

THE MIRROR

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SIAC Loads Industry at IACP



Chief Chuck Brobeck (Ret), Steve Keefer and Stan Martin of SIAC with Nicole Swartwout of American Security Integrators, GLASSA President Tom Rankin, Jon Sargent and Bob Pence of SIAC and Joey Russell of Sonitrol at the IACP General Meeting in San Diego.

The Security Industry Alarm Coalition (SIAC) for the International Association of Chiefs of Police (IACP) reception in San Diego was a great success. The attendance exceeded all expectations with the IACP president, board, executive director, several past presidents and most of the PSLC attending along with Shanahan Award recipients and state SACOP executive directors, presidents, members. Several California Chiefs were also in attendance. There was good representation from California dealers making it one of the best events in recent years. For more information visit www.siacinc.org.



CAA Winter Convention Keynote

“DISRUPTORS, INNOVATIONS AND OPPORTUNITIES”

Nicholas Webb is a world-renowned technology futurist and technology innovator. As an inventor Nicholas invented one of the first wearable technologies nearly 20 years ago. His other technologies include one of the world's smallest medical implants. Nicholas has been awarded over 45 patents by the US Patent and Trademark Office, his technologies include a wide range of cutting-edge technologies. Nicholas is the author of several best-selling books including *The Innovation Playbook*, *The Digital Innovation Playbook* and his upcoming book *What Customers Crave*. As a Certified Management Consultant, his organization Lassen Scientific, Inc. works with some of the top brands in the world to help them lead their market in enterprise strategy, customer experience and innovation. Nicholas has recently been awarded his Doctorate of Humane Letters (.Hon) by Western University of Health Sciences, a top Southern California medical school for his contributions in healthcare technology.



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PRESIDENT'S MESSAGE

By Cathy Rempel

What a year this has been with great momentum from all our committees, board, members and affiliates of the California Alarm Association. Returning from the CAA Leadership Forum in San Diego and the ESA Young Security Professionals (YSP) Rising Leaders Forum in Washington State, it is clear that our local and national associations are focused on the continued development of leaders within the electronic security industry.

Moderated by Robert Owens, international speaker and coach on leadership development, the CAA Leadership Forum provided industry professionals with unique and often overlooked reminders of what solid leadership is and the importance to the individual, the team, the company and the industry. George De Marco, managing partner for DECO Ventures LLC and Chairman of Electronic Security Expo (ESX), shared insight on how the true difference between a good company and a great company is the leader; Kirk MacDowell, Vice President of Platform Sales for Alarm.com, spoke on the importance of leaders outpacing the growth curve of their company so they remain strong; Ken Nelson, Vice President, Security Industry Relations & OEM Sales for Interlogix, reviewed the importance of maintaining interaction with employees at all stages of their career; and yours truly shared with my peers the importance of increasing the level of engagement with all members of your team whether in your company or in an association group.

I sincerely thank Robert, George, Ken and Kirk for their countless hours and resources they shared to help the CAA, at this foundational level, bring together directions that will make a difference in this industry. With the market flooded in new disruptive technologies, generational influences, emerging competitors, converging professions, and change happening at exponential speeds, we believe that the CAA can be the path to understanding and value for the industry.

Following the CAA Leadership Forum, ESA held the YSP Rising Leadership Forum where Terry Peters, Command Sergeant Major and Senior Enlisted Leader (retired) with the 3rd Special Forces Group and now CEO of Leader Solutions and Decision Support, LLC, delivered a cutting edge professional leadership development event built on team building, leadership education and good hands-on honest work to both learn how to follow the leader and be the leader!

This YSP group of key rising leaders within our companies and industry will kick-off their second annual mentorship program at ESA's Leadership Summit in Tampa, Florida, February 12-15, 2017. I have personally participated in this program and would highly recommend it to all as it is well thought-out and provides for opportunities to take part in monthly calls between the mentor and mentee, complete the professional development series and attend webinars and educational seminars at ESA events. To apply go to www.ESAweb.org/MentorshipProgram.

While we have participated and learned through the many experiences over 2016, we invite you to attend the highlight event for our association, the CAA Winter Convention. Join us at the Marriott Marquis December 7 - 10 where we will focus on "Disruptive Innovations" with sessions discussing new industry directions, technologies, players and generational changes. Listen, learn and lead with techniques shared by keynote, Dr. Nicholas Webb, one of the country's top business thought leaders, as he explores the next wave of anticipatory security services for our industry. And, help us celebrate with Bob Jennison of Post Alarm as the recipient of the association's most prestigious award, The George A. Weinstock Award.

Our members, our associates and our partners have shared with us that the time is now. Transitions are affecting their businesses and they would like to learn or teach others how to continue to grow and remain relevant. It is imperative that transformational leadership continues to be embraced and the CAA is positioned to provide this platform at the 2016 Winter Convention and beyond.

We are inspired by our heritage to act quickly on the key issues affecting our industry and we are dedicated to our future as we enhance networking opportunities and the relevancy and inclusiveness of the CAA for all.





ASSOCIATES CORNER

Closing Successfully

Throughout the years I worked closely with many sales professionals who have struggled with closing the sale. The roadblock that many have encountered usually resided in one of two areas. First, there is the salesperson who believes they must exercise pressure tactics to complete the sale. All too often as they grew professionally this was the result of the tutoring they received, either privately or from their company sales program. Sadly, they very quickly learned that this tactic does not resonate positively with prospects. Then there is the sales professional

who will methodically and slowly take the prospect through their entire presentation and never ask for the order. They just expect it to happen.

By Harvey Eisenstadt



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This, too, will rarely occur. However, interestingly, this second salesperson is closer to success than they actually realize, and in the following paragraphs I will explain this thinking.

I begin with a quote from Les Brown, the world renowned motivational speaker. I had the opportunity and pleasure to see him at a national convention many years ago and this is one of his quotes I will never forget. "Closing is the logical conclusion to an effective presentation." I would like to couple these words of wisdom with another cliché most salespeople have heard and that is "you are closing from your very first contact with the prospect." If you accept this reasoning as authentic then the salesperson who just expects it to happen, as described above, is closer to success than they recognize.

Closing the sale is the result of the prospect identifying with and recognizing the benefits and value of your product or service. This recognition is achieved when the salesperson successfully moves the prospect over to their side. To accomplish this, the salesperson must identify with their own personal selling skills and employ them during the presentation. Here are a few of those skills.

The salesperson must strengthen their relationship with the prospect and build a comfort zone. I like to refer to these relationships as "the cornerstones of success." To place those cornerstones and strengthen the relationship around them the prospect must feel that the salesperson truly understands what is important to them. The salesperson achieves this by answering many of their questions and concerns with positive statements before they are even brought up by the prospect. No, this is not mind reading and it is not unreasonable to understand since any tenured salesperson selling a service or product for any length of time already knows the concerns and questions that may very well be raised by their prospect. They are the same repeated over and over again. So, why wait? Show the prospect how knowledgeable you are with regards to what they may be thinking and you will truly impress them, strengthening your credibility and relationship.

Products and services contain two important components. They are benefits and features. Benefits resonate positively with prospects so it is critical to get as many benefits as possible into the mind of the prospect early in your presentation. You will notice that I believe successfully accomplishing this is so important it is repeated in many of my articles. Save the features to support the benefits. Most prospects could care less about a "feature dump" of your product or service until they have identified with and accept the benefits as value to them. As the prospect identifies with these benefits and strengthens their recognition of the value of your product or service, you are now in the process of moving them over to your side. Once this is achieved you can use the features to explain how the benefits are delivered.

Now you can empower the prospect to say "I want your product or service." This is accomplished by reviewing, one by one, each of the benefits you have presented and by getting a verbal, emphatic agreement for each one from the prospect. When the prospect has agreed to all that you have presented, your chances of closing that sale are greatly enhanced since most people will not disagree with themselves. Yes, closing now becomes a reality, or to refer to the beginning of this article, a happening, but do not ever forget that you still have to ask for the order.

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



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Taking a Layered Approach to Access Control Equals More Sales

By Doug Haines, Owner/CEO, Haines Security Solutions

Access control is everywhere around us in our everyday lives. It ranges in complexity from a simple lock on a door, to card swipes and key pads, to guard services to biometrics. We are seeing more and more reliance on technology to compensate for deficiencies in our security systems. And today's technologies are pretty sophisticated but they need to be respected for what they are – tools to assist a decision maker, usually a guard or response force member, in determining good or bad behavior.

Access control is more about opportunities to assess behavior than it is about allowing good guys in or keeping bad guys out. I think you will agree with me when I say that every asset has physical security layers to it. Those layers start at the property line and work their way inward. All assets will have at least one layer (property boundary), most will have two (enclave boundary) or three (building façade) and some will actually have four (internally controlled space). When sufficiently planned and designed each layer can afford opportunities to detect, as well as, deter, delay, and defend against unwanted behavior. With this in mind, we should design systems that allow us to do all four "Ds" at each layer whenever and wherever possible.

How many times have we seen a single camera on a perimeter or a proximity card reader on a door and that's it? Sure, a sale was made but a real reduction in risk wasn't provided. The customer would have been better served if they would have been made aware of the layered concept to security. This in turn, would allow for the integrator to sale not only CCTV but also, other electronic security technologies that complement each other; intrusion detection, access control and other surveillance tools. In other words, a comprehensive electronic security system that encompasses all four layers of physical security. Result: more sales = less risk.

Doug Haines is available at doug@hainessecuritysolutions.com.

Reward Offered to Stop Attacks Against Police

Qface Systems, the parent company of solveacrine.com announced a \$250,000 reward for information that may prevent further ambush killings of law enforcement officers. The recent ambush attacks on police officers across the country marks the deadliest period of terrorist attacks against law enforcement since 9-11. While news of attacks and threats against police officers grows, so will the response from the community and companies such as solveacrine.com. "The men and women of law enforcement are the heart of our communities and nation. They quite literally stand between us and chaos, without them, our way of life will cease to exist, therefore, any effort that protects our law enforcement professionals from acts of terrorism is welcomed," said John Walker, member of the Solveacrine.com law enforcement council. Walker has 29 years of law enforcement experience and was a former Police Captain in Florida and Colorado. The \$250,000 reward offered by Qface Systems and solveacrine.com marks the most aggressive call-to-action by a private company in response to the recent police ambush killings. Tips received through solveacrine.com are submitted anonymously and registered with a unique Tip identification number. The user can check the status of the tip id number and receive instruction on how to anonymously claim the reward if their tip leads to the arrest and conviction of the suspect. For more information, visit www.solveacrine.com/reward/policereward.

LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2016

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 2016 and encourage CAA members to contribute what they can to reach this goal.

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

CAA PAC FUND CONTRIBUTIONS

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

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ASSOCIATES NEWS

QOLSYS announced that AMP Security will deploy the next generation IQ Panel 2 as its flagship product supporting the “AMP Smart” solution. “We are excited to launch our next generation product this year with the AMP Smart team. The IQ Panel 2 represents the culmination of two years of development and integration of our best in class partnerships with Alarm.com, Qualcomm, Foxconn and Android,” said Mike Hackett, Qolsys, SVP Sales and Marketing. The IQ Panel 2 integrates leading smart home services, powered by Alarm.com (Nasdaq: ALRM) ensuring reliable and easy to use awareness and control for consumers across a broad range of connected devices through a single, intuitive mobile app. For more information, visit www.qolsys.com.

TYCO SECURITY PRODUCTS is offering HID Mobile Access iCLASS SE and multiCLASS SE Mobile-Enabled Readers with optional Open Supervised Device Protocol (OSDP) for use with Software House C•CURE 9000 v.2.50 event management platform. This integration ensures that customers have access to the newest breed of access control readers available in the market today, enabling users the ability to use a secure smartphone credential. “The addition of the HID Mobile Access iCLASS SE and multiCLASS SE Enabled Readers provides our customers with more reader options and enables them to use their handheld device, which people carry with them every day and everywhere they go, as their badge,” said Rick Focke, Senior Product Manager, Tyco Security Products. “In addition, the OSDP compliance option is an important specification for projects where a higher level of security is required.” For more information, visit www.swhouse.com.

CSR received the ESX Innovation Award in Ft. Worth, TX for their value-added data privacy solution for alarm companies and their customers. CSR offers service delivery, ongoing management and marketing support for alarm companies who offer the service to their customers. For more information, call 888-294-6971, visit www.csrrps.com or email sales@csrrps.com.

SYSTON CABLE TECHNOLOGY announced line of low-voltage cables is now available at select Home Depot locations. Syston low-

voltage cables meet and exceed TIA and BICSI electrical and mechanical requirements and are independently tested by UL and/or ETL to verify compliance and performance. These cables are ISO and OHSAS certified and RoHS compliant. Cables feature ascending and descending jacket markings every 2 ft, and alpha-numeric coding system for room and zone markings and color-coded stripes for easy identification. Packaging is in water-proof and moisture-resistant boxes that are durable and crush-resistant, feature reinforced handles and can be 100% recycled. Large pay-out tubes are used for easy cable pulling, a cable usage chart keeps track of available cable length and either a Reelex(TM) coil is used to avoid kinking or tangling, or an adjustable friction brake is used to avoid free-wheeling of a reel. For easy identification cable boxes feature a color stripe designating the type of cable. For more information, visit www.systoncable.com.

ALTRONIX announced the appointment of Thomasson Marketing Group (TMG) to represent its portfolio of award winning power and transmission solutions for the professional security market. Effective immediately, TMG is representing Altronix in California, Hawaii, Nevada and Arizona. “Our partnership with TMG, a highly respected and experienced manufacturer’s rep firm, provides enhanced support to consultants, resellers and end users in the region,” said Alan Forman, President, Altronix Corporation. “TMG’s appointment furthers our commitment of providing our partners and customers with the highest level of service and product support.” TMG specializes in sales and marketing services to industry resellers and specifiers. The company is led by Jordan R. Thomasson, an industry veteran with more than 37 years of experience. “TMG is pleased to be representing Altronix, and we look forward to helping build upon the outstanding reputation the company has established,” said Jordan R. Thomasson, Principal Owner, Thomasson Marketing Group. “We look forward to working with the entire Altronix team as they continue to develop new and exciting products that are the foundation of every security, surveillance and access solution.” For more information, visit www.altronix.com.

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After devastating the Caribbean, Hurricane Matthew headed toward the Florida coast as a Category 4 storm packing heavy rain and winds between 130–156 mph. As the entire Southeastern seaboard was stocking supplies, boarding up their windows, bracing for impact, or evacuating, the team at COPS Monitoring was busy enacting an emergency preparedness plan that began over a decade ago.

“When your home, business, or family is threatened with something as dangerous as a Hurricane, the last thing on most people’s mind is alarm response times,” said Jim McMullen, President & COO of COPS Monitoring. “However, you never know when someone is facing a real fire, burglary, medical, or other type of emergency. Our job is to work as quickly as possible to provide the response they need wherever they are located, regardless of any challenges we may be facing as their monitoring

company. It’s a responsibility that we take very seriously.”

To improve its reliability, COPS opened its second central station in Arizona in 2004. “This was step in the right direction, but we quickly learned the commitment to deliver failsafe monitoring relied on more than just another location and redundant equipment; it also depended heavily on people,” McMullen explained. “If something happened to one of the central stations the remaining site’s staff wouldn’t be enough to deliver acceptable response time to emergency situations. It’s simple math really, fifty percent of your staff can’t handle one hundred percent of your alarm traffic, which means having two locations just isn’t enough.”

COPS addressed this challenge by adding central stations in Florida, Tennessee, and Texas for a total of five active central stations. Its load sharing network and distributed staffing model ensures alarms are

handled by the first available qualified dispatcher in any of its networked central stations, which is largely why COPS’ 12-month average priority response is an industry-leading 13.9 seconds. McMullen said perhaps the best advantage of operating multiple central stations is the flexibility of temporarily closing one of its central stations to ensure the safety of its employees without affecting service levels.

“As Hurricane Matthew approached, we were planning to minimize our staff in Boca Raton to just a few essential technical support members and increase staff at our other four load-sharing locations so our employees in South Florida could take care of their homes and families,” said McMullen. “However, after ensuring their families were safe, several dispatchers committed to working through the storm to help protect our dealers and their subscribers. This tremendous act of dedication and teamwork reminded me why I fell in love with this business in the beginning.”

Over the next five days as Matthew battered the Florida, Georgia, and Carolina coasts, the collective effort of the COPS team outperformed its impressive 13.9-second benchmark by delivering a 12.4-second average response time to all high priority alarms – including alarms from customers in the impacted region. “I am proud of our team and their accomplishment. I believe this level of commitment is a big part of what sets us apart and I extend a true heartfelt ‘Thank You’ to all the COPS employees who pulled together to make this happen... especially those in our Florida office,” concluded McMullen.



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OUR CUSTOMERS AND THEIR COMMUNITIES STILL NEED HELP

Hurricane Matthew may be long gone but much of the Southeast is still suffering as floodwaters continued to rise. In support of its dealers and the communities they serve in the affected areas, COPS Monitoring and several of its employees have contributed to the Red Cross Hurricane Relief fund. COPS encourages those wishing to help to make donations online at: <http://www.redcross.org/about-us/our-work/disaster-relief/hurricane-relief> or by iPhone at apple.co/RedCross. A \$10 donation to the Disaster Relief fund can also be made by texting REDCROSS to 90999.

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REDWOOD ALARM ASSOCIATION

Sean Cooke, President

The meetings are at Johnny Garlic's in Windsor starting at 11:30 a.m. If you have any questions or want to participate in the Redwood Alarm Association, please contact Sean Cooke at scooke@allguard-systems.com or 800-255-4273.



EAST BAY ALARM ASSOCIATION

Mike Salk, President

2016 EBAA MEETINGS

♦ November 8..... EBAA General Meeting.....Richmond

Our General Meetings are held at Chevy's, 3101 Garrity 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.



GOLDEN GATE ALARM ASSOCIATION

Dave Hood, President

For further information, contact Dave Hood at dhood@firstalarm.com

MID-CAL



MID CAL ALARM ASSOCIATION

Mike Tarin, President

2017 MID CAL MEETINGS

♦ April 10, 2017... MCAA Golf Tournament.....Fresno



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Mark Simpson, President

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 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.



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.

Dec. 7 - 10, 2016



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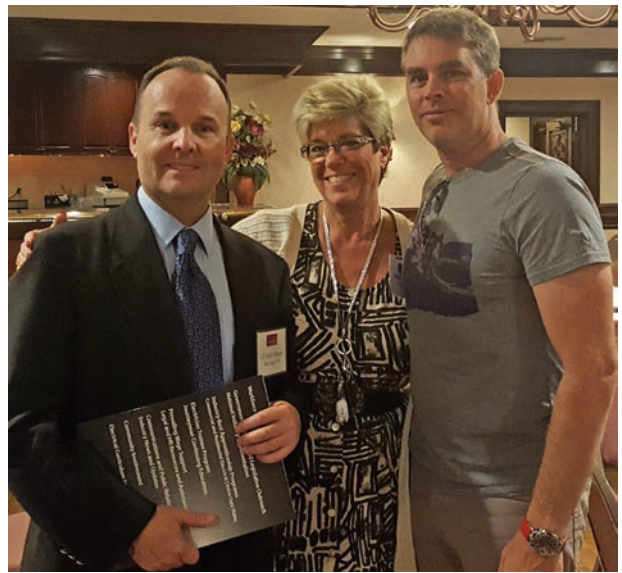
2016 SDSA MEETINGS

♦ **December 14 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



LT. Kevin Meyer of the San Diego Police Department, Deanna Blair of EMERgency 24 and Sean Hamm of Fice Alarm Security at the SDSA General Meeting.

Jason Beardsley of Security 101, Nicole Swartwout of American Security Integrators and Hans Anderson of Sonos at the SDSA General Meeting in San Diego.



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Chris Kwast of Kolico Security and Summer Blaser of Wesco Communications Supply Corp. at the SDSA General Meeting.

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INLAND EMPIRE ALARM ASSOCIATION

Matt Standiford, President

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

2016 IEAA MEETINGS

♦ **November 10IEAA General MeetingRiverside**

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.

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Steve Maris, President

2016 OCAA MEETINGS

♦ **Nov. 16OCAA 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 web-site 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.



SACRAMENTO AREA ALARM ASSOCIATION

Sacramento Area Alarm Association
3491 Park Drive Suite 20-234, El Dorado Hills, CA 95762-4549
saaasecretary1@gmail.com
www.sacalarm.org

Leanne Boger, President

2016 SAAA MEETINGS

♦ **December 15 ... SAAA Holiday PartySacramento**

An RSVP is required for our events. Call 800-437-7658 ext. 3 or email info@caaonline.org.

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GLASAA

Greater Los Angeles Security Alarm Association

Tom Rankin, President

Year end is rapidly approaching. Please plan on taking part in our 2016 Holiday event, to be held this year on December 13 at the Odyssey. We will have Dancing!

GLASAA MEETINGS 2016

♦ **December 13 GLASAA Holiday Party Los Angeles**

I have many thoughts on how 2016 fared for GLASAA and our industry. I will share those with you at my next Presidents Message. Take care and see you soon.



The highlight of the year was networking at the GLASAA Dodger Game and spending time with family in friends. From Left to Right: Cameron, Amy, Jessica and GLASAA President Tom Rankin.

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Bob Bartlett and Tom Tompson of WECA with Dan Van Hart Jr. of WBFAA UATC and CAA Executive Director Jerry Lenander with THE MIRROR at the SDSA General Meeting.



Bob Bartlett and Tom Tompson of WECA with Jason Beardsley of Security 101 and Chris Kwast of Kolico Security with THE MIRROR.



Deanna Blair of EMERgency 24, Ana Hamm of Five Alarm Security, LT. Kevin Meyer and Mario Larrea of the San Diego Police Department and Jason Beardsley of Security 101 with THE MIRROR at the SDSA General Meeting.



Bob and Jeanne Michel of Valley Alarm with THE MIRROR at the St. Joseph Oratory in Montreal

Rudy Alva and Ron Lander visit Bosch technical Support Center, San Jose, Costa Rica. From left to right: Viviana Luthmer, technical support project manager of Bosch, Rudy Alva of Allied Security Alarms, Ron Lander of Ultrasafe Security and Wilman Chacón, intrusion tech support lead of Bosch.





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AFAA continues to expand our training and educational opportunities. These programs are designed to enhance you and your employee's skills. Through our open registration regional delivery program, AFAA is committed to providing training regionally throughout the US and beyond. Why training from our cadre of well-educated and experienced instructors will increase the collective knowledge of your team -

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Disruptive Innovations: “Is the Security Industry Being Revolutionized?”

Wednesday, December 7

2:00 p.m. – 3:50 p.m.

2017 Strategic Planning Session

Moderated by Chuck Petrusa, Advanced Security Systems
(Executive board, committee chairs and participants interested in contributing their feedback towards the 2017 and beyond directions of the CAA)

4:00 p.m. – 6:00 p.m.

Chapter Presidents’ Meeting (Invitation only)

6:00 p.m. – 7:30 p.m.

Welcome Reception

Thursday, December 8

8:00 a.m. – 8:30 a.m.

CONTINENTAL BREAKFAST

8:30 a.m. – 11:20 a.m.

CAA BOARD MEETING

11:30 a.m. – 1:00 p.m.

SPONSOR PRODUCT SHOWCASE LUNCHEON

(Invitation Only: Open to all dealers and sponsors)
Networking and luncheon at sponsor tables (11:30 a.m. – 12:15 p.m.)
Setting the stage for the convention and introduction of keynote speaker –
Cathy Rempel (12:15 p.m. – 12:25)

Gold Sponsor Commercial Speaking Spot (12:25 – 12:30)

Keynote Speaker (12:30 p.m. – 1:00 p.m.)

1:00 – 2:30 p.m.

GENERATIONAL DISRUPTORS AND INNOVATORS

Panel lead by Dee Ann Harn

Our energized panel of millennials, and those who successfully work with them, will share real life experiences on how to focus on developing a culture to attract and retain new talent based on the demographics of the current available workforce and align themselves to the “new generation” of customers.

2:30 p.m. – 4:00 p.m.

IOT AND THE PROFESSIONAL MONITORED MODEL

Panel lead by Dave Hood

This panel discussion will focus on the new technologies and new entrants which are changing the competitive landscape that traditional security dealers may face in the very near future.

PANELISTS

Scott Harkins, Honeywell, Vice President of IoT Partner Programs
George De Marco, ESX, Chairman
Steve Ipson, White Rabbit Electronics, V.P. of Commercial Care
Jamie Siminoff, Ring, Chief Inventor and Founder

4:00 p.m. – 5:30 p.m.

LEADING CHANGE FOR ANY SIZE BUSINESS

Presenter: Steve Firestone

How every business, regardless of its size, can benefit by understanding the life stages organizations must go through and how it relates to them. Industry experts will lead you through an explanation of each life stage and how to identify the change needed to survive each transition to the next life stage.

4:00 p.m. – 5:30 p.m.

Financing New Recurring Revenue Technologies and Determining the Point of Indifference

Presenter: William Lynch

How others are capitalizing on new RMR stream opportunities to grow their companies and how to implement these directions in your own company.

5:30 p.m. – 6:00 p.m.

ASSOCIATE MEETING

Partner, Sponsor, Associate Member Meeting and Recognition (nominations and vote for Associate Director)

6:00 p.m. – 8:00 p.m.

GALA OPENING EXHIBITS & RECEPTION

Friday, December 9

7:30 a.m. – 8:45 a.m.

BUFFET BREAKFAST AND EXHIBITS

8:00 a.m. – 8:30 a.m.

VIP COFFEE WITH KEYNOTE AND KEY SPONSORS

Invitation Only.

8:45 a.m. - 10:00 a.m.

CAA General Session

10:30 a.m. – Noon

KEYNOTE: “DISRUPTORS, INNOVATIONS AND OPPORTUNITIES”

Nicholas Webb is a world-renowned technology futurist and technology innovator. As an inventor Nicholas invented one of the first wearable technologies nearly 20 years ago. See page 8 of THE MIRROR for more details.

Noon - 1:00 p.m.

CAA GIFT & GAB LADIES LUNCHEON

Noon - 1:30 p.m.

BUFFET LUNCHEON AND EXHIBITS

1:30 p.m. – 3:00 p.m.

EXECUTIVE SYMPOSIUM

Leading Initiatives in Today’s Security Market

Moderator: George De Marco

Key industry thought leaders share their perspective on where the industry is today and the trends for the future.

7:00 p.m. – 8:00 p.m.

CAA TRIBUTE DINNER RECEPTION

8:00 p.m. – 10 p.m.

CAA TRIBUTE DINNER

Reserved seating only at Registration Table

Saturday, December 10

8:45 a.m. – 9:15 a.m.

BREAKFAST BUFFET

9:15 a.m. – 10:00 a.m.

LEADING TODAY

Moderator: Les Gold

This informal panel reviews key issues that have been raised by attendees during the convention and those issues in the news.

10:15 a.m. – 2 p.m.

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In accordance with the CAFAA Bylaws, Article VIII, Section 8.1, the CAFAA Nominating Committee, led by the Immediate Past President Kevin Green, met and submitted the following nominations for the 2016-2017 CAFAA Officers and Board of Directors. This slate was accepted by the voting CAFAA members attending the Annual Meeting on Feb. 04, 2016. Special thanks to immediate past president Tony Locatelli and departing Directors, Bill Hopple and John Sullivan for their time and service to the organization.

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INDUSTRY NEWS

Rising Leaders from across the country came together at Skamania Lodge which is nestled in the wooded forest of the Pacific Northwest and features an outdoor zip line, golf course, horseback riding, hiking, and whitewater rafting in addition to its meeting spaces, event halls, and remarkable views. The Rising Leaders Forum also featured a morning workout led by keynote presenter Terry Peters and his team of retired U.S. Army Green Berets, a geo caching scavenger hunt, and multiple leadership and team building discussions.

The YSP council drove the formation of the ESA Mentorship Program and the Rising Leaders Forum served as the graduation ceremony for the Class of 2016 and a great venue for the Class of 2017 applicants to learn from the inaugural mentorship program participants. Managing workforce development, the customer lifecycle, and corporate social responsibility were all covered at the event.



CAA President Cathy Rempel participates in a team building exercise.



Team building and leadership skills were a focus at the YSP Rising Leaders Forum.



YSP Mentors and Mentees at the YSP Rising Leaders Forum at Skamania Lodge.



ESA Executive Director Merlin Guilbeau and ESX Chair George De Marco at the YSP Rising Leaders Forum.

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2017 California Law Requires New Residential Alarm Contracts

by Don Gilbert, Mike Robson, Trent Smith, and Jason Ikerd

Starting next year all residential alarm contracts containing an evergreen clause are required to include new consumer disclosure notices. Specifically, SB 1196 (Hill) requires all new residential alarm agreements entered into on or after January 1, 2017 that include an automatic renewal provision renewing the agreement for a period of more than one month, to include a clear and distinct disclosure separate from the general terms and conditions of the agreement.

The disclosure shall advise the consumer that the agreement he or she is entering into contains an automatic renewal provision. The disclosure must also include the length of time of the renewal term and specify that failure to provide notification of cancelation to the alarm company will result in the automatic renewal of the agreement. The consumer must acknowledge being advised of the automatic renewal provision by signing or initialing the disclosure. The automatic renewal provision will be void and invalid without a separate acknowledgment of the disclosure by the consumer.

The new disclosure notice may be included on the same document as the three-day right to cancel.

This provision of SB 1196 was driven by the Bureau of Security and Investigative Services (BSIS) and the California Department of Consumer Affairs (DCA). BSIS claims that a significant number of their consumer complaints are the result of automatically renewing contracts. Originally, this proposal would have required disclosure for all contracts, including existing contracts. Alarm companies would have had to provide disclosure notices for existing customers, as well as new customers. We argued that providing notice to existing customers – perhaps hundreds of thousands statewide – would have been burdensome for the alarm industry.

In addition, BSIS and DCA insisted on a notice that was separate and distinct from the main contract. We informed them that alarm companies already are required under law to provide a separate three-day right to cancel notice. Thus, under the new language proposed by BSIS and DCA, consumers would receive three separate agreements. We requested that alarm companies have the option of providing the new evergreen clause notice on the same document as the three-day right to cancel document; thereby providing the consumer two documents rather than three. An alarm company would still have the option to provide the automatic renewal notice in a separate third agreement.

Finally, late in the legislative process, we learned that DCA and BSIS wanted the new disclosure language to apply to both residential and commercial. On behalf of CAA, we argued that commercial contracts entered into by business owners did not require the same amount of consumer protection because business owners commonly enter into complex contracts, such as offices leases, with the assistance of lawyers. Furthermore, alarm contracts are rarely sold to business owners by a sales person going door-to-door where a consumer may feel greater pressure to purchase a product. Finally, we pointed out that there was very little evidence showing that business owners were complaining to DCA or BSIS about automatically renewing alarm contracts.

Ultimately, BSIS and DCA agreed that the new notice provision should only apply to consumer contracts. The term “consumer” was added to the language to clarify that the new changes would only apply to residential contracts. The term “consumer” is currently defined in statute and does not include a business.

In exchange for limiting the new language to residential contracts, we agreed with BSIS and DCA to continue monitoring over the next few years to determine if the same disclosure requirements should apply to commercial contracts.

The new noticed requirements will require most alarm companies to redesign and reprint their current contracts by January 1, 2017. We recommend companies consult with their attorneys on how to best draft the new language and format to comply with the new automatic renewal disclosure requirements.

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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The NSA participated in a National Night Out event in Las Vegas. This year National Night Out was held on October 4th for those parts of the country where the heat of August can make a fun event a little too hot. This is just one way that the NSA works together with our law enforcement partners to make our communities safer places.

We are gearing up for our big event: Youth Scholarship Fundraiser Poker Party on November 11th. If you're reading this prior to 11/11, contact Jeanne to see if there are any seats left in the poker tournament! It's a fun way to raise money for a good cause.

Be a part of this award-winning chapter by joining the NSA today! Download application from our website or contact Jeanne. Mark your calendar for our upcoming meetings and events.

We held elections for the Board of Directors for the 2017-2018 term. The following positions will begin January 2017.

President: Jon Perry of Sting Alarms
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NSA 2016 MEETINGS

November 11 Scholarship Fundraiser Poker Party

NSA 2017 MEETINGS

January 10.... NSA Regular Member Meeting

March 8..... Regular Member Meeting

April 6..... NSA Public Safety Luncheon at ISC-West, Las Vegas, NV

Regular meetings take place at 6:00pm at Gordon Biersch Restaurant, 3987 Paradise Rd, Las Vegas, NV 89169.



NSA Treasurer John Perdichizzi, NSA President Greg Simmons, NSA Sgt-At-Arms Ray Reza, NSA VP Jon Perry at the NSA at National Night Out in Las Vegas.

NSA 7th Annual Poker Party Scholarship Fundraiser is on November 11, 2016

This event raises funds for our scholarship for children of police and fire fighters in our community. Join us for cocktails, appetizers, raffles and poker tournament. Bring your spouse! Bring your co-workers!

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Shown: Kevin Carlson, President of EPS Security

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Time to Cast your Vote /New Membership Coordinator!

As we approach the end of the year we also approach the end of a term for the current OBFAA Board of Directors. We would like to acknowledge those that have served on the board this year; AJ Gomez, Jesse Foglio, Casey Phillips, Pat Petrie, Jim Essam, Justin Gates, Harold Brookins and Jeff Martin. Thanks to each of you for your involvement, participation and sacrifice to the association. We now face a new year and some potential turn-over on our board. Are you willing to serve? Contact any of the current board members if you are willing to serve in this capacity for your association.

Don't forget folks that the board is made up of volunteers – business owners and managers like you who give of their time to make the association a success and keep the gears turning. Without volunteers like you there would be no one to tend to the matters of the OBFAA. So, with that in mind, when it comes time each year to nominate potential board members, let someone know if you are willing to serve. The OBFAA board wants and needs those who are willing to serve so if you're one of the willing, get your name in the hat and get on board, to get ON the Board!

Please join us in welcoming our new Membership Coordinator – Raquel Light. Raquel is very familiar with the alarm industry having worked for ITI/Interlogix for over 20 years. Welcome Raquel!

ANNUAL MEMBERSHIP MEETING coming up in December!

Date and Location to be announced – watch your email for more information!

Hope to see you there.
Jeff Martin

Public Safety Agency Members

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- Oregon City Police
- Portland Police Alarms Administration
- Tigard Police Dept. Alarm Unit
- Washington County Sheriff's Office
- Clackamas County Sheriff's Office

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.

2016 OBFAA MEETINGS

November 2 OBFAA General Meeting
December OBFAA Holiday Party

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November 8 WAESA Westside Meeting Seattle, WA
November 17 WAESA Eastside Meeting Spokane, WA

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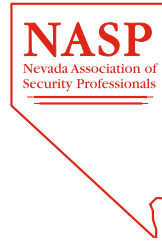


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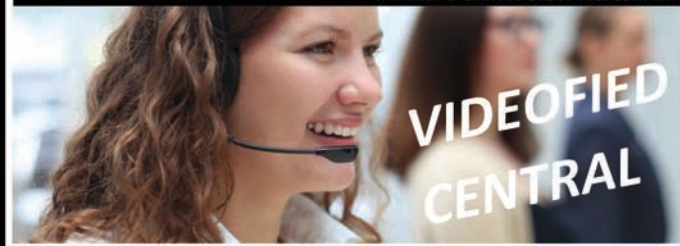
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The WBFAA UATC has certification prep material available to member companies of the WBFAA UATC. If you are a member and would like the material, please contact the WBFAA UATC at 800-809-0280 or email info@wbfaa.net.

CSLB Enforces Zero Tolerance

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

WBFAA UATC Offers Online Continuing Education

The WBFAA UATC is offering an online continuing education program for electronic security systems technicians with nearly 100 hours of course offerings. Registered technicians with member companies will have access to 18 hours of online courses annually at no fee. In addition, registered technicians will have access to courses offered in physical classrooms and can submit third-party training for certification for renewal of the state Fire/Life Safety Certification card. For more information, visit www.wbfaa.net or www.wbfaatraining.net.

WBFAA UATC Invites Membership

Assented member companies register all fire alarm technicians in the program and pay a monthly fee of \$25 per technician. The apprentice program and course, prep material for certification and continuing education courses are provided at no additional fee. In addition, member companies who contribute to public works training trust funds to the WBFAA receive a \$.15 per hour credit for registered technicians. For complete information, visit www.wbfaa.net or call the WBFAA UATC at 800-809-0280.

2016 CAA Winter Convention

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more energy-efficient and more convenient. 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@securityamericarrg.com.

NTS Expands Online Courses

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

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.SecurePlusweb.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,

A photograph of a laptop screen displaying the SentryNet Dealer Portal website. The website has a purple header with the SentryNet logo and navigation links: Home, Products, Enhanced Services, Marketing, Online Training, Industry Links, Library, Calendar, News, Support. Below the header, there's a "Welcome to the SentryNet Landing Page" message. A large, semi-transparent dark box with white and yellow text is overlaid on the right side of the screen, reading "Service Dealer Portal One-Stop-Shop for Information and Discounts. Learn More www.sentrynet.com". On the left side of the screen, there are promotional banners for Honeywell and Telguard. The Honeywell banner says "Don't Miss These Special Offers" and "Honeywell is offering a \$25 incentive... Please contact your local Honeywell... 6525 Select Option 3 for more information". The Telguard banner says "Telguard is offering a \$25 credit for... program here: http://www.telguard.com... contact Marshall Lorden directly at 817-211-1234 12/31/16". At the bottom of the screen, there's a small banner for Uplink that says "Uplink is offering no service fee and no activation fee through... or 4590. Contact Wes Watts, Vice President of Sales, Uplink Security. 770-815-3659 /Email wwatts@Uplink.com". The laptop is on a desk, and a cup of coffee is visible on the right side.

WESTERN STATES SECURITY ALLIANCE CALENDAR 2016 - 2017

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

NOVEMBER

2.....	OBFAA General Meeting	
8.....	WAESA Westside Meeting.....	Tri-Ed
8.....	EBAA General Meeting.....	Richmond
10.....	IEAA General Meeting.....	Riverside
11.....	NSA Scholarship Poker Party.....	Las Vegas
16.....	OCAA General Meeting.....	Anaheim
17.....	WAESA Eastside Meeting.....	Spokane, WA

DECEMBER

7-10	CAA Winter Convention	San Francisco
13.....	GLASAA Holiday Party.....	Los Angeles
14.....	SDSA General Meeting	San Diego
15.....	SAAA Holiday Party	Sacramento

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2016 - 2017 Industry Events

ISC East

Nov. 16-17, 2016
New York, NY

ESA Leadership Summit 2017

Feb. 12-15, 2017
Tampa, FL

SIA Education@ISC 2017

April 4-6, 2017
Las Vegas, NV

ISC WEST 2017

April 5-7, 2017
Las Vegas, NV

ESA Day on Capitol Hill 2017

May 9 - 10, 2017

ESX 2017

June 13 - 16, 2017
Nashville, TN

2016 Training and Education Calendar

November 1
DSC Neo Training Seminar
9:00 a.m. - 4:00 p.m.
Tri-Ed Dallas:
214-661-9002
www.tri-ed.com

November 15
ADI EXPO
Dallas, TX
www.adiglobal.us

BSIS Address and Telephone Numbers

Bureau of Security and Investigative Services

2420 Del Paso Road, Suite 270, Sacramento, California 95834.

The following are a list of important Bureau numbers to update your records:

Main Number:..... 916/322-4000
Toll Free Number: 800/952-5210
Licensing Fax Number: 916/575-7290
Enforcement Fax Number: 916/575-7289
Email: bsis@dca.ca.gov
Web Homepage:..... www.dca.ca.gov/bsis

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