

THE MIRROR

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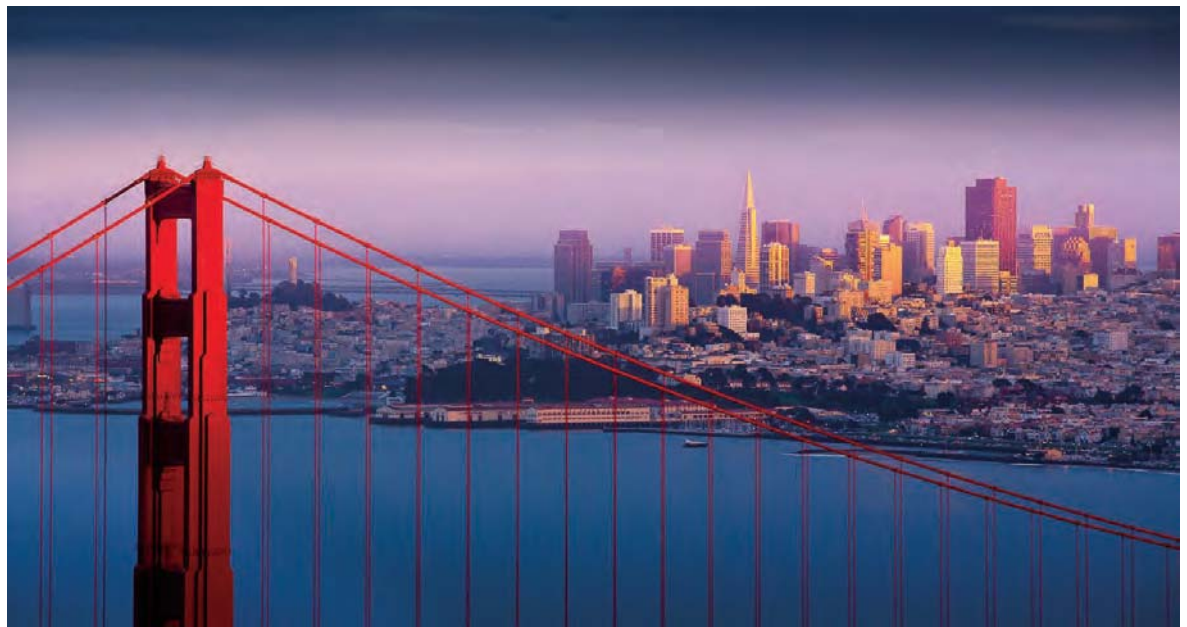
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CALIFORNIA ALARM ASSOCIATION WINTER CONVENTION

WYNDHAM PARK 55 HOTEL — UNION SQUARE, SAN FRANCISCO

December 10 - 13



CAA Notice of Elections

Following are the candidates nominated by the Election Committee. The election will be held on Friday Dec. 12 at the CAA Convention in San Francisco.

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Cathy Rempel, American Security Integrators

Northern Vice

Chuck Petrusha, Advanced Security Systems

Southern Vice President

Tim Westphal, Bay Alarm Co.

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Robert Leeper, retired

Jerry J. Linder (deceased)

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Jerry Lenander or Daniel Freitas

California Alarm Association

333 Washington Blvd. Ste. 433

Marina del Rey, CA 90292

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



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PRESIDENT'S MESSAGE

The **SAN FRANCISCO WINTER CONVENTION** is just around the corner. This is CAA's biggest event of the year, and it is one of the industry's biggest events nationwide. It will be one of the best attended and most highly regarded events of the year. Business leaders from across the country will attend to learn, network, socialize and guide the industry. This year's program includes an amazing keynote address, several receptions, a major industry expo, incredible workshops, the usual industry leader symposium, spouse functions, and of course, all the shopping and splendor of San Francisco during the holidays.

Be sure to get your reservations in early as this will be a sold out event.

Register at www.caaonline.org

or call the CAA office at 800 437-7658.



Robert Michel

CALIFORNIA ALARM ASSOCIATION WINTER CONVENTION

WYNDHAM PARK 55 HOTEL,
UNION SQUARE, SAN FRANCISCO

December 10 - 13

SOARING WITH THE EAGLES



Ron Lander will receive the CAA
George Weinstock Award for
a lifetime of achievement and
service to the security industry.
He will be honored at the CAA
Winter Convention Tribute
Dinner to be held on Dec. 12,
2014 at the San Francisco
Parc 55.





ASSOCIATES CORNER

Sales Success Characteristics

By Harvey Eisenstadt

To be successful as a sales professional one must possess several critical personal characteristics. Without these critical personal characteristics sales success is significantly inhibited. In this article I will focus on two of these characteristics, or personal traits, and how they do play an important role in increasing the salesperson's success rate.

First, a salesperson's capabilities and professionalism are all too often compromised by the fear of rejection. The salesperson can empower themselves to overcome the fear of rejection as I will explain below. The other characteristic that a salesperson must possess is the presence of a demeanor of self-confidence and that I will also address in the paragraphs to follow.

Overcoming the fear of rejection is not as difficult as some may make it appear. In all my years as a professional salesperson and consultant I have never met anyone boasting a 100% closing ratio. Thus, even the best have faced rejection. Salespeople have to get used to hearing the words "yes I am ready to buy" or "no I am not buying now". That's it. Those are the only two possibilities when you ask for the order and since you do not have a 100% closing ratio you will hear the word "no" more often than you would like to. The fear of hearing the word "no" plays havoc with the mind of the salesperson each time they go on a sales call. It does not have to. You can eliminate the fear of rejection, hearing the word "no", by evaluating, after each sales call, what you have done and what you could have done differently to hear the word "yes". In simple terms, rejection must be considered an integral part of your learning curve. By practicing this exercise after each sales presentation you will begin to recognize where some of your weaknesses lie and employ the tools to correct and strengthen them. As time progresses and you

correct and/or eliminate those weaknesses you will hear the words "yes I am ready to buy" more often and see your closing ratio begin to increase. Remember Einstein's theory of lunacy. "Do the same things today that you did yesterday and expect different results". So, to address the fear of rejection, evaluate, correct and practice what you have corrected.

The presence of self-confidence is critical since it answers the prospects question as to why they should listen to you and ultimately buy your product or service. To begin with the salesperson must understand the buying traits of the prospect. People will buy for one of two reasons. They either "want" to buy or they have a "need" to buy. The definition of "want" is it would be nice to have. The definition of "need" is they must have. Decades ago salespeople were able to sell prospects regardless of their buying trait. Those days are gone. In today's environment the prospects are more knowledgeable and in most instances have an idea as to what will address their pain. The salesperson must identify with the prospects "need" and by exercising self-confidence, the belief in the benefits of your own product or service, convince the prospect to want to hear more of what you have to say.

One successful method to accomplish this is to begin with presenting the many benefits of your product or service to the prospect. This method presents benefits that resonate with the prospect and one or more will surely identify with their specific need. It also delivers that powerful message of confidence you have in your own product or service. The prospect will want to hear more and you did not have to deluge them with endless questions. Too often, the salesperson will flood the prospect with all the wonderful features of their product and never have the prospect identify with the benefits that address their need. In instances such as this the salesperson has lost the interest of the prospect.

So, remember to deliver benefits which resonate with prospects needs before you deliver the features. Think of the features as supporting the benefits.

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

Success Is In the Details

By Ron Davis, President of Davis Mergers & Acquisitions Group

Know your accounts receivables intimately. You can tell how well a company is run by how current its accounts receivables are. What differentiates successful people from those who are not successful – even failures – is the concept of taking care of the little things so the big, burdensome things will not materialize.

Sales managers do it by reviewing every lead and every appointment. It's not so much for control or even for constructive criticism of the salesperson, but rather being aware of what's going on the field that salespeople can control. Knowing where leads come from is important. Knowing how many appointments come from those leads is important. Knowing how many sales results from those leads is equally as important.

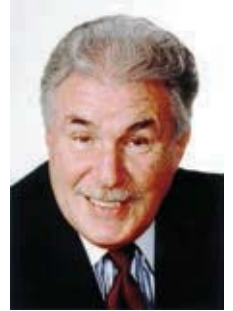
In accounting and control of a company, knowing the exact status of your receivables will almost always indicate whether or not there are larger problems somewhere else in the company.

The answers to these and dozens of other questions can help you determine whether or not there is a problem in your company and provide the opportunity to correct it.

I recall, years ago, when I was reviewing our financial report at the end of a busy month. Anticipating a successful report, I looked down at the bottom line and saw that we had actually lost money. The time to discover such issues is ahead of time, not when you're reviewing a financial statement.

Had I taken the time to look at our receivables, I would have realized that our group was working on pending orders, rather than actual orders for work to be done immediately. Accounts receivable is a window into the soul of your business. Look for the little things and you won't have to worry about the big things – like running out of cash!

*Ron Davis,,
President of Davis Mergers & Acquisitions Group, 847-910-7716
rdavis@graybeardsrus.com*





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From its humble beginnings, NMC has experienced tremendous growth over the last 13 years due to a loyal dealer base that recognizes and values NMC's superb service and commitment to the latest in monitoring facilities and technology.

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The new 25,000 square foot California headquarters also features NMC's Education Center which provides meeting spaces and training facilities for our dealers and their





clients. NMC also operates a fully-staffed redundant monitoring center location in Irving, Texas.

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LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2014

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 2014 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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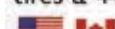
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FLUIDMESH NETWORKS announced that its FM1200 VOLO has been recognized with the Security Products magazine New



Product of the Year (NPOY) Award. Engineered for outdoor wireless IP backhauling, the FM1200 VOLO is the result of a decade of ground-breaking research in wireless communication. It is a 2x2 MIMO (Multiple Inputs Multiple Outputs) -based wireless radio designed for backhauling mission-critical video, voice, and data. With a fully redesigned hardware platform, FM1200 VOLO is a data processing powerhouse that's intuitive and easy to deploy. With 30 degrees beam width and 16.5 dBi antenna, the FM 1200 VOLO

combines ease of alignment and high gain. "This year was, by far, the most exciting New Products competition we've ever had," says Ralph C. Jensen, editor in chief of Security Products magazine. "This proves that technology still reigns as the order of the day in the security industry." For more information, visit www.fluidmesh.com.

SYSTEM SENSOR announced the launch of FFAST XT, an aspirating smoke detector with an expanded coverage area that uses four pipe inlets to draw air in from the protected space. FFAST XT brings all the capabilities of FFAST, such as three-stage filtration, Very Early Warning Fire Detection, and several integration options to a broader range of applications. The smoke-sensing chamber can detect particulate up to 0.00046%/ft obscuration, and the two-light chamber offers increased accuracy and nuisance immunity. FFAST XT can cover up to 28,800 square feet in Standard Detection, and has an aggregate pipe length of 1,050 feet. For more information, visit www.systemsensor.com.

FFAST Fire Alarm Aspirating Smoke Technology by **SYSTEM SENSOR** was recently tested by a leading European nuclear power plant (NPP) operator, with the intention of using the unit in a reactor building. FFAST units were exposed to nine extreme environmental tests, including: Seismic testing to Richter Scale 9, high frequency vibration testing, extreme temperature tests at +65°C and -28°C, rapid temperature fluctuations from -25°C to +70°C, dry heat endurance at +70 °C, damp heat endurance at +70 °C with 95% condensing humidity, a cold test at -25 °C, a radiation test with exposure up to 140 Gray, and multiple power up/power down commands. FFAST received a 100% pass rate on all of these vibration, temperature, and humidity tests. For more information, visit www.systemsensor.com.

OPENEYE announced a new model in its line of high definition IP cameras: the OE-C7412-FR outdoor dome. The OE-C7412-FR

comes with a set of 24 IR LED illuminators that allow up to 50 feet of enhanced night vision video. With 360-degrees of rotation, 60 degrees of tilt, and a 2.8 mm lens, the OE-C7412-FR captures a wide field of view. This Power over Ethernet (PoE) camera consumes very little energy while providing high definition video. The new OE-C7412-FR comes with a variety of mounting options, including a low profile wall mount and gooseneck, all while preserving its IP66 outdoor weatherproof rating. Please see the camera spec sheet for a full list of features and accessories. For more information, visit www.openeye.net.

CEM SYSTEMS, part of the security products business unit of **TYCO**, announced the release of version 6.9 of the AC2000 suite of access control and security management software. This new version of the software offers improved security features and increases the performance of the AC2000 software suite including AC2000, AC2000 Airport and AC2000 Lite. "AC2000 is an integrated security management system that is designed with the customer in mind, providing flexible solutions that help increase security and improve operational effectiveness," said Conleth Donaghy, Senior Product Manager, CEM Systems.



AC2000 v6.9 now also supports 128-bit AES (Advanced Encryption Standard) encryption across the CEM DESFire reader versions of the emerald terminal, the S610 reader range and the sPass reader.

This encryption standard provides a future proof access control solution, increasing security and reducing the risk of card cloning. In v6.9, AC2000 now supports full two-way integration with Exacq's exacqVision video management system and integration with Future Fibre Technologies' CAMS 3 perimeter intrusion detection system. These latest integrations build on the existing range of AC2000 video, perimeter, fire and intrusion integrations, making AC2000 a powerful security management system. For more information, visit www.cemsys.com.

FIRE-LITE ALARMS announced a new wireless fire detection solution for the MS-9200UDLS and MS-9600(UD)LS. This innovative wireless solution is ideal for difficult or obtrusive applications where running wire is challenging. Based on a Class-A mesh network, it offers the same reliability that is expected from a commercial fire alarm system. Typical applications for wireless are parking garages, historical buildings, warehouses, locations with concrete walls. Whether for new installations or retrofits, the fire

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alarm system can be a combination of wired and the new wireless devices. The wireless fire detection system is gateway based and connects to the SLC of a Fire-Lite MS-9200UDLS or MS-9600(UD) LS using Lite-Speed protocol. It then communicates over a reliable mesh network to a set of detectors and/or monitor modules. The wireless devices report to the panel in the same manner as their wired counterparts, making it seamless for building owners and first responders. For more information, visit www.firelite.com.

The **DMP Virtual Keypad App** automatically displays a live-camera view for the premises, enabling the user to view activities at the site and evaluate the situation. While watching the live-camera view, the user can choose to view recorded video clips from all cameras of the five minutes prior to the alarm. Based on their visual assessment, the user can verify or cancel the alarm from the same app screen. For more information, visit www.dmp.com.

School Security Lock Down Solutions from **NAPCO SECURITY TECHNOLOGIES**, Marks USA, Alarm Lock, and ContinentalAccess offer LocDown™ security solutions for every educational building and door, used in a growing list of K12 and college campuses nationwide. Economically lock down a classroom from inside at the first sign of trouble while faculty and students remain safely within the classroom. Napco is also the creator of SAVI™, the Security Access-Control Vulnerability Index™ and whitepaper, designed to help objectively evaluate a school's vulnerability. For more information, visit www.savischool.com.

MARKS USA Custom Lock Division has developed ANSI Grade 1 Institutional Life Safety Locksets to address Managed Liability, Accident Prevention, Life Safety and Security in Behavioral Health Care Institutions. The shape and construction of the 5SS55 & 5SS19 Series locksets are designed to restrict the attachment of lines, laces, etc. to door knobs and levers. In addition, with the knobs/levers recessed into the rosettes, the chance of capturing a line between the knob/lever and rosette is substantially eliminated. For more information, visit www.marksusa.com.

NAPCO Commercial Platform simultaneously supports UL Commercial Wireless, addressable & conventional devices, from 32 to 255 points of addressable, conventional or wireless protection, ideal for cost-effective system upgrades, retrofits and new installs, plus

Associates News, continued on page 14



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ASSOCIATES NEWS, continued

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TRI-ED Buffalo hosted its first annual Classic Car & Motorcycle Show with more than 75 customers attending the event with 100%



of the proceeds going to the Wounded Warrior Project. Local alarm companies including ADT Security, Advanced Alarm, Complete Security and Fire Safety Systems

came out in support of the event. Customers were treated to a BBQ dinner as they enjoyed the 24 classic cars on display. Tim Labenski, TRI-ED Buffalo's Branch Manager, credits his Inside Sales Associate, Mike Katashuk, with spearheading this effort. "Mike came to me with the idea, knowing that many of our customers enjoy their

classic cars and motorcycles and thought this would be a great avenue for them to showcase them and raise money for a great cause," Labenski says. For more information, please visit www.tri-ed.com.

TRI-ED announced the promotion of Tiffany Tureno-Huber to Branch Manager, Seattle. Tureno-Huber joined TRI-ED 14 years ago and has excelled in various customer service and sales capacities. With the recent promotion of former Seattle Branch Manager Amanda Hoskins to Northwest Regional Manager, she was the perfect fit to step into the role of Branch Manager. "Tiffany brings a wealth of experience to her new role. On behalf of the entire team, I extend my congratulations to her on this well-deserved promotion. She will continue to deliver the very best in service and support to our customers in Seattle," says Mark Ingram, Tri-Ed's Vice President of Sales. For more information, please visit www.tri-ed.com.



TRI-ED announced that its Technology Roadshow is coming to L.A. this Fall. Dealers and integrators will want to mark their calendars and attend this free, one-day event to be held November 12 at the Marriott Burbank. The Roadshow kicks off at 8:30 a.m. with registration and breakfast, followed by a variety of training classes and presentations that span ALL product categories, many of which provide CEU credits. Lunch will be served at Noon, followed by additional presentation sessions that will run until 5:10 p.m. The Expo Hall will then open and feature many leading industry manufacturers and a dinner reception.. "These training and Expo events are very helpful to our dealers and educate them on the constantly changing products and technologies in the marketplace," says Pat Comunale, TRI-ED President and CEO. For more information, visit www.tri-ed.com.

SILENT KNIGHT announced the new EVS-100W single channel amplifier with backup capability. The EVS-100W can be used in one of three configurations; 100 watts with no backup, 50 watts with 50 watts as backup or 100 watts with 50 watts backup using EVS-100WBU daughter board. Compatible with version 14.0 5820XL-EVS addressable fire alarm panel with integrated emergency voice system, the EVS-100W will help you meet those tough Emergency Communication specifications requiring a backup amplifier. All UL listed emergency communication systems installed after December 31st, 2014 must be listed to the standard instead of the subject. Version 14.0 5820XL-EVS is now UL 2572 listed to the standard. Version 14.0 5808, 5820XL, and 5820XL-EVS has increased the number of annunciators that can be connected to the control panel from eight to twelve. This option will help meet larger Assisted Living specifications that require annunciation within 50 feet of where a nurse may be located. NFPA 72 2013 edition now requires a phone line dialer test every six hours. Version 14.0 5700, 5808, 5820XL and 5820XL-EVS now has an option to select 4, 6, 12 or 24 hour dialer test intervals to satisfy AHJs enforcing NFPA 72 2013 edition. SKSS 5660 Up/Downloading Software Upgrade Available Free of Charge. Version 3.6 of the Silent Knight Software Suite is required to up/download version 14.0 IntelliKnight addressable fire alarm control panels. For more information, visit www.silentknight.com.



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ASSOCIATES NEWS, continued

ADI was named the 2014 Distributor of the Year for North America by Axis Communications during the annual Axis Connect & Converge Conference (ACCC). ADI was recognized for its commitment to the expansion of the IP video surveillance market. Axis presents the Distributor of the Year award annually to recognize a distributor's success and loyalty, as well as its commitment to driving the shift from analog CCTV to IP-based network video surveillance. "ADI's leadership has taken an active role in steering their company towards a strategy which embraces IP video surveillance," said Dominic Sorrentino, national distribution manager, Axis



Communications. "Axis is an important supplier for ADI, and we are pleased to once again be recognized by Axis as the Distributor of the Year," said Michael Flink, president of ADI Americas. For more information, visit www.adiglobal.com.

1 TIME INC. announced the addition of Michael J. Joseph to the organization as Vice President and General Manager. Michael is a 35 year industry veteran and comes with an extensive background in central station management and executive leadership. Michael brings industry credibility and integrity and will help introduce discriminating alarm dealers that need a more personal level of service and attention to detail that you cannot get in a large national central station. Michael explains that, "We have a solid foundation of well trained and CSAA 5 Diamond certified operators that understand life safety and excel in the new life style technologies. We can help dealers compete against national companies in the marketplace and provide that extra level of personalized service to our dealers and their subscribers." For more information, visit www.1timesecurity.com.



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INTERTECH SECURITY announced that it has acquired Accent Electronic Systems Integrators, Inc. (Accent ESI), a privately-held, certified system integration firm, headquartered in Bridgeville, PA. "The acquisition combines two complementary companies and creates a bigger, more sophisticated systems integrator," says Ron Petnuch, president of Intertech Security. "The two companies combined revenues for 2013 were \$41 million, which places Intertech in the top 20 companies based on the SDM Top Systems Integrators Report." In addition, Accent ESI's strong presence in the K-12 education market and new construction market coupled with Intertech's experience in the end-user, client service market will

enhance Intertech's continuing growth. For more information, visit www.intertechsecurity.com.

CSAA announced that Steve Shapiro, Vice President of industry relations for ADT has been appointed to the CSAA Board of Directors. "Every volunteer organization depends on the participation and contributions of its members. Steve has been heavily involved in our Alarm Industry Communications Committee for years and has long been an active supporter of CSAA," said Jay Huhn, President of CSAA. "We are pleased to welcome him to the CSAA Board, and I look forward to the contributions he will make as a board member." As vice president

of industry relations for ADT, Shapiro is responsible for the planning, execution and management of the company's strategic relationships with key North American security and automation industry organizations, alliances and initiatives. In 2014, Shapiro was elected to represent ADT as a Board member to the Z-Wave Alliance and in 2013, he was appointed as a Board member to the Security Industry Association. For more information, visit www.csaaintl.org.



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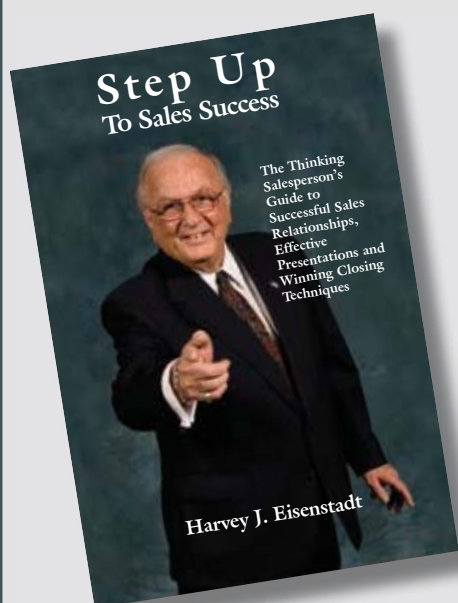
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GUEST EDITORIAL

Is the DIY Market a Level Playing Field?

By Ron Walters

Over the years there have been many threats to our industry by the potential of the DIY market. These threats mostly involved promoting essentially the same alarm equipment that we were installing and as our equipment became more technical it really didn't suit even the most committed DIY'er.

Traditionally we have had a very good relationship with the companies that manufactured the products we have installed. In fact these companies have been very good stewards to our efforts and causes and we have had input into the march of technology, but times are changing.

The manufacturers of the DIY equipment are not our traditional sources for products. They are taking the technological advances, and yes many of these were meant to make our own installations easier, and are capitalizing on a market we've never really engaged in. These new equipment providers have no need to support our causes because we aren't their target audience. We are literally on the outside looking in on an industry we built through hard work and sacrifice but does this mean that all we can do is sit back do nothing?

First we should look at where the end user will come in contact with DIY equipment.

Lowes recently announced they were so pleased with their test of selling DIY alarm equipment they are expanding it to virtually all of their stores. They also announced that, like many of the products they sell, they have a list of contractors as authorized dealers that can be independently hired to install this self-purchased equipment. Does this make Lowes a contractor and the authorized installer a sub-contractor? Should Lowes be required to have a license?

There are states where you are required to train and license your sales people; does this mean that any retail sales associate demonstrating equipment or answering questions should have to meet these same requirements?

Should those that sell alarm equipment at the retail level be required to meet the same permit or registration requirements as the industry? Should they at least be required to warn buyers to check with their jurisdictions for requirements?

If you have state licensing should you be looking at the requirements and talking with the authorities responsible for enforcement?

There are jurisdictions and states that require that only CP-01 Listed products are installed, do these retail products meet this requirement? If not what should be done? I am pretty savvy on these requirements and I am confident there are currently no exemptions written into these laws and ordinances for retail sales.

What about the sale of equipment over the Internet? Do any of the requirements that we are required to meet apply to someone who is simply interested in how many boxes did we sell today?

The true danger here is that to the large retailers and Internet sales company's alarm equipment is just another product. If the sales are capable of producing enough revenue to pay for the space they occupy on the shelf they will continue to be sold and promoted and the more successful they are, more retailers will enter the market.

Our industry has invested millions of dollars in legislation to promote our profession. We have invested more millions and thousands of hours addressing the false dispatch issue. Are we prepared to throw away all of this effort?

I don't have the answers to these questions; but perhaps articles like this will open a dialogue within the industry. What are your views? Let me know ronw@siacinc.org.

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.

Security Industry Alarm Coalition

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National Monitoring Center education series event with Honeywell and speaker Dominic Dutton, AlarmNet Operations, was a huge success.

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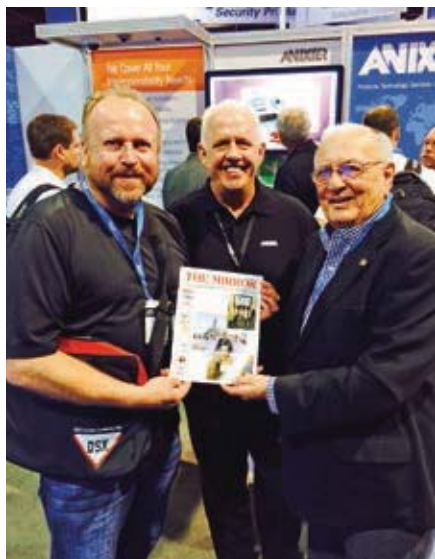
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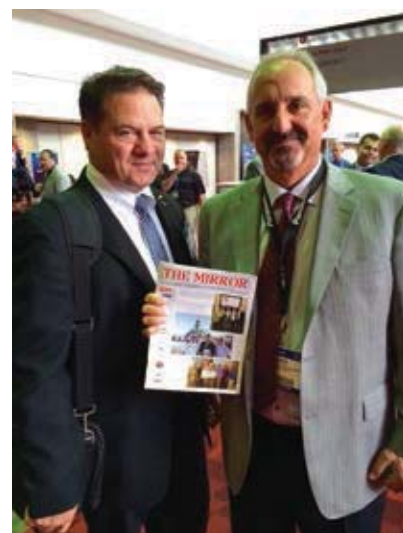
Frank Ryan of Bosch Security Systems with THE SENTRY & THE MIRROR at Neuschwanstein Castle in Schwangau, Germany.



Todd Shuff of NMC, Keith Baird and Mike Ward of Honeywell and Mike Schubert of NMC with THE MIRROR after the NMC Education Series.



Alexandra Lundber, Joshua Bartke, Jorgen Nilsson, Urban Ericsson of Stanley Security Solutions, CAA Past President John Hopper and Annica Haraldson of Stanley Security Solutions with THE MIRROR.

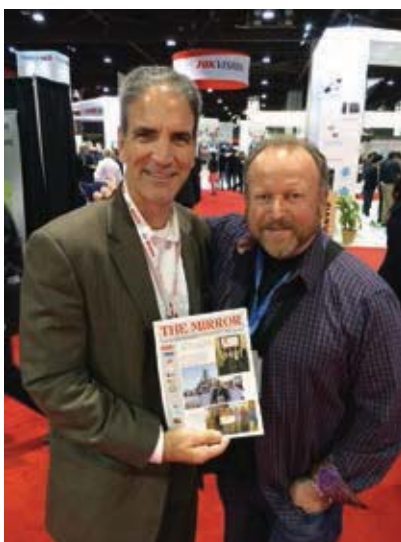


Mike Dixon and James Loyd of Panasonic System Communications with THE MIRROR.

CAA Past President John Hopper, John Somerville and Harvey Eisenstadt with THE MIRROR at ASIS Annual Conference.



Eric Taylor of Bay Alarm, Bob Jennison of Post Alarm and CAA Past President Matt Westphal with THE MIRROR at the GLASAA Golf Tournament.



ESX Chairman George DeMarco and CAA Past President John Hopper with THE MIRROR.



David Morgan joins IEAA and SDSA Executive Director Sylvia Jimenez and CAA Executive Director Jerry Lenander with THE MIRROR at the GLASAA Golf Tournament.

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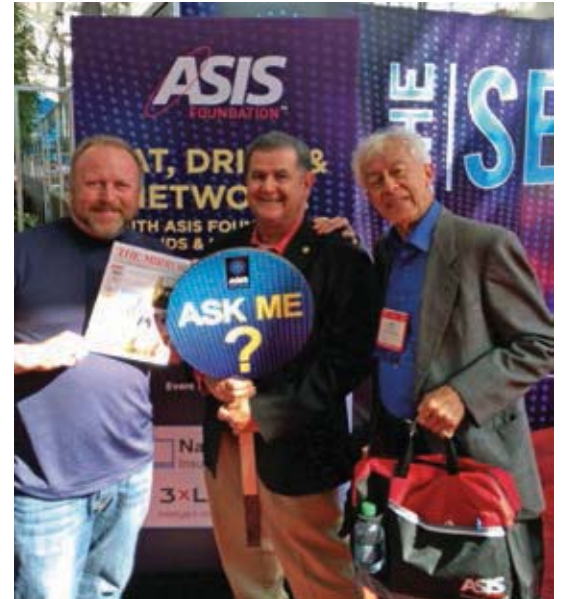
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CAA Past President John Hopper and Travis Hunt of Somerville Security Associates with THE MIRROR.



Nevada Security Association President Larry Folsom and CAA Past President John Hopper with THE MIRROR.



CAA Past President John Hopper, 2014 Weinstock Award winner Ron Lander and Rudy Alva of Allied Security Alarms at ASIS 2014.



Keith Baird of Honeywell and CAA Past President John Hopper and Marek Robinson of Honeywell with THE MIRROR.



Jeff Mook and Thomas Marris of General Monitoring Services with THE MIRROR.



Mary Beth Shaughnessy of ISC, CAA Past President John Hopper and Kim Fox of ISC with THE MIRROR.



THE MIRROR was at ASIS with Marc Benson of SIA, CAA Past President John Hopper, Don Erickson, and Kimberly Roberts of SIA, and Alberto Alvarez of ALAS.

Shannon Murphy of ESA and CAA Past President John Hopper with THE MIRROR.



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Where in the World Is THE MIRROR?



Karen Michel, Jeanne Michel, Lauren Michel, CAA President Bob Michel and CAA Treasurer Dave Michel at Hearst Castle with THE MIRROR.



Hearst Castle Cherub with THE MIRROR.



LAPD Tamara Momayez, CAA Treasurer Dave Michel and LAPD Anna Pena with THE MIRROR.



THE MIRROR was under par with Steve Bracket of ADI, Michelle Johnson of Alert Alarm of Hawaii, CAA Executive Director Jerry Lenander, Bert Ross of CMS, Candi Hurtt of Interlogix, IEAA & SDSA Executive Director Sylvia Jimenez, Dave Michel of Valley Alarm, Scott Simmons of Optex and Richard Jimenez of IE Alarms at the GLASAA Annual Golf Tournament.



Scott Crown of PSR, CAA Past President John Hopper and Andy Applegate of PSR with THE MIRROR.



Andrew Jimenez, Ryan Moffat and Bob McFarland of ISC giving love to THE MIRROR at Venice Pier.

MID-CAL



MID CAL ALARM ASSOCIATION

The Mid Cal Golf Tournament has been set for Monday, November 17, 2014.

This year, proceeds from the tournament will benefit the Fresno Sheriff's Department as well as the Marjaree Mason Center. For those of you who are not familiar with the Marjaree Mason Center, it is a nonprofit center located in Fresno that provides shelter, counseling, legal assistance, and a variety of education opportunities for women and children who are victims of domestic violence. This center plays such an important role in protecting and educating those who are suffering from domestic violence in the Fresno community and really needs our support.

The Second Annual Mid Cal Golf Tournament will again be held at the Fort Washington Country Club in Fresno. We will be holding another Sunday Night Dinner the night before the tournament. The day of the tournament, we will provide breakfast, lunch, and dinner.

Sign-ups for sponsorships, teams, and golfers are now available so be sure to sign up early! Last year the tournament sold out quickly so don't miss your opportunity to join us. When you reserve a premium sponsorship early, we will feature your company name on all of our promotional emails and ads as our premium sponsors. If you have any questions or would like to reserve your spot, please contact Vanessa at vanessa@firstresponse-monitoring.com or directly at 559-448-7507.

2014 MID CAL MEETINGS

♦ Nov. 17 MCAA Golf Tournament.....Fresno



GREATER VALLEY ALARM ASSOCIATION

Joe Castro, President

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



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INLAND EMPIRE ALARM ASSOCIATION

By Holley Hunt, President

As you may be aware, **Phil Huddleston** lost his fight with brain cancer September 11. The diagnosis came mid-March and Phil worked hard to fight it while having a great life. He had so many surgeries for the cancer and then for the infections that plagued him following. Phil was optimistic and felt no pain until the very end. On Monday, September 8, Phil began a sharp decline and eventually went into a coma. Thankfully he didn't suffer long.

I know so many of us will miss him and his positive can do attitude, I certainly will.

A special evening at the Swallows dedicated to Phil's memory on November 6, 2014 at 5 p.m. includes some appetizers, an MGD toast and the sharing of stories we all have about our friend, Phil. Everyone and anyone are invited to join in. Please feel free to share this information and invitation.

♦ **Thursday, November 6 2014**

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2014 IEAA MEETINGS

♦ **November 6. IEAA Tree of Life Charity.....Riverside**

If you would like to attend a meeting or if you have a desire to get involved, then please join us or call 800-559-9060.

IEAA Membership

If you would like to become a member, or have any suggestions on ways to increase our membership, please us a call at 800-559-9060.

SAN DIEGO SECURITY ASSOCIATION

SAN DIEGO SECURITY ASSOCIATION

Sean Hamm, President

2014 SDSA MEETINGS

♦ **December 2. SDSA Holiday Bash.....San Diego**

City of San Diego Permit Process

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



EAST BAY ALARM ASSOCIATION

Mike Salk, President

2014 EBAA MEETINGS

♦ **Nov. 11 EBAA General Meeting.....Richmond**

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



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www.alarmassociation.org

By Steve Maris, President

2014 OCAA MEETINGS

♦ Nov. 19 OCAA General Meeting Anaheim

♦ CITY OF IRVINE PERMITS

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

For information contact:

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

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



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

SVAA 2015 MEETINGS

♦ January 21... SVAA General Meeting Santa Clara

♦ April 22 SVAA General Meeting Santa Clara

♦ July 22 SVAA General Meeting Santa Clara

♦ October 21 .. SVAA General Meeting Santa Clara

SVAA Information

If you are not on our e-mail list please contact Mark Simpson at 408-882-4260 or msimpson@rfi.com. 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.



REDWOOD ALARM ASSOCIATION

Sean Cooke, President
scooke@allguardsystems.com
800-255-4273

For more information regarding RAA, its membership and participation, please visit www.redwoodalarmassociation.org or contact Sean Cooke at scooke@allguardsystems.com or 800-255-4273.

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GLASAA

Greater Los Angeles Security Alarm Association

By Bill Collins

As I sit and write this, it has been just 5 days since we completed the 8th Annual GLASAA Golf Classic and I am still recovering. You spend countless hours preparing and anticipating and then boom, over and done. Our final audit is yet to be completed but based on what I know I think we had another stellar year as far as fund raising goes.

I want to thank all of you that participated, we were blessed with a beautiful California day. We had a few less golfers than last year which made for a quicker round of golf. As usual our clown prince of mayhem and Master of Ceremonies Eric Tracy aka The Mulligan Man kept our golfers rolling along with one contest after another and some adult juice packs.

On Hole #10, the always zany Rick Gombar kept our golfers entertained and oiled with help from his merry band of pranksters that included former Dodger Tim Leary hitting golf balls off a tee with a baseball bat.

I want to once again thank all of our on course volunteers, we can't pull this off without you. Because of you I was able to spend more time visiting with golfers than usual. Everyone I spoke to had nothing but good things to say about the event. You all knocked it out of the park.

I want to personally thank my Golf Committee, Dave Michel, Mark Sepulveda, Tom Rankin, Brett Henderson, Bob Jennison, Jamie Kristen and Holley Hunt. Thank you for your support. A very special thanks to Nancy Schwager who always stands calm and smiling in the midst of chaos. Last but not most important, my utmost gratitude to Charles Schwager who passed the torch to me after last year's tournament. He was there every step of my journey this year. Thanks for being my mentor, guidance counselor and shrink, but most of all thanks for being my friend.

With the tournament over, GLASAA members need to focus on your upcoming elections for the 2015 Executive Board. This election will take place at your annual Holiday Party on December 4 at the 94th Aero Squadron in Van Nuys. By the time you read this an announcement with Candidates will have gone out to the membership. All members in good standing can throw their hat in the ring, we encourage you all to serve on your Board of Directors. Candidates not submitted by the Nomination committee are still eligible to be nominated. Any member in good standing can be nominated from the floor on December 4.

Remember, your association is only as good as its members, step up and serve. If you are interested in joining the GLASAA Board of Directors, please contact me immediately, we need you. As 2014 comes to a close we prepare to head to San Francisco on December 10-13 for the CAA Winter Convention where GLASAA will present the CAA with a check for the Youth Scholarship Fund. I hope to see all of you there.

GLASAA MEETINGS 2014

♦ **December 4. GLASAA Holiday Party** Los Angeles

GLASAA Meetings and Events

Please visit our website at www.glasaa.org

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

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

Contact GLASAA at 888-826-9149 or through the web at www.glasaa.org if you would like to contribute by serving on a committee.

Bill Collins

GLASAA President, 818-220-1899

Wc3215@att.net



Industry leaders and sponsors supported a successful GLASAA Golf Tournament.



GLASAA Golf Tournament, continued







GOLDEN GATE ALARM ASSOCIATION

Gary Lowndes, President

2014 GGAA MEETINGS

♦ Nov. 16 GGAA General Meeting San Francisco

For further information, contact Gary Lowndes at 650-574-1077 or g.lowndes@hueandcry.com.



SACRAMENTO AREA ALARM ASSOCIATION

Sacramento Area Alarm Association
3491 Park Drive Suite 20-234
El Dorado Hills, CA 95762-4549
www.sacalarm.org

By Rich Whitlock, President

Chico – Alarm Ordinance

On October 7 the City Council of Chico California voted 5 to 2 in favor of moving forward with an alarm ordinance that will fine alarm companies for their customer's false alarms, and, creating a special alarm business license with fees. The two voting in the alarm industries favor (against this ordinance) were the Mayor and Vice Mayor. The ordinance will return in 30 days to the Council for second reading (Nov. 4th). It is currently in the hands of the City Attorney for his opinion on the ramifications should they proceed. The City was given copies of the model ordinance, third party vendors and our recommendations. We have to wait and see how it progresses after the second reading. I will keep you posted.

N.C.F.P.O. Meeting

The S.A.A.A. was well represented at the Nor Cal Fire Marshal Association's meeting on October 24. This was a chance to meet with over 50 Fire Marshals, including the State Fire Marshal. CC Biggs with Intrepid Alarm, spoke on Communications and David Myers with System Sensor, spoke on Low Frequency Sounders.

The S.A.A.A. was able to present the spearhead of this year's event, Roseville F.D. Supervising Fire Inspector Mr. Patrick Chew, with the distinguished Parker Maurie Award. Patrick's efforts and the relationship we have with him optimize what this award is all about. The inscription on the plaque reads: "For Outstanding Efforts" "You have accepted the challenge to soar above the world and to overcome barriers to success that would have caused others to falter and fail. You have been decisive where others have hesitated. You are recognized as a leader for your efforts. Truly, you are an inspiration... like the Majestic Eagle."

♦ December 4 - S.A.A.A. Holiday Party

A chance to get together, honor some key participants and have annual board elections. RSVP is required for these events! Call 800-437-7658 ext. 3 or email info@caaonline.org.

We hope that throughout the year you make a commitment to get involved with your Association and aid us in continuing to grow, communicate, prosper and leave a legacy for future generations. We have all benefited from the efforts of those who have participated before us and your current board hopes you will help them build on the foundation our predecessors have provided.

2015 SAAA MEETINGS

- ♦ February 19 SAAA Police Forum
- ♦ April 9 SAAA CCTV Forum
- ♦ June 18 SAAA River Boat Cruise
- ♦ August 20 SAAA Industry Trends
- ♦ October 15 SAAA Fire Forum
- ♦ December 17 SAAA Holiday Party

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2014 Training and Education Calendar

November 4 - 5
Fire-Lite Systems
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November 4
CAFAA Fire Alarm Plan Review
Tulare
www.cafaa.com

November 5
CAFAA Fire Alarm System
Testing & Inspection
Tulare
www.cafaa.com

November 6, 2014
CAFAA Understand the 2013
Changes to NFPA 72
Tulare
www.cafaa.com

November 6
Fire-Lite Software Applications
Dallas, TX
www.firelite.com

November 6 -7
TRI-ED Denver
Kantech Corporate Edition
Certification Training Seminar
8 a.m. - 2 p.m.
303-733-8600
www.tri-ed.com

November 11
TRI-ED Grand Junction
DSC NEO Roll Out Seminar
Training
10 a.m. - 4:30 p.m.
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November 12
Tri-Ed Road Show
Burbank Roadshow
Los Angeles Marriott Burbank
Airport
www.tri-ed.com

November 12
TRI-ED Phoenix
Hikvision IP Training
9 a.m. - 2 p.m.
602-748-2414
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November 12
TRI-ED Los Angeles Technology
Roadshow
8:30 a.m. - 8 p.m.
Marriott Burbank
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November 12
Los Angeles Technology
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November 19
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December 2 - 3
Fire-Lite Systems
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December 4
Fire-Lite Software Applications
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December 4
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Tri-Ed Seattle
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December 11
Counter Day - Speco
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CAFAA 2014 CALENDAR

December 11CAFAA Meeting San Diego

CAFAA TRAINING CALENDAR 2014

November 4, 2014 Fire Alarm Plan Review
November 5, 2014 Fire Alarm System Testing & Inspection
November 6, 2014 Understand the 2013 Changes to NFPA 72
Hosted by City of Tulare, Tulare, CA
Led by Bill Hopple, CAFAA Training Director

2015 CAFAA Annual Conference

January 29-30, 2015
Hilton Palm Springs
www.cafaa.com



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jamiev@ssnw.co

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206-375-0363
David.ewton@us.bosch.com

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Washington Alarm Inc.
206-328-3288
swoodman@washingtonalarm.com

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ron@alarmcenterinc.com

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Any inquiries regarding the Nevada Association of Security Professionals can be directed to Scott Wulforst from Stanley Convergent Security Solutions 775-287-8110.

Please contact me if you have any questions.

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775-852-3555
tharrington@rfi.com

2014 WAESA MEETINGS

November 11WAESA Western Lunch Meeting.....ADI Seattle

2015 WAESA MEETINGS

January 13WAESA Western Lunch Meeting.....Tri-Ed, Seattle

January 15WAESA Eastern Lunch Meeting Timberline

February 10WAESA Western Lunch Meeting.....ADI Seattle

March 10WAESA Western Lunch Meeting.....Tri-Ed Seattle

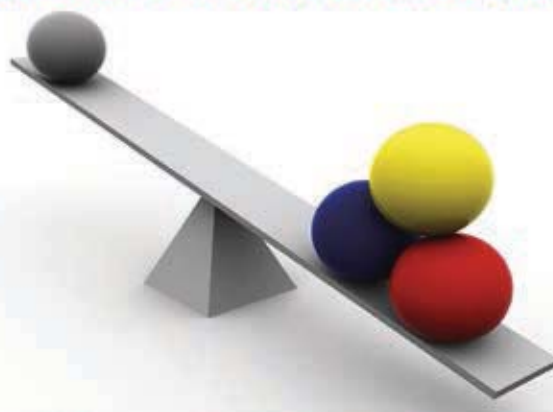
April 14WAESA Eastern Lunch MeetingADI Seattle

May TBD.....WAESA Annual Meeting Location TBD

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COLORADO 2014 MEETINGS

October 8 "Pre-employment Issues"

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Alarm Research
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or call 702-551-4672



NSA Vice President Greg Simmons and NSA Treasurer John Perdichizzi man the table at the Sun City Summerlin Community Safety Day.

The Nevada Security Association attended the Sun City Summerlin Safety Day 2014. Our members spoke to those in the community about keeping safe. We gave residents handouts about basic security devices and the how to choose a quality security and life safety company.

MARK YOUR CALENDARS!

The NSA Youth Scholarship Fundraiser Poker Party will be held on November 7, 2014 at the beautiful Anthem Country Club

in Henderson, NV. Cocktail Hour, friendly Poker Game, Prizes and Raffles! Your participation ensures that we can continue to help the children of first responders in our community. To sponsor the event contact Jeanne.

To RSVP to the event go to <https://nsa2014scholarshipfundraiser.eventbrite.com>

2014 NSA MEETINGS

November 7Scholarship Fundraiser Poker Party

2015 NSA MEETINGS

January 14Member Meeting

Member meetings take place at: Marilyn's Café at the Tuscany, 255 E. Flamingo Rd, Las Vegas, NV 89169. They start at 6:00pm.

The NSA urges anyone wanting to perform life safety or security sales, installation, repair or monitoring in Nevada to check out the Business Info link in the side bar of the NSA website: www.nevadasecurityassociation.org. This link provides information on getting properly licensed in Nevada.

Take advantage of all that your local industry association brings to your business by joining the NSA. We continue to face challenges to our businesses. The NSA can help by providing interesting guest speakers, networking opportunities, ongoing relationships with municipalities, access to benefits at the national level through the ESA.

ARIZONA ALARM ASSOCIATION



ARIZONA ALARM ASSOCIATION

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Ph: 480-831-1318
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Surprise Alarm Ordinance in Arizona

The new ordinance in Surprise, AZ took effect May 1, 2014. The ordinance is available at www.surpriseaz.gov. For questions please contact Duane Fletcher at 623-222-4282 or email questions to duane.fletcher@surpriseaz.gov or harold.bradley@surpriseaz.gov.

ARIZONA 2014 MEETINGS

Nov. 13 "Conversation with an Ex-Convict" Tucson

Dec. 11 Annual Holiday Party Tucson

For information on meetings, please contact the Arizona Alarm Association at 480-831-1318 or susan@azalarms.org.

the big picture



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Website: www.afa.org
Questions: admin@afa.org
Randall L. Hormann, Administrative Director
RandyHormann@afa.org

AFAA Seminars

AFAA now has a new NICET prep seminar called "A User's Guide to Simplifying NFPA 72 and the NEC". This is an interactive course designed to help attendees better understand how to use NFPA 72- 2013 and the NEC 2011 fire alarm wiring requirements. All NICET fire alarm tests are now updated to the 2013 NFPA 72 and 2011 NEC. For more information, visit www.afa.org.

AFAA Insurance

AFAA has worked with Willis Insurance for over a year to bring you a Member's Only insurance program guaranteed to save you money. We recently held a webinar to discuss the program. The recorded version as well as applications are available at www.afa.org. We have policies for Fire Alarm Contractors and one for Security Services Contractors. Find out about this excellent AFAA member benefit. For more information, you can call Dale Wittick with Willis Insurance at 610-260-4342 or email at Dale.Wittick@willis.com

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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.

WBFAA UATC Apprentice Class Set for January

The WBFAA UATC Spring 2015 first semester apprentice course will begin January 2015. Call the WBFAA UATC at 800-809-0280. Class is open to employees of member companies who are have an apprentice registered with the State of California.

CERTIFICATION – FIRE/LIFE SAFETY TECHNICIAN - RENEWAL

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

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

CSLB Enforces Zero Tolerance

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

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.wbfaa-training.net.


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Electronic Security Association SECURE+ Initiative

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

venient. For more information about the SECURE+ Initiative, go to ESAweb.org or contact the ESA Member Service Center at 972-807-6801.

ESA Member Buying Program

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

Security America Risk Retention Group

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

NTS Expands Online Courses

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



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Working with security integration companies, manufacturers and service providers, the Electronic Security Association (ESA) established the SECURE+ Initiative as a way of increasing public awareness of the lifestyle-enhancing features offered by ESA Members.



WESTERN STATES SECURITY ALLIANCE
CALENDAR 2014 - 2015

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

NOVEMBER

- 6..... IEAA Tree of Life Charity.....Riverside
- 6..... GGAA General Meeting.....San Francisco
- 7..... NSA Annual Poker Night.....Las Vegas
- 11..... WAESA Western Lunch Meeting.....Seattle, WA
- 11..... EBAA General Meeting.....Richmond
- 17..... MCAA Golf Tournament.....Fresno
- 19..... OCAA General Meeting.....Anaheim

DECEMBER

- 2..... SDSA Holiday Bash.....San Diego
- 4..... SAAA Holiday Party.....Sacramento
- 4..... GLASAA Holiday Party.....Los Angeles
- 10-13..... CAA Winter Convention.....San Francisco
- 11..... CAFAA Meeting.....San Diego

ISC 2014 - 2015

ISC East 2014

November 19-20, 2014
Javits Center, NYC

ISC West 2015

April 15-17, 2015
Sands Expo Las Vegas

CAFAA Annual Conference

January 29-30, 2015
Hilton Palm Springs
www.cafoo.com

CAA CONVENTIONS

- 2014..... December 10-13San Francisco Parc 55
- 2015..... May 13-16Palm Springs Hilton
- 2015..... December 9-12San Francisco Parc 55
- 2016..... April 27-30Palm Springs Hilton
- 2017..... May 3-6Palm Springs Hilton



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2015

JANUARY

- 13..... WAESA Western Lunch Meeting.....Seattle, WA
- 15..... WAESA Eastern Lunch Meeting.....Timberline, WA
- 21..... SVAA General Meeting.....Santa Clara

FEBRUARY

- 10..... WAESA Western Lunch Meeting.....Seattle, WA
- 19..... SAAA Police Forum.....Sacramento

MARCH

- 10..... WAESA Western Lunch Meeting.....Seattle, WA

APRIL

- 9..... SAAA CCTV Forum
- 14..... WAESA Eastern Lunch Meeting.....Seattle, WA
- 22..... SVAA General Meeting.....Santa Clara

MAY

- TBD..... WAESA Annual Meeting.....Location TBD
- 21..... WAESA Eastern Lunch Meeting.....Timberline, WA

JUNE

- 18..... SAAA River Boat Cruise

JULY

- 22..... SVAA General Meeting.....Santa Clara

AUGUST

- 20..... SAAA Industry Trends

OCTOBER

- 15..... SAAA Fire Forum
- 21..... SVAA General Meeting.....Santa Clara

DECEMBER

- 17..... SAAA Holiday Party

Industry Events 2015

- January 29-31CAFAA Palm Springs
- February 8-11Leadership Summit
- March 25.....CAA Day at the California State Capitol
- April 14.....AIREF Golf Classic
- April 15.....ESA YSP West
- May 4 & 5.....ESA on Capitol Hill
- June 22 - 26ESX Baltimore

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