

# THE MIRROR

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## Don't Let a Subcontractor Jeopardize Your Insurance Protection



By Larry St. John

The term subcontractor is defined as an independent business or person that carries out work for a company as part of a larger project. Many businesses use subcontractors, or "subs", to handle portions of jobs they feel they don't have the resources (i.e. manpower, expertise, equipment, licensing, etc.) to handle effectively on their own.

One benefit of using a sub for part of a project is that as an independent business a sub is supposed to be responsible for their own work. Many businesses find comfort in that thought, especially when subbing out work that is difficult or carries a higher degree of risk, thinking that "at least now somebody else is responsible for that part of the job."

But is that really the case? Does subbing out work to another company protect the primary contractor from

liability arising out of that work, or do they still have a degree of risk on it? And what about your insurance: What kind of effect does subbing out work have on your insurance coverage? Are there any precautions you need to take when subbing work out in order to protect your coverage and stay insured?

### Risk Management Basics for Subcontracting

So, do you still have liability from work you've subbed out to a subcontractor? Absolutely, though that liability can be drastically reduced by the use of some basic risk management techniques:

- Make sure your sub(s) have their own business insurance in the appropriate type and amounts, and that you get proof of this in writing (see the Insurance Requirements list below for more details on this).

*Insurance, continued on page 18*



Will Wise of ISC, Bob Michel of Valley Alarm - this year's George A. Weinstock award winner - and Tim Westphal of Bay Alarm and CAA President, at the OCAA general meeting, held on Sept. 19 at the Phoenix Club in Anaheim.

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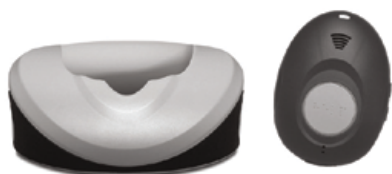


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THE MIRROR

## PRESIDENT'S MESSAGE

Dear CAA Member,

### *Thanks for the Opportunities.*

The clear signs of fall are here, even in the relatively calm weather environment of California. It is a time of Thanksgiving and reflection on what we need to do to prepare for the New Year.

Associations exist to provide you an opportunity to participate and engage in the broader environment in which you conduct your business. I recently attended The Monitoring Association meeting held in California and realized the tremendous ongoing work they do in their segment of the industry. Monitoring is an issue we all deal with every day, and it is the work done by volunteers in the TMA that make it effective.

The California Alarm Association and our 11 regional chapters are also good stewards for our industry. The relationships we have with local public safety agencies, our growing relationship with our clients, and the expertise we bring with us to address safety and security issues serve our communities well.

We work on an ongoing basis on critical issues, including relationships with the BSIS, our state licensing agency, AICC, FirstNet, new market entries like Ring and Google, artificial intelligence, and many other issues.

I hope you will join me in San Francisco December 4-7, 2019 when many of these issues will be discussed in our workshops and program. We will also have representatives from the California Automatic Fire Alarm Association (CAFAA), WBF AA apprentice program, National Alarm Museum and ESA as part of our exhibits and program.

Please make the decision to come and know that as an installing dealer you are guests of the sponsors for this event at The Fairmont on Nob Hill. Visit [www.caaonline.org](http://www.caaonline.org) for program and registration information, as well as link to our hotel reservations, just \$209 per night.

See you in San Francisco!

Sincerely,

Tim Westphal

CAA President



By Tim Westphal

## Join us at the CAA Winter Convention December 4-7, 2019

### Fairmont Nob Hill - San Francisco

*Call the CAA office for details, and to book sponsorships of the Tribute event and for the CAA Winter convention.*

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## Event Highlights

*Former ADT executive Tim Whall and Ring Solutions President Mike Harris will be featured at the 2019 CAA Winter Convention and Western States Security Conference December 4-7, 2019 at The Fairmont San Francisco.*

They lead a conference with more than 15 educational sessions including the California Automatic Fire Alarm Association and the WBF AA UATC Apprentice Training Program.

*Two persons from each installing company can register for free as guests of the sponsors by calling 800-437-7658 or visiting [www.caaonline.org](http://www.caaonline.org).*



Former ESA Vice President Bob Michel of Valley Alarm will receive the CAA George A. Weinstock Award for service to the industry at the CAA Tribute Dinner.

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## LEGISLATIVE WATCH

### \*PAC ALERT\*

## \$30,000 GOAL FOR 2019

*By Don Gilbert, Mike Robson, and Trent Smith*

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

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

## CAA PAC FUND CONTRIBUTIONS

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

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**COPS MONITORING** announced the migration of its proprietary Generations monitoring software platform to industry-leading jBASE from ZumaSys. "As the only large scale professional monitoring company with its own proprietary UL listed monitoring platform, COPS takes tremendous pride in staying ahead of the technology curve, and our competition," said Jim McMullen, President. "The major investment in jBASE not only gives us significant improvements today,

it positions us to expand our technical capabilities for substantial growth." The switch is already yielding results with increased queries and reporting speeds that complete in a fraction of the time it took on the prior platform. jBASE, a world class Multi-dimensional Database Management System, takes the best points of the relational database model to the next level by adding several significant benefits including greater speed, ease of use, robust integration capabilities, superb performance, and all the rich features associated with Multi-Value databases. jBASE is the operating system of choice for mission-critical systems including financial institutions, government, healthcare, retailers, and now professional monitoring companies. For more information about COPS Monitoring, visit [copsmonitoring.com](http://copsmonitoring.com).



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**AES CORPORATION** announced the appointment of Corey J. Carter to the position of Vice President of Operations. You can reach him directly at 978-839-7126 and [ccarter@aes-corp.com](mailto:ccarter@aes-corp.com). Corey brings a wealth of manufacturing experience with over twenty years of his career spent in plant and facilities management. In his new role he is responsible for overseeing all manufacturing staff operations and directing production processes. He also has responsibility for international logistics and the purchasing department, acting as the primary liaison interfacing with customers and suppliers. Patrick Moran, President & COO, commented, "Corey has a strong background in quality assurance, purchasing, and finance.



I am confident that his expertise in general assembly, line operations, continuous process improvement, safety requirements, and business planning will help support our corporate mission and company goals for the coming year." Prior to joining AES, Corey also served as a firefighter for the City of Peabody and in the United States Marine Corps Reserve. He graduated with a Bachelor of Science degree in Accounting from Salem State University and a Master of Business Administration from Northeastern University.

**CAMDEN DOOR CONTROLS** announced the promotion of David Price to Vice President, Communications and Corporate Development. Price joined Camden Door as Marketing Manager in 2010 and has been instrumental in the rapid growth of the company since that time. In his new position, Price will continue to manage all internal and external corporate communications, Camden's Customer Service and Order Entry departments, as well as



assume new responsibilities for the creation and implementation of new corporate strategies. "David brings a wealth of industry knowledge and expertise to the newly created position of Vice President for Camden Door Controls," notes Dave Malen, Camden's co-founder. "This promotion recognizes the significant contribution he has made to our

*Associates News, continued on page 8*



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## ASSOCIATES NEWS, continued

company over the past nine years and expands his role to support the next stage of our corporate evolution.” Price can be reached at his new email address: david.price@camdencontrols.com

DMP has named Emanuel “Manny” Maire to the position of Dealer Development Manager in the company’s South Texas region. A long-time Houston resident, he’ll be responsible for developing new business across greater Houston, as well as Austin, San Antonio, among other cities in southern Texas while also providing ongoing service to the region’s DMP-authorized dealers. “We’re thrilled Manny has joined our team, and we know that he will do an outstanding job of helping our dealers,” says Derek Ottman, DMP Director of Sales, Central. “Manny is respected

throughout the region,” Ottman adds. “He’s friendly and easy going, but he’s also very responsive — dealers know he’s someone they can count on.” Maire has nearly 15 years sales experience in the security industry. The last five years, he represented ADI Global Distribution as a regional account specialist during which he worked with many DMP dealers across the Houston area. “I’m glad to have the opportunity to continue fostering the relationships I had with DMP dealers while working with ADI,” he says. Meanwhile, he adds, “DMP’s presence in Houston continues to grow significantly, and I’m excited to help new dealers develop.”



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**Upcoming Events: 2020**

- Board of Directors Meeting, Jacksonville, FL, January 15-16, 2020
- 2020 Annual Meeting and Codes Conference, Phoenix, AZ , May 4 – 7, 2020
- 2020 Annual Breakfast (Held in Conjunction with NFPA Conference), Orlando, FL, June 16, 2020

**CAA Winter Convention  
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## Positive Mental Attitude



By Harvey Eisenstadt

A positive mental attitude is a necessity for success. As you travel through life you will unquestionably encounter individuals equally talented for their profession. Yet, one is successful and the other may not yet have reached their targeted level of success. Clearly, there is a question to be asked and answered. What has taken one to the top and left the other still trying to get there? The answer in most cases, interestingly, will be the attitude of the individual. When you can face difficulties, even failures, and not allow them to leave you with a lasting negative effect you can work through them and move on with your life.

There is nothing wrong with experiencing disappointment, anger or some level of a depressed state but you must not linger there and instead,

move forward with a positive mental attitude. There are many inner skills that you possess that you must identify, allowing them to take you to that positive mental attitude. This is how successful individuals address and overcome those difficult and adverse situations that life presents. Here are a few of those skills that you must identify and employ to strengthen your positive mental attitude widening the path for you to move up that ladder of success.

The smartest way to begin this journey is to surround yourself with individuals who you recognize can be a role model as you travel the road toward success. There are many who share the same philosophies as you and can be your inspiration to make those powerful decisions that are your steppingstones to success. Listening to and learning from those who have a history of success, and are where you want to be, will provide you with the tools and knowledge to face difficult and adverse situations while strengthening your positive mental attitude. Seek out mentors with the wisdom and experience that will guide you to achieving your goals and desires. Surrounding yourself with this representative of individuals, listening to and employing their wisdom and advice, will guide you to addressing issues as they arrive while maintaining and strengthening your positive mental attitude.

Accepting failure as a part of life with the knowledge that there is always a lesson to be learned is another critical skill that strengthens your positive mental attitude. With a positive mental attitude, you will see disappointment, difficult problems and failures as opportunities and challenges, not discouragement and depression. No one wants to experience discouragement and depression, however, when you recognize and address these signals as opportunities and challenges you are exercising and strengthening your positive mental attitude. You can now move forward knowing and confident that there is little that will stand in your way to reach the success level you strive to attain. Remember, failure is a major component in the learning process and as you learn from failure, while applying the tools and knowledge to address failure, you are simultaneously strengthening your positive mental attitude.

Recognition of the effort necessary to achieve success is a strong indication of a positive mental attitude. Falling into this category is the action of risk taking. Having the courage to take risks and staying the course until a satisfactory conclusion is achieved is a direct reflection of a positive mental attitude. There will be times when the result of that risk will not be the conclusion you were seeking; however, with a positive mental attitude you will accept that result and move on to the next challenge. When you can accept this type of response, you are exercising while strengthening your positive mental attitude. The fear of risk will not deter you as you move forward on the path to success.

With a positive mental attitude, you will set goals and establish priorities that are realistic and achievable. You will focus on what you must do and the path you must take to get to where you want to be. The strength of your positive mental attitude will be elevated when you recognize it as the foundation to establishing workable plans that are flexible, allowing for the unexpected and not deterring you from your destination. When you begin each day energized and looking forward to the tasks of the day you will begin to realize that with a positive mental attitude you can face and address these tasks and challenges, while realizing that the achievement of success will result more often.

So remember: your positive mental attitude can be the difference between success and failure. Identify the skills you already possess to strengthen your positive mental attitude. As you employ those skills daily and your positive mental attitude becomes dominant, you will face the tasks and challenges of each day with increased success.

*Harvey Eisenstadt is a Sales Consultant, Trainer, Speaker, Mentor and Author. Harvey possesses more than 55 years of successful sales and sales management experience and is a nationally recognized authority on relationship building. Harvey can be reached at 818-701-7799 or harvey@hjesales.com*



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# A Dealer's Perspective — #19



By Tony Smith

## How Your Employees and Computer Systems Put You At Risk!

In a recent series of ads in the LA Times, and presumably other major newspapers around the country, Dell Computers has tried to raise the awareness of Cybersecurity risks within the small to medium sized business (SMB) community. After the headline making fines levied against Equifax, Target, Sony and other prominent companies, we are beginning to understand that

this is a problem that cannot be solved by a little more technology or wishful thinking.

Here are some of the statistics from the Dell ads. Less than 50% of SMB train their employees in cybersecurity; 72% of employees admit they'd share confidential information in some circumstances; and only 17% of SMB businesses have someone in charge of information security. The readership of this article will largely be SMB alarm company owners and employees. Perhaps, you will agree, that it is time to wake up to this significant risk to our industry and start making the changes necessary to protect our clients and ultimately our very livelihoods. Understand that this is war; the hackers, scammers and other bad actors are constantly looking for new ways to breach your defenses. What are some of the questions we need to ask ourselves and the steps we need to take?

As a first step, each time I speak to an industry group, I tell them to call their insurance agent, and add a Cybersecurity endorsement to their liability policy.

1. Do you routinely assess your computer management and controls?
2. Do you have a designated person to manage your computer system?
3. Do you conduct White Hat penetration studies of your systems?
4. Can you identify where you store customer information?
5. Do you accept credit cards or offer credit to customers?
6. Can you identify where you store Employee personal information?
7. Do you share customer information with third parties, such as an independent patrol service?
8. Do you offer a PERS service or otherwise store customer health information?
9. Prepare a written company cybersecurity safety plan and place an employee in charge of it!

If you answer the above questions honestly and tackle the steps above, you will be on your way to creating a stronger company with more resistance to cyber risk challenges.

One more challenge may occur for you on January 14, 2020. After that date Microsoft will no longer provide updates or security patches for Windows Server 2008 or Windows 7. If you are using either of these two operating systems, you should make plans to upgrade as soon as possible.



Questions 2-9 above need an appropriate response from you, because if any one question is lacking a proper response, you may find yourself in clear violation of the various Federal and State rules and regulations currently in effect. This means you may be assessed punitive damages and conceivably be out of business.

You can prepare for the worst on your own, by retaining a lawyer and computer expert to create a safety plan and conduct the required training sessions. You can also retain an outside cyber penetration firm to do the White Hat testing and assist in selecting the correct software to protect your computer systems. You can take care of these challenges internally, as many large companies can afford to do, or select another option.

A smart, efficient, and very affordable approach is to retain a firm that specializes solving cyber challenges by working with you to create the company cyber safety manuals you need, the training you require, the penetration testing, and confirming your compliance with all the requisite regulations. And, would you believe, this firm will issue a Certificate of Compliance that you can place on your web site and corporate literature to let your clients, suppliers and members of the community know that you care. This company is Info Safe, the same firm that is working with Bar Associations around the country to help make the computer systems used by lawyers compliant. Security Funding Associates is now working with Info Safe to help make your systems compliant.

*Tony Smith is the founder and President of Security Funding Associates, a 20 yr. Brokerage, and Advisory Services firm, located in Los Angeles CA. He is a licensed alarm dealer, past President of the CAA and former Board Member of ESA.*


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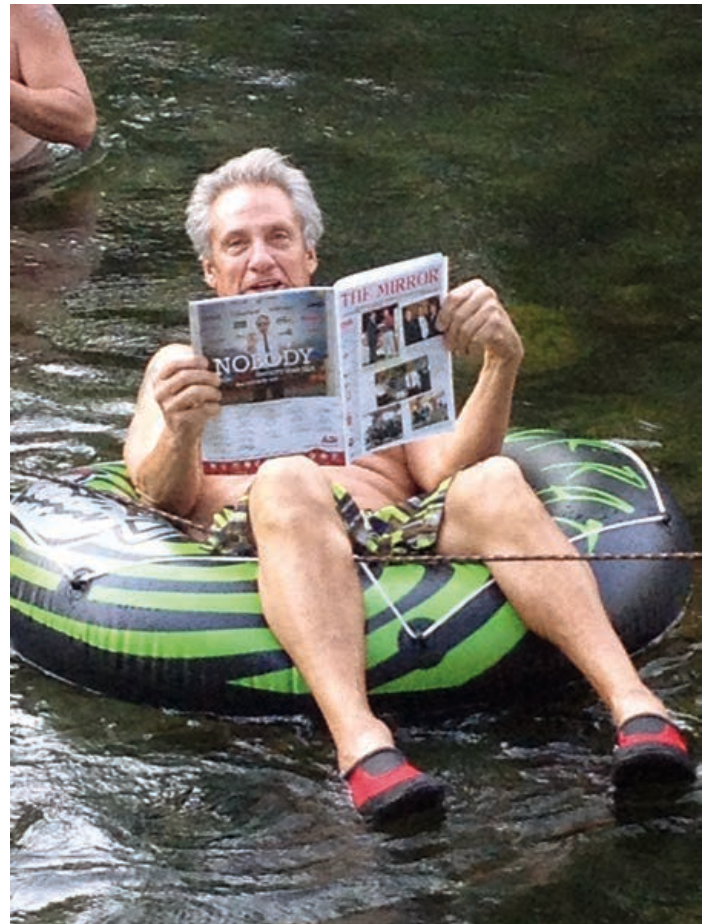
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-Make sure you use an appropriate written agreement for any work you have a subcontractor do for you. That agreement should clearly spell out each party's responsibilities and should hold the other party harmless for liability arising out of each one's own work via an indemnification clause. There are many resources available that can help you develop a good subcontractor agreement template, but one of the best is to develop a long-term relationship with an attorney experienced in your industry since any agreement they draft for you is what they'll have to work with if legal disputes arise later.

-Make sure the sub has the appropriate in-force license for the type of work they'll be performing. Most state licenses can be verified on-line.

-Keep the above documentation current, getting updated agreements and insurance documentation on each new job, or annually for ongoing arrangements.

-Keep in mind that any legal demands for damages arising out of work you contracted to have done, are going to first come to you, regardless

of whether the source of the alleged problem arose out of work that you did directly or contracted out to a sub. Making sure that you have proper agreements with your sub and that they have their own insurance may reduce the amount of damage you ultimately have to deal with, but that's only if the sub's insurance steps up and agrees to take responsibility. Any remaining damages are potentially the responsibility of you and hopefully your insurer to address, which is why many liability insurers still charge a reduced-rate premium on work you sub out: because even properly subbing work out at best only reduces your risk, it never eliminates it completely.

### Insurance Requirements for Subs

Because your own insurance has a substantial risk at stake for work you subcontract, insurers often have strict requirements for you to take certain measures to minimize your own risk, with penalties for non-compliance ranging from higher premiums or increased deductibles, all the way up to reduction or even elimination of your own coverage. So, what precautions do you need to take when subbing work out in order to protect your coverage and stay insured?

Here's a short list of insurance-related factors to check \*every time\* you consider hiring a sub:

- You should obtain a Certificate of Insurance from your sub offering proof of the applicable coverage types:
- Commercial General Liability (CGL) covering the type of work you're having them do should be included at a minimum. Additionally if they have the relevant exposures then they should also have the following:
- Commercial Auto Liability coverage if using vehicles for any part of their work for you
- Workers Comp if they have employees
- Professional Liability Errors & Omissions (E&O) if they program devices or draw plans/diagrams
- Pollution Liability (CPL) if job exposures merit it
- Commercial Umbrella if liability limits higher than \$1,000,000 are required.
- Installation Floater/Builders Risk if substantial values of property of others are in their care.
- Liability coverage amounts should be at or above a set minimum, often equal or higher than your own.
- Your sub's liability policy(ies) should give you Additional Insured status, and possibly other beneficial insurance endorsements you may want to require. Additional insured status should be indicated both on the sub's certificate and on an endorsement from their insurance company specifically saying so.

You should have a written agreement with your sub that includes an indemnification clause in your favor and states in writing that their insurance is required to name you Additional Insured (having this requirement in writing is often the only way to ensure that their policies provide it).

Insurer financial ratings should meet a minimum standard, often set at A- VII. These ratings are viewable for free by anyone at [www.AMBest.com](http://www.AMBest.com).

While you should check your own policy for its specific requirements, following the above suggestions related to subcontracted work should help you to comply with most requirements mandated by many insurance policies. If you have questions on what your own policy requires, talk to your agent or broker, or contact us and we'll be glad to assist. We also have a model Insurance Requirements template that can be used to add similar wording to your subcontractor agreement.

Larry St. John is a 20+ year veteran of insurance and risk management for the construction and electronic security industries. He can be reached at [LStJohn@eclipseinsurance.com](mailto:LStJohn@eclipseinsurance.com)

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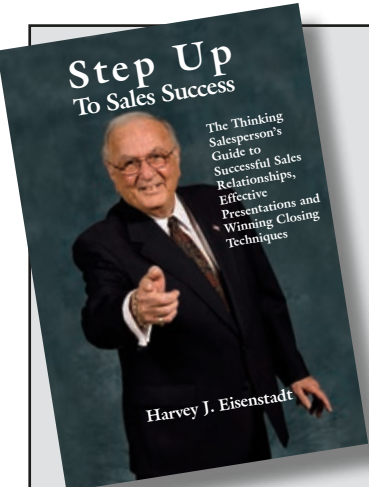


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# TMA Issuing Certificates of Verification



The Monitoring Association (TMA) announced that it has now

started issuing TMA Certificates of Verification to qualifying alarm companies to support review of eligibility for FirstNet services. As we announced in April, TMA reached an agreement with AT&T to provide qualified alarm companies with a TMA Certificate of Verification that will enable them to apply for eligibility to use FirstNet services for alarm transport communications.

FirstNet is the nationwide public-safety wireless broadband network platform, built and deployed through a first-of-its-kind public-private partnership between the First Responder Network Authority (FirstNet Authority) and AT&T. The FirstNet Authority is an independent authority of the U.S. Department of Commerce.

The alarm services company can then seek approval for eligibility to use FirstNet services by presenting the TMA Certificate of Verification to AT&T along with their contract(s) and/or service order(s), or to another alarm services company who will be providing FirstNet services from AT&T.

"FirstNet services will enhance our ability to support public safety and first responders. I am very pleased the alarm industry will be able to use FirstNet services for alarm transport communications," said Louis T. Fiore, chairman of AICC and past president of TMA.

"Delivering emergency alarms via the FirstNet communications platform supports public safety, helping first responders get the information they need to respond to an alarm-initiated incident. By working with TMA as part of the rigorous eligibility process, we can help to make sure that alarms transmitted using FirstNet services are relevant to and align with the public safety mission and truly serve on the frontlines of notification should a public safety incident occur," said Bob Sloan, chief operating officer, FirstNet Program at AT&T. "We're pleased to see the thorough examinations TMA has conducted over the past six months before issuing its first Certificates of Verification."

For more information, please contact TMA Executive Director Celia Besore at 703-660-4913 or at [cbesore@tma.us](mailto:cbesore@tma.us).

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#### IEAA MEETINGS

♦ November 7 .... Teen Holiday Charity Event @ The Mission Inn

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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Meetings to be held at:

Chevy's Fresh Mex, 1890 Powell St, Emeryville, CA 94608

♦ Nov. 5, 2019 ..... State of the industry (One Man/Regional/National)

Piedmont Community Hall, 711 Highland Ave., Piedmont, CA 94611

♦ Feb. 4, 2020 ..... Disruption Crisis

♦ April 28, 2020 ..... Video Integration

♦ Aug. 18, 2020 ..... The True Cost of False Alarms

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### Richmond Ordinance

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

## MID-CAL

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## MID CAL ALARM ASSOCIATION

Mike Tarin, President

### 6th Annual MCAA Golf Tournament

Our 6th Annual MCAA Golf Tournament in Fresno, CA has been rescheduled for spring 2020.

Kind Regards,

Michael Tarin, Mid-Cal President



## REDWOOD ALARM ASSOCIATION

Sean Cooke, President

### RAA MEETINGS

For questions about the association, please contact Sean Cooke at [scooke@allguard-systems.com](mailto:scooke@allguard-systems.com) or 800-255-4273.



Ben Martinez, President

### SVAA MEETINGS

Bass Pro (Uncle Buck's Fish Bowl & Grill, 5160 Cherry Ave), San Jose, CA 95118

♦ November 6 ..... 11:30-1:30 ..... State of Tech (George De Marco)

### SVAA Information

If you are not on our e-mail list, please contact Ben Martinez at (510) 750-0252 or [bmartinez@gcsmonitoring.com](mailto:bmartinez@gcsmonitoring.com). It is so important to get involved with your local associations more than ever and to keep up to date on all the new information.



## GOLDEN GATE ALARM ASSOCIATION

Paul Wassem, President

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

2019

♦ November 7 ..... Physical and Cyber Cross Roads

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♦ February 6 ..... Dealer Partnerships adding new services to your catalog

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

For further information, contact the CAA at [info@caaonline.org](mailto:info@caaonline.org) or call 800-437-7658.



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#### EAST BAY ALARM ASSOCIATION

@ Chevy's 1890 Powell St, Emeryville, CA 94608

(Guard Service Being Provided)

11/5/2019 – State of the Industry

@ \*NEW LOCATION\* Piedmont Community Hall

711 Highland Ave, Piedmont, CA 94611

2/4/2020 – Disruption Crisis

4/28/2020 – Video Integration

8/18/2020 – The True Cost of False Alarms



#### SILICON VALLEY ALARM ASSOCIATION

@ Uncle Buck's Fish Bowl (Bass Pro)

5160 Cherry Ave, San Jose, CA 95118

11/6/2019 \*George DeMarco\* (State of Tech)

2/5/2020 Legislation 2020 Review

4/29/2020 – Fire Forum

8/19/2020 – Recruiting Top Talent



#### GOLDEN GATE ALARM ASSOCIATION

@ Chevy's 141 Hickey Blvd, South San Francisco, CA 94080

11/7/2019 – Physical & Cyber Cross Roads

2/6/2020 – Dealer Partnerships Add New Services for  
More RMR

4/30/2020 – Active Shooter (Protecting the Masses)

8/20/2020 – Guard Service (Android, Human, Hybrid)



## Bay Area Chapter Elections This November!

East Bay Alarm Association 11/5

Silicon Valley Alarm Association 11/6

Golden Gate Alarm Association 11/7

### Run for Office - Join a Board

I have served on the three area alarm association boards for the last year and a half. I would like to urge you or a representative from your company to consider joining at least one of our boards. I know we are all busy in this complex environment, but I feel this would be worth your time investment.

*While we would always recommend a member of senior leadership to sit on our boards, I would like to propose the idea of allowing one of your employees to run for office as well.*

The benefits to your organization would be immediate:

- Provides your employee the experience to be a leader
- Gives your company positive reputation
- Allows your company to have a stronger industry voice
- Gives your employee a greater knowledge of the industry
- Lowers your volunteer cost

I can tell you from my personal experience that I have grown considerably taking on these roles. I have a greater satisfaction in my current job; I'm being mentored by some of the top professionals in our industry; I have been able to share industry insights that have directly lowered company risk and increased profits; and I have had the honor of providing my company's voice to the conversation around many topics.

*Please consider.*

*Thank you.*

*Deric Morrow*







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## Headed to the California Alarm Association 2019 Winter Convention?

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Chris Kwast, President

### City of San Diego Permit Process

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

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

## GLASAA

Greater Los Angeles Security Alarm Association

David Michel, President

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

Please feel free to email me at [dmichel@valleyalarm.com](mailto:dmichel@valleyalarm.com).

### GLASAA Meetings and Events

Please visit our website at [www.glasaa.org](http://www.glasaa.org).



## ORANGE COUNTY ALARM ASSOCIATION

P.O. Box 2149, Newport Beach, CA 92659  
800-339-1420  
[www.alarmassociation.org](http://www.alarmassociation.org)

### 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](http://www.irvinepd.org). The City also offers quarterly Alarm Awareness Classes to help defray the cost of false alarm fines.

For more information about OCAA activities, contact the OCAA office at 800-339-1420 or email [OCAAlarmAssoc@aol.com](mailto:OCAAlarmAssoc@aol.com). Visit our new website at [www.alarmassociation.org](http://www.alarmassociation.org) for meeting information and registration forms, training opportunities, members list and a whole lot more. 00-339-1420 or email [OCAAlarmAssoc@aol.com](mailto:OCAAlarmAssoc@aol.com). Visit our new website at [www.alarmassociation.org](http://www.alarmassociation.org) for meeting information and registration forms, training opportunities, members list and a whole lot more.



## GREATER VALLEY ALARM ASSOCIATION

Joe Castro, President

Our meetings are held at Custom Electronic Supply, 1324 Dupont Court, Manteca 95336 and they start at 11:30 a.m. 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](mailto:josephc@alarmwatch.com) for more information.

### GVAA MEETINGS

♦ December 12 .....Custom Electronic Supply .....Manteca

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**800-437-7658**

[www.caaonline.org](http://www.caaonline.org)





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

Mark Simpson, President

#### SAAA MEETINGS

The Sacramento Area Alarm Association invites you to our annual Holiday Event on December 19, 2019.

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

♦ December 19 ... SAAA Holiday Event ..... Sacramento

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We develop and manage programs to benefit members and to promote the growth of professionalism in the electronic security industry throughout California. Your membership dollars and participation support the success of your industry and your business!

## Member Benefits:

### Managing the Legal Landscape:

- ✓ Driving positive Government relations with our full time lobbyist in Sacramento.
- ✓ Supporting positive legislation through:
  - Legal actions via CAA's professional legal team.
  - Personal contact with lawmakers via CAA Day on the Hill.
- ✓ Liaison with BSIS and participation in enforcement: keep bad actors from hurting our industry
  - CAA board members hold seats on both the Advisory Committee and the Disciplinary Review Board.
- ✓ Legal advocacy and ordinance monitoring: working daily to promote good laws affecting our industry.
- ✓ Partnership with Security Industry Alarm Coalition (SIAC) in ongoing work to develop positive municipal alarm ordinances.

### Networking & Personal Development:

- ✓ Develop relationships with your local Public Safety departments in law enforcement and fire service.
  - Organized local chapters working with local public agencies.
  - Statewide Scholarship program giving back to public safety member's families.
- ✓ Professional advice from industry leaders in the legal, CPA, insurance and finance fields.
- ✓ Learn Best-Practices from leaders and innovators in your industry.

- ✓ Develop personal relationships with industry movers and shakers.
- ✓ Stay current with trends in technologies and applications, as well as management and finance.
- ✓ Sponsored professional development conferences in San Francisco, Palm Springs and Las Vegas.
- ✓ Get the latest product information and training from manufacturers and service providers.

### Business Discounts:

- ✓ Preferred pricing deals for members from sponsored vendor programs.
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- ✓ ISC West Partnership at the largest industry trade show.

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## Don Young, ADT, Elected TMA's 35th President

The Monitoring Association (TMA) announced **Don Young**, CIO and EVP of Operations of ADT, as the new President who officially began his two-year term on Thurs., Oct. 17, 2019 at the conclusion of TMA's 2019 Annual Meeting. Young recently served a two-year term as Vice President on the Executive Committee leading up to his presidency.



"It is a distinct honor to serve as TMA's president," stated Young, "As our industry faces new and rapidly emerging technologies, it is more important than ever to leverage the collective knowledge, expertise, and strength of TMA and its member companies to convey the importance of professional monitoring to consumers and first responders. It is also vital that we take an active leadership role in the development of new industry standards to provide a framework by which our businesses can most effectively protect life, property, and data for our customers."

For more information visit [www.tma.us](http://www.tma.us).

## SIA Launches Center of Excellence

The Security Industry Association (SIA) has unveiled the new **SIA Center of Excellence**, a member-driven learning consortium for education, research and training resources serving the security industry.



This online repository of vendor-neutral, vetted information includes easy-to-access, on-demand learning and development tools and resources like training courses, e-learning modules, webinars and articles created to improve individual, team and organizational performance.

"The SIA Center of Excellence was created to foster security industry expertise and help SIA members and the entire security ecosystem stay at the forefront of evolving market demands," said SIA CEO Don Erickson. "This new learning tool will help provide tangible value to our members and help raise the industry's level of professionalism and knowledge." SIA Center of Excellence content is

organized by category and type and can easily be searched to find the most appropriate resources and learning tools. *To learn more about the SIA Center of Excellence or become a contributing member, please contact Elli Voorhees at [evoorhees@securityindustry.org](mailto:evoorhees@securityindustry.org) or 301-804-4798.*

## ASIS NYC Joins with ISC East

Reed Exhibitions, SIA (Security Industry Association) and the ASIS NYC Chapter have announced that the ASIS NYC chapter will be endorsing the ISC East 2020 event and working closely with the ISC



Security Events and SIA teams on educational programs, networking events and market engagement activities. Rather than producing the stand-alone ASIS NYC event in May 2020 (previously an annual Spring event), the **ASIS NYC Chapter will be partnering with Reed Exhibitions' ISC East** in collaboration with ISC's premier sponsor the Security Industry Association (SIA), taking place November 18-19, 2020 at the Javits Center in New York City.

"One of the core characteristics of our robust ASIS NYC Chapter is strong collaboration, partnering and mutual commitment to excellence in security and public safety for the Tri-State area. Our ASIS NYC Chapter will be part of the largest annual comprehensive security show in the Northeast and bring our members together with more physical and converged security Integrators, practitioners, manufacturers, and innovative solution providers than ever before," said Raymond Dean, ASIS NYC.

ASIS NYC will collaborate with SIA on speakers and sessions for the ISC East Educational program known as SIA Education@ISC that will run on November 18th-19th, 2020. "We are all very excited about this partnership. The collaboration between ISC, SIA and the ASIS NYC Chapter will enable us to better serve the Northeast security and public safety market, and we are looking forward to moving the industry forward together", said Mary Beth Shaughnessy, ISC Event Director.

*ISC East 2019 takes places this November 20-21, 2019. To register to attend, visit [www.isceast.com/register](http://www.isceast.com/register). For more information about ISC Security Events, visit [www.iscevents.com](http://www.iscevents.com).*

## NEW MEXICO ELECTRONIC SECURITY ASSOCIATION

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## Security Industry Alarm Coalition (SIAC)

Visit [www.SIACinc.org](http://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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www.nevadasecurityassociation.org  
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## Upcoming Meeting Schedule:

November 20.....General Meeting

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## COLORADO BURGLAR & FIRE ALARM ASSOCIATION, INC.



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Steve Keefer  
Security Industry Alarm Coalition (SIAC)  
steve@siacinc.org

CBFAA had a great meeting in October. Stan Martin of SIAC spoke to members about SIAC's ongoing work with false alarms across the country and work right here with CBFAA in Colorado. We also had Marshall Lorden of Telguard speak to members about 3G sunset and a little about the coming 5G. Important info for our members!

CBFAA is working for you even when you're not attending a meeting. New technologies are moving fast and regulation continues to impact our industry without much consultation with us. CBFAA works to keep you abreast of the newest information and making sure our industry's voice is heard at the local and state levels. Add your voice to ours by joining today!

CBFAA has a new easy flat rate dues structure for 2020! CBFAA Members: Watch for your invoice from CBFAA coming soon. Non-Members: Fill out our new membership application available on our website [www.cbfaa.org](http://www.cbfaa.org).

### Upcoming Schedule

December 4.....Holiday Party

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



Stan Martin of SIAC at the CBFAA October 2019 meeting

## OREGON BURGLAR & FIRE ALARM ASSOCIATION



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### OBFAA Membership

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



Marshall Lorden of Telguard at the CBFAA October 2019 meeting





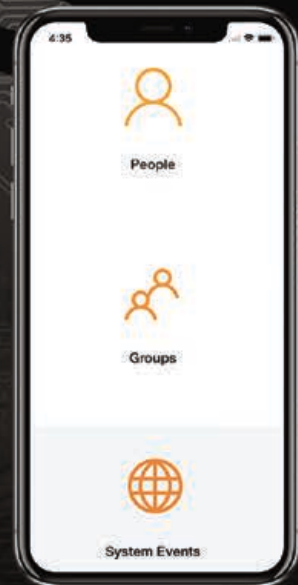
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### ESA Member Buying Program

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

### Security America Risk Purchasing Group

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

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## WBFAA UATC APPRENTICE TRAINING PROGRAM

### WBFAA BOARD OF DIRECTORS

The officers and board of the WBFAA are made up of the following industry people:

#### PRESIDENT

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#### IMMEDIATE PAST PRESIDENT

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bor 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](http://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](http://www.wbfaa.net) or [www.wbfaatraining.net](http://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](http://www.wbfaa.net) or call the WBFAA UATC at 800-809-0280.

### WBFAA UATC Apprentice Enrollment for Spring Semester Class Open

Member companies can register new apprentices anytime. If you will be hiring new apprentices or technicians, member companies are encouraged to send job postings to [info@wbfaa.net](mailto:info@wbfaa.net) and we will send to our list of qualified prospects. The WBFAA UATC is open to member companies of the CAA or CAFAA who require having registered apprentices with the State of California. Call the WBFAA UATC at 800-809-0280 if you are interested in joining.

### Certification – Fire/Life Safety Technician - Renewal

For Fire/Life Safety Technicians with 4,000 hours of work experience, the state law requires them to be certified by passing the state exam. The renewal application is posted at [www.dir.ca.gov/das](http://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](http://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](mailto:info@wbfaa.net).

### CSLB Enforces Zero Tolerance

The Contractors State License Board (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). La-

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# WESTERN STATES SECURITY ALLIANCE CALENDAR 2019 - 2021

*Send your events to CAA Mirror: [info@caaonline.org](mailto:info@caaonline.org)*

November 5 .....	EBAA General Meeting .....	Emeryville
November 6 .....	SVAA General Meeting .....	San Jose
November 7 .....	GGAA General Meeting .....	S. San Francisco
November 7 .....	IEAA Holiday Charity .....	Riverside
December 4 .....	Colorado BFAA Holiday .....	Denver
December 19 .....	SAAA Holiday Party .....	Sacramento
December 12 .....	GVAA General Meeting .....	Manteca

## 2020

February 4 .....	EBAA General Meeting .....	Emeryville
February 6 .....	GGAA General Meeting .....	S. San Francisco
April 28 .....	EBAA General Meeting .....	Emeryville
April 30 .....	GGAA General Meeting .....	S. San Francisco



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## CAA CONVENTIONS

2019.....	December 4 – December 7.....	Fairmont San Francisco
2020.....	May 13 – May 16 .....	Hilton Palm Springs
2020.....	December 2 – December 5.....	Fairmont San Francisco
2021.....	May 12 – May 15 .....	Hilton Palm Springs
2021.....	December 1 – December 4.....	Fairmont San Francisco

### INDUSTRY EVENTS

#### ISC East

November 20-22, 2019  
[www.isceast.com](http://www.isceast.com)



#### AFAA Annual Meeting

May 4-7, 2020  
Phoenix, AZ



#### ISC West

March 17-20, 2020  
Las Vegas, NV



#### ISC East

November 18-19, 2020  
New York, NY



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