

# THE MIRROR

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## MORRIS F. WEINSTOCK AWARD

By George Weinstock



Each year we celebrate the announcement of ESA's lifetime service award, named after my father, Morris F. Weinstock. The Morris F. Weinstock Person of the Year award was first presented in 1970, and it means a lot to me and my brother, Michael.

It

represents outstanding individual achievement and ongoing volunteer efforts on behalf of this association which our dad loved so much. This award represents leadership, dedication, and distinguished performance for the advancement of the industry – the qualities that personified our father and personifies each recipient of the award.

My dad and his brother, Jack, started their alarm company in Cleveland, Ohio in 1933 after two robberies at the family butcher shop. They called their company Morse Signal Devices and operated it from the back of the butcher shop until 1937, when they moved to downtown Cleveland.

*Weinstock Award, full story  
continued on page 22*



## How Well Do You Know Your Payroll Service?

By Mitch Reitman



Payroll computation and reporting is complicated, and many companies specialize in outsourcing the function. While most payroll firms are honest and do a great job, the industry is largely unregulated, and a dishonest processor can cause

*Payroll Service, continued on page 15*



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THE MIRROR

# PRESIDENT'S MESSAGE

Dear CAA Member,

## Annus Horribilis

Latin for "the horrible year." With a pandemic, shuttered businesses, disruption to children's school and our social structure, it would be reasonable to make the case for 2020 as a finalist.

But we are surviving. Still surviving. We have managed our business, served our customers, and reframed our family life.

The CAA held on throughout the year, proving to be a strong foundation for our industry. We immediately procured essential service designation for our workforce on the local, state, and national level in partnership with SIA, TNA and ESA. We offered webinars to provide expertise on financial and safety protocols that support growth through this period.

The CAA relies on events like ISC West and our two conventions to generate critical non-dues revenue that support our public safety liaison programs, legislative affairs, and consumer outreach. With the conversion to virtual, we have been fortunate to have key industry leading companies who stepped up and sponsored our new venture.

The CAA Virtual Winter Convention is your opportunity to support the CAA and our ongoing programs. As a vendor, you can sponsor and gain tangible marketing support. As a dealer or integrator, you can donate to the CAA Tribute Program and honor the selfless work of Mike Salk of Reed Brothers who will receive the CAA George A. Weinstock Award.

We have been disrupted. But the work will, and must, go on.

Please visit [www.caaonline.org](http://www.caaonline.org) to register for the CAA Virtual Winter Convention and please consider providing financial support

Sincerely,

Tim Westphal  
President



By Tim Westphal

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## LEGISLATIVE WATCH

### \*PAC ALERT\*

## \$30,000 GOAL FOR 2020

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

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

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

### CAA PAC FUND CONTRIBUTIONS

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

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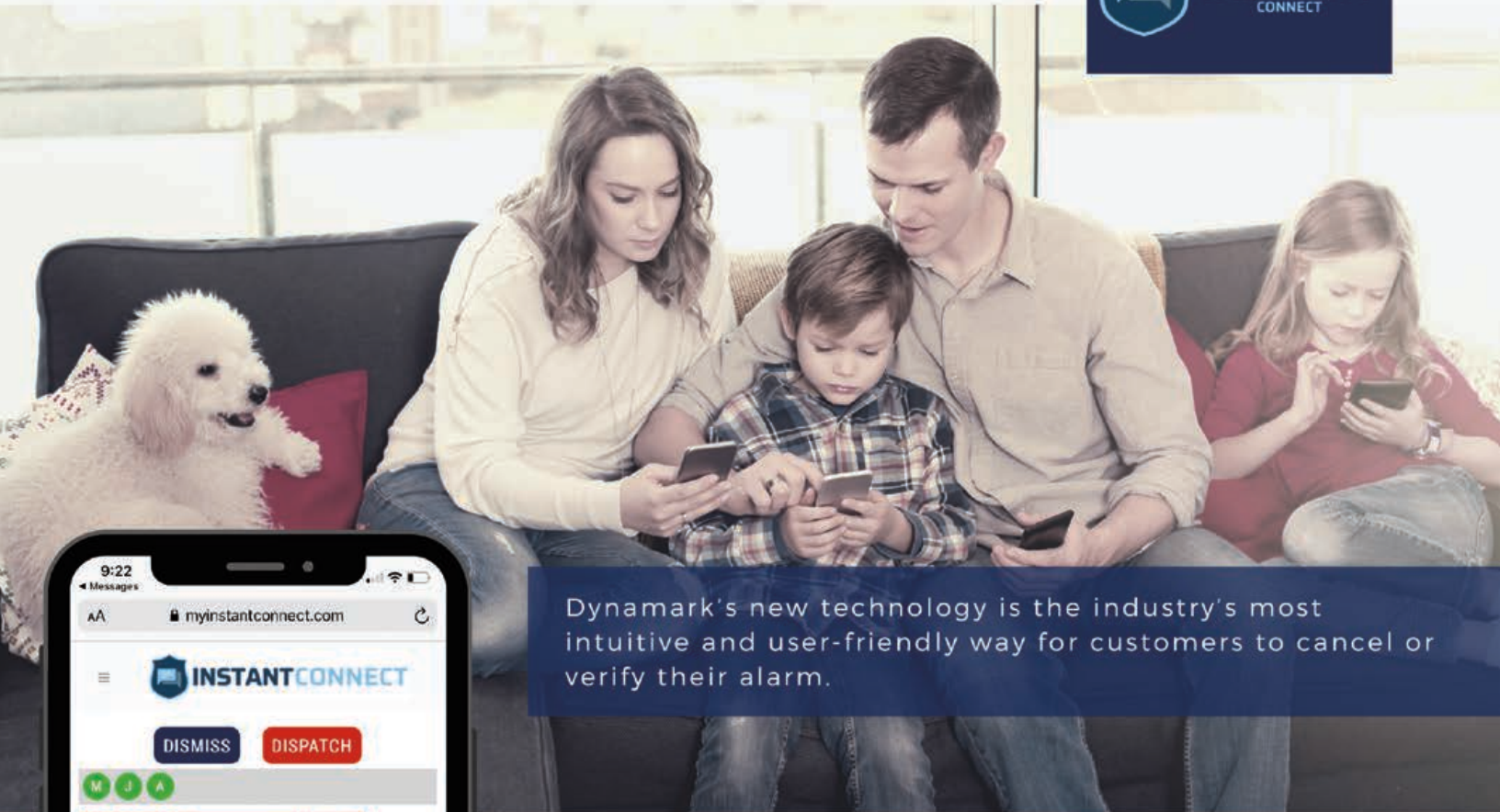
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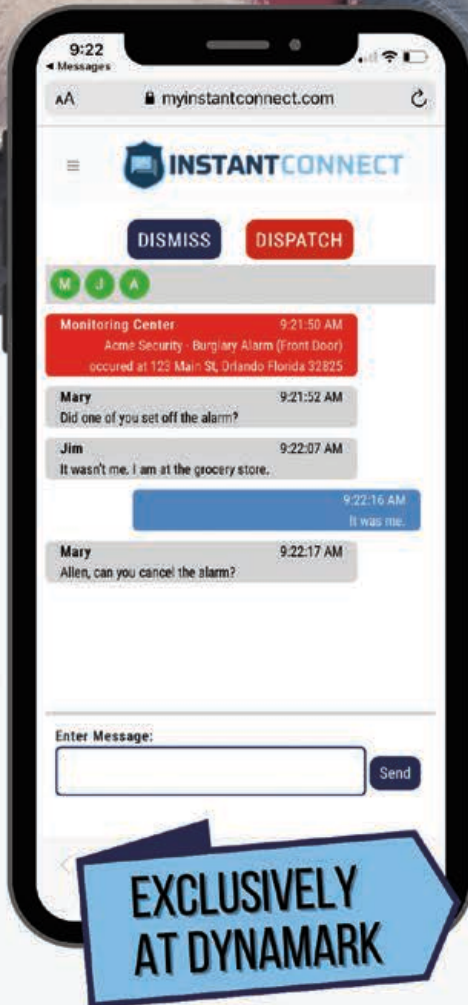
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THE MIRROR

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NOVEMBER 2020

The **DMP** Field Technical Training team welcomed Matthew Darmody to its ranks. He is relocating to the New York Metro/New England territory



where he will lend his technical expertise in training DMP-authorized dealers in that region. Darmody's first introduction to the alarm industry was through the installation of car alarms, roughly 26 years ago. For the last 17 years, Darmody has worked for Central Alarm in Tucson, Arizona where he progressed from installer to service manager to eventually executive director of Sales and Business Development. It was there at Central Alarm that he planted his roots and fell in love with DMP – not only its products, but also the responsiveness and attitude that DMP embodies. To learn more, visit [www.illustracameras.com/insight](http://www.illustracameras.com/insight).

**ALARM LOCK SYSTEMS** announced it will begin a new Number Ones Trilogy T2 Contest with a grand prize contest for a class-leading Harley-Davidson Sportster® Motorcycle. Reprising a successful promo from many years ago, the Alarm Lock promo offers locksmiths and security pros a chance to win the Sportster Motorcycle prize with every T2 Series, DL2700/DL2800 lock they buy at a participating distributor nationwide through June 30, 2021.

**OPENEYE** announced the expansion of its partner ecosystem with a new cloud-to-cloud integration with Brivo, a cloud-based access control and security platform. The integration links OpenEye's powerful cloud-managed video platform, OpenEye Web Services (OWS), with Brivo's Onair automated cloud-based access control solution to provide video verification of access events and real-time alert notifications to users through the OWS platform. "This integration allows our customers to gain additional value from their combined access control and video surveillance systems," says Rick Sheppard CEO and Founder of OpenEye. "OpenEye Web Services' alerting engine delivers actionable intelligence to users by combining data points from our entire ecosystem of integrated partners and marrying them with video to give users the complete picture." For more information on OpenEye integration partnerships, please visit [openeye.net/solutions/integrations](http://openeye.net/solutions/integrations).

**SENTRY SECURITY SOLUTIONS** Dallas-Fort Worth, TX, recently refinanced a senior credit facility with Alarm Financial Services. The new loan facility includes a five-year term loan. In addition to refinancing existing debt under favorable terms, Sentry will use the loan facility to continue supporting its growth. Sentry specializes in commercial and residential security, including multi-family units and

apartment complexes serving the state of Texas. "We are excited to be working with Nick McAmis and the rest of his team at Sentry," said Jim Wooster, President of AFS. "They have some great opportunities for growth, and we are glad we can assist in their success." Learn more at [www.alarmfunding.com](http://www.alarmfunding.com).

**JOHNSON CONTROLS** has added four new models to its Tyco Illustra Essentials IP camera range. The new fourth generation Essentials mini-dome, varifocal mini-dome, bullet,



and varifocal bullet cameras, which supersede their respective older models, are all equipped with built-in adaptive IR illumination which enables them to capture up to two megapixel HD resolution images of objects in total darkness up to a distance of 30m (98ft). "These keenly priced Essential cameras provide a cost-effective option for applications of any size, but they are particularly ideal for budget conscious end-users who have a requirement for a large number of cameras," said Ric Wilton, director of product management for Illustra. For more information, please visit [www.illustracameras.com](http://www.illustracameras.com).

**ALARM LOCK** introduced an easy, economical COVID- solution to quickly convert multi-stall restrooms to single occupancy, to create social distancing & help avoid spread of the virus. Retrofitting standard locks in minutes, wireless Trilogy® Privacy Standalone Pushbutton PIN Locks feature an inner privacy pushbutton. After entry, using a PIN code or ID Card, the user simply pushes the privacy button on the back of the lock, on the inside door, to ensure their privacy. For more on Alarm Lock Trilogy and Privacy Locks, PIN model DL4100 or PIN/Prox ID PDL4100 or network-ready PDLN4100, please contact your regional Alarm Lock Representative, see us online at [www.alarmlock.com](http://www.alarmlock.com) or call us 800-ALA-LOCK and ask for Trilogy Bathroom Solutions Spec Sheet (#ALA531).

**NAPCO SECURITY TECHNOLOGIES** introduced new easy cloud-based programming available for its award-winning, cost-saving FireLink® FACP's with onboard LCD annunciator and LTE cellular, or Cell/IP communicator, in new dual path model. Cloud-based programming allows the FireLink to be programmed from any smart device or tablet, using easy drop-down menus (No special software, training or laptop required). FireLink Integrated 8-32 Pt Fire Alarm Control Panels start off as an 8-point, all-in-one cellular FACP solution, preprogrammed with an 8-point conventional default program, ideal for sprinkler supervisory, out-of-the-box. Visit [www.napcosecurity.com](http://www.napcosecurity.com) or contact NAPCO at 800-645-9445.

**AIPHONE** announced that 14 of its most popular IX Series IP video intercom stations and components have received certification from UL, an independent global safety science company that tests and certifies products. The IX Series IP video intercom stations and components which received UL certification were tested under UL standard, 62368-1, for audio/video, information, and communication technology equipment.

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## Payroll Service, continued from page 1

serious issues for your employees and for your company.

Payroll processors are anticipating closer scrutiny after a high-profile scandal involving MyPayrollHR, a Clifton Park, New York-based company that suddenly collapsed last month after its CEO reportedly absconded with \$35 million in payroll and tax withholding deposits for its customers, prompting paycheck deposits to briefly disappear from the bank accounts of employees who work at nearly 1,000 of its client companies.

The CEO, Michael Mann, was arrested last month and charged with bank fraud. Mann admitted to FBI agents to diverting approximately \$70 million from MyPayrollHR to his own accounts since around 2010 or 2011, according to the security blog Krebs on Security. To avoid similar misconduct in the future, the New York State Department of Finance sent subpoenas last week to over 40 payroll-processing companies who do business in the Empire State, according to The Wall Street Journal. The department asked payroll companies to provide more information and documents about how they move and control funds. Some New York lawmakers have also introduced legislation in response to the scandal to further regulate payroll processors and impose criminal penalties for misappropriating funds.

We see all sorts of scams and malfeasance. The most prevalent is simply failing to properly report withholding and taxes paid or failing to make accurate and timely deposits. We encountered a recent case in which a processor made the deposits and filed accurate reports only to amend them months later and apply one company's payments to another company's accounts in a type of Ponzi Scheme.

There are safeguards that we can help you put in place to let you know that returns are being timely filed and deposits made. There is case law holding employers liable even if they properly paid the funds to a third part processor.

*Mitch Reitman is the Managing Principal at Reitman Consulting Group, Inc. and can be reached at 817-698-9999.*

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*William Watson, President*

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*Mike Tarin, President*

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## GLASAA

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*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).



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## EAST BAY ALARM ASSOCIATION

*Mike Salk, EBAA President / CAA Vice President NorCal*

### EBAA Meetings

For questions please reach out to Treasurer Deric Morrow 510-432-8130 [deric.morrow@jci.com](mailto:deric.morrow@jci.com)

RSVP to 800-437-7658 or [info@caaonline.org](mailto:info@caaonline.org).

### Richmond Ordinance

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



SILICON VALLEY ALARM ASSOCIATION

*Deric Morrow, President*

### SVAA Information

If you are not on our e-mail list, please contact Deric Morrow at 510- 921-3987 or [deric.morrow@jci.com](mailto:deric.morrow@jci.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.



## ORANGE COUNTY ALARM ASSOCIATION

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

### OCAA Officers

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### CITY OF IRVINE PERMITS

The City of Irvine requires all alarm users to register their systems with a no fee permit. Alarm users may obtain an alarm permit application at the Irvine Police department website at [www.irvinepd.org](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 800-437-7658 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.





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#### 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)



**GREATER VALLEY**  
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*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.



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## Weinstock Award, continued from page 1

These were tough times, and anti-Semitism added to the difficulty of building a business. Banks would not lend to them, so they literally started from scratch. Nonetheless, the company grew rapidly, adding a central station in 1941 and expanding to Los Angeles in 1948.

ESA's highest honor is named after Morris Weinstock because, in 1948, he, along with Ben Call had the foresight to establish the National Burglar & Fire Alarm Association, now known as the Electronic Security Association. Morris Weinstock was the second official member of NBFAA and worked tirelessly to build the association in its early years, including a term as president from 1955-1956. His dedication and pioneering spirit provide an outstanding model for ESA leaders to follow as they strive to increase the association's value to the industry.

The Morris F. Weinstock Person of the Year Award goes to a deserving individual who embodies these leadership traits. On behalf of the entire Weinstock family, congratulations and thank you to all the past, current and future honorees!

## Wulforst Receives ESA Morris F. Weinstock Award

ESA presented the Morris F. Weinstock Person of the Year award to industry veteran Howard Edward "Bud" Wulforst. Wulforst has been in the industry for longer than the Weinstock Award has existed. He has been a member and president of TMA (formerly CSAA) and has been involved in ESA throughout the years as part of many initiatives and as a mentor to other businesspeople in the industry



"I'm truly humbled as we stand here with 50 years of award recipients. I am so very proud to receive this wonderful ESA award. I've learned so much from so many over the years," said Wulforst as he received the award. "The associations are the catalyst for bringing it all together. The power of networking and participating in our associations should never be underestimated. When I say thank you, I say thank you to you all."

According to Wulforst, his path into the industry started after World War II. His uncle worked for an alarm company in Queens, New York, and helped Wulforst's father get a job at Supreme Burglar Alarm in Manhattan. A few years later, Wulforst joined his father at Supreme around the age of 12 working as a "back room guy," where he cleaned up equipment and materials. Wulforst remembers becoming a skilled alarm mechanic before the age of 18 and loved the technology and its purpose of protecting life and property. The rest is history, as he built and sold five alarm companies during his successful career.

In the 70s, he got involved in the NBFAA, now ESA, and the New York Burglar and Fire Alarm Association. Wulforst also joined TMA and has served on the TMA board since his presidency from 2007-2009. He has been known to reach out to friends in the industry to offer advice and help solve business problems, and Bud's impact has extended beyond business and into the lives of his family, friends, and the industry.

When he was presented with the Weinstock Person of the Year Award in recognition of a lifetime of achievement in the security industry, he was moved and voiced his gratitude for the honor. The occasion was tinged with sadness but also with fond memories of Bud's recently departed wife, Laurie, who passed away in July of 2020.

"Bud is a very focused person. Once he got involved in a specific project or had an idea, he would go jump in full blast. He would read every book and understand every aspect of it. He's always approached things very scientifically," says Howard Wulforst, regional sales manager at ADI and Bud's son. "I think this is truly a surprise and something he probably wouldn't even have imagined being awarded."

For more information and a video of the award presentation, visit [www.esaweb.org](http://www.esaweb.org).



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2020 has been an unusual year, to say the least. In these times, it requires our utmost attention and effort to keep businesses thriving. Our industry is facing serious challenges ahead. Facing these challenges as one company is overwhelming. The CBFAA, made up of many companies with similar interests, can provide a powerful voice on issues of concern. We urge your participation in CBFAA as an active member, on a committee or the Board of Directors. **Your input is important!**

CBFAA has a new easy flat rate dues structure for 2020 that makes membership easy! Membership applications are available on our website [www.cbfaa.org](http://www.cbfaa.org). Due to Covid-19, the CBFAA is carefully considering its next meetings. Watch your inbox and newsletter for continued updates.

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)

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NSA Treasurer John Perdichizzi of ASAP Security presented the NSA 2020 Community Service Award to Janet Delaney.

Janet has been helping others in the Southern Nevada community for over 25 years, as volunteer coordinator for Sunrise Hospital, United Healthcare and Catholic Charities, among others. She coordinated these programs, trained volunteers and created programs to assist seniors. Janet currently volunteers on the board of the Citizen's Police Academy Alumni Association and the Metro Police Volunteer Program. For all she has done and continues to do for our community, the NSA has awarded her our 2020 Community Service Award. Thanks for all you do for the community Janet!

We are accepting nominations for our Board of Directors for the upcoming 2021-2022 term. If you want to have a say in the direction of your industry, consider joining our board. As a board member, you'll join forces with others who have similar commitments to Security & Life Safety here in Nevada. The industry faces some big challenges ahead and your participation is needed now more than ever. Interested members should contact us for more details.

As with everyone, COVID-19 continues to wreak havoc on our meeting schedule. Keep an eye out for updates in your inbox. Contact us at admin@nevadasecurityassociation.org or check our website for membership applications.

Get involved with NSA today! [www.nevadasecurityassociation.org](http://www.nevadasecurityassociation.org)

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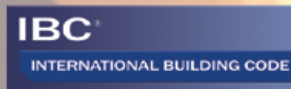
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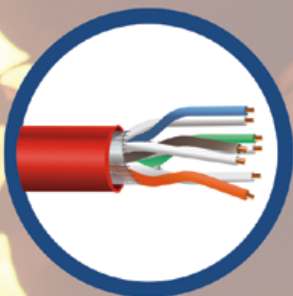
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### OBFAA Membership

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.

## ARIZONA ALARM ASSOCIATION



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Although we had to cancel the educational portions of this year's Convention, the Arizona Alarm Association had a great Golf Tournament on September 29 at the Whirlwind Golf Club at Wild Horse Pass, Chandler. It was the perfect day for golf and everyone had fun. This year's winners were:

#### 1st Place Team

Tom Donahue  
 John Morgan  
 Wade Eggebrecht  
 Clyde Taylor

#### 2nd Place Team

Billy Joe Cordray  
 Mike Anderson  
 Karen Kingsley  
 Alexis Kattau

**Closest to the Pin:** Ron Mitchell

**Longest Drive:** Griffin Sturm

**Congratulations to all!**

### AZAA Meetings

Our Holiday Party is still planned for December 9 - we are just waiting to see if they change the number of people allowed in a room at one time in Phoenix by then!

### Membership

Please contact susan@azalarms.org if you would like to become involved.

For more info go to www.AZAlarmAssociation.com.

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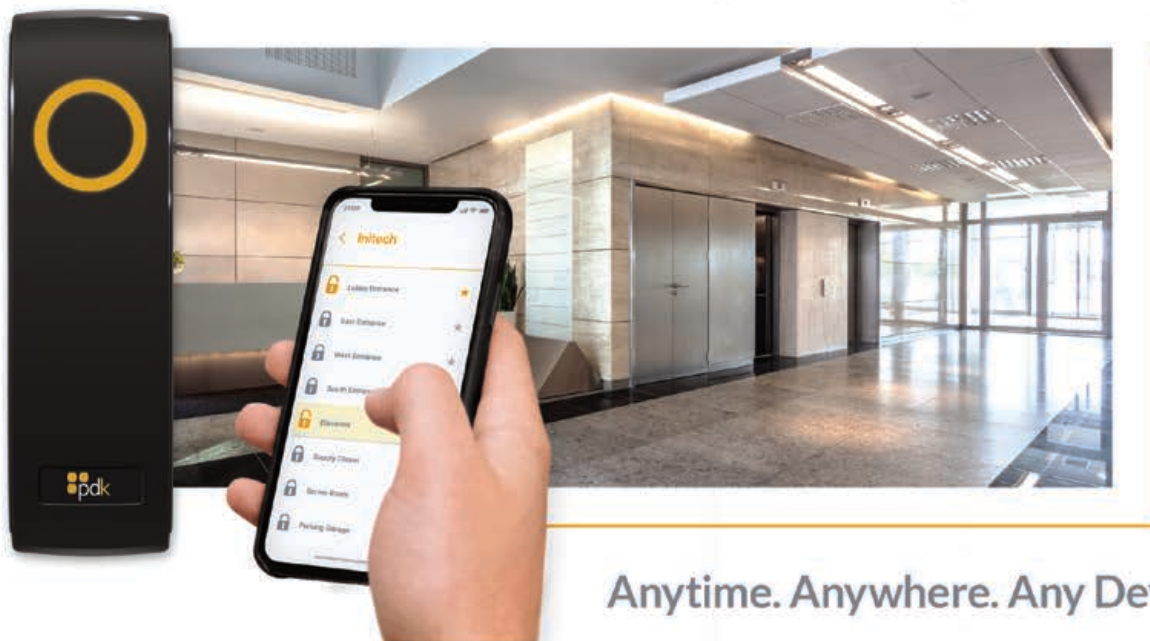
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## WBFAA UATC Apprentice Enrollment for Spring Semester Class Open

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

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### WBFAA UATC Offers Online Continuing Education

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

### WBFAA UATC Invites Membership


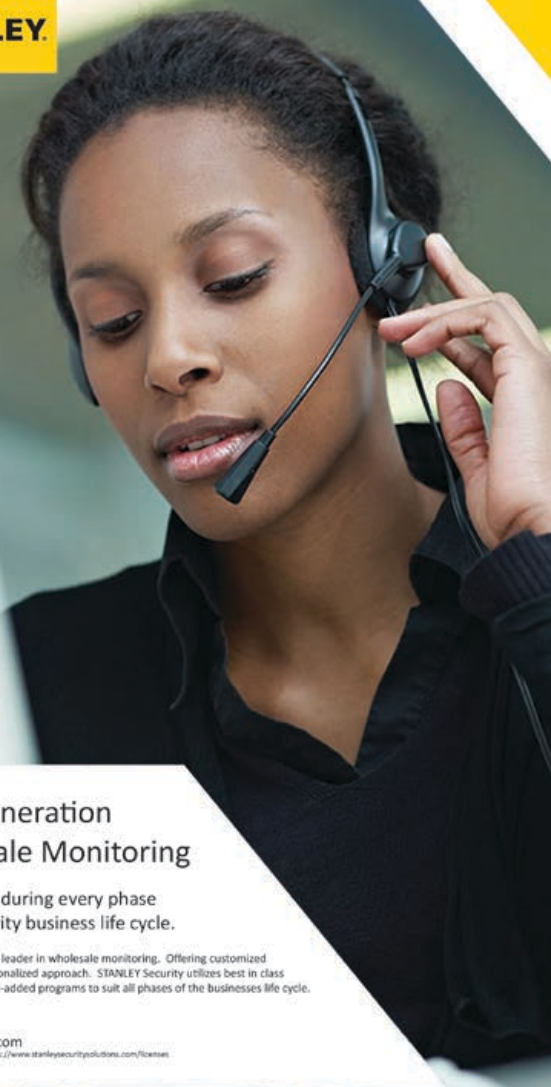
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**Virtual Event**

December 3 – December 4, 2020



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