the many challenges that face my business, concerns about my employees, our customers, and the financial wellbeing of the company.

The California Alarm Association has also been active since day one as the crisis has escalated and evolved.

We worked closely with our CAA Government Affairs Committee and our lobbyist, as well as the Security Industry Association, The Monitoring Association and the Electronic Security Association to clarify the "essential workers" status of our industry on the local, state and federal level. Never have our efforts been so relevant.

We post updates on our website, www.caaonline.org, and our regional chapters have initiated webinars that provide local information on the state of the industry. You can see a calendar of webinars at our website.

The CAA Virtual Conference May 14-15 will include many of the components we delivered at our annual Palm Spring event. I hope you will join us for this update on relevant programs along with workshops on industry trends and innovative products and services. There is no fee for this conference thanks to our industry sponsors who have stepped up during these uncertain times.

We do plan on gathering in October for ISC West and December 2-5 in San Francisco. We will monitor the situation over the next few months to ensure we can gather in a safe and secure environment.

Are we there yet? No, but I take comfort from the fact that our associations at all levels are along for the ride. And, I am confident we will get there.

Stay safe.

Sincerely,

Tim Westphal
CAA President



By Tim Westphal

SSI Hall of Fame, continued from page 1

Founded in 2004 to represent the highest accolade for going above and beyond in professionalism, conduct and achievement, the SSI Industry Hall of Fame annually inducts new members as part of the SAMMY Awards gala the eve of ISC West.

Those honorees are nominated by a selection committee presently comprised of Hall of Famers Bill Bozeman, Alan Forman, Ken Kirschenbaum and Ralph Sevinor. Another Hall member, Ron Davis, serves as special advisor to the group. And like a juicy fastball served up down the center of the plate, the Hall's Class of 2020 consistently smashed it out of the park.



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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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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A Predetermined Goal Is A Necessity, Not An Option



By Harvey Eisenstadt

From time to time salespeople must ask themselves, am I making my sales calls without a targeted goal? Are most of my calls nothing but assessments of the opportunities? If your answer to these questions is yes, then you are doing the work of the marketing team and not the salesperson. However, this does not suggest that you should underestimate the importance of assessments.

Salespeople should have a plan for assessing prospects prior to the sales call. There are several ways that this can be accomplished including research via the internet and some

basic pre-call questions. As a result of these assessments the critical action that needs to follow by the salesperson is that every sales call must have a predetermined goal before meeting with the prospect. The discipline of the selling process must begin with the assessment of the prospect that sets the stage for the predetermined goal. Reinforcing this theory is that a sales call

must be a logical progression towards a result, a sale. To achieve this the salesperson must define that targeted result at the beginning of the sales process.

Identifying your predetermined goal at the beginning of the sales process increases the focus of your presentation and the strength of your efforts to move the prospect in the direction of achieving that goal. It's like anything else in life's cycle. Knowing where you want to go and properly planning on how to get there increases the probability of a successful arrival. The planning must include your answers to a few simple questions. Do I understand this prospect need? Can I identify which of my products or service will best serve this need? And, you may also want to identify the volume of business you can expect from this prospect if you are successful.

A significant benefit of a well assessed predetermined goal allows you to comfortably switch gears during the sales process if you recognize that the goal you were pursuing was on the wrong course. Changing course becomes a simple rerouting in your presentation.

Salespeople should never assume that selling is nothing more than a recurring activity that becomes a matter of repetition. Knowing what you must accomplish may very well be a recurring activity, but to achieve your predetermined goal will require precisely exercising your selling skills.

Successful salespeople have recognized that they must have a predetermined goal for every sales call. After each call you must analyze and equate how your results compare to your predetermined goal. This analysis will allow you to make necessary adjustments for future predetermined goals.

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 Lenel OpenAccess Alliance Program Partner (OAP), Alarm Lock Network Access Lock products (PL, PDL and DL-Series) were fully-tested and certified by Lenel's Quality Assurance Department for use with OnGuard 7.6. Integrated capabilities include configuration of wireless locks for card and PIN-based access control, viewing access

control events and status via Lenel OnGuard interface, restricting user to specific areas at specific time, adding / removing or modifying user Access levels, setting access control modes for areas and defining access schedules and holidays. For more information or for availability, please contact your regional Alarm Lock Representative or Alarm Lock Management directly at 800-ALA-LOCK or visit www.alarmlock.com.

DMP welcomes a new member to the East sales team – Dave Farquhar. Dave is stepping into the role of Dealer Development Manager for the New York Metro area and reports to Ken Nelson, DMP Director of Sales, East. As DDM, Dave will serve as the sales and support representative for DMP-authorized dealers in the city and suburbs of New York City, Long Island and the Mid and Lower Hudson Valley. The territory also includes north and central New Jersey. "I am thrilled to come on board with such an innovative, customer-driven and solutions-oriented company as DMP," said Dave, regarding his new role at the company. "I look forward to applying my sales acumen, industry knowledge and commitment to business relationship-building to further DMP's presence and sales goals in the New York Metro market." He can be reached at 800-641-4282 x 5735 or DFarquhar@DMP.com



DMP's partnership with Digital Watchdog is expanding with the integration between Digital Watchdog's flagship DW Spectrum video management software and DMP's Virtual Keypad. Your customers can now use DW Spectrum software through their Virtual Keypad app or VirtualKeypad.com. Whenever they receive a notification from their DMP panel, they'll be able to view all of their connected cameras and video

playback, all with one interface. To enable this new feature, you'll need to select Digital Watchdog from the list of video options in Dealer Admin or the Tech APP. Depending on how your customers prefer using Spectrum, you can set it up so they'll either use the DW Spectrum server or the DW Cloud. "Digital Watchdog is a respected leader in the industry, and we're pleased to expand our partnership," says Mark Hillenburg, vice president of Marketing for DMP. "With the DW Spectrum integration, we're able to give our mutual customers a greater level of convenience than they've had before." For more information, contact Mark Hillenburg at MHillenburg@DMP.com or visit DMP.com.

DMP announced the appointment of Texas Regional Training Manager Derric Roof. Derric's career in electronic security began in 1982 as a prewire technician. Throughout his career, he has travelled extensively training and working on high-profile, high-security projects. About his new role with DMP, he says, "I missed my days teaching, and I'm extremely excited to be working with and training on a product that I'm passionate about." "With Derric's varied product and industry knowledge, he will be a great asset to our Field Technical Training Team," adds Director of Field Technical Training Tim Nissen. Contact Derric at 800-641-4282 x 5734 or DROof@DMP.com.



DICE CORPORATION is offering four months of free PBX call forwarding for the alarm and security industry as part of the company's support efforts during the COVID-19 coronavirus pandemic. This offer is available to any central stations, dealers, and proprietary monitoring centers at no cost. The unprecedented government orders for remote working have led to much confusion and uncertainty for many businesses in the alarm and security industry. "Working outside of the office is impacting employee's industry-wide, but smaller central stations and dealers are experiencing even more challenges," said DICE Corporation president and CEO Cliff Dice. "By offering four months of free PBX call routing, we're able to pitch in and do our part to help the industry keep their employees connected and safe." If you are interested in implementing PBX call forwarding technology for your remote workforce, contact a DICE representative at 800-786-3423 or online at www.dicecorp.com.

POTTER ELECTRIC SIGNAL COMPANY announced the release of the Modbus Link, a TCP/IP based software that enables up to 10 compatible Potter fire panels to report panel and point status information to Modbus SCADA systems in commercial buildings, campuses, and industrial facilities. This supplementary device interface allows third party Modbus masters (clients) to display and respond to fire system activity. All the Potter and Modbus communications utilize an Ethernet-TCP/IP network. The Modbus Link is unique in that it is a licensed software solution that will run as a Windows® service on a site provided computer.

CLARE CONTROLS has announced that Lance Dean is joining the company's Board of Advisors. In this new role, Dean is consulting with the Clare leadership team on product and category initiatives, including the company's new ClareOne™ Wireless Security and Smart Home Panel and security sensor line. Dean co-founded 2GIG Technologies and became an advisor to other companies including Stanley Security and 3G-to-4G technology connector Cellbounce. Clare products and services are offered exclusively through a network of licensed and authorized dealers and are distributed exclusively by SnapAV (www.snapav.com/clare).



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Event News 2020

ISC WEST Postponed Until October 5-8

ISC West, in collaboration with premier sponsor SIA, is rescheduling the ISC West 2020 event to take place October 5-8 at Sands Expo in Las Vegas (SIA Education@ISC: October 5-7 | Exhibit Hall: October 6-8).

“Considering the escalation of COVID-19, travel and social distancing restrictions, and the economic impact over the past five weeks across the United States and the world, it is necessary to reschedule the event to October,” said Will Wise, Reed Exhibitions Group Vice President.

“Working closely with the Sands Expo, we were committed to pursuing the best opportunity for ISC West to facilitate the conduct of business, education and peer-to-peer engaged platforms. Holding the event 6 months from now in October will offer the best scenario to support the security and public safety industry, in addition to the Las Vegas community. It is an unprecedented time, and we appreciate how the community is adapting, adjusting and rallying,” added Wise.

“Our industry is essential to the safety and security of our communities, infrastructure and businesses. This is going to be a very tough year for people everywhere, and the sooner we can get some clarity on the new normal and provide solutions relevant to our situation, the better,” said Pierre Trapanese, SIA Chairman and CEO, Northland Controls. “Our mission is to be a catalyst for success within the global security industry. We look forward to ISC West Fall 2020 providing a forum from which everyone in our industry can begin to re-establish ties with each other and work toward succeeding in this new environment.”

“We appreciate the resilience, vigilance and togetherness of our ISC community of security and public safety professionals, speakers, exhibitors, and media supporters. Our team is looking forward to immersing ourselves in the planning for the October event, along with providing digital engagement and sharing as we all prepare to gather face-to-face again in the Fall,” said Mary Beth Shaughnessy, ISC Event Director.

“We all focus on building a bridge together to a brighter future with economic recovery and momentum for 2021, we have lots of strategic planning underway for ISC East, occurring in NYC November 18-19, 2020, to uplift and support the Tri-State area, as well as ISC West 2021 taking place March 23-26 in Las Vegas again,” said Shaughnessy.

For the most up-to-date information regarding our registration and exhibiting contract policies, please visit www.iscwest.com, contact your main ISC Show Management contact, or call our Customer Service team at 800-840-5602 or 203-840-5602.



ESX Electronic Security Expo 2020 Cancelled

Based on the well-being of our community, the leadership of ESX has chosen to cancel Electronic Security Expo 2020 (ESX 2020), originally scheduled for June 9-12 in Nashville, TN. Knowing how important ESX is for our community and the electronic security and life safety integration and monitoring professionals that rely on the event for best practice sharing and business advice, we held out hope we would be able to hold ESX in 2020.

We are unable to reschedule ESX in 2020 due to the unavailability of the venue during a time which makes sense for our attendees. Please mark your calendar to join us for ESX 2021, which will take place June 15-18, 2021, in Louisville, Kentucky.

A hand holding a smartphone displaying the ACT365 mobile application. The app shows a dashboard with various icons for 'Status', 'Camera', 'Manage Credentials', 'Recent Events', and 'Master Report'. The background of the phone screen shows a city skyline at night.

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COPS Monitoring Donates Laptops to Reunite Quarantined Veterans

COPS Monitoring announced the donation of laptops to the Veterans Memorial Home, in Vineland, NJ, giving its residents the ability to connect with loved ones during the necessary quarantines imposed by COVID-19.

“Colleen Croge in our office knows that we have an inventory of laptops to support our employees working from home during this time, and to prepare for remote dispatching to the millions of alarm users that we monitor nationwide, in the event it becomes necessary,” said Jim McMullen, President of COPS Monitoring. “When Colleen asked if she could borrow a computer so she could video chat with her parents, we didn’t hesitate. Our entire organization is built on the foundation of people helping people, and I was happy to help Colleen connect with her parents.”

“Many of us take for granted the ability to be connected with the ones we care about most, and we tend to underestimate what happens when that connection is suddenly interrupted,” continued McMullen. “Colleen’s experience with her parents prompted us to donate additional laptops, so others can have similar experiences,” he concluded.

For more information about COPS Monitoring, visit copsmonitoring.com.



US Air Force Veteran Adolphe (Bill) Engler & Wife Judy Engler

The #BUZZCUT Challenge for MISSION 500

George Fletcher has raised more than \$2500 among family and friends, and he matched it to provide 50,000 meals. Thank you to all who contributed! Your donations will benefit soup kitchens around America and help countless children and families that rely on them. Thank you from the bottom of our hearts! Still want to donate? Visit www.mission500.org.



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A DEALER'S PERSPECTIVE...#24



By Tony Smith

CAA Goes Virtual for Spring Conference

The Covid-19 Pandemic, as of this first week of April, has compelled the CAA Board of Directors to convert their annual Palm Spring's conference to a Virtual format. This will include a full complement of workshops along with a Board of Directors meeting, Keynote address, and a General Meeting. According to Jerry Lenander, Executive Director of the CAA, "This will be a new experience for many of us, but it will commit our Association to a higher level of communication with our members, associates and supporters. Most importantly, there will not be a fee or charge for all this information sharing. We will be using the Zoom format and it will be available anywhere in the United States." We at SFA are pleased to announce that this two-day virtual experience will be sponsored in full by SFA and InfoSafe Certified-Invisus. So please plan to join us on May 14-15 to learn the latest news from thought leaders in our industry. To access the schedule and keep up with these developments, click on this link. www.caaonline.org.

We, as an industry, have now begun to appreciate that our customers are open to paying for certain security services beyond monitoring. For a central station, they are trying to identify services they can sell to alarm companies on a monthly basis. For alarm companies, they are targeting their existing customer base for new service-related business. In both cases "Software as a Service" (SaaS) is an area open to increasing RMR and customer stickiness, plus, no truck-rolls.

One SaaS product stands out among the others: "Cybersecurity Risk Management". Cyber risk is lurking around the corner from each of us. Sooner or later you will suffer a breach of customer or employee information. Federal and State entities have tried to teach us (and others) that if we don't prepare for the inevitable, we will pay the consequences. Casual attention to detail and lack of attention to security patches have cost companies like Target (\$7 billion) and Allied-Universal Security (probably more than \$4 million). We all remember the old saying about standing in a hole; if you are not able to see over the top, it may suggest it is time to stop digging.

Three stages to SAAS profitability:

1. Central Stations, will be on target for selling this service once they assess and mediate their own cyber risks. InfoSafe will lay out those areas which require mitigation and provide the direction to bring them into compliance with the regulations. Most importantly, the Central Station will be Certified as "Being in Compliance".
2. The next step in the development of this service revenue stream will be for the Central Station to market it to each of their respective client alarm customers. This B-2-B service results in the sharing of a portion of the monthly revenue billed to each client alarm company for assessing, mitigating and Certification of their risks.
3. The third stage of this SaaS based service is the alarm company's sale of a consumer cybersecurity package (B-2-C) to its residential, and small commercial clientele. Here again, the alarm dealer will share in the revenue.

Depending on the base monitoring fee, these new revenues in each category can be substantial. Oh, and there is no added billing expense involved!

Summary:

- Central Stations can become Certified. Central Stations can share additional revenue with their client alarm customers as they become certified.
- Alarm Dealers can be Certified and develop their own revenue stream by selling a consumer/small business cyber risk package to their customers.
- Central Stations and Alarm Dealers will earn this new revenue stream without truck-rolls or added billing expense. Now is the time to check it out!

Don't forget to sign up for the CAA virtual conference May 14-15. We will miss the networking, but the cost is free. All of the old familiar sponsors (and a few new ones) will be there with their virtual presentations, workshops and focus on your success.

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, and member of TMA. He may be reached at (626) 795-9199 or tsmith@securityfundingsolutions.com

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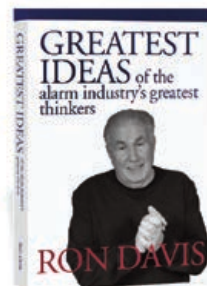
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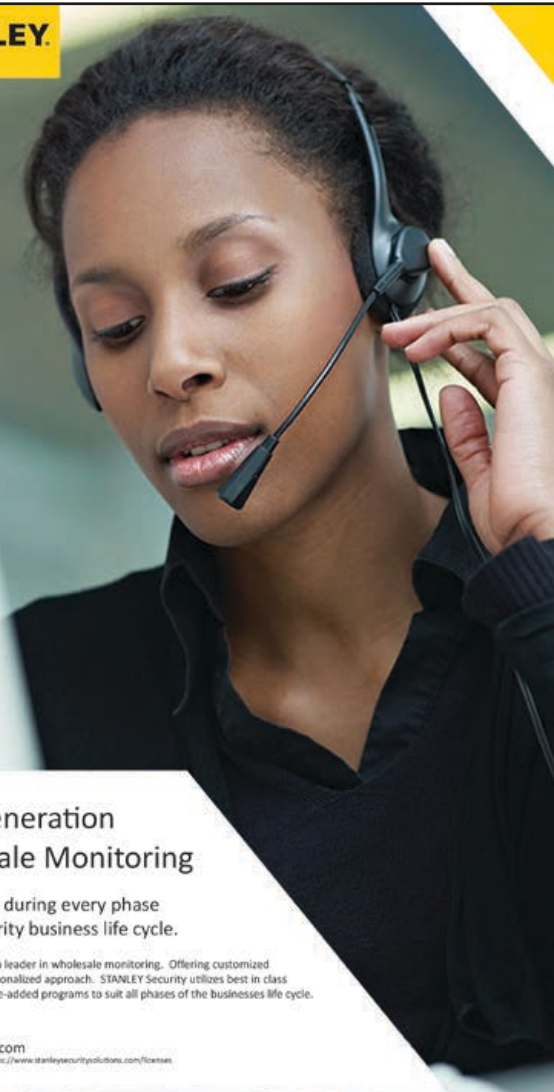
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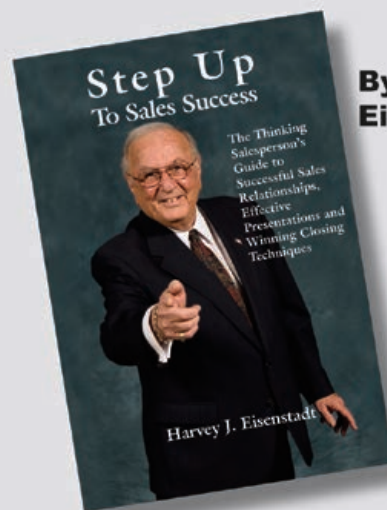
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Uber, continued from page 1

What does a mega corporation like Uber have to do with you, the small businessperson? As businesses react to the setbacks in the economy, they are laying off employees, and independent contractors. You might say “an independent contractor isn’t an employee; how can they be ‘laid off’.” You may be surprised to find out that, if you were their sole source of income, and they performed work for you by the hour, SB-5 may come into play retroactively. Even worse, the California Employment Development Department, not wanting to be the bad guy, may grant your ‘contractor’ unemployment benefits and then consider you to be the bad guy. California is very aggressive in pursuing what they consider to be Employee Misclassification, their website contains an entire section entitled Independent Contractor – Misconceptions. The site states their positions (and well-grounded ones) on Employee Misclassification. The site also defines an Employee as An individual who is hired by an employer to perform services and either (1) the law defines the worker as an employee (statutory employee) or (2) the employer has the right to control the manner and means by which the worker performs his / her services (common law employee).

As I have mentioned in previous articles, the State will most probably be the initial source of your problems, for example a ‘contractor’ will file an unemployment claim, and the State will open an investigation, and you will reach some sort of resolution.

You are most probably aware that SB-5 more narrowly defines Contractor and Employee relationships, but you should also be aware that both the State of California, and the IRS, require that to be considered a Contractor ... the worker must perform work that is outside the usual course of the hiring entity’s business. This is the test that steps through the semantics of most supposed Independent Contractor assertions. In other words, If the hiring entity already knows how to perform the work (i.e. installing an alarm panel), then why would they need to contract this function out?

So let’s say that you are able to reach an agreement with the State, you agree to reclassify these people as employees, pay the back payments and fines... maybe you are even able to reduce some of the fines and penalties so that they aren’t so bad. You agree to properly classify these individuals as Employees in the future, you have dodged a bullet and are off the hook, right? Well, not exactly, there is another, more powerful, group out there waiting to take their bite of the apple. The Internal Revenue Service estimates that 30% of employees may be misclassified as independent contractors. This means that hundreds of millions of dollars of Income Tax, Social Security, and Medicare payments may not be paid in in a given year. This is low hanging fruit and the IRS intends to pick it. The IRS has made it well known that they share information with the states. We have seen situations in which a state unemployment claim was the basis for an IRS Employee Classification Audit (and vice versa). If the State shares your information, and the IRS opens an investigation, you now have a group of Employees whom you have reported as ‘Contractors’ by issuing them Forms 1099. Unfortunately, you have now also filed documents with a governmental entity (the State) in which you have classified them as Employees. The IRS now has very

persuasive evidence to support their Employee Classification Audit findings. Even if the state doesn’t ‘drop a dime’ to the IRS, workers who believe that they may have been misclassified for Federal purposes may file Form SS 8, Determination of Worker Status for Purposes of Federal Employment Taxes and Income Tax Withholding. This form may be filed for a number of reasons, for example, one of the requirements to claim the Child Care Credit is that the Taxpayer have earned income from employment. Self-employment income (from, say, being a ‘contractor’) doesn’t count. Many ‘contractors’ who find themselves missing out on a \$4,000 plus tax credit may be advised by their friendly neighborhood tax preparer to file the form, especially when they also realize that they owe \$6,000 plus of Self Employment Tax on their \$20 an hour ‘contracting’ income. This is when things can get bad. The IRS leans on the ‘contractor’ for income tax and self-employment taxes (Social Security) and the ‘contractor’s’ recollection of the relationship undergoes a drastic metamorphosis. The ‘contractor’ suddenly remembers that they were an employee. They can then file Form 8919, Uncollected Social Security and Medicare Tax on Wages - to compute and report their share of uncollected Social Security and Medicare taxes due on their compensation. If a Form 8919 is filed, the Employee Classification Task Force will most definitely get involved.

If the IRS opens an investigation and determines that the ‘contractor’ is in fact an employee what can happen?

- A \$50 penalty for each form W-2 that the employer failed to file because of classifying employees as independent contractors.
- Since the employer failed to withhold income taxes, it faces penalties of 1.4% of the wages, plus 40% of the FICA taxes that were not withheld from the employee’s wages and 100% of the matching FICA taxes the employer should have paid. Interest is also accrued on those penalties daily from the date that the amounts should have been deposited.
- A Failure to Pay Taxes penalty equal to 5% of the unpaid tax liability can be imposed and for up to 25% of the total tax liability.
- If the IRS suspects fraud or intentional misconduct, it can impose additional fines and penalties. For instance, you would be subject to penalties that include 20% of all of the wages paid, plus 100% of the FICA taxes (both employer and employee). Criminal penalties of up to \$1,000 per misclassified worker and one year in prison can be imposed as well.

And, just to rub salt in the wound, since many of the above amounts are penalties, they aren’t deductible from income tax. And, a new wrinkle, payments made to independent contractors aren’t eligible for loan forgiveness under the CARE Act provisions regarding Payroll Protection Program loans.

If you still want to wade into the Contract Employee pool remember that you swim at your own risk.

Mitch Reitman is the Managing Principal of Reitman Consulting Group. He is a CAA Associate Member, winner of the 2007 Mark Schubert CAA Associate of the Year Award, and is a member of the Electronic Security Industry Hall of Fame.



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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.



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.



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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.



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

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 / 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

Paul Wassem, President

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

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

GLASAA

Greater Los Angeles Security Alarm Association

David Michel, President

The Greater Los Angeles Security Alarm Association scholarship presentation dinner will be held June 16, 2020 at the Los Angeles Police Academy at 5:30 p.m. Winners of the annual scholarship for children of law enforcement and the fire service will be present. RSVP to 800-437-7658 or info@caaonline.org.

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.

Dave Michel

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MID-CAL



MID CAL ALARM ASSOCIATION

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MEETINGS 2020

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

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REDWOOD ALARM ASSOCIATION

Sean Cooke, President

RAA MEETINGS

The Redwood Alarm Association is pleased to announce our 2020 meeting dates. Member meetings will be held on 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.

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 hgongalezreed@pd.sandiego.gov. If you have any questions, please contact Hilda Gonzalez Reed at hgongalezreed@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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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.

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As you know, due to the COVID-19 (Coronavirus) pandemic, ISC-West was postponed, along with all of our surrounding events. The ISC-West in Las Vegas has been rescheduled for Oct 5-8 and we hope to see you then.

Our next meeting is tentatively scheduled for May 20th in Las Vegas. Watch your inbox for possible changes.

Please see our newsletter for resources for your company at the national, state and local levels. Consider utilizing ESA's National Training School's online courses for your employees during any required home time. The NSA has been working to reach out to legislators to make them aware of our industry's role and needs during any shutdowns and we will continue to work to assist members confronting difficulties during this trying time. Contact us with any questions.

Get involved with NSA today! www.nevadasecurityassociation.org

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OBFAA Membership

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

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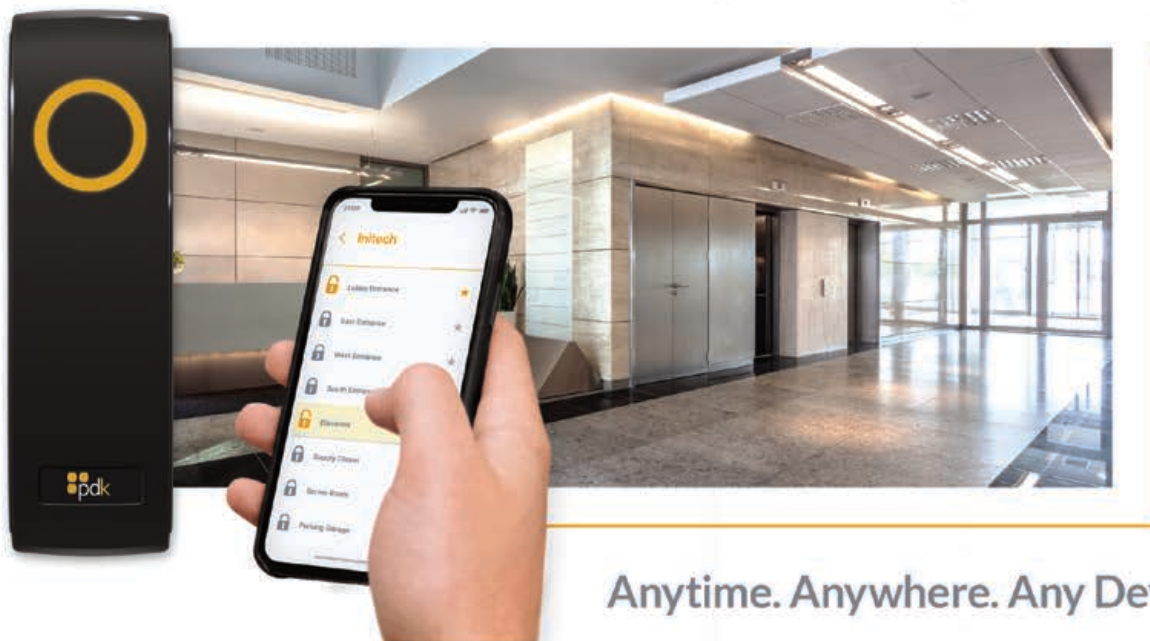
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The CBFAA has decided to postpone any general member meetings until further notice in the wake of the COVID-19 (Coronavirus) pandemic.

For the most up-to-date scientifically based information about the COVID-19 (Coronavirus) pandemic we refer you to the Centers for Disease Control and Prevention (CDC) website www.cdc.gov. There is Guidance for Businesses and Employers and checklists to help you be prepared. Links are provided in our newsletter to resources at the state, local and national levels to help your business weather this storm.

We are continuing to reach out to our legislators, so they are aware of our industry's needs, and are continuing to work to assist our members wherever needed in these ever-changing times.

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.

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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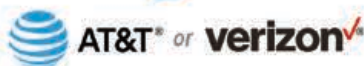


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WBFAA UATC Apprentice Enrollment for Fall Semester Class Open

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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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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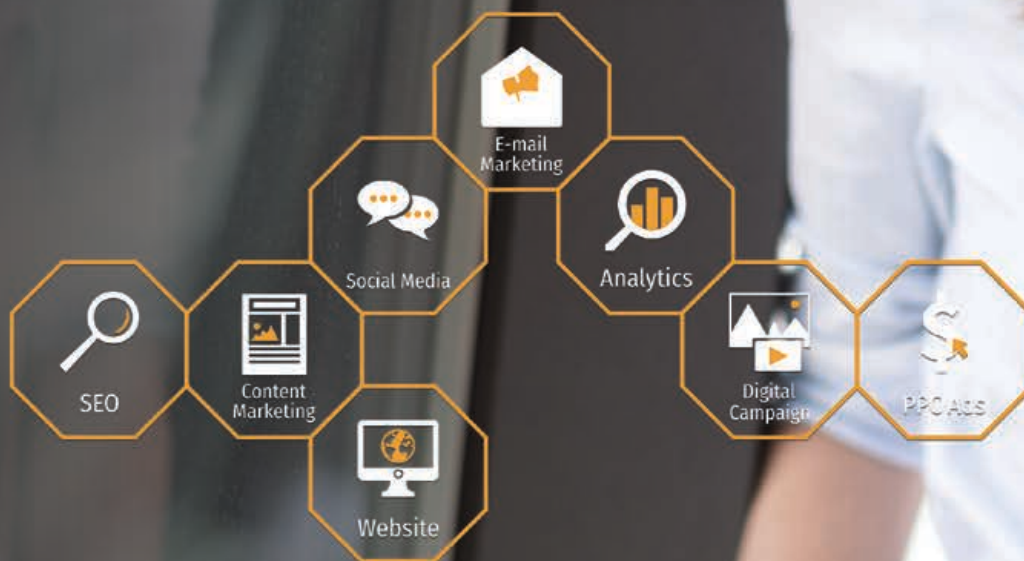
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May 13AZAA General Meeting Phoenix
May 13-16CAA Virtual Conference..... Zoom configuration
July 29RAA General Meeting.....Santa Rosa
August 12AZAA General MeetingPhoenix
October 8-9AZAA Convention & Golf TournamentChandler, AZ
October 14.....RAA General Meeting.....Santa Rosa
December 12AZAA Holiday PartyPhoenix

INDUSTRY EVENTS

SIA/ISC Love Security
New date: October 4, 2020
THE ROCKHOUSE, Las Vegas, NV



ISC West - Las Vegas, NV
New dates: October 5-8, 2020



ISC East - New York, NY
November 18-19, 2020



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



CAA CONVENTIONS

2020.....May 13-May 16..... Virtual Conference
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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