

THE MIRROR

PUBLISHED BY THE CAA FOR THE WESTERN STATES SECURITY ALLIANCE
VOLUME XXXI, NUMBER 11 — NOVEMBER 2022

www.CAAonline.org



MacGuard's Insight to the State Farm & ADT Deal



By Kirk MacDowell

The recent announcement that ADT has secured an equity investment totaling \$1.2 billion from **State Farm**, has the industry buzzing about bigger things ahead, including the impact on the smart home. According to a recent article in *SDM*, the collaboration between the two companies reflects the increasing momentum of insurance organizations as a channel for purchase or distribution of smart products. The benefits of the partnership are numerous, including discounts offered by insurance providers to users that have smart home products installed. The partnership between ADT and State Farm is a smart move by both companies. State Farm has already been at the forefront of offering discounts to policy holders with a functional, monitored security system. With added smart home offerings such as water-detection sensors, ADT can alert homeowners and other agencies quickly to this type of catastrophe, reducing the amount of damage to a home. According to Traveler's Insurance, 77% of homeowners' claims

MacGuard Insight, continued on page 6

California Enacts New Law Mandating Pay Range Disclosures in Job Listings

By Jeremy Mittman, MSK

Is your company hiring?

If so, it's important to know that California has passed new requirements for job postings and important disclosures to applicants and employees. Signed by Governor Gavin Newsom on September 27, 2022 and taking effect January 1, 2023, the new law will require every California employer with more than 15 employees to disclose a position's pay range in the job listing. Previously, pursuant to Labor Code § 432.3(c), employers were required to disclose the pay range for a job after the first round of interviews, and only upon a candidate's request. The newly signed law is the latest in a series of pay transparency measures enacted in California in recent years and will become one of the country's most aggressive laws aimed at eliminating "secrecy" surrounding employee compensation. Importantly, current employees will also have the right to receive from their employer, upon request, the pay scale for the position in which they are employed. Employers of more than 15 employees must maintain job title and wage history records for each employee. The law establishes a presumption in favor of the employee if the employer fails to maintain such records.



California Laws, continued on page 6

"Take us out to the ballgame, but only after we've armed our security system!"

The ESA Board of Directors met recently in Telguard's home town, Atlanta, Georgia. After a day of great forward-looking planning for their Association, the group took in a defending World Series Champion Atlanta Braves game.

Photo of the ESA Board of Directors appears on page 16



Get SMS Real-Time Alarm Response

John Smith

BURGLARY FRONT DOOR

On 10/18/2022 at 17:22

More Info: (800) 555-1212

Press **1** to Acknowledge & CANCEL Alarm

Press **2** to Request Callback

People don't respond to calls. But they will check their texts. Real-time text messaging and alarm interaction from American Two-Way comes standard for our dealers to offer their subscribers. Help reduce false alarms and add interactive services like text alerts for your customers for free - even with older panels or without having to replace the panel.

Over Four Decades of Innovation in Monitoring Has Its Benefits. In Fact, Innovation Comes Standard.



(800) 821-8200

Get Your Free Dealer Kit Today: atwcentral.com/dealerkit

CALIFORNIA ALARM ASSOCIATION BOARD OF DIRECTORS

OFFICERS

President

Mike Salk, Reed Brothers

Northern Vice President

Sean Cooke, All Guard Alarm Systems

Southern Vice President

Vacant

Secretary

Ron Galippo, Smart Tech Security

Treasurer

David Michel, Valley Alarm

Sergeant at Arms

Brian Boeglin, Comcast Broadband Security

REGIONAL PRESIDENTS

Tim Westphal, East Bay Alarm Association

Paul Wassem, Golden Gate Alarm Association

David Michel, Greater L.A. Security Alarm Assn.

Joe Castro, Greater Valley Alarm Association

William Watson, Inland Empire Alarm Association

Michael Tarin, Mid Cal Alarm Association

Elizabeth Courtney, Orange County Alarm Association

Sean Cooke, Redwood Alarm Association

Mark Simpson, Sacramento Area Alarm Association

Deric Morrow, Silicon Valley Alarm Association

Matt Kruger, San Diego Alarm Association

Kent Brust - Resideo, Associates Director

Joe Nuccio - ADT, Large Company Representative

PAST PRESIDENTS

Tim Westphal, Bay Alarm Company

Chuck Petrusha, Advanced Security Systems

Cathy Rempel, American Security Integrators

Bob Michel, Valley Alarm

John Hopper, Sentry Alarm

Matt Westphal, Bay Alarm Company

Jon Sargent, Tyco Integrated Security

Patty Hartman

Tony Smith, Security Finance Associates

George Gunning, USA Alarm Systems

Frank Burke, USA Alarm Systems

Pam Alva, Allied Security Alarms

Ted Willie

Roger Westphal, Bay Alarm Company

Richard A. Beunk, Comseco of California

Rod Uffindell, Denaleet Alarm Company

Jack McAboy, Harold France

Bruce Westphal, Bay Alarm Company

Paul Worsley, Valley Burglar & Fire Alarm Co.

George A. Weinstock

Everett Westphal, Bay Alarm Co.

Frank Meiners, William Swinney

Robert Leeper, Jerry J. Linder

EX OFFICIO

Jerry Lenander, Executive Director

Lessing E. Gold, Legal Counsel

Charles Schwager, CPA

THE MIRROR is published monthly by the California Alarm Association, a California not for profit association, for the Western States Security Alliance. No articles herein may be reproduced without written permission of the California Alarm Association.

The Association is not responsible for any errors or omissions in advertising.

Editorial: Copy is due the 10th of the month preceding publication. **Advertising:** Space reservations due the 10th and copy due the 15th of the month preceding publication.

For Editorial and Advertising information, contact:

Jerry Lenander

California Alarm Association

333 Washington Blvd. Ste. 433

Marina del Rey, CA 90292

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

Web Site: www.CAAonline.org

info@caaonline.org

© Copyright 2022 by the California Alarm Association



www.facebook.com/CAAonline
www.twitter.com/CAA_online



THE MIRROR

CAA PRESIDENT'S MESSAGE

The end of 2022 is approaching rapidly - such a busy time of year! Halloween seems to be the start of the transition into winter. It is followed by Thanksgiving, then CAA Winter Convention (our favorite time of the year), Hanukkah, Christmas, and a gentle slide into the New Year, at the speed of light! Buckle-up! Here we go....

GETTING BACK TO NORMAL WITH:

• **REGIONAL CHAPTER MEETINGS:** A couple of Regional Chapters, IEAA on November 3 and OCAA on November 15 will be hosting meetings in conjunction with local first responder agencies. Please show your appreciation and support by participating in these events to benefit worthy causes. More information is on the Events Directory page on the CAA Website.

• **ELECTION OF OFFICERS:** All CAA Members are encouraged to participate in determining the future leadership on the Association! The Nomination Form is now available at the CAA Website or by contacting the CAA office info@caaonline.org or 800-437-7658 to request a form.

Winter convention: Nov 30th – Dec 3rd at the Fairmont Hotel in San Francisco!

CHUCK PETRUSHIA will be honored with the 2022 George Weinstock Lifetime Achievement Award!

We are excited for the schedule of workshops which will be offered at the upcoming CAA Winter Convention in San Francisco. Our industry has never evolved faster than we are currently experiencing; from emerging technologies, to communication protocols, to the way PD will be dispatched. These are only a few of the important topics that will be discussed among colleagues.

Sponsorships are critical to underwriting the costs that are associated with holding this event - over four days at a premier venue. Please help us make it another great event.

The CAA Winter Convention is the annual fundraiser for the Association and the revenue generated is a crucial source of non-dues revenue necessary to fund key programs and initiatives like the Youth Scholarship Program for children of first responders, full time Legislative Advocacy, full time Legal Counsel, and more.

Check out the **EVENT PAGE** on the CAA Website for registration and booking hotel rooms at a great rate. The current schedule is also listed. If you are interested in hosting a Workshop, please visit the Event Page or contact the CAA Office.

Observe your surroundings... It is a great time to be Thankful!!

Michael Salk
President



By Michael Salk

CAA LEGISLATIVE WATCH

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.

Payable to:

CAA PAC

Mail to:

CAA PAC

C/o Richard Eichman, CPA

1127 11th Street, #300, Sacramento, CA 95814

Funds can be corporate or personal, although they are not tax deductible.

IMPORTANT: Include your name, address, employer and occupation with each contribution.

VISA/MASTERCARD/AMERICAN EXPRESS

To make donation with your VISA/MasterCard/AMEX call the CAA office at 800-437-7658.



Since 1981, Bolton has been an expert provider of risk management and insurance for the security industry. Our team has the experience to provide customized programs to assure alarm dealers and central stations have the right coverage that matches their budget and specific needs.

Security professionals are exposed to numerous risks that standard insurance policies just don't cover.

That's why Bolton's Security & Alarms Program arms you with a range of industry-specific resources and policy enhancements to protect your company from the challenges you may face.

Covering the Insurance Needs of the Security and Alarms Industry.



John Guthrie, Executive Vice President
jguthrie@boltonco.com // (626) 535-1824

Pasadena // Santa Clara // Anaheim // Torrance
www.boltonco.com // Insurance License No. 0008309



CALIFORNIA AUTOMATIC FIRE ALARM ASSOCIATION

TEL 888/607-5959
www.CAFAA.com
info@CAFAA.com
P.O. BOX 1459
FREMONT, CA 94538-0013

CAFAA BOARD OF DIRECTORS

PRESIDENT

Joel Reitz, Sabah International

VP – SOUTH

John Maitrejean, Siemens Industries

VP – NORTH

Daniel Tate, Intrepid Electronic Systems

SECRETARY

Joseph R. Cervantes, Sr.,
Space Age Electronics

TREASURER

Drew Turner, HCI Systems

IMMEDIATE PAST PRESIDENT

Jay Levy, Saf-Com Supply

DIRECTORS

Frank Alvernaz, Helix Electric
John Bennett, Bennett Fire & Security

John Kapis, Coffman Engineers
Kevin Green, Pyro-Comm Systems

Kirk Greenwood, Johnson Controls
Curtis Streeter, Deep Blue Integration

Toby Woods, Beacon Security

Think Signs. Think Maxwell.

Helping security professionals build their business since 1977 with personalized service and high quality products ...all at competitive prices.



MAXWELL
Signs®

800-472-7336
maxwellmfg.com
signs@maxwellmfg.com



Signs • Decals • Stakes

©2022 Maxwell Alarm Sign Mfg., Inc. All rights reserved.



CMS
www.pronitoring.com

Rebecca Stengel

Business Development
Representative

866.722.1448 (main)
480.273.6400 (cell)
rebeccastengel@cmsn.com



Specialized Security Funding

Unrivaled Financial Tools for Dealers
0% Down - 0% APR Financing

Call Tony Smith at (855) 723-2229

tsmith@securityfundingsolutions.com



MERGERS & ACQUISITIONS

www.securityfundingassociates.com

Your Fire/Integration/ Alarm Company

is WORTH MORE THAN YOU THINK!

Sell Your Company or Accounts Now

*We have qualified buyers
ready to purchase your
Security, Fire, Integration
business and/or accounts.*

- FIRE ALARM
- INTEGRATION
- BURGLAR
- CCTV



**CALL RORY'S CELL
AT 1-800-354-3863**

Talk to Rory Russell to get the
most recent and complete
Business Valuation for your
company and see for yourself
how much your business is
currently worth.

A F S
ACQUISITION &
FUNDING SERVICES

Don't Wait! We Are Closing Deals Now! (over \$35 million):

Metairie, LA	\$450,000
Oxford, GA	\$525,000
Ponoma, NY	\$575,000
Detroit, MI	\$600,000
Mt. Vernon, NY	\$1 Million
Boston, MA	\$1 Million
Northern GA	\$1.3 Million
Jackson Hole, WY	\$1.8 Million

Clifton, NJ	\$1.8 Million
Ft Meyers, FL	\$5.5 Million
Los Angeles, CA	\$10.4 Million
Orlando, FL	\$11 Million

Pending:	
Fort Pierce, FL	\$2.8 Million
Edison, NJ	\$10 Million

**CALL
RORY RUSSELL
FOR A COMPLETE
BUSINESS VALUATION
1-800-354-3863**

MacGuard Insight, continued from page 1

come from five causes: wind, non-weather water damage, hail, weather-related water damage, and theft. The impact on the smart home sector will be additional awareness and some market expansion. You can expect to see similar announcements from competitors to ADT. It's a natural progression. Share of wallet by offering more protection and detection capabilities to the residential and small business market is not only a good move, but one that clients desire. It takes upselling to a new level, reduces churn and ties the parties closer together.

Here's some advice to independent dealers and integrators: **MACGUARD SECURITY ADVISORS, INC.** "Ride the wave". Get in front of

it by aligning with local independent insurance, real estate brokers, and other home service trades, and develop your own combined go-to-market strategy

Kirk MacDowell is the founder and CEO of MacGuard Security Advisors offering guidance on how to innovate, transform, and compete in today's ever-changing electronic security landscape, in addition to being Chairman of the Security Industry Alarm Collation (SIAC).

California Laws, continued from page 1

Additional Government Reporting Obligations

Employers of at least 100 employees are already required to annually report pay data breakdowns by sex, race, and ethnicity to the agency formerly known as the Department of Fair Employment and Housing, which was renamed the Department of Civil Rights, or CRD, in July of this year. Under the new law, these annual reports now must disclose for each sex, race, ethnicity, and each combination thereof, median and mean hourly rates of pay within each job category. The CRD will maintain these reports for at least ten years. Previously, this requirement could be satisfied by submitting a copy of the employer's Employer Information Report (EEO-1) already required by federal law for applicable employers; however, the new law deletes that provision and instead now requires a California-specific pay data report. Employers also must report similar data for employees hired through contractors. The law, passed by the legislature and sent to the governor as Senate Bill 1162, establishes new civil penalties to aid enforcement of the reporting requirements and empowers the Labor Commissioner to investigate alleged violations. Specifically, a court can impose a civil penalty of \$100 per employee for any employer who fails to file the required report, which escalates to \$200 per employee for subsequent violations. Violations of the pay range disclosures to applicants are the subject of a new private cause of action, with resulting possible civil penalties ranging from \$100 to \$10,000 per violation. These limits apply only to claims brought before the Labor Commissioner; the courts, however, will be permitted to award injunctive relief and any other relief the court deems appropriate.

California Approves Bereavement Leave

By Jeremy Mittman and Kyle DeCamp, MSK

California Governor Gavin Newsom has approved and signed Assembly Bill (AB) 1949, an amendment to the California Family Rights Act (CFRA) that will take effect on January 1, 2023. AB 1949 now requires covered California employers to provide eligible employees with five days of unpaid bereavement leave for the death of a quali-

fying family member. This bereavement leave must be completed within three months of the family member's death and employers may not require that the employee take the days off consecutively. In the absence of an existing policy, the bereavement leave need not be paid by an employer; however, employers must permit an employee "to use certain other leave balances otherwise available to the employee, including accrued and available paid sick leave." In the event that an employer has an existing bereavement policy that provides

for fewer than five days of leave, the employer must increase that number to provide for five days of leave. AB 1949 further provides that it is an unlawful employment practice for an employer to engage in discrimination, interference, or retaliation relating to an employee's exercise of rights under the bill. Employers must also maintain employee confidentiality as it relates to bereavement leave. Note that AB 1949 does not apply to employees covered by a valid collective bargaining agreement that provides for bereavement leave. Mitchell Silberberg & Knupp LLP has developed a sample policy reflecting AB 1949's new requirement and is happy to provide it upon request to clients wishing to update their employee handbooks. Please visit www.msk.com.



WE NEED YOUR SUPPORT

TO FIGHT ADVERSE ALARM ORDINANCES

We bring together law enforcement and alarm associations to fight against alarm ordinances that if passed, could seriously jeopardize your business!

If you neglect the problem until it reaches your door, it might be too late ...

SIAC
Security Industry Alarm Coalition

Make a difference in your future. Donate to SIAC today at siacinc.org



GMS
GENERAL MONITORING SERVICES, INC.

Your Company In Good Company
ACO 5198

KEN GRESTD
Business Development

800.839.7212
714.393.4573
kgresty@gmscentral.com

UUFX Protective Signaling Services - Central Station

Celebrating 60 Year Anniversary

1958-2018



John Campau, Selling the Connected Lifestyle

JohnCampau@Comtronics.com

As owner of 23 Verizon Wireless retail stores in Michigan, John Campau, President and CEO of Comtronics, knows what consumers want ... a Connected Lifestyle. Now, they can control security, lights, cameras, locks, thermostats and more right from the palm of their hand.

SMART PHONES CONNECTED TO SMART HOMES

Visit www.comtronics.com • Call (517) 787-2900





TMA 2022 Monitoring Center of the Year

TIM CAHOON

Southwest

602.881.3008

southwest@agmonitoring.com

BRET ANDERSON

Pacific Northwest

208.871.6316

pacificnorthwest@agmonitoring.com

CAMERON RICHTER

Rocky Mountain

385.393.0723

rockymountain@agmonitoring.com

CONTACT AVANTGUARD TODAY TO SEE HOW WE CAN HELP

844-812-2897 | SALES@AGMONITORING.COM | AGMONITORING.COM



ALYSON R. PATTIE, CPA

apattie@bpsdcpa.com

PH: 818.719.9020

FAX: 818.702.0273

ALARM INSURANCE

The Insurance Specialists for the Alarm Industry

John Bures, CPCU

President - Alarm Insurance Agency/Michael J. Kelly Insurance Agency

P.O.B. 61886

North Charleston, SC 29419

jbures@alarmins.com

www.alarmins.com

Phone: (248) 206-0900

Phone: (800) 474-0933

Fax: (800) 240-0631

California License # OK04779

Service and Technology You Can Trust



"Everything we do is inspired by our belief that relationships with our customers make a difference; and that when we work together we transform good ideas into great results."

Providing UL approved monitoring services since 1984



We invite you to discover the difference personalized service makes here at GCS.

(800)230-1654 - www.gcsmonitoring.com

Denis Cooke, President



SLOW DOWN

Aren't “At-Home” Operators Susceptible To The Same Dangers They Monitor For?

Unlike reactive organizations, our preparation gives us the endurance to continuously provide **professional monitoring services from within our hardened facilities** through the most savage storms. Never from employees' homes.



When we're prepared for the worst, **YOU** get the best.



Rapid Response Monitoring • 800.558.7767



RAPID RESPONSE
MONITORING

rrms.com

AL: 440, AK: 2136087, AR: CMPY0001302, AZ: 20832, CA: AC05498; ACB5700, DC: 602513000011, DE: 02-168, DE Fire: GSRSL-0003, FL: EF0000213, IL: 127.001246, NV: NV20131073243, NY: 12000266582, OK: 648, OR: 0183, RI: 4349, TN: 834, TX: B09590, TX Fire: ACR-2020, VA: 11-2850, WA: 602 323 440



DAHUA TECHNOLOGY

Adrian Tameguia Regional Sales Manager Northern California, Reno, Utah and Colorado 415-298-6000 adrian.tameguia@dahuatech.com	Matthew Estilo Territory Account Manager Northern California 408-806-9858 matt@ew.estilo@dahuatech.com	Greg Cortina Regional Sales Director Western US 661-965-1100 greg.cortina@dahuatech.com
---	--	---

NIGHT COLOR 2.0 Maintain the ambience of a scene with covert, full-color security	TiOC Deter crime temptation with the sights and sounds of a TiOC	VU-MORECOLOR View more color with this smart dual illumination camera
---	--	---

us.dahuasecurity.com

FLAIR ELECTRONICS

Standard and Custom Magnetic Contacts
 Wired and Wireless Annunciators
 Perimeter Fence Sensors

Call today for free samples

800-532-3492
sales@flairsecurity.com
www.flairsecurity.com

*At Flair
We Care!*

TriStar Monitoring LLC

"Service with Integrity and Commitment"

**Success
Stability
Constant**

Call Today to Join Our Solid & Stable Monitoring Program

TIM LeBLANC
 (951) 442-2526
Sales@TriStarMonitoring.com • TriStarMonitoring.com

State of the Art Technology
 Rock Solid, Enduring Ownership
 Veteran Owned


 Ca License #AC07211

StarLink connect

Cell/IP Communications/Smart Hub
 Virtual Keypads & Downloads
 For Top Panel Brands

NAPCO

Jason Harris
 Western Regional Sales Manager
 AK, N. CA, WA, MT, ID, WY, UT, CO, OR
 Cell: 631-553-5067
jharris@napcosecurity.com

Christian Brandow
 SW Regional Sales Manager
 AZ, S. CA, NM, NV, HI
 Cell: 631-786-3882
cbrandow@napcosecurity.com

Eric Felton
 Regional Sales Manager
 TX, OK
 Cell: 631-793-4713
efelton@napcosecurity.com

333 Bayview Ave., Amityville, NY 11701
 1-800-645-9445

FIND OUT HOW DMP CAN MAKE YOUR BUSINESS MORE VALUABLE

Contact your dealer development manager today.

NORTHERN CALIFORNIA Jeff Spatz Cell: 417-689-7045 JSpatz@DMP.com	CENTRAL CALIFORNIA Josh Jetton Cell: 417-709-9799 JJetton@DMP.com
LOS ANGELES Edward Zachar Cell: 417-399-0358 EZachar@DMP.com	SOUTHERN CALIFORNIA Adam Fisher Cell: 417-406-2172 AFisher@DMP.com

DIRECTOR OF SALES, WEST
Jeff Spatz
 Cell: 417-689-7045
JSpatz@DMP.com

DMP 2500 N. Partnership Blvd | Springfield, MO 65803
 Phone: 800-641-4282 | Fax: 800-743-5724
DMP.com | Info@DMP.com

"Soar with the Eagles"

CAA WINTER CONVENTION 2022
November 30 - December 3

800-437-7658 www.caaonline.org
info@CAAonline.org



BUILD MOMENTUM WITH UCC



MONITORING

Quality, caring, highly trained operators that provide exceptional monitoring services.



DEALER DEVELOPMENT

Expert training and proven techniques to help you make informed business decisions.



RESOURCES

In demand services and technologies to help you grow your business portfolio.



SUCCESS

Let us show you how UCC can help you build the momentum you need to advance your company to the next level.

JOIN UCC TODAY

www.teamucc.com | 888.832.6822



© United Central Control. Texas: B20576, ACR-2215 | Florida EF20001361 | California: ACO7969, ACQ5175



UCCTM
EXCEPTIONAL MONITORING
BY LVDA SECURITY



Locally owned and operated in
Northern California
UL S-8219-1

TIM M. SPROUL
President / CEO

(916) 480-4800
(888) 610-4377 Toll Free
(888) 610-4399 Fax
tsproul@tmscentral.com
Lic. #ACO 5715

CALL FOR CAA OFFICER NOMINATIONS

The California Alarm Association Nominating Committee is seeking nominations for the following officers for the term 2023-2024, to be elected at the CAA Winter Convention in San Francisco on December 2, 2022:



- President
- Vice President - Northern California
- Vice President - Southern California
- Secretary
- Treasurer
- Sergeant at Arms
- Associate Director

Each Officer shall be elected to serve for a term of two (2) years commencing at the conclusion of the meeting of the Association designated as the bi-annual meeting for the election of officers of the Association.

All elected Officers must be selected from, and be authorized to represent, a Regular Member in good standing. A member may not be nominated for or be elected President of the Association unless the member has served on the CAA Board of Directors for a period of at least two (2) years.

A member may not be nominated for or be elected for any office other than President of the Association unless the member has served on the CAA Board of Directors or the Board of Directors of a CAA Local Association for a period of at least two (2) years.

NOMINATION OF OFFICER

Each nominee must have a nomination and second made by a Regular Member in good standing.

TO: CAA NOMINATING COMMITTEE

OFFICE FOR NOMINEE _____

DESIGNATE: President, Vice President - Northern California, Vice President - Southern California, Secretary, Treasurer, Sergeant at Arms

NAME OF NOMINEE _____

Print Name

Print Company

NOMINATED BY _____

Print Name

Print Company

SECONDED BY _____

Print Name

Print Company

See the CAA website www.caaonline.org for a form you can email, or scan or print this out and email as a pdf file, or send by fax. PLEASE EMAIL TO INFO@CAAONLINE.ORG OR FAX TO CAA AT 800-490-9682.

NOMINATION COMMITTEE: Tim Westphal (Chair / Past President), Chuck Petrusha (North), Matt Kruger (South).

J.C. Gury
Signs & Decals
Since 1949

YOUR ONE STOP SHOP FOR SIGNS, STAKES & DECALS

VIDEO SURVEILLANCE BY
EYE ON YOU
800-555-4321

PROTECTED BY
SECURITY TEAM
214 593-9234

6789

Our Custom Printed Products Are Made For Long Term Durability.

Contact us today at
800-903-3385 or sales@jcgury.com

Come see more of our products at
jcgury.com

530 East Jamie Ave., La Habra, California

Rapid Response Monitoring
www.rrms.com

Neil Riveron
SENIOR ACCOUNT MANAGER

877.673.4375
Neil.riveron@rrms.com

ALARMWATCH
ADVANCED CUSTOMER SECURITY

Monitoring Facility
Castle Business
Development Center

P.O. Box 867
Merced, CA 95341

209.723.2667
800.927.6623
Fax 209.722.1107

MATTHEW HOFFMAN
President
matth@alarmwatch.com

WE'RE PROTECTING YOU BEHIND THE SCENES



The power driving the system for detection, signaling, emergency egress and more...

YOUR LEADER IN **FIRE POWER** SOLUTIONS.

ASSOCIATES NEWS

SNAP ONE announced the immediate availability of multiple new WiFi 6 wireless access points from Arakis and Access Networks that further enable Partners and customers to enjoy all the benefits of the latest WiFi technology and advanced remote system management. The introduction of Access Networks Unleashed

Wireless Access Points, which took place in early August, follows the acquisition of the company by Snap One in 2021. "Wireless networks are the backbone of every

modern integration and automation project, and this new expansion gives Snap One Partners all the tools they need to deliver clients faster data speeds, improved connectivity and the surety of 24/7 system monitoring," said Brian Holden, Snap One Senior Director of Product Management, Networking & RMM.



HAKIMO announced that Brian Harrell has joined its board of advisors with a background and expertise in critical infrastructure protection will support Hakimo's growth in these markets. In 2018, Harrell was appointed by the President of the United States to serve as the sixth Assistant Secretary for Infrastructure Protection at the U.S. Department of Homeland Security (DHS). "Highly regulated industries such as electricity, water, and pipelines have particularly demanding security monitoring requirements," said Brian Harrell. "The Hakimo AI

solution relieves the burden on security teams by automatically monitoring access control events so operators can focus on what's most important."

EASTERN BANK announced Crime Prevention Security Systems, LLC (CPSS) as a new commercial customer. Headquartered in Gainesville, FL, servicing North and Central Florida, CPSS designs, installs and services security and fire alarm systems, as well as home automation systems, audio and video. Eastern Bank is providing a revolving line of credit

and cash management services. "Crime Prevention Security Systems is thrilled to begin a new banking relationship with Eastern Bank," said John Pastore, Founder and President of Crime Prevention Security Systems, LLC.

SDI announced Sarah Redondo as their new Operations Manager. Redondo has been with SDI for more than ten years serving roles as Tradeshow Logistics Coordinator, Inside Sales Specialist as well as Distribution and National Accounts Manager. Currently, Sarah also supervises SDI's Latin American Sales Team.



AZENA has announced upgrades to its open platform for smart cameras that offer new integration capabilities into existing video surveillance systems.

The new upgrade also contains tools for more efficient device management for systems integrators. The new integration capabilities make it simpler for the integrator to configure and deploy smart cameras using specialized analytics - which produce unique events - into a customer's existing video surveillance system. deployment and management of these solutions for integrators, saving time, labor costs and costly truck rolls."

SNAP ONE announced the new Luma x20 family of surveillance products deliver the latest AI-powered security features and provide customers greater peace of mind while simplifying installation and long-term maintenance through full OvrC integration. All SKUs of the x20



family are estimated to be available by early January 2023 to Partners online and at Snap One Partner Stores. "Camera and AI detection technologies evolve quickly, and Snap One is excited to offer our Partners and their customers a new expanded line

of home and business surveillance tools with the launch of the Luma x20 family," said Forest Liu, Senior Director of Product Management for Surveillance at Snap One.

CAA WINTER CONVENTION 2022

November 30 - December 3

Fairmont San Francisco - Group Rate \$229

800-437-7658

www.caaonline.org

info@CAAonline.org

*"Soar with
the Eagles"*



Please call about available sponsorships.

Many levels of sponsorship are available. Sponsors are highlighted in many ways in appreciation for their support of the programs of the CAA. The CAA conventions are fundraisers supporting educational, legal and many other services available to the CAA membership.

Professional Websites & Lead Generation For Alarm Companies

You don't have to waste time and money with agencies that don't understand the security industry.

At AlarmBrand, we'll create a website for you that communicates your story, resonates with your audience and generates leads, resulting in higher RMR and lower attrition.

- ✓ **Industry expertise**
- ✓ **Market exclusivity**
- ✓ **Performance guarantee**



(909) 317-3540

www.alarmbrand.com



ESA Board, left to right: Kirk MacDowell, President - MACGUARD Security Advisors; Scott Hightower, President - Verified Security; Tim Creenan, President - Amherst Alarm; John Loud, President - LOUD Security Systems, Inc., Chairman, ESA; Jamie Vos, President - Security Solutions; Jeremy Bates, President - Bates Security, LLC; Chris Mosley, President/CEO - Complete Security Systems, Inc.; Melissa Brinkman, CEO - Custom AlarmMerlin Guilbeau, Executive Director & CEO - ESA; Mike Barnes, Founding Partner-Barnes Associates, Inc.; Kevin Stone, COO - Doyle Security Systems, Inc.; Rick Seymour, CEO - CSI: Palm Springs; Bryan Lawrence, Attorney-Buchanan, Ingersoll & Rooney; Doug Bassett, Executive Director of Licensing & Compliance - Comcast Xfinity Home




I am STANLEY Security Wholesale Monitoring

I am Peggy Page, Strategic Account Manager.
I am the voice of our dealers at STANLEY Security.

We are a leader in wholesale central station monitoring services offering customized solutions to independent alarm dealers with a personalized approach.

800-932-3304 / www.stanleymonitor.com
Licensing information at <https://www.stanleysecuritysolutions.com/licenses>

AvantGuard Acquires National Alarm Monitoring, Receives the TMA Award

AvantGuard, a Becklar Company, is excited to announce the acquisition of Armstrong's National Alarm Monitoring and their monitoring centers and offices in Dartmouth, Montreal, Edmonton and Moncton, Canada. Founder, Gary Armstrong, commented, "AvantGuard is the perfect match for Armstrong's Monitoring. Both organizations share an intense commitment to service with core values built around genuinely caring for the safety and wellbeing of others." Armstrong will remain as an active Strategic Advisor to the company. Regarding the recent acquisition, President of AvantGuard (AG), Justin Bailey, said, "The Armstrong's brand is the model of commitment and caring to their dealers. Bailey noted that Armstrong's National Monitoring Centers will continue to operate in the same locations under the Armstrong's brand and will retain their existing dedicated employees. The advisor to AvantGuard was Vertex Capital.

"Soar with the Eagles"

CAA WINTER CONVENTION 2022

November 30 - December 3

800-437-7658 www.caaonline.org
info@CAAonline.org

We Are Proud to Support the



*And the Growth of Professionalism
in the Electronic Security Industry*



Mitch Reitman

Reitman
CONSULTING GROUP

TAX CONSULTING • BROKERAGE • VALUATION

5408 Woodway Drive Fort Worth, TX 76133

917-698-9999 x 101

www.reitman.us

mreitman@reitman.us

ISC WEST



COMPREHENSIVE SECURITY

FOR A SAFER, CONNECTED WORLD

Taking place March 28-31, 2023 at the Venetian Expo in Las Vegas, the International Security Conference & Exposition – also known as ISC West – is the leading comprehensive & converged security trade event in the U.S. At ISC West, you will have the chance to network and connect with thousands of security & public safety professionals, learn from the dynamic SIA Education@ISC program, plus explore the latest technologies in Access Control, Alarms & Monitoring, and Video Surveillance, while discovering emerging trends in Drones & Robotics, IT & IoT Security, Smart Home Solutions, and more. Offering the combination of products, educational programming, and networking opportunities all in one place truly makes ISC West the premier destination to showcase innovation and discover what is new and next in the industry.

**MARCH
28-31**

**20
23**

VENETIAN
EXPO,
LAS VEGAS

SIA EDUCATION@ISC
MARCH 28-30
EXHIBIT HALL
MARCH 29-31

*sign up to be the first to know when
registration opens for ISC West 2023!*

www.iscwest22.com/CAA

Built by



In the business of
building businesses

The waiting time when your client
calls for immediate assistance.



10 seconds

Our specialists
answer the phone
in 2 rings or less

minutes

Other
monitoring centers



Our **always-on customer service**
will give you the competitive edge.

- Two-Ring Commitment
- Elite Recruitment & Training Standards
- After-Hours Technical Support
- 24/7 Dealer Support Staff

To learn more about our premier
service, visit www.nmccentral.com

1-877-353-3031



**national
monitoring
center**



SERVE YOUR COMMUNITY AND HELP PROTECT CALIFORNIA CONSUMERS!

BSIS seeks industry members and the public to serve on
Disciplinary Review Committees

INDUSTRY VACANCIES:

(must hold a valid BSIS license)

- Alarm company operator
- Collateral recovery
- Private investigator
- Private security services—training instructor (Northern Region)

PUBLIC VACANCIES:

- Alarm company operator
- Private security services (Northern Region)
- Private security services (Southern Region)

WHAT'S A DRC?

Disciplinary Review Committees (DRCs) are comprised of five members, appointed by the governor, with three members actively engaged in business as licensees and two members from the general public who are interested in public safety. DRCs are established to consider appeals regarding the Bureau's denials, suspensions, and revocations of licenses under its purview, as well as the assessment of administrative fines.

WHO CAN APPLY?

Applicants must be interested in public safety, be able to utilize objective critical thinking skills, and attend meetings consistently and punctually. Californians from all backgrounds are encouraged to apply!

WHY SHOULD I SERVE?

Serving in a DRC gives licensees a chance to lead, influence, and enforce their industry standards. For members of the public, getting involved in a DRC is a great way to learn more about consumer protections, serve your community and your state, and build your resume!

WHAT'S THE COMMITMENT?

Members serve a two-year term at the pleasure of the governor. Depending on the needs of the specific committee, meetings are held 2–12 times per year. Pursuant to Business and Professions Code Section 103, appointed members shall be paid a per diem of \$100 and shall be reimbursed for travel expenses.



READY TO LEARN MORE?

For further info about the Bureau's Disciplinary Review Committees, to sit in on a public hearing, or to learn how to apply, visit https://bsis.ca.gov/about_us/disciplinary_review_committees.shtml or email Alyse Hutchinson at Alyse.Hutchison@dca.ca.gov.





SECURITY CENTRAL

BOUTIQUE MONITORING

BRANDED CUSTOMER
EXPERIENCES

BUSINESS PORTFOLIO
SERVICES

QUALITY INTERACTIONS
AT EVERY TOUCH POINT



SECURITY
CENTRAL

NEW KNOXVILLE LOCATION COMING SOON!

1-800-560-6568

SECURITY-CENTRAL.COM



Better **technology**, better **service**, and better **prices**,
all from people who care about you and your business.



Scott Gould
DIRECTOR OF SALES, SOUTH
321.615.1116 | sgould@dynamarkmonitoring.com

Dynamark Monitoring, Inc. ALWAYS INNOVATING. dynamarkmonitoring.com



ORANGE COUNTY ALARM ASSOCIATION

2970 E. La Palma Avenue, Ste F, Anaheim, CA 92806
800-437-7658 www.OCAOnline.org

OCAA Officers

President - Elizabeth Courtney, Beacon Security

Vice President - Lisa Beale, American Alarm Systems

Secretary/Treasurer - Tatiana Abramek, NMC

Visit www.OCAOnline.org for more information.

Meeting Dates 2022:

November 9 – Police Department Appreciation Lunch

Visit the EVENTS DIRECTORY page on the CAA's website www.caaonline.org/events to register for free! Registration is required to attend this event. All CAA Members are welcome. Please RSVP no later than **November 11**.

By Elizabeth Courtney, OCAA President

This year the Orange County Alarm Association is focusing its efforts on recognizing our law enforcement partnerships. We are endeavoring to build stronger, real-life relationships with our law enforcement partners. We have much to learn about law enforcement issues and we have much to teach in return.

We are encouraging our Chapter members to initiate and cement relationships by meeting with their local law enforcement agencies. Consider simply dropping by the station unannounced with donuts, coffee, pizza or sandwiches. Shift changes present a unique opportunity.

For more information about OCAA activities, contact the OCAA office at 800-437-7658 or email OCAAlarmAssoc@aol.com. Visit our new website at www.oaaonline.org for meeting information and registration forms, training opportunities, members list and a whole lot more.



NATIONAL TRAINING PROGRAM

FST Field Service Technician

Technician TRAINING in IP and Emerging Technologies

NTP Continuing Education

Field Service Technician 1 (FST1)

www.NationalTrainingProgram.com
800-901-2390 info@nationaltrainingprogram.com

HELP WANTED - *Work Remotely*

ALARM INSTALLERS

Who want to grow their careers & make more money working in our **Technical Services** department



Very interesting year-round steady work; great career path with fast growing company.

Our company is NAPCO Security Technologies, a leader in security product design & manufacturing for more than 40 years.

We offer an excellent salary & benefits package.

Includes: paid vacation, personal time off, paid holidays, 401(K), long term disability insurance, tuition reimbursement, medical & dental insurance, life insurance and more.

Contact Us Today:

Email or Call Lou Mollica, Napco Director of Talent Acquisition, lmollica@napcosecurity.com or phone 1.800.645.9445 Ext 169 (all inquiries will be kept confidential)
(we also offer a bounty for job accepted referrals)



NAPCO
SECURITY TECHNOLOGIES





Don't Wait Until It's Too Late

Replace POTS on All Fire Accounts Today: Tradeup to Top-Rated Fire Cell Communicator for all FACP's



AT&T® or verizon®
Compliance (Radio): NFPA 72 2019,
UL 864 10th Ed, CSFM, LAFD, NYC FD

- **Safeguard All Fire Alarms now in jeopardy of failing to communicate as weather, events or Telephone Companies continue to cut off leased landlines –**
Tradeup to StarLink 5G LTE-M Cellular Communicators
- **Support Any 12V/24V Fire Alarm Panel, new or old – StarLink Panel-Powered Cell Technology installs in minutes with no Panel Reprogramming;** NO additional power supply & NO extra conduit. Dual Path Cell/IPs now with EZ-Connect Telco jacks & self-supervised w/o modules
- **Improve alarm response times when seconds matter most, with StarLink MAX Fire®** cellular reporting to any Monitoring Station you choose
- **Proven to Save \$1000's of Annual Budget Dollars vs. Leased Landlines –** Each StarLink Fire Cell Communicator replaces 2 POTS landlines per Fire Alarm Panel
- **AHJ-Friendly & Code Compliant: NFPA 72 2019, UL 864 10th Ed, CSFM, LAFD, NYC FD**
- **Proven to work, even where others won't. AT&T or Verizon StarLink 5G LTE-M Cellular models** all feature Signal Boost™ & twin dual diversity antennae for max. signal acquisition & null avoidance, *not possible with single stick antenna radios*
- **ALSO Integrated FireLinkXL 255 Addressable FACP with StarLink Cell or Cell/IP Built In-** Up to 255 Cloud-Programmable Zones & Onboard Annunciator; All-in-One Award-Winning Low Cost FACP/Cellular Solution - No more software to learn or PC required

StarLink Fire

StarLink, StarLink Fire™, Signal Boost™ & FireLinkXL are trademarks of Napco. Other marks trademarks of their respective cos.
†For model compliance listings always consult tech docs & AHJ.

NAPCO
SECURITY TECHNOLOGIES

1.800.645.9445 • www.StarLinkFire.com

CAA WINTER CONVENTION 2022

November 30 - December 3

Fairmont San Francisco - Group Rate \$229

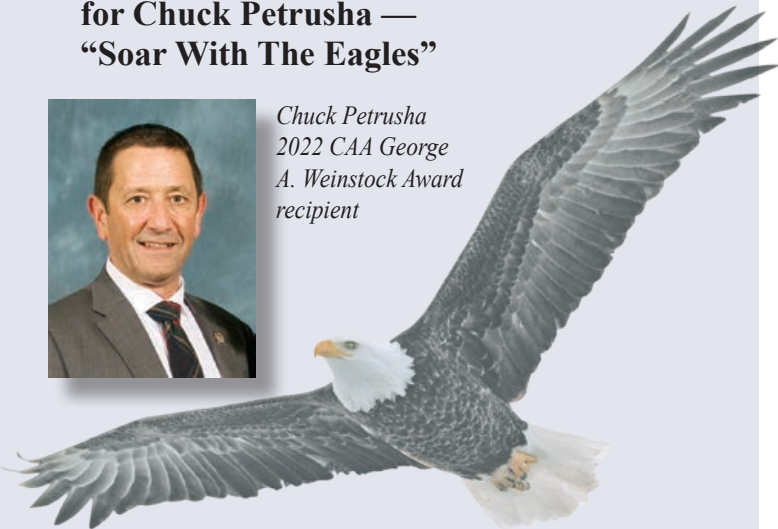
**800-437-7658 www.caaonline.org
info@CAAonline.org**

- Networking
- Special Events
- General Session
- Keynote Speaker
- Expert Presenters
- Seminars
- Sponsorship Opportunities
- Vendor Exhibits
- Buffet meals, reception event
- CAA George A. Weinstock Award Presentation and Tribute Dinner for Chuck Petrusha —
“Soar With The Eagles”

*"Soar
with the
Eagles"*



*Chuck Petrusha
2022 CAA George
A. Weinstock Award
recipient*



Please call about available sponsorships. Many levels of sponsorship are available. Sponsors are highlighted in many ways in appreciation for their support of the programs of the CAA. The CAA conventions are fundraisers supporting educational, legal and many other services available to the CAA membership.

Advertising opportunities are available to honor Chuck Petrusha, in tribute to his years of service to the industry.

Product ad space is also available in the program book distributed to all attendees including event schedules and information, and highlighting the supporting sponsors of the programs of the CAA. Deadline is Nov. 15.

Please call to reserve your space.

MID-CAL



MID CAL ALARM ASSOCIATION

www.mcaaonline.org
Mike Tarin, President



**SACRAMENTO AREA
ALARM ASSOCIATION**

Rich Whitlock
rich.whitlock@anixter.com
530/604-5067

The SAAA has put together an interim slate of officers that includes:
Rich Whitlock, Wesco - President
Open - Vice President
Tauni Wallace, Notifier - Treasurer
Raven Brockway, Eclipse Insurance - Secretary
Ken Brust, Resideo - Sgt of Arms
Dawn Smith, TMS - Officer at Large
Leanne Boger, Integrated Fire Systems - Officer at Large

EVENTS

Sacramento Area Alarm Association – Holiday Party
Where: Holiday Inn Sacramento – Capitol Plaza
300 J Street, Sacramento, CA 95814

The Capitol Plaza is located between Old Town and downtown Sacramento.

Valet parking is available as well as garage parking.

When: Thursday December 8th

Cocktails from 6:00pm - 7:00pm

Dinner, Awards and Elections from 7:00 –

Cost: Member tickets are \$35.00 each

Non Member tickets are \$40.00 each

No charge for Public Safety Officers who attend

Parker Maurie Memorial Award

The SAAA has an award that is not given out annually, but when the Board wishes to recognize one of their own. This year we are very pleased to present it to **Tauni Wallace**. It will be presented at the Holiday Party. We are hoping you all can attend and help us honor and thank this Industry Icon. Tauni has served on the SAAA board longer than anyone. If my math is right, I think this is her 16th year. She truly is the glue that holds our Regional Association together and keeps us compliant. She is a big part of why our events are a success.

The inscription on the Parker Maurie Memorial Award reads as follows;

“For Outstanding Efforts”

“You have accepted the challenge to soar above the world and to overcome barriers to success that would have caused others to falter and fail. You have been decisive where others have hesitated. You are recognized as a leader for your efforts. Truly, you are an inspiration...like the Majestic Eagle.”



The Sacramento Area Alarm Association is looking for Officers for 2023.

Have you considered being on the Sacramento Area Alarm Association Board? We could use your fresh perspective and ideas. You have been wanting to give back, so why not get involved? We need good people such as yourself. As with most associations, it is continually difficult to find volunteers, especially Dealers. The President's position is a two year term. All other Officers are a one year term. Please give it some thought. I would love to see you step in for the next term. Most of the involvement is by email. The rest is just on the day of the meetings.

Election will be held at the Holiday Party. As we plan for the coming year, we need a fresh perspective. Do you have the initiative? Please contact Tauni Wallace tauni.wallace@honeywell.com, Dawn Smith dsmith@tmscentral.com, Rich Whitlock rich.whitlock@anixter.com, Raven Brockway rbrockway@eclipseinsurance.com or Kent Brust kbrust@pssandf.com for more information.

Another very successful Fire Forum is in the books. Guest speakers included Kevin Persing from FiPlex, Pamela Piehl from Honeywell CLSS and Ben Godwin from Rath. We learned about BDA, ERCES, Fire Alarm Communications and Elevator Monitoring.

This year's event was held at the Sacramento Regional Fire Museum. This place was fantastic! Tons of Fire Alarm History including a Gamewell Ticker Tape, Fire Engines, Bucket Brigade, Turn Out Gear, Early Breathing Apparatus and friendly Docents ready to talk and demo the exhibits. They are located at 3650 Industrial Blvd in West Sacramento. Really hope you can stop by one weekend and check it out. They are completely ran on donations. We will definitely be back next year.





GOLDEN GATE ALARM ASSOCIATION

Paul Wassem

OpenEye, Business Development Manager, 408-307-7725

Meeting Calendar for 2022:

November 30: In-Person Meeting @ CAA Winter Convention

Meeting Topic Considerations:

- Building relationships with public safety
- Legislation affecting the alarm industry
- Local ordinances affecting the region
- Latest technology and solutions

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



REDWOOD ALARM ASSOCIATION

www.raaonline.org

Sean Cooke, President

November 30: In-Person Meeting @ CAA Winter Convention

Meeting Topic Considerations:

- Building relationships with public safety
- Legislation affecting the alarm industry
- Local ordinances affecting the region
- Latest technology and solutions

RAA MEETINGS

For questions about the association, please contact Sean Cooke at scooke@allguard-systems.com or 800-255-4273.



INLAND EMPIRE ALARM ASSOCIATION

www.ieaaonline.org

Richard Jimenez, Vice President

November 3

Join us for our **TREE OF LIFE LUNCHEON** on Thursday, November 3! We will be holding this in partnership with the Riverside PD at the historic Mission Inn, Riverside. Stay for the fun after as we begin our Holiday Crawl at the Presidential Lounge, Mission Inn. Registration proceeds go toward KIDS charity. Gift donations are encouraged. Please visit www.caaonline.org/events or call IEAA Executive Director, Sylvia Jimenez 951-264-5664 for more information and to register.

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.

IEAA Membership

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

SAN DIEGO SECURITY ASSOCIATION

SAN DIEGO SECURITY ASSOCIATION

www.sdsaonline.org

Matt Kruger, President

City of San Diego Permit Process

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

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

Find your CAA local association news inside THE MIRROR.



The Partner Pros Trust

Snap One is the one-stop shop for all your needs, combining pro feedback and expertise with high-quality products and reliable technical support to deliver exceptional smart solutions.

Price-Protected

We only sell to pros like you, which means you'll never get shopped by your customers.

Free same day shipping

All orders over \$1,000 ship free, and Partner Rewards members get free shipping on every order.

Shop Locally

Visit one of our 35 stores across the U.S. for same-day products, demos, and in-person training opportunities..

Invested in Your Success

Bringing you trusted brands in technology categories like audio, video, surveillance, control, networking, conferencing, and remote management.

Brands You Trust

We manufacture and distribute preferred brands including:



Ready to become a Snap One Partner?
Visit snapav.com/security to learn more.



Sigifredo Ruiz
Territory Sales Manager
(702) 528-8985
sigifredo.ruiz@jci.com

John Kaloper
National Accounts
(949) 870-0480
john.kaloper@jci.com

Vaughn Wells
Territory Sales Manager
(360) 606-2516
vaughn.wells@jci.com

Dustin Evans
Territory Sales Manager
(951) 455-8045
william.evans@jci.com

Freddie Amaral
Technical Sales Trainer
(951) 429-2036
freddie.amaral@jci.com

Mark Stirling
Technical Sales Trainer
(503) 530-6687
mark.1.stirling@jci.com

DSC®

DIGITAL SECURITY CONTROLS LTD.
An ISO 9001 Registered Company

3301 Langstaff Road, Concord
ON, Canada L4K 4L2
www.dsc.com

GLASAA

Greater Los Angeles Security Alarm Association

www.glasaaonline.org

Dave Michel, President

GLASAA Meetings and Events

Please visit our website at www.glasaaonline.org.



**GREATER VALLEY
ALARM ASSOCIATION**

www.gvaaonline.org

Joe Castro, President

GVAA MEETINGS

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 for more information.



**EAST BAY
ALARM ASSOCIATION**

www.ebaaonline.org

Tim Westphal, EBAA President

EBAA Meetings

For questions, please reach out to Treasurer Deric Morrow 510-432-8130 deric.morrow@amag.com.

RSVP to 800-437-7658 or info@caaonline.org.

November 30: In-Person Meeting @ CAA Winter Convention
Meeting Topic Considerations:

- Building relationships with public safety
- Legislation affecting the alarm industry
- Local ordinances affecting the region
- Latest technology and solutions



www.svaaonline.org

Deric Morrow, President

AMAG, Ph. 415-602-7173, E-Mail: deric.morrow@amag.com

SVAA Information

If you are not on our e-mail list, please contact Deric Morrow at 510- 921-3987 or deric.morrow@jci.com. It is so important to get involved with your local associations more than ever and to keep up to date on all the new information.

November 30: In-Person Meeting @ CAA Winter Convention
Meeting Topic Considerations:

- Building relationships with public safety
- Legislation affecting the alarm industry
- Local ordinances affecting the region
- Latest technology and solutions



**AlwaysON™
VIDEO
SERVICE**

Camera Manager and beyond...We provide you the tools to service your customers and generate recurring revenue.

- ✓ Camera Health Monitoring
- ✓ License Plate Recognition
- ✓ Cloud NVR & Storage
- ✓ Remote Access & Support
- ✓ Actionable Analytics & Rules
- ✓ Verified Dispatch
- ✓ Collaborative Event Management

Part of the Security Dealer Toolkit

☎ [805]272-9255 ✉ SALES@OBSERVABLES.COM

Request a demo at www.observables.com/demo



**AMS Puts the Services You Need
in the Palm of Your Hand.**

877.740.0283 | www.monitor1.com

Setting the standard for quality monitoring and dealer service since 1980.

WASHINGTON STATE AREA

PO Box 73087
Puyallup, WA 98373
360-739-7772
www.waesa.org



SILSA NW
Security, Integration, & Life Safety
Association of the Northwest.

BOARD OF DIRECTORS - SILSA NW

PRESIDENT

Steve Autio

SECRETARY

Phill Moran, Limited Energy Service

TREASURER

Open

PAST PRESIDENT

Jamie Vos, Security Solutions

BOARD MEMBERS

Mike Miller, Moon Security

Shannon Woodman, Washington Alarm

Amanda Hoskins, Anixter

Jerome Brady, ADI

Rick O'Brien, NW Security & Sound

Otis Simmons, Simply Wired LLC

EXECUTIVE DIRECTOR

Margaret Spitznas

Contact: SILSANW1@outlook.com for more information on events and membership.

TEXAS BURGLAR & FIRE ALARM ASSOCIATION



P.O. Box 59982 Dallas, TX 75229-1982

TEL 877-908-2322

ExecutiveDirector@tbfaa.org

www.tbfaa.org

Brad Shipp, Executive Director

385-229-2120

UTAH ALARM ASSOCIATION



**UTAH ALARM
ASSOCIATION**

358 South 700 East B #602

Salt Lake City, UT 84102

385-229-2120

FAX 801-282-9507

www.utahalarmassociation.com

BOARD OF DIRECTORS

PRESIDENT

Clint Beecroft

Peak Alarm Company, Inc.

801-486-7231 x 410

clint@peakalarm.com

VICE PRESIDENT

Adam Christian

Alder Security

801-884-7605

Adam.c@alder.com

SECRETARY

Jacob Menke

Zions Security

801-770-2806

jake@zionssecurity.com

TREASURER

Arlen Kingston

AAA Security

801-230-2335

aaaarlen@xmission.com

EXECUTIVE DIRECTOR

Michelle Best

385-229-2120

utahesa@gmail.com

The Utah Alarm Association invites all concerned professionals and other parties (Police, Fire, government, etc.) to join us for our monthly false alarm meeting, now in its 34th year.

We meet the third Tuesday of each month at Jim's Family Restaurant, 1728 Park Ave, Riverton, Utah 84065 at 8:30AM. We encourage all to come out for free breakfast and discuss false alarm reduction, industry standards, best practices, etc.

The Association is proud of our 2021 false alarm dispatch numbers. Our false alarm rate for residential dispatches is .08, that is one dispatch per system every 12.5 years. Our commercial false dispatch rate is .33, that is one dispatch every 3 years. Combined is .14 or one false dispatch every 7 years.

We look forward to your help as we work towards reducing our false alarm rate.

If you would like to sponsor one of these meeting or have questions about the association, please feel free to contact a member of the board.

NEW MEXICO SECURITY & LIFE SAFETY ASSOCIATION



P.O. Box 35286

Albuquerque, NM 87176

505-453-4044

www.nmsalsa.org

Gary Scheffler – Executive Director

NMSALSA

P O Box 45266

Rio Rancho, NM 87174

NSA NEVADA SECURITY ASSOCIATION



1000 N. Green Valley Parkway
#440-634

Henderson, NV 89074

702-551-4672

www.nevadasecurityassociation.org

admin@nevadasecurityassociation.org

NSA BOARD MEMBERS

PRESIDENT

Manuel Robles, Securitas

VICE PRESIDENT

Jon Perry, Sting Alarm

SECRETARY

Duncan Coons, Eagle Sentry

TREASURER

John Perdichizzi, Asap Security

SERGEANT AT ARMS

Alan "Ray" Reza, ADT

BOARD OFFICER AT-LARGE

Greg Maguire, Security 101

ASSOCIATE DIRECTOR

Jennifer Tagle, Resideo Pro Install

Security

EXECUTIVE DIRECTOR

Jeanne Palmer

Admin@Nevadasecurityassociation.org

We had a great meeting in September!

We elected our Board of Directors for the 2023 year! Thanks to all who volunteer to make our organization and our industry better!

The September guest speaker was Las Vegas Metropolitan Police Department Sheriff-elect Kevin McMahill. Great conversations were had about our community and his plans when he takes office in January 2023.

Thanks also to our meeting sponsor AvantGuard Monitoring. Thanks Bret Anderson from the Northwest region for filling in for Tim Cahoon. Should our members want to find out more about AvantGuard Monitoring services they can reach out to Tim at (602) 881-3008 or tcagoon@agmonitoring.com.

Membership renewals will be sent out soon. Please watch for them. Not yet a member of NSA? Download a Membership application on our website www.nevadasecurityassociation.org or contact us today admin@nevadasecurityassociation.org



CIBC provides Valley Alarm with \$9 million financing

CIBC Bank USA announced it provided \$9 million in financing to Valley Alarm, a family-owned commercial and residential security provider, to support future growth opportunities.

Valley Alarm, founded in 1981, turned to CIBC for financing given the bank's long history of specialized expertise in the security and life safety industry.

In fact, it was CIBC's deep expertise that attracted Valley Alarm co-president Ed Michel to the bank. "Once we made the decision to move our banking relationship to CIBC, I was impressed at the speed and professionalism of the entire process. We closed the loan in less than 60 days!"

Jennifer Holloway, CIBC security market lead said, "As a bank, we know the complexities of the security industry and tailor financial solutions around those unique needs. We are pleased to provide financing to Valley Alarm to support their growth goals in Southern California."

"We're delighted to partner with a bank that understands our business so well," said Dave Michel, Valley Alarm co-president. "With the CIBC financing, we are well positioned to move quickly when the right acquisitions are identified."

To learn more about CIBC's Security Industry Banking capabilities, please contact Jennifer Holloway at 312-564-3827, jennifer.holloway@cibc.com or visit our website at cibc.com/US.

OREGON BURGLAR & FIRE ALARM ASSOCIATION



PO Box 19688, Portland, OR 97280
Phone: 503.624.6487
Email: officeobfaa@gmail.com
www.facebook.com/OBFAA

OBFAA BOARD OF DIRECTORS & OFFICERS

PRESIDENT:
Casey Phillips, Phillips Electronics

VICE PRESIDENT:
Michael Elsberry, A & E Security

SECRETARY:
Open

TREASURER:
Jake Coulter, Anixter

IMMEDIATE PAST PRESIDENT:
Jesse Foglio, First Response Systems

REGULAR DIRECTOR:
Bill Glasbrenner, Central Electronic Alarm

REGULAR DIRECTOR:
AJ Gomez, Global Security

REGULAR DIRECTOR:
Patrick Petrie, Action Technology Systems

ASSOCIATE DIRECTOR:
Justin Gates, Central Station Monitoring

GOVERNMENT DIRECTOR:
Vincent Ferraris, Portland Police Bureau Coordinator:
Open

PUBLIC SAFETY AGENCY MEMBERS:
Multnomah County Sheriff's Office
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.

ARIZONA ALARM ASSOCIATION



2158 N. Gilbert Rd., #116
Mesa, AZ 85203
Ph: 480-831-1318
www.azalarmassociation.org

AAA BOARD OF DIRECTORS

PRESIDENT:
Jim Metz, ADT jamesmetz@adt.com

VICE PRESIDENT:
Erik Evans, Cox erik.evans@cox.com

TREASURER:
Brianna McNeely, G & T Alarm sales@
gtalarmcompany.com

PUBLIC SAFETY:
Ben Wilson, ECD Systems ben.wilson@ecdsys.com

DIRECTORS:
-Charlie Lester, ADI
Charlie.lester@adiglobal.com
-Ron Mitchell, The Alarm Crew
ron@thealarmcrew.com
-Tim Cahoon, AvantGuard Monitoring
tcagoon@agmonitoring.com
-Becky Buckhannon, Public Safety Director
Tempe Police Department
Rebecca.buckhannon@tempe.gov
EXECUTIVE DIRECTOR
Susan Brenton, Arizona Alarm Association
susan@azalarms.org

AzAA will hold its **ANNUAL CONVENTION OCTOBER 19 - 20, 2022** at the Doubletree by Hilton in Mesa. For more info, go to www.AZAlarmAssociation.com. If you have any questions, please feel free to contact us at info@azalarms.org or call 480-831-1318. We hope to see you in October! For more info, go to www.azalarmassociation.org or e-mail info@azalarms.org or call 480-831-1318.

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

COLORADO BURGLAR & FIRE ALARM ASSOCIATION, INC.



Colorado Burglar & Fire Alarm Association

421 S. Pierce Ave.
Louisville, CO 80027
cbfaa@cbfaa.org www.cbfaa.org

CBFAA BOARD OF DIRECTORS

PRESIDENT
John Wrzesinski
Alarm Detection Systems

VICE PRESIDENT
Mark Reimer
ADT

SECRETARY
Jennifer Porter
Advanced Burglar & Fire
Alarm Company Inc.

BOARD MEMBERS AT LARGE
Brandon Busby
Alarm Detection Systems

Grady Medcalf
Xfinity

Bill Roberts
Johnson Controls Security
Services

Muggs Young
ADT
IMMEDIATE PAST PRESIDENT
Brian Kirtley
Xfinity
EXECUTIVE DIRECTOR
Jeanne Palmer
Jeanne@cbfaa.org

Thank you to everyone who supported the CBFAA Alarm Industry Get Together at TopGolf in October! The weather was picture perfect and everyone had a great time meeting and greeting each other over drinks, food, playing golf and vying for some super raffle prizes!

THANK YOU TO OUR EVENT SPONSORS:

-JOHNSON CONTROLS
-AVANTGUARD MONITORING
-CSR PRIVACY SOLUTIONS
-OPENEYE
-RESIDEO
-TPI WEST
-AGENCY OF CREDIT CONTROL

Contact any of our sponsors to assist your business with the latest alarm technology products and business solutions. Go to <http://www.cbfaa.org/associate-members.html>

Join your industry colleagues and become a member of CBFAA today. Membership applications are online at www.cbfaa.org or contact us at cbfaa@cbfaa.org.

**ALL AMERICAN MADE.
ALL 5G LTE-M,
ALL AVAILABLE NOW.**

Another industry first — our entire lineup of American-made commercial fire communicators is certified to operate on 5G LTE-M networks. The future is 5G LTE-M, and it's available right now.

1-800-229-2326
telguard.com

TELGUARD
AMETEK
THE ALARM COMMUNICATION EXPERTS

© 2022 Telguard. Telguard and the Telguard Logo are registered trademarks of Telular Corporation. Telular is a business unit of AMETEK, Inc. All Rights Reserved.

WBFAA UATC APPRENTICE TRAINING PROGRAM



WBFAA UATC

www.WBFAA.net



*SPONSOR OF THE
FIRE/LIFE SAFETY CERTIFICATION
PROGRAM*

*UNILATERAL APPRENTICESHIP AND
TRAINING COMMITTEE (UATC)
WBFAA APPRENTICESHIP PROGRAM*

WBFAA BOARD OF DIRECTORS

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

PRESIDENT
Ron Lander, Ultrasafe Security Specialists

SECRETARY/TREASURER
Shane Clary, Bay Alarm Company

IMMEDIATE PAST PRESIDENT
George Gunning, USA Alarm Systems

DIRECTOR
Richard Jimenez, IE Alarms

DIRECTOR
Mathew Westphal, Bay Alarm Company

DIRECTOR
Beverly Cramer, Instructor of Record

DIRECTOR
Curtis Streeter, Deep Blue Integration

DIRECTOR
Morgan Hertel, Rapid Response

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

Certification – Fire/Life Safety Technician - Renewal

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

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

CSLB Enforces Zero Tolerance

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). 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 more than 50 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

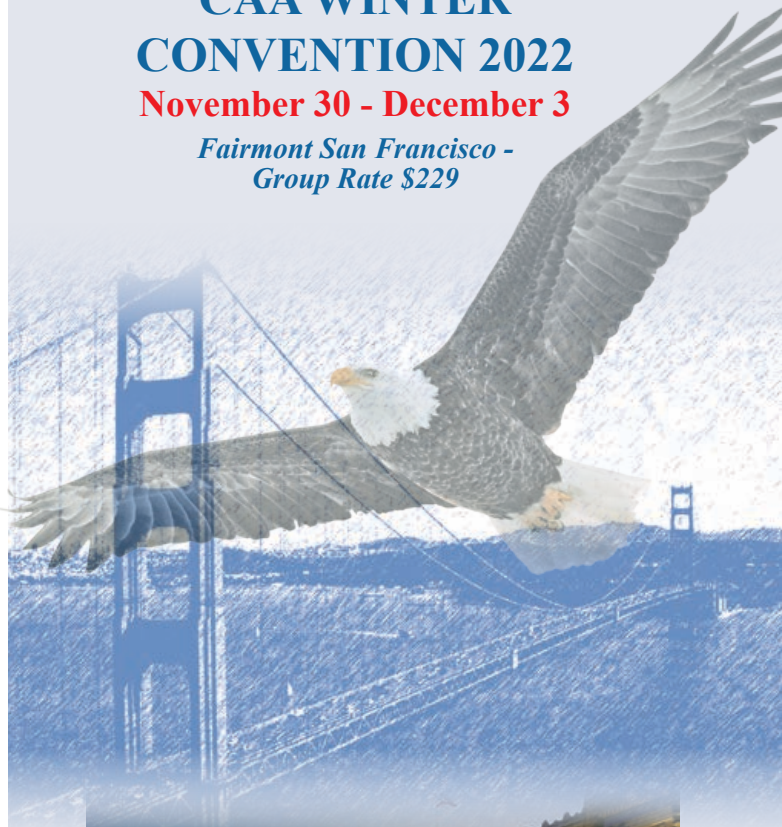
Assented member companies register all fire alarm technicians in the program and pay a monthly fee of \$25 per technician. The apprentice program and course, prep material for certification and continuing education courses are provided at no additional fee. In addition, member companies who contribute 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.

"Soar with the Eagles"

CAA WINTER CONVENTION 2022

November 30 - December 3

*Fairmont San Francisco -
Group Rate \$229*



800-437-7658

www.caaonline.org

info@CAAAonline.org

WESTERN STATES SECURITY ALLIANCE CALENDARS 2022 - 2026

Send your events to *THE MIRROR*: info@caaonline.org

OCTOBER

19-20 AzAA 2022 Convention Mesa, AZ

November/December

Nov. 30-Dec. 3..... CAA Winter Convention /Fairmont..... San Francisco, CA

CAA CONVENTIONS - 2022 - 2026

CAA WINTER CONVENTION / Fairmont San Francisco

November 30 – December 3, 2022
December 6 – December 9, 2023
December 4 – December 7, 2024
December 3 – December 6, 2025
December 2 – December 5, 2026

CAA PALM SPRINGS CONVENTION /Hilton Palm Springs

May 17 – May 20, 2023
May 15 – May 18, 2024
May 14 – May 17, 2025

INDUSTRY EVENTS 2022-2023

November 16-17, 2022

ISC East, New York, NY

2023 - November 4-8, 2023

TMA Annual Meeting, Kapalua, Maui, Hawaii



Locally owned and operated in
Northern California
UL S-8219-1

DAWN SMITH

Product & Services Manager

Toll: (888) 610-4377

Direct: (916) 480-4828

Cell: (916) 474-0486

dsmith@tmscentral.com

ATTENTION - ALARM COMPANY QUALIFIED MANAGERS



The State of California Bureau of Security & Investigative Services is recruiting Alarm Company Operator (ACO) Qualified Managers (QMs) to participate as Subject

Matter Experts (SMEs) in Exam Development Workshops for the purposes of writing, reviewing and revising items for a new version of the Alarm Company Qualified Manager Exam. Workshops are two days long and may be held remotely or in-person, and SMEs will receive \$200 per day for their participation. For in-person workshops, the Bureau will book lodging as well as airfare to and from the workshops. Meals and mileage will be reimbursed in accordance with State travel guidelines. ACO QMs who are interested must enter into a three-year contract with the State of California and must be holders of an ACO QM Certificate in current and clear status and be active in a current ACO licensee's business. If you are interested in participating, fill out the Qualified Manager Subject Matter Expert Registration Form found here: <https://www.bsis.ca.gov/webapps/workshops.php>. Thank you for your interest!



TRAINING & EDUCATION

Visit www.nationaltrainingprogram.com



SIA Education

- OSDP Boot Camp
November 15th (ISC East)
8:30 AM – 4:30 PM
- SICC Review Course
November 15th (ISC East)
8:30 AM – 4:30 PM
- Basics of Security Project Management
December 5th – 8th
3:30 PM – 5:30 PM

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



CONTACT THE CAA

California Alarm Association

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

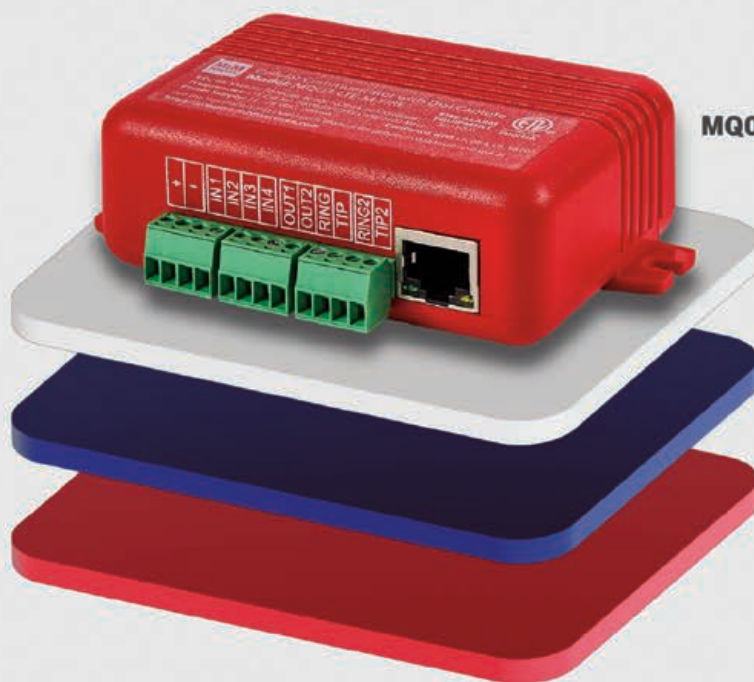
TEL 800/437-7658 FAX 800/490-9682 www.CAAonline.org info@CAAonline.org

Jerry Lenander, Executive Director director@caaonline.org

Email your training and education calendar to info@CAAonline.org



3G IS LEAVING ARE YOU READY?



MQ03-LTE-M-FIRE-AV

BETTER THAN FREE!

\$180 GETS YOU THE COMMUNICATOR AND ONE YEAR OF MONITORING AND CELL SERVICE

ORDER ONLINE AT WWW.USACENTRALSTATION.COM OR CONTACT:

Joyce Rosito
877 301 5129

Cliff Thompson
855 686 2926

Tom Camarda
914 672 6047

Email
sales@usacs.net

MQ03-LTE-M-FIRE-AV

- Multi-band CAT M1 LTE
700/850/1700/1900/2100 MHz
- UL 864 - for Control Units and Accessories
for Fire Alarm Systems listed as sole path cellular
- Dual-SIM for AT&T/Verizon
- Works with any panel using contact ID, SIA
and Pulse
- Fast and Easy Installation



*after initial free year of monitoring and cell service, the price will be a base price plus \$8 per month

CA: #ACO 7941

CHICAGO • WASHINGTON, D.C. • LOS ANGELES • MILWAUKEE

EMERgency24

ALARM MONITORING

WHY OUR DEALERS REMAIN FOR DECADES

- + **Exceptional service as a result of rigorous training**
- + **No specialists or transferred calls after pick up**
Fire, security, video, PERS and more
- + **Dedicated data entry and onboarding teams**
- + **Innovation leader of central station technologies**
UL-approved, proprietary software
In-house team can develop custom solutions
- + **Industry-leading AHJ and PSAP reporting capabilities**
Jurisdiction fire-signal management
- + **Simple account transfers from other central stations**
Six months of free service
We support all technologies and receiver formats
- + **We will never compete with you for customers**
That is one of our founding principles

DEDE SWIHART
Director of Operations
with EM24 since 1984

Founded in 1967, Emergency24 is a family-owned, UL-listed central station company with monitoring centers in Illinois, Wisconsin, Maryland and California.

**To learn more about Emergency24 and how we can help
your company gain a market advantage for decades to come,
call 1-800-800-3624 or email sales@emergency24.com.**

EMERgency24
999 East Touhy Avenue, Suite 500
Des Plaines, Illinois 60018

1.800.800.3624 | EMERgency24.com

