

THE MIRROR

PUBLISHED BY THE CAA FOR THE WESTERN STATES SECURITY ALLIANCE

VOLUME XXVII, NUMBER 11 — NOVEMBER 2018

www.CAAonline.org



A Dealer Perspective — #8

By Tony Smith



Do you have any clients with an IoT (Internet of Things) sensor installed in a toaster? Probably not. But, that doesn't mean there isn't one!

Our industry's headlong rush to interconnect is fraught with the ludicrous as well as opportunity.

Here is a new one for me and perhaps for you. How about a residential elevator fully equipped, and monitored with a camera and door sensor? It turns out that residential elevators may be the next hot appliance for the home. Our rapidly graying population, coupled with increasing housing density in our urban areas, has resulted in many two or more story-homes. A quick look at your local real estate ads (Los Angeles Times) on the weekend may reflect more two-story homes in the "New Home" category than single story ones. This is a direct result of the cost of land and construction.

The addition of a residential elevator will reflect a cost factor like remodeling a kitchen. It can also be much more, depending on how it is sited in the home. For homeowners who want to stay in their homes rather than down-size and move to a new state or neighborhood, an elevator can be a solution for them. Integrating the elevator into the lifestyle of aging parents and relatives will give them comfort and offer non-intrusive supervision for caretakers.

According to Larry Head, Dean of the College of Engineering, University of Arizona, another area where there are significant developments underway is V2V. V2V is the acronym for "vehicle to vehicle" communications. The UA reports that its V2V research in Anthem, AZ, will have some 20 test vehicles on the road, 24/7, commencing in early 2019. This technology is really the Internet of Things for cars, which is also a subset of "Smart Cities."

The key safety factor for these test vehicles is that they will be sending messages at the rate of 10/sec. to other test vehicles. The next phase will create links with traffic signals and emergency vehicles to rationalize traffic flow under varying conditions. These messages will activate braking and adaptive cruise control systems. Cadillac introduced the V2V-ready Cadillac CTS in 2017. Also, Toyota, Mercedes and Lexus have agreed to voluntarily adopt the V2V standards. One adoption timing question is that some car companies want to wait for the deployment of 5G technology, a very fast communications technology, which is in the installation stage in a number of major markets.

V2V is important for alarm dealers because, almost without exception, we have a fleet of vehicles on the road every day. Perhaps as this new technology takes hold it will be time for you to upgrade your fleet for the safety of your drivers and the public.

Clearly, the "4th Industrial Revolution" is underway and we, as security dealers, must be adaptive to new technologies. The alternative is to sell your business to someone with the capital and skill sets to take advantage of

Dealer Perspective, continued on page 9

2018 CAA WINTER CONVENTION

The Fairmont — San Francisco — Nob Hill

• Networking • Education • Information for the Future

Plan on attending this great event. Event details on page 30

Call 800-437-7658 Registration at www.caaonline.org



PERS from the company that invented it.
Best products, prices, and services in the business.



Numera 4200 kit

Complete kit including panel, one transmitter.

\$59.95 | \$4.95
Kit price | 24/7 Monitoring Service



Numera 4200 cellular kit

Complete kit including panel, one transmitter, and cellular module.

\$79.95 | \$6.95
Kit price | 24/7 Monitoring & Cellular Service

CALL NOW **800.821.8200** EMAIL **SALES@ATWCENTRAL.COM**



ATW mPERS Fall Detector Unit with GPS

Waterproof. Auto fall detection, portal with geo-fencing and location history, two-way voice. AT&T 3G/4G Network.

\$99.95 | \$10.95
Kit price | 24/7 Monitoring & Cellular Service



ATW mPERS Unit with GPS

Water resistant, portal with geo-fencing and location history, two-way voice. AT&T 3G/4G Network.

\$99.95 | \$8.95
Kit price | 24/7 Monitoring & Cellular Service



ATW mPERS 1-T

Triangulation technology through our monitoring center, two-way voice, AT&T 3G/4G Network.

\$89.95 | \$7.95
Kit price | 24/7 Monitoring & Cellular Service

ATW offers a full array of fantastic support services including:

End user direct fulfillment, End user monitoring billing, End user tech support, all under your own brand.

CALIFORNIA ALARM ASSOCIATION BOARD OF DIRECTORS

OFFICERS

President

Chuck Petrusha, Advanced Security Systems

Northern Vice President

Mike Matson, Matson Alarm

Southern Vice President

Tim Westphal, Bay Alarm Company

Secretary

Ron Galippo, Smart Tech Security

Treasurer

David Michel, Valley Alarm

Sergeant at Arms

Brian Boeglin

REGIONAL PRESIDENTS

Mike Salk *East Bay Alarm Association*

Paul Wassem, *Golden Gate Alarm Association*

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

Joe Castro, *Greater Valley Alarm Association*

Jon McNamara, *Inland Empire Alarm Association*

Michael Tarin, *Mid Cal Alarm Association*

Jason Keyz, *Orange County Alarm Association*

Sean Cooke, *Redwood Alarm Association*

Mark Simpson, *Sacramento Area Alarm Association*

Ben Martinez, *Silicon Valley Alarm Association*

Chris Kwast, *San Diego Alarm Association*

Tim Tracy, *Associates Director*

Matt Westphal, *Large Company Representative*

PAST PRESIDENTS

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, *Burgarello Alarm*

Tony Smith, *Security Finance Associates*

George Gunning, *USA Alarm Systems*

Frank Burke, *USA Alarm Systems*

Pam Alva, *Allied Security Alarms, retired*

Ted Willie

Roger Westphal, *Bay Alarm Company*

Richard A. Beunk, *Comseco of California, retired*

Rod Uffindell, *Denalect Alarm Company*

Jack McAboy, *retired*

Harold France, *retired*

Bruce Westphal, *Bay Alarm Company*

Paul Worsley, *Valley Burglar & Fire*

Alarm Co. (deceased)

George A. Weinstock, *retired*

Everett Westphal, *Bay Alarm Co. (deceased)*

Frank Meiners, *retired*

William Swinney, *retired*

Robert Leeper (deceased)

Jerry J. Linder (deceased)

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 2018 by the California Alarm Association



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



PRESIDENT'S MESSAGE

The CAA Winter Convention is just around the corner! I urge you to call 800-437-7658 today to register and book your room at www.caaonline.org.

The date is December 5-8, and the location is the famous Fairmont Hotel in San Francisco. And if it's anything like last year, get your rest before as it is an action-packed event from start to finish that you won't want to miss.

The CAA office and convention committee have scheduled industry icon speakers, interviews, panels, and parties that are designed to get you engaged and thinking.

The show floor is full of product offerings from software to smoke detectors aimed at you and your business. It is my view that we are in a time of unprecedented technological change. So much so that it is sometimes hard to see through what is "noise" and what is opportunity. This event will be a place that helps you make powerful assessments and build relationships with your vendors and suppliers that will enable you and your company to navigate the future.

An event like this cannot take place without valuable sponsoring partners like Diamond Sponsor Honeywell Home by Resideo and Platinum Sponsors Bay Alarm Company, Mid-Cal Alarm Association, and ISC West. Please thank them when you see them, as their support is paramount to the CAA and our industry.

Be sure to throw a black-tie outfit into your suitcase and give your spouse a heads up in regards to our Friday night dinner and awarding of the CAA George A. Weinstock Lifetime Achievement Award. A much-deserving Mark Sepulveda from USA Alarm Systems will be honored (and roasted a little) from the industry Mark has dedicated his career to.

The rooms are almost sold out, so register today and invite a competitor or an acquaintance. Who knows? It may turn into an acquisition, or a new CAA member, or better yet, a friend.

See you there.

All the best,
Chuck

Call 800-437-7658 Registration at www.caaonline.org

Saving Alarm Industry History. Story on page 20



CAA Past President Jon Sargent presents the inaugural issue (January 1992) to National Alarm Museum representatives Charlie and Ellen Darsch and Stacey and Ralph Sevinor.

ASSOCIATES NEWS

I-VIEW NOW announced an updated and improved integration with monitoring station automation software platform partner MASTerMind. This updated integration improves signaling by utilizing a dedicated MASrecv I-View Now Receiver. Built in conjunction with MAS, these processes employ dedicated and proprietary signal types and signal formats which provide richer contextual information and video. "We are thrilled to further our partnership with MASTerMind and offer these enhanced features to monitoring stations and their customers. This integration enables the distribution of better information to end users, operators, and first responders," says Larry Folsom, President of I-View Now. The MASTerMind Auto-Notification and Verification Interface with I-View Now integration provides mobile verification to central station customers. This process allows the end user to cancel the alarm, request dispatch, and call the monitoring center. "A key value at MAS has always been to help alarm monitoring stations streamline their dispatching processes and provide better service to their customers," says Shin Voeks, general manager, MAS. "The MASTerMind integration with I-View enables users to conveniently cancel or confirm an alarm using their mobile devices and allows monitoring stations to respond to alarms more effectively." To schedule a demo, please email Jennifer Tagle at jtagle@i-viewnow.com

DYNAMARK MONITORING has recently partnered with some of the largest home improvement financing companies in the nation to provide dealers a consumer equipment financing option for their customers. The goal is to help dealers expand their business while keeping their own individual brand and identity strong. "Integrators and alarm companies are tired of two things: losing potential customers due to cost and being forced to sell off their accounts to create working capital," said Hank Groff, Senior Vice President of Sales and Business Development at Dynamark. Groff explained that this financial option is needed now more than ever due to the big brands' ability to crush the competition with their little or zero down offers. The new Dynamark Equipment Financing Program (EFP) allows a residential or business customer the ability to finance their equipment with a fixed, no interest monthly payment for up to 60 months. Similar to a big box hardware or furniture store, the customer will receive a consumer line of credit to be used with only that dealer. For more information visit www.dynamark.com.

NAPCO SECURITY TECHNOLOGIES announced that iBridge Touch® Touchscreen is gaining new popularity, especially used in conjunction with its new matching iBridge App, recently debuted on iTunes and Google Play. iBridge Touch is an advanced, neutral-color, décor-friendly, wall-mounted touchscreen that controls security and/or video and smart automation (IoT services). Available in hardwire or wireless models, this slim-profile, high-res 7" full color touchscreen (#IBR-TOUCH & -WL, respectively) is ultra-responsive with a high-speed, quad-core processor, matching the iBridge Smart App for mobile services. iBridge Touch has an intuitive graphical icon-based user interface, helpful built-in voice

prompts, onscreen MMS/ SMS notifications, and offers easy one-touch security for arm, disarm, stay & away, plus a conventional keypad mode with *multi-brand* compatibility option. For more contact Napco at 800-645-9445, email salesinfo@napcosecurity.com, or ask your local NAPCO sales representative.



SES (SECURITY EQUIPMENT SUPPLY) will be holding branch holiday events each Wednesday from 7:30 a.m. – 1 p.m. from November



28 - December 19. Dealers are invited to visit with vendors, eat breakfast and lunch, PLUS win prizes each day at every SES branch. Every day you attend, get an entry for your company to win the grand prize a \$1,000 Visa Gift

Card! Find your local SES branch at www.sesonline.com.

BOSCH introduced the B444 Conetix 4G LTE plug-in cellular communicator, which enables seamless two-way IP communication over the Verizon 4G LTE cellular network in the United States. The B444 plugs into compatible Bosch products, including the B/G Series Control Panels, B465 Universal Dual Path Communicator, and the B450 Plug-in Communicator. Cellular communication is a reliable alternative to the standard telephone infrastructure and enables end users to eliminate expenses associated with up to two dedicated phone line connections per control panel, resulting in a lower total cost of ownership for alarm systems. In addition, the cellular connection enables personal notifications of events via text messages or email to keep users informed of the status of their facilities, as well as access to the Bosch Remote Security Control app for command and control of their systems from a mobile device. The B444 is compatible with the Bosch Remote Connect Cloud Service, which further simplifies setting up communications for remote configuration, control, service and diagnostics. Cloud connectivity eliminates the need to change customer router settings, firewall rules or to use Domain Name Service (DNS) to access the intrusion panel remotely. For further details on the new communicator, visit www.boschsecurity.com

NAPCO SECURITY TECHNOLOGIES announced its StarLink Fire® LTE Universal Commercial Fire Cellular Communicators, each replacing two FACP POTs landlines, are now available with Verizon LTE® service, for reliability, longevity and incremental RMR from fire accounts, for cellular reporting of any brand fire alarm system. Easy to install and afford, from \$29.95 net, their Panel-Powered Technology™, eliminates power supplies to buy, install and pipe, so StarLink Fire LTE ensures a fast installation for any 12V or 24V FACP under 15-minutes. Additionally, dealers can keep fire accounts protected for the long run, as the new LTE®

Associates News, continued on page 5



**CONFIDENTIALLY: ISN'T IT
TIME FOR YOU TO CONSIDER
SELLING YOUR BUSINESS?**

**Find out if you qualify for a
no-fee sale of your company.**



**Call Tony Smith at
(626) 795-9199**

Email: TSmith@securityfinance.com

www.securityfundingassociates.com

**WINLAND
ELECTRONICS, INC.**
Protecting your assets since 1972!

Michael Furr
Manager, Reseller Partner Program
mfurr@winland.com
704-626-2749

Critical Environmental Monitoring
Increase your RMR...
Using Winland's INSIGHT!

SAFEGUARD YOUR CUSTOMERS BUSINESS REPUTATION
ENSURE THEIR REGULATORY COMPLIANCE
HELP THEM CURB INVENTORY & LABOR COSTS

- Email & Text Alerts
- Reporting & Analytics
- Simplified Integration

www.winland.com



(Long Term Evolution) promises the longest cellular lifespan, over 10+ years, & StarLink Fire LTE models use Verizon® LTE CAT1, the most extensively-deployed LTE Network nationwide, for the best, fastest coast-to-coast coverage. Available at all Napco Distributors nationwide, for more on the StarLink Fire LTE Fire Communicators standard or mercantile models or the StarLink Free for All™ Trade-up incentive offer or Free Customizable Trade-up Trifold Mailers, visit www.napcosecurity.com/starlink or contact Napco at 800-645-9445.

NAPCO SECURITY TECHNOLOGIES announced that its award-winning FireLink™ Integrated 8 to 32Pt Fire Alarm Control Panel is now available in an LTE sole path model, #FL-32FACP-LTEVS, Connected by Verizon® LTE® Service. FireLink, and all StarLink LTE's offer the longest available cellular lifespan, over 10+ years, and the Verizon® LTE (Long Term Evolution) CAT 1 service Napco uses is the most extensively-deployed LTE Network nationwide – all for the best, most reliable coast-to-coast coverage. Plus, their unique Signal Boost™ and twin dual diversity, precision LTE antennae design, ensures greater range & reliability, maximizing signal acquisition and null-avoidance, for proven StarLink performance, even in fringe areas. Chosen ESX 2018 Innovation Award Winner, for Fire Systems, at this year's ESX Expo in Nashville, TN, the FireLink Integrated 8 to 32Pt Fire Alarm Control Panel with StarLink Fire® Communicator and annunciator onboard, offers the lowest equipment cost available and fastest installation for any system of its kind, saving dealers both time and money, while offering new RMR for fire.

FIRELINK starts as a preprogrammed 8 conventional point FACP all-in-one solution, with integral menu-driven LCD annunciator, and com-



Stan Lott Award

TMA Past President Bud Wulforst and his wife Laurie celebrate his being the recipient of the TMA Stan Lott Award and being featured in THE SENTINEL.



munications powered by proven StarLink Fire cellular reporting inside. (The popular \$100 StarLink Free for All™ Tradeup credit promo is also applicable to FireLink purchases.) Custom programmable &/or expandable up to 32 points using any combination of conventional, addressable and wireless devices, the NFPA 72/UL code-compliant FireLink also features a built-in horn/strobe sync module and 4A power supply. For more on the new FireLink LTE® FL-32FACP-LTEVS Fire Alarm System, check out specs at www.napcosecurity.com/products/fire-systems

Leading Distributor Of Automation, Fire & Security Products

eDist Security

DISTRIBUTING

Low Frequency Solutions from Honeywell

Providing Peace of Mind Through Life-Saving Technology

FIRELINK ALERTS by Honeywell
 Honeywell
 SYSTEM SENSOR

- ➔ Ideal for commercial sleeping spaces
- ➔ Integrates easily in new and existing installations
- ➔ Proven to be more effective at waking individuals, including
 - ⦿ The hearing-Impaired
 - ⦿ Those under the Influence
 - ⦿ Deep sleepers

- ➔ Designed to emit a low frequency tone centered around 520 Hz
- ➔ Engineered to provide code-mandated backup power capabilities for emergency communication systems

AVAILABLE AT YOUR LOCAL BRANCH
➔ security.edist.com | 866-361-2652

1630 South Grove Ave, Unit A | Ontario, CA 91761 • 3636 N. Buckner Blvd | Dallas, TX 75228 • 2305 Donley Dr, Suite 104 | Austin, TX 78758

THE FUTURE OF DISTRIBUTION
security.edist.com

Covering the Insurance Needs of the Security and Alarms Industry.

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.



Industry Experts
Rick Gombor
& John Guthrie



Broader Perspective. Business Solutions.

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.

John Guthrie, Executive Vice President
jguthrie@boltonco.com // (626) 535-1824 direct
www.boltonco.com // Insurance License No. 0008309

CAA Winter Convention

Dec. 5-8, 2018 - Fairmont Nob Hill

Mark Sepulveda has been selected as the 2018 CAA George A. Weinstock award recipient. He will be honored Friday night, Dec. 7 at a Tribute dinner at the Fairmont Hotel.

Call the CAA office for sponsorships for the Tribute event and for the CAA Winter convention.

800-437-7658



LEGISLATIVE WATCH

PAC ALERT

\$30,000 GOAL FOR 2018

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 2018 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.

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 ext. 3.

Focused on increasing our clients' wealth!

Larrabee Ventures, Inc.

Services provided in four critical disciplines: **Creating More Customers, Building Financial Strength, Growth Coaching and Developing Better Sales Teams.**



Bill Larrabee bill@larrabeeventures.com
Michael Carter michael@larrabeeventures.com
800-232-3584
www.larrabeeventures.com

Servicing alarm and electronic security businesses since 1985



NMC
NATIONAL MONITORING CENTER

PROACTIVE VIDEO MONITORING

Detect and Prevent Crime Before It Happens!

With NMC, the global leader in monitoring you have the strength of six monitoring centers worldwide supporting you and your subscribers with the most technologically innovative offerings available today. Our exclusive Proactive Video Monitoring has the ability to significantly increase your RMR. Utilizing the Cratos platform powered by Netwatch, our proprietary technology intuitively filters out nuisance alarms. Within seconds threats are presented to our intervention specialists who provide a live audio warning and continued real-time audio and visual assistance to the authorities.

With over 40,000 crimes prevented to date worldwide, our solution is trusted and proven to create a fearless environment for your subscribers.

Call Us today at 877-353-3031

View real life incidents: www.NMCcentral.com/videos

www.NMCcentral.com



Where in the World Is THE MIRROR?

Are you travelling with THE MIRROR? Paris? London? Chicago?

Take a photo and email it to info@caaonline.org with description and identification.



Ed Michel, Bill Collins, Nancy Schwager, Mark Sepulveda and Charles Schwager welcomed players to the GLASAA Golf Tournament with THE MIRROR.



THE MIRROR was in Belfast Northern Ireland with Harvey Eisenstadt and his family to celebrate his grandson's wedding. The family is shown here, with THE MIRROR, having brunch at the Stormont Hotel where his son Jay is the Executive Chef.



Jennifer Diaz and Alyson Pattie of BPSD welcome Mark Sepulveda with the news in THE MIRROR at the GLASAA Golf Tournament.



THE MIRROR with Dave Michel, Candi Hurtt and Erin Skovmand at the GLASAA Golf Tournament.



Harvey, Paul, Steve and Jay Eisenstadt with *THE MIRROR*, getting ready for the wedding.

Mark Sepulveda with *THE MIRROR* promoting the CAA Winter Convention in San Francisco where he will receive the CAA George A. Weinstock Award.



Dealer Perspective, continued from page 1

this disruptive period. It may be a stretch to suggest that our vehicles will all be electric in 10 years, but we should be ready to transition to electric for safety and performance. As the transition to electric and other alternative energy sources accelerates, our insurance coverage will be less costly because the V2V technologies will change how policies are underwritten.

I am convinced that all of the disruption now underway, and what is sure to follow, will be a challenge to the existing dealer universe, but those who adapt, train their employees, and attack the market with creativity will survive and thrive.

Tony Smith is the Founder and President of Security Funding Associates, a Brokerage, Marketing, and Financial Advisory Services firm located in Los Angeles, CA. He is a past President of the CAA, tsmith@securityfinance.com (626) 795-9199



Bill Collins, Brett Henderson, Chuck Petrusha, Ed Michel, Kurt Park and Dave Michel at the GLASAA Golf Tournament.



THE MIRROR was at the Catalina Jazz Festival with Mike Matson, Keith Baird, Shellie Redden, Diana Hopper, Irene Matson, John Hopper, Merlin and Robbie Guilbeau and Missy Didden.

When to Ask the Right Questions



By Harvey Eisenstadt

All too often salespeople will begin a dialog with a prospect by presenting a battery of questions. Unquestionably, some of these questions should be answered before the salesperson gets too deep into their meeting with the prospect. However, in many first call situations this barrage of questions may very well result in one of two very distinct reactions.

The first reaction is from the prospect and may place them in a position where they feel they are sitting in an interrogative atmosphere, causing them to slowly lose interest in being

in that meeting. Although there are certainly some questions that must be asked and answered at the opening of a meeting, this brings us to the second reaction.

This reaction comes directly from the salesperson when they recognize that they may not have properly prepared themselves to ask the right questions at the right time. So, how does the salesperson make oneself ready for those opening moments with the prospect where they must establish the foundation for their meeting, gain as much information as possible from the prospect, and simultaneously retain the interest of the prospect? Interestingly, the salesperson gets ready for these moments by asking themselves that barrage of questions when preparing for that meeting.

To some, this may sound quite unorthodox but as you read on you will relate to the merit of this idea. As you think about all the questions you ask a prospect, you will quickly recognize that you already know the answers

to many of them. For example: There are some questions that require a simple "yes" or "no" reply. To these questions you are ready and armed with a reactive response when the reply is "yes" as well as a reactive response to a "no." So, why be reactive? Instead of asking the question to which you are already prepared to respond, deliver a positive proactive statement with the benefits the prospect will recognize to either the "yes" and "no" alternatives. This sends a powerful message to the prospect that you are not only knowledgeable of their concerns, but also prepared to meet their needs regardless of how they may have responded.

So, when preparing for your meeting think about those questions that you would normally ask a prospect to which you are prepared to respond. Now, take as many of those responses as possible, convert them into positive proactive benefit-laden comments and practice how you will convey those benefits to the prospect without having to ask the question. Quite often, when the prospect recognizes your knowledge of their concerns and needs, without asking, they will openly provide you with additional valuable information. This becomes a very effective action to accumulate more information about your prospect and strengthen your relationship with them.

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



ACT365
DO IT ALL FROM
ANYWHERE.

ACT365 by Vanderbilt is a complete, cloud-based access control and video management solution that enables you to manage your security system from anywhere - at any time. With ACT365 you can watch video footage, disable a user or open a door and more - from any device from a PC, Laptop or Smart Phone.

- Integrated access control and video management
- Cloud-based real time reporting
- Access from anywhere, anytime, on any device
- Manage unlimited sites and users
- No IT investment or headaches

As a Master Allegion Distributor, AHS has what you need IN STOCK, READY TO SHIP - usually the same day. AHS also has the access control experts you need - to answer questions, recommend and assist. Visit accesshardware.com for product information, installation downloads and training videos.

AHS ACCESS
HARDWARE
SUPPLY
855.847.5691
accesshardware.com

**Think Signs.
Think Maxwell.**

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

MAXWELL
...building a better sign™

MAXWELL SIGN & DECAL DIVISION
800-472-7336
signs@maxwellmfg.com
www.maxwellmfg.com

SECURITY SIGNS • DECALS...AND MORE

©2013 Maxwell Alarm Systems, Inc. All rights reserved.

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



**AUTOMATIC
FIRE ALARM
ASSOCIATION**

National Headquarters

81 Mill Street, Suite 300, Gahanna, OH 43230
www.afa.org 614-416-8076 admin@afa.org

Staff

Randall L. Hormann, Executive Director
Melanie Garrabrant, Operations Manager
Frank Conway, Training Administrator
Alex Strausser, Membership Services

Executive Committee

President
William Koffel, P.E., Koffel Associates, Inc.
Vice President
Rodger Reiswig, SET, Tyco SimplexGrinnell
Secretary
Susan Sadler, Xtralis
Treasurer
Rick Heffernan, SDi
Immediate Past President
Jack McNamara, Bosch Security Systems, Inc.

AFAA Directors

Bob Baker, EBL Fire Engineering
David E. Becker, SET, FESCO
Art Black, Carmel Fire Protection Ass.
Jason Dupuis, Cintas Fire Protection
Rochelle McGee, Apollo America
John McGovern, Encore Electric
David Newhouse, Gentex Corp.
Tom Parrish, Telgian Corp.
Larry Rietz, Jensen Hughes
Richard Roberts, Honeywell Life Safety

AFAA Training Seminars

AFAA continues to expand our benefits to members and provide continuing training opportunities designed to enhance your skills. Through our regional delivery program, AFAA is committed to providing training regionally in various part of the US and beyond. Please check the AFAA training calendar (www.afa.org) for a seminar near you. If you would like to host or sponsor specific training in your area or at your facility, please contact us directly at training@afa.org.



CALIFORNIA AUTOMATIC FIRE ALARM ASSOCIATION

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

2018 CAFAA BOARD OF DIRECTORS

PRESIDENT

Jay Levy
Saf-Com Supply
jay@saf-com.com

VICE PRESIDENT-SOUTH

Mark McQuaid
C.A. Gamble & Associates
mark.mcquaid@caga.net

VICE PRESIDENT - NORTH

Joel Reitz
Sabah International
jreitz@sciensbuildingsolutions.com

SECRETARY

Joseph R. Cervantes, Sr.
Space Age Electronics
joseph.cervantes@lsae.com

TREASURER

Drew Turner
HCI Systems, Inc.
dturner@hcisystems.net

IMMEDIATE PAST PRESIDENT

Skip Vandeventer
Johnson Controls Inc.
skip.vandeventer@jci.com

DIRECTORS

Heather Hays
Honeywell Security & Fire
heather.hays@systemsensor.com

John Strohecker
Cosco Fire Protection
jstrohecker@coscofire.com

Kevin Green
Pyro-Comm Systems
kgreen@pyrocomm.com

Toby Woods
Beacon Security
tw@beaconsecurityinc.com

Daniel Tate
Intrepid Electronic Systems
daniel@intrepidelectronic.com

John Maitrejean
Siemens Industry
john.maitrejean@siemens.com

Frank Alvernaz
Redwood Electric Group
falvernaz@redwoodeg.com.

ring

New! Stick Up Cam Wired

Wired indoor/outdoor HD camera with two-way talk, a siren and versatile mounting options. Power through plug-in or Power over Ethernet. Connectivity via Wi-Fi or Ethernet.

1080p HD Video Two-Way Talk Indoor/Outdoor Motion Activated Notifications Siren





**What
Happens
Next May
Save Lives**

Two-Way, Mass-Communication System with Live Video Access

Multi-media technology improves communication and can make police response more effective during an active-shooter situation or other severe emergency.

For more info about Incident Command and Control, visit EM24.US, contact our Sales Department at 1-800-800-3624 or email Sales@emergency24.com.

EMERgency²⁴

Chicago Washington D.C. Detroit Milwaukee Los Angeles



INLAND EMPIRE Alarm Association

Jon McNamara, President

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

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

IEAA Membership

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

MID-CAL



MID CAL ALARM ASSOCIATION

Mike Tarin, President



ORANGE COUNTY Alarm Association

P.O. Box 2149, Newport Beach, CA 92659
800-339-1420
www.alarmassociation.org

Jason Keyz, President

CITY OF IRVINE PERMITS

The City of Irvine requires all alarm users to register their systems with a no fee permit. Alarm users may obtain an alarm permit application at the Irvine Police department website at www.irvinepd.org. The City also offers quarterly Alarm Awareness Classes to help defray the cost of false alarm fines.

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



EAST BAY Alarm Association

Mike Salk, President

EBAA Meetings

Our General Meetings are held at Trader Vic's in Emeryville. The meetings start at 11:30 a.m. RSVP to 800-437-7658, Ext. 3 or 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/. 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.



GOLDEN GATE Alarm Association

Paul Wassem, President

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



**Raise Capital Quickly
by Selling your Defaulted
Alarm Contracts**

866-629-0653 Service@mjollnirgroup.com



Accident Liability Institute
"Your Trusted Partner On The Road"
www.ali-training.com
Reduce Fleet Liability

Our 30 minute online training course was developed by Traffic Collision Investigators with over 30 yrs. of law enforcement experience. Our course can be taken at anytime anywhere keeping drivers on the road. Learn from the experts how to properly document and manage your accident. The training course covers:

Distracted Driving	Common Mistakes After an Accident
Defensive Driving Definitions	Driver responsibility After an Accident
Multitasking Exercise	How to Properly Document an accident
Blind Spots	The Course Will End With a Short Quiz

Empowering Drivers with Training
Strengthens knowledge, Safety Awareness, Confidence and Driving Performance



**Central Station Video Services
Dealer Go To Market Program**
888-252-1644 i-viewnow.com

NORTH AMERICA'S LARGEST NETWORK OF WHOLESALE MONITORING STATIONS



Reliable Monitoring Depends on Technology *and* People

COPS Staffing is Distributed
Across Our 6 Nationwide Locations



Advanced Technology

Multiple layers of advanced technology, 24/7 connectivity and real-time load balancing between our 6 geo-diverse UL listed central stations help us deliver some of the fastest and most reliable response times in the industry.

Distributed Staffing

It's simple math: a monitoring company can't effectively handle 100% of your alarm traffic when a site or service outage disrupts 50% of its staff. COPS takes disaster preparedness to the next level by ensuring an average of only 16.7% of our total staffing may be affected at any one location.

Plus, we have the unique ability to increase staff at 5 other locations to help compensate.

No other wholesale monitoring company matches this level of redundancy for its Alarm Dealers.

Leading the industry – Yesterday. Today. Tomorrow.

Discover why thousands of Dealers trust COPS to help safeguard millions of their customers representing more than \$1 billion in annual retail revenues.

copsmonitoring.com

Providing nationwide professional alarm monitoring and dealer services from
New Jersey | Florida | Arizona | Tennessee | Texas | Maryland

800.367.2677 | Fax: 856.629.4043 | info@copsmonitoring.com | copsmonitoring.com

CA: ACO6132 • DE: 05-85 • FL: EF20000481 • IL: 127-001299 • MD: 107-840 • TN: 632/1626 • TX Burg: B11561/17961 • TX Fire: ACR-2215 • VA: 11-1941



COPS
Monitoring
Your Hometown Central Station



SACRAMENTO AREA ALARM ASSOCIATION

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

Mark Simpson, President



GREATER VALLEY ALARM ASSOCIATION

Joe Castro, President

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



Ben Martinez, President

SVAA Information

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

SAN DIEGO SECURITY ASSOCIATION

SAN DIEGO SECURITY ASSOCIATION

Chris Kwast, President

City of San Diego Permit Process

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



REDWOOD ALARM ASSOCIATION

Sean Cooke, President

Thanks for Joining the RAA's Fall Meeting

The Redwood Alarm Association held its fall member meeting on Wednesday, October 17, 2018 in Santa Rosa, CA. Special thanks to our guest speaker Steve Keefer (Chief Retired), Law Enforcement Liaison for the Security Industry Alarm Coalition. We'll be announcing our 2019 schedule in these pages soon. For more information about the RAA, contact Sean Cooke at scooke@allguardsystems.com.

Thanks to everyone who joined us for our October meeting!

If you have any questions or want to participate in the Redwood Alarm Association, please contact Sean Cooke at scooke@allguard-systems.com or 800-255-4273.

GLASAA

Greater Los Angeles Security Alarm Association

David Michel, President

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

Please feel free to email me at dmichel@valleyalarm.com.

Please visit our website at www.glasaa.org.

- Advanced Power Solutions with Network Communication
- Long Range Ethernet
- Fiber / EoC / UTP Solutions
- Custom Access & Power Distribution kitted to your specification
- Hardened PoE Switches
- NAC Power Extenders

info@altronix.com / altronix.com / 718.567.8181

Monitoring Facility
Castle Business
Development Center

R.O. Box 867
Merced, CA 95341

209.723.2667
800.927.6623
Fax 209.722.1107

MATTHEW HOFFMAN
President
matth@alarmwatch.com

Marc Berman
V.P. Sales and Marketing

906 Jericho Turnpike, New Hyde Park, NY 11040, U.S.A
Tel: 800-852-5050 • 516-328-3351 • Fax: 516-326-9125
Email: marc@tanealarm.com www.tanealarm.com

Magnetic Contacts



**ALL AMERICAN
MONITORING**

**\$2.50 Nationwide
Monitoring**

Reliability Counts

**Over 45 Years Monitoring Experience
The Partner you have been looking for!**



844 489 3030 • [www★AllAmericanMonitoring★com](http://www.AllAmericanMonitoring.com)

NETWATCH GROUP, a global leader in Remote Video Monitoring, recently announced the hire of Hatem Khalifa as Marketing Director for Netwatch Group. Khalifa, a customer-centric marketing expert, will drive this initiative providing support with new product introduction, product management, strategic planning & positioning, brand management, demand creation, integration of acquisitions and lead generation. "Hatem joins us from Honeywell International, a market leader in the security industry with \$40bn turnover and 130,000 employees. At Honeywell, he was the Marketing Leader for Advanced Detection products in the Fire business," said David Walsh, CEO, Netwatch Group. "In this pivotal role, he will be working closely with product marketing to deliver strategic products that support growth programs. He will also be instrumental in defining product portfolio marketing strategies." For more information visit www.netwatchgroup.com.

SDC (SECURITY DOOR CONTROLS) has selected door hardware and security industry sales veteran Neal Drell as their Western Regional Sales Manager, responsible for all major accounts, distributors and security and hardware representatives. He brings over 20+ years of door, frame, hardware and architectural sales experience on behalf of manufacturers, distributors and rep firms. In addition, he brings a wealth of construction specification experience, having been a past president of the San Diego chapter of the Construction Specifications Institute (CSI). "We're very excited about the knowledge base and interdisciplinary expertise Neal brings to our sales channels," stated Shane Geringer, SDC's Vice President of Marketing, Sales, and Strategic Development. "We see real synergy in connecting his door hardware and CSI experience with our reps and distributors in both the Door Hardware Industry and the Alarm/Electronic Security Industry." Because the security industry is finding increasing responsibility for



the door, Neal will spearhead the integration of SDC's product solutions, name and brand on the West coast. He can be reached at 760-578-6693 or nealh@sdsecurity.com. For more information visit www.sdsecurity.com or call 805-494-0622.

NETWATCH GROUP, which is comprised of three market leaders including NMC, CalAtlantic, and Netwatch announced the appointment of Mike Taylor as Vice President of US Sales. This appointment allows the group to transition to a unified Netwatch Group presence in the US market and aid in further defining their key strategies regarding customer acquisition as well in meeting the explosive demand for Remote Video Monitoring solutions. "Mike is a recognized sales leader in the US Security industry and has a tremendous record of success," said David Walsh, CEO, Netwatch Group. "He has the right combination skills and experience to lead us through this period of exponential growth and we are pleased to have him on the team." Taylor began his career with ADT Security Services where he delivered significant revenue growth in both residential and commercial markets. He moved on to achieve year-on-year growth and exceed sales targets in senior leadership roles with AMAG Technology, NetVersant Solutions and Brivo Systems. Most recently Mike was North American Sales Director for Milestone Systems where he led a Sales team of 30 to achieve over 25% revenue growth in 2017, moving Milestone to be the US number two video management solution provider. "Mike is a dynamic leader who takes a hands-on approach and has a track record of driving and executing measurable results," said Woodie Andrawos, President, NMC. "He will be working closely with myself and Sharon Elder, Vice President, Sales NMC, to offer additional support in growing the dealer channel."

Presidential Alert System Creates Swarm of Alarms

During the October 3rd test of the Presidential Alert system, the emergency monitoring industry saw an unprecedented influx of inbound signals from both security and PERS device users. The loud tone produced by devices that received the alert coincidentally matched the frequencies monitored by some security glass-break sensors, causing the sensors to trigger alarms that were reported to monitoring centers nationwide.

Justin Bailey, president of AvantGuard Monitoring reports, "From our end, we quickly noticed that the sudden increase in signals correlated with the Presidential Alert that went out. From there, our operations team quickly investigated and diagnosed the issue."

The sudden influx of signals was an unintended consequence of the Presidential alert system which was designed to provide national alerts in the event of a terror attack or widespread disaster. The highly-publicized test of the Integrated Public Alert and Warning System (IPAWS) functionality was intended to demonstrate the system's ability to notify most wireless phone users and deliver a parallel message through broadcast radio and television.

The tones generated caused an unusually high number of PERS and mPERS subscribers to push their emergency buttons. Many elderly people felt confused or worried about what the alarm meant, while others believed the tones were coming from their emergency devices and pushed their buttons to discover the cause of the unexpected tone.

The team members at AvantGuard worked quickly to filter through the sudden spike in signal traffic which diluted the legitimate emergency signals entering the central station. Because of the quick action from the AvantGuard team, false alarms that would have been sent to hundreds of emergency dispatch centers were properly resolved.

The volume of alarm traffic received by monitoring centers was similar to that received when area-wide storms or natural disasters impact a region of the country. Generally with storms, however, monitoring centers are able to prepare in advance to appropriately handle the influx of alarms. No one in the alarm industry could have predicted a similar influx of traffic from the test of the Wireless Emergency Alert system (WEA).

BPSID BARKIN,
PERREN,
SCHWAGER &
DOLAN, LLP
CERTIFIED PUBLIC ACCOUNTANTS

CHARLES H. SCHWAGER, CPA

21700 Oxnard Street, Suite 950
Woodland Hills, CA 91367
www.bpsidcpa.com

PH: 818.719.9020 ext.205
FAX: 818.702.0273
cschwager@bpsidcpa.com

MATT BRANDON
National
Sales Manager
770.298.3074
mbrandon@agmonitoring.com

avantguard.com
we offer custom solutions for your monitoring needs



**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.

Saving Over 150 Years of Alarm Industry History

By Charlie Darsch, Ralph Sevinor and Jon Sargent

We had great plans in the late 80's and early 90's to create a National Alarm Museum in order to preserve well over 150 years of fire and security products and industry background information. These were ambitious goals. Yet, remember, our industry predates the telephone!

At that time the Alarm Industry and Educational Foundation (AIREF) under the Electronic Security Association (ESA) was to help fund this venture by finding a permanent home for priceless industry antiques that were donated by alarm installing dealers who had no further use for old equipment that was taking up space.

AIREF also recognized that if a building or area could not be properly funded that the Smithsonian Institution in Washington DC would be approached to store these valuable products. Yet, all the Smithsonian would guarantee to be shown to the public was a maximum of 6% of the collection. The rest would be stored-perhaps never to be viewed.

As time passed, national economic issues, businesses to take care of, sales of companies, and management turnover made it difficult for a group of industry volunteers to accomplish the goals that had been set.

ESA has since reappointed the Historical/Building Task Force of Ralph W. Sevinor (Wayne Alarm) Charlie Darsch (ret., System Sensor) to continue collecting these priceless pieces, storing them in a safe environment and cataloging their background, etc. Jon Sargent (ret., Tyco/JCI) has also joined this ESA Historical committee.

The above committee has noted that a number of alarm installing companies in the country still have their own mu-

seums or displays of old industry products. Some of the larger collections that they're aware of include The Monitoring Association (TMA -Vienna, Va.) Bay Alarm (Concord, CA), the former Denver Burglar Alarm (Denver, CO), DGA Security Systems, (NY,NY) and Wayne Alarm Systems (Lynn, MA). They have also contacted a number of industry veterans such as Jon Sargent and Frank Meiners who had stored invaluable industry products in their basements or storage places to keep them from being lost and until they could be secured in permanent facilities. Much has been lost or destroyed over the years and the objective is to preserve our important history of saving lives and property through technology so our generation and future generations can learn and enjoy our rich heritage.

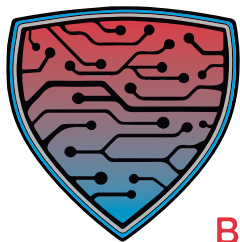
The committee's objective:

Continue looking for antique industry equipment, including rare photographs and old documentation that will be stored and catalogued at Wayne Alarm's immense and safe facility. This is where it will be restored and catalogued until ESA finds a permanent home for this material. This is also a call to action to request those of you in the industry who would like to learn and help continue the historic element of our practice; we would be delighted to have you join us.

Anyone may contact Ralph W. Sevinor (rsevinor@waynealarm.com), Charlie Darsch (charliedarsch@msn.com) or Jon Sargent (sargentcaa@aol.com) for questions, input or material that they feel would be of historic value.



The very first issue of the THE MIRROR, established in 1992, published for the CAA.



BLVS

Brooklyn Low Voltage Supply

was established to cater to Integrators

We stock equipment that includes the following product categories:

- Access control & Gate Operators
- CCTV
- Intrusion & Fire
- Power
- Telephony
- Central Vacuum
- Audio & Video
- Home Automation & Z-Wave
- Networking
- Structured Cabling
- Tools & Hardware
- Wire & Connectivity

We pride ourselves in providing new and cutting edge solutions with the installer in mind.

With our 8+ stocking locations as well as our free local delivery service, we make the purchase process simplified credit terms and service with a smile is our motto.

For your next project please give one of our professional sales reps a call at 818-240-4420

Experience the future of security technology at the 2019 Tech Security Summit April 29-May 2, 2019

The 2019 Tech Security Summit is a new must-attend event for professionals in all sectors of the security industry. This inaugural gathering at the Sheraton Grand Nashville Downtown in Nashville, Tennessee combines valuable input from our DICE users with top-tier speakers and educators specializing in technology and strategies for a fast-changing industry.

Register today at techsecuritysummit.com

What to expect:

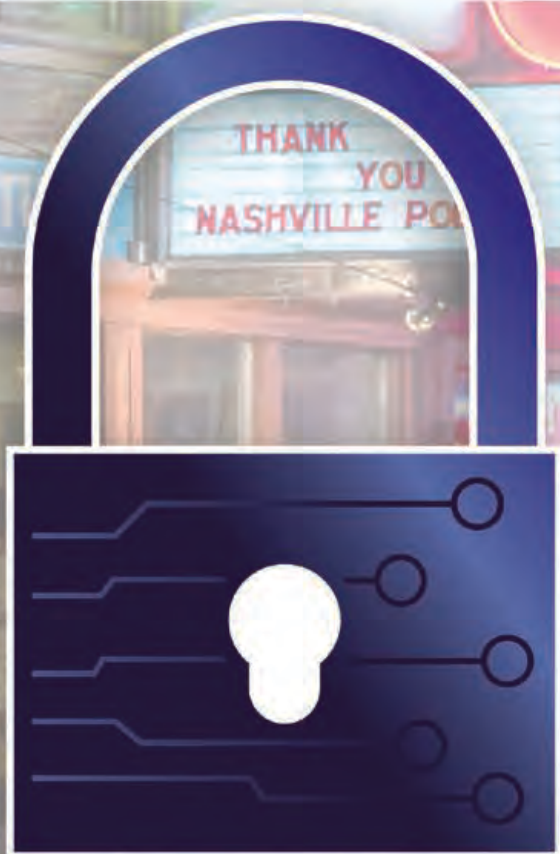


Panels • Product Demos • Exhibitor Showcases
Education and Training • DICE User Collaboration
Round Table Discussions • Networking and Group Activities

Who should attend:



- Business Leaders
- Central Station Managers
- IT Professionals
- Dealers
- Systems Distributors



TECH SECURITY SUMMIT

989.891.2800 | techsecuritysummit.com

Become a sponsor and build relationships with business leaders and experts in security.



DICE Corporation and the DICE Corporation logo are registered trademarks of DICE Corporation in the US and other countries. Copyright 2018 DICE Corporation. All rights reserved.

dicecorp.com

1.800.786.3423 | 989.891.2800 International

TMS

TOTAL MONITORING SERVICES INC.

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



J.C. Gury
Signs & Decals

**YOUR ONE STOP SHOP FOR
SIGNS, STAKES & DECALS**

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

630 East Jamie Ave., La Habra, California

ESA OF UTAH



ELECTRONIC
SECURITY
ASSOCIATION®

of Utah - formerly Utah Alarm Association

358 South 700 East B # 602
Salt Lake City, UT 84102
385-229-2120 FAX 801/282-9507
www.esautah.com

2018 BOARD OF DIRECTORS

PRESIDENT

Clint Beecroft
Peak Alarm
801-486-7231 x 410
clint@peakalarm.com

VICE PRESIDENT

Jacob Menke
Zions Security
801-770-2806
jake@zionssecurity.com

SECRETARY

Brek Grover
AvantGuard Monitoring Centers
801-781-6109
bgrover@agmonitoring.com

TREASURER

Jared Mellor
Tech Force National
801-437-9049
jared@techforcenational.com

BOARD MEMBERS

AT-LARGE

Erick Spotten
The Installation Department
espot10@gmail.com

Adam Christian
General Counsel
Alder Alarm Protection
385-218-2645
adam.c@alder.com

EXECUTIVE DIRECTOR

Michelle Best
385-229-2120
utahesa@gmail.com



SENTRYNET

What is your central station
doing for you?

Monitoring Services

Security Alarm
Fire Alarm
Video Monitoring
PERS
2-Way Voice Monitoring
IP Monitoring
Cellular Monitoring

Other Services

Subscriber Billing
Back Office Solutions
Answering Service
Back-up Monitoring
Mobile Apps
Web Management Tools
Dealer Portal

For over 30 years,

SentryNet has been a leader in central
station monitoring services.

- * Customized solutions
for independent alarm dealers.
- * Personalized approach.
- * UL/FM certified.
- * Two hot redundant stations.
- * Licensed nationwide.
- * Long term dealer investment.
- * Best in class technology.



**Supporting
all phases of
your business
life cycle.**

www.sentrynet.com

800-932-3304

How much is my company worth?

Dorsie Mosher will answer
that and many more questions
before you sell your Security
company.

Call **847-651-1282**
or email
dorsie@dorsie.com



Innovative Security Transactions
dorsie.com

HERE FOR THE LONG HAUL



LONG TERM • LONG LIFE • LONG RANGE



LTE

- **StarLink LTE Cellular Communicators**, now delivering over 10+ years alarm reporting to your accounts for the long haul - available at a distributor near you
- **Same great universal StarLink proven performance**, that works on any panel, even in fringe areas where others can't. Same ready out-of-the-box, 10-min. panel-powered™ install
- **Still FREE for All applications**, with any tradeup, from old radios, old networks, POTs or even on new construction
- **LTE® (Long Term Evolution)** promises the longest cellular lifespan, & **Verizon® LTE CAT1**, is the most extensively-deployed LTE Network nationwide, for the best, fastest coast-to-coast StarLink LTE coverage
- **StarLink's unique dual diversity, precision LTE antennae design & Signal Boost™ technology** ensures greater range & reliability, maximizing signal acquisition and null-avoidance, receiving signals simultaneously on both twin antennae

With StarLink LTEs, you're roaring down the RMR-road again, accounts in tow, no sweat, no sunset in sight.

Ask for StarLink LTE, StarLink Fire® LTE or StarLink Connect® LTE today or contact us 1.800.645.9445



www.napcosecurity.com/starlink

See us at ISC East NYC Booth 207

StarLink®, Panel-Powered Technology™, Signal-Boost™, StarLink Fire™, StarLink Connect™ & Free for All™ are trademarks of Napco. Other marks remain intellectual property of their respective cos. LTE lifespan and estimates noted, that of cellular carriers. *Free, net price for intrusion models (non-mercantile (metal), after StarLink Tradeup Incentive promotion (or \$100 US tradeup incentive on ANY model) non-combinable and subject to change without prior notice. See full details online www.napcosecurity.com/starlink/starlink4gupgrade

NEW MEXICO ELECTRONIC SECURITY ASSOCIATION



Gary Scheffler
Executive Director
PO Box 45266
Rio Rancho, NM 87174
Office: 505-990-8596
Cell: 505-350-4370
ExecDirNMESA@gmail.com

2018 NMESA OFFICERS

Steve Berniklau - President
Industrial & Commercial Security Systems
Phone: (505) 888-2951
Email: steveb@icssnm.com
Marty Mayo - Vice President
TAS Security Systems
Phone: (505) 881-0001
Email: marty@thealarmstore.com
David Meurer - Secretary
Armed Response Team
Phone: (505) 237-2278
dmeurer@armedresponseteam.com

Rich Rosley - Board Member at Large
A-Tech Security
Phone: (505) 821-5777
Email: rrosley@atechsecurity.com
Chris Ipiotis - Board Member at Large
Security & Access Systems
Phone: (505) 823-1561
Email: cipiotis@securityandaccess.com
Joseph Salazar - Board Member at Large
ATI Security
Phone: (505) 473-0508
Email: joseph@atisecurity.net

ESA OF WASHINGTON



PO Box 73087
Puyallup, WA 98373
360-739-7772
www.waesa.org
info@waesa.org
www.facebook.com/waesonline
PRESIDENT
Steve Autio

BOARD OF DIRECTORS - ESA OF WASHINGTON

PRESIDENT
Steve Autio, My Alarm Center
SECRETARY
Phill Moran, Limited Energy Services
TREASURER
Open
PAST PRESIDENT
Jamie Vos, Security Solutions
BOARD MEMBER
Mike Miller, Moon Security

BOARD MEMBER
Shannon Woodman, Washington Alarm
BOARD MEMBER
Christopher Wood, Graybar
BOARD MEMBER
Tim Nichols, ADT
ALARM RESPONSE MANAGER
Ron Haner, Alarm Center
EXECUTIVE DIRECTOR
Margaret Spitznas

★ 2018 CAA Winter Convention....Dec. 5 - 8.....Fairmont San Francisco ★
Call the CAA office to register 800-437-7658

OREGON BURGLAR & FIRE ALARM ASSOCIATION



www.obfaa.com
Raquel Light, OBFAA Coordinator
Rlight.obfaa@gmail.com
503-319-8556

LinkedIn www.linkedin.com/
groups?gid=4782456
Facebook www.facebook.com/OBFAA

2018 OBFAA BOARD OF DIRECTORS & OFFICERS

Jesse Foglio - Regular Director - President
First Response Systems
Pat Petrie - Regular Director - Vice President
Action Technology Systems LLC
Vinnie Ferraris - G1 Government Dir - Secretary
Portland Police Bureau
Casey Phillips - Regular Director - Treasurer
Phillips Electronics
AJ Gomez - Regular Director - Past President
Global Security and Communications Inc
Jim Essam - Associate Director
Alarm Central Station (ACS)
Bill Glasbrenner - Regular Director
Central Electronic Alarm
Justin Gates - Associate Director
Central Station Monitoring (CSM)
Harold Brookins - Regular Director
Alarm Tracks Inc
Jake Coulter - Associate Director
Anixter

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.

TEXAS BURGLAR & FIRE ALARM ASSOCIATION



Texas Burglar & Fire Alarm Association
P.O. Box 59982 Dallas, TX 75229-1982
TEL 877-908-2322
www.tbfaa.org
ExecutiveDirector@tbfaa.org
Brad Shipp, Executive Director
385-229-2120

MERGERS & ACQUISITIONS LLC

John H. Colehower
Managing Director

Providing Acquisition Services to the Security Industry for 30 Years

MergersAcquisitionsUS.com
jcolehower@MergersAcquisitionsUS.com

Office: 844.RMR.9040
Direct: 609.466.7244

KRISTY JOHNSON
DIRECTOR OF SALES
KJOHNSON@RRMS.COM
888.997.6344

response
Rapid Response Monitoring
www.rrms.com

redefine reinvent renew



Introducing Resideo... the new home for Honeywell Home.

Together, we're bringing even more innovation to the heart of the home. More responsive, more comfortable, more secure. A renewed focus, with the same Honeywell Home reliability.

<https://www.security.honeywellhome.com/hsc>

Honeywell Home
from **resideo**

www.resideo.com

© 2018 Resideo Technologies Inc. The Honeywell Home trademark is used under license from Honeywell International Inc.

NSA NEVADA SECURITY ASSOCIATION



NEVADA SECURITY ASSOCIATION

www.nevadasecurityassociation.org
Contact NSA: admin@nevadasecurityassociation.org
or call 702-551-4672

2018 NSA BOARD MEMBERS

PRESIDENT

Manuel Robles
Stanley Convergent Security
702-252-4200
manuel.robles@sbdinc.com

VICE PRESIDENT

Robert Sulliman
Alarmco
702-382-5000
rsulliman@alarmco.com

SECRETARY

Duncan Coons
Eagle Sentry

TREASURER

John Perdichizzi
ASAP Security
702-870-8880
Johnp@asapnv.com

SERGEANT AT ARMS

Alan "Ray" Reza
ADT
702-822-3803
areza@adt.com

ASSOCIATE DIRECTOR

Andrew Speropoulos
Security Partners

IMMEDIATE PAST PRESIDENT

Jon Perry
Sting Alarm
702-737-8464
jperry@stingsystems.com

EXECUTIVE DIRECTOR

Jeanne Palmer
205 N. Stephanie St, Suite D #170
Henderson, NV 89074
702-551-4672
admin@nevadasecurityassociation.org

A fun time was had by all at the 2018 NSA Youth Scholarship Fund-raiser Poker Party in Las Vegas. Held at the historic Las Vegas Country Club, everyone enjoyed good company, good food, drinks, prizes and fun poker game. It was a great way to give back to our community! Congratulations to our poker game winner Howard Wulforst of ADI! We look forward to him defending the title at next year's event!

Thank you to our generous sponsors who helped make this event a success:

DIAMOND SPONSORS

Alarm.com
Alarmax
Honeywell
Rapid Response
Uniview Tec

PLATINUM SPONSORS

ADI	Security Partners
NMC	Volutone
Nortek	Watchnet
Optex	RFI

2018 NSA Meetings

Our last meeting of 2018 will be on Wednesday, November 7, 2018. NOTE: this is a change from usual meeting date.

Please arrive a little early so that we can give our guest speaker, Las Vegas Metro Sheriff Joe Lombardo, plenty of time for his presentation and some Q & A time. Our Vendor Spotlight will be on Jasmine Jones of Assa Abloy. Come listen and learn!

NTS On-line Training is now accessible through the TRAINING TAB on the NSA website.

Looking forward to seeing everyone at the CAA Winter Convention in San Francisco Dec. 5-7, NSA's first meeting of 2019 in Las Vegas on January 9 and at ESA's Leadership Summit Jan. 28-31 in Austin, TX.

Join us and see what the power of our association can do. Membership applications available for download from our website www.nevadasecurityassociation.org



Enjoying the evening at the 2018 NSA Scholarship Fundraiser Poker Party



2018 Poker game winners: 1st-Howard Wulforst of ADI (on right), 2nd Brett Meyer of Graybar (center), 3rd, Derrick Sharkey of The Flying Locksmiths



Some of the poker action that raised funds for the 2019 NSA Youth Scholarship Program which will be presented at ISC West.



Local teams with national resources that help you take on more.



SOLUTIONS THAT BUILD, CONNECT, POWER AND PROTECT

BUILDING
MANAGEMENT SYSTEMS



MEDIUM & HIGH
VOLTAGE CABLE



MASS
NOTIFICATION



POWER
QUALITY



VIDEO
SURVEILLANCE



WIRELESS
COMMUNICATION



PROFESSIONAL
AUDIO VISUAL



INTRUSION
DETECTION



FIRE
DETECTION



ACCESS
CONTROL



FIBER OPTIC
CABLING



ELECTRICAL
TRANSFORMERS



INTELLIGENT
LIGHTING



STRUCTURED
CABLING



ELECTRICAL
SWITCHGEAR

Anixter, as a Partner, can help you take on bigger, more profitable projects, managing the supply chain so you can focus on fast, streamlined installation.

From large integrator customers working on multi-site complex projects to small-medium installers and residential dealers, we have a full portfolio of products, technical expertise you can rely on, and services designed for your success.

Anixter does business how you want:

Visit any of our 80+ security branch locations across North America, shop online at anixter.com, or speak with your Anixter representative at 1.800.ANIXTER.

ARIZONA ALARM ASSOCIATION



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

AZAA BOARD OF DIRECTORS

Maria Malice, President
Kevin Campbell, Vice President
Julia Bogen, Secretary
Tom Eggebrecht, Treasurer
Steve Compton, Past President
Ray Casillas, Director
Gary Franklin, Director
Candi Hurtt, Director
Charlie Lester, Director
Mike Proudfit, Director
Ben Wilson, Director
Brandon Eadon, Public Safety Director
Susan Brenton, Executive Director

COLORADO BURGLAR & FIRE ALARM ASSOCIATION, INC.



Colorado Burglar & Fire Alarm Association
820 S. Monaco Parkway #141, Denver, CO 80224
303-805-0885

Info@cbfaa.org www.cbfaa.org
Bill Roberts - Johnson Controls
william.roberts@jci.com

CBFAA BOARD OF DIRECTORS

PRESIDENT

Sofia Aguilar
A-1 Security Systems
303-587-7344
saguilar@a-1security.com

VICE PRESIDENT

Mary Jo Lakhal
A-1 Security Systems
(303) 462-2443
Maryjo@A-1security.com

SECRETARY

Jennifer Porter
Advanced Burglar & Fire Alarm Company Inc.
(719) 599-5051
jenn@advancedalarm.com

TREASURER

John Wrzesinski
Safe Systems
(303) 996-4036
jwrzesinski@safe-systems.com

BOARD MEMBERS AT LARGE

Brian Kirtley
Xfinity
215-756-2789
Brian_Kirtley@comcast.com

Bill Roberts
Johnson Controls
william.roberts@jci.com

Andrea VanDyke-Quist
Safenet, Inc.
303-985-9186
Andrea.safenetalarms@gmail.com

EXECUTIVE DIRECTOR

Jeanne Palmer
820 S. Monaco Pkwy, #141
Denver, CO 80224
303-805-0885 Jeanne@cbfaa.org

LAW ENFORCEMENT LIAISON

Steve Keefer
Security Industry Alarm Coalition (SIAC)
775-813-0525
steve@siacinc.org

Your Engine for Better Billing & Faster Payments



- Clockwork billing
- On-time payments
- Life cycle software
- Hands-on support

(847) 405-9517 x2
Scott@Alarmbills.com

Josh Bilanzich
Western Account Manager
801-317-8802 ext. 1014



Anytime.
Anywhere.
Any Device.

Defining the future of access
control.
prodatakey.com



Join us for our end of year Holiday Party:

DATE:December 5, 2018

TIME:4:30 p.m. - 6:30 p.m.

LOCATION:Hacienda Restaurant, 4100 E. Mexico Ave, Denver, CO 80222

Dinner, cocktails, networking, year-end recap and look forward toward the new year PLUS holiday cheer!

RSVP:Jeanne@cbfaa.org or call 303-805-0885 by 11/30

CBFAA SCHEDULE

November 14 ..CBFAA Board of Directors Meeting, Denver, CO

December 5CBFAA Holiday Party, Denver, CO

Watch for our upcoming survey to get your ideas about projects for the coming year.

New to CBFAA? Add your name to our email list to get meeting notifications and our newsletter. Join us for our next meeting. 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



ACO 5198

Your Company In Good Company

KEN GRESTY

Business Development / Customer Relations

☎ 855.299.1845

☎ 714.393.4573

✉ kgresty@gmscentral.com

📶 UUFx Protective Signaling Services - Central Station



ALARM.COM®

Bert Ross

Account Executive Western Region
(949) 300-1852 Mobile
bross@alarm.com



THE MODERN SOLUTION TO PANEL UPGRADES

Panel Upgrade Using Dialer Capture • LTE - Verizon Network Cell Communication • Download Brandable App
Arm / Disarm Remotely • Z-Wave Compatible • Set Scenes • Geo-Fence Features



SPECIAL APPEARANCE AND SIGNING BY:
NY YANKEES LEGEND, TINO MARTINEZ
BOOTH #213; NOVEMBER 14-15
800.558.7767 • www.rrms.com

2018 CAA WINTER CONVENTION

The Fairmont – San Francisco – Nob Hill – Dec. 5-8, 2018
Call 800-437-7658 Registration at www.caaonline.org

WEDNESDAY DECEMBER 5

5:30 p.m. – 7:00 p.m.

WELCOME RECEPTION
TONGA ROOM

Registered attendees are invited to join the CAA Board of Directors as they welcome you to the kickoff of the 25th Anniversary Winter Convention in the world-famous Tonga Room. CAA guests of The Fairmont may make dinner reservations through the Concierge.

THURSDAY DECEMBER 6

8:30 a.m. – 11:15 a.m.

CAA BOARD MEETING

The quarterly meeting of the CAA Board of Directors is open to all attendees. The agenda includes a review of the business of the CAA and updates on legislative, education and member programs.

9:30 a.m. – 2:00 p.m.

CAFAA GENERAL MEETING

All are welcome to attend the California Automatic Fire Alarm Association (CAFAA) membership meeting with a review of codes, regulations and CAFAA sponsored training. Attendees will join the CAA Sponsor Luncheon.

11:30 a.m. – 12:45 p.m.

CAA SPONSOR LUNCHEON

Registered dealers and integrators are welcome to join sponsors at the opening luncheon for the CAA Winter Convention. Ticket required.

1 P.M. – 5:45 P.M. P.M.

MORE THAN 10 WORKSHOPS

3:30 p.m. – 3:45 p.m.

ASSOCIATE MEETING
GRAND BALLROOM

Final briefing on the convention program and opportunities to promote your products and services.

4:00 p.m. – 6:00 p.m.

EXHIBITOR HAPPY HOUR
GRAND BALLROOM

Preview the exhibit tables with an opportunity for one-on-one time with the industry's leading product and services providers.

6:00 p.m. – 8:00 p.m.

GALA OPENING EXHIBITS & RECEPTION
GRAND BALLROOM

FRIDAY DECEMBER 7

7:30 a.m. – 8:45 a.m.

BUFFET BREAKFAST BUFFET AND EXHIBITS
GRAND BALLROOM

8:30 a.m. - 10:00 a.m.

CAA General Session
GRAND BALLROOM

10:30 a.m. – Noon

KEYNOTE ADDRESS:

11:30 a.m. - 1:00 p.m.

CAA GIFT & GAB LADIES LUNCHEON

Noon - 1:30 p.m.

BUFFET LUNCHEON AND EXHIBITS

1:30 p.m. – 3:00 p.m.

EXECUTIVE SYMPOSIUM

7:00 p.m. – 10:00 p.m.

CAA TRIBUTE DINNER & RECEPTION
HONORING MARK SEPULVEDA – USA Alarm Systems

7:00 p.m. Reception

8:00 p.m. Tribute Dinner
(Black-tie Optional)

SATURDAY DECEMBER 8

8:45 a.m. – 10:00 a.m.

BREAKFAST BUFFET
INDUSTRY INCORRECT
CROWNE ROOM
Lessing Gold, MSK

Highlights From the 2017 CAA Winter Convention



SAVE THE DATE



SPONSORED BY:
SIA
SECURITY INDUSTRY ASSOCIATION

**APR
9-12
2019**

SIA Education@ISC: April 9-11, 2019
Exhibit Hall: April 10-12, 2019
Sands Expo | Las Vegas
www.ISCWest.com

**COMPREHENSIVE
SECURITY
FOR A SAFER,
CONNECTED
WORLD**



Discover the industry's latest
products, technologies & solutions



Direct access to 1,000+
leading exhibitors & brands



Network with 30,000+ Physical, IoT
and IT Security Industry Professionals



85+ SIA
Education@ISC Sessions

FEATURING:

**CONNECTED
SECURITY
EXPO @**



&

UNMANNED
SECURITY EXPO

@



www.ISCWest.com/Register



EVERYONE WANTS A PROFITABLE END GAME

Is QuickBooks going to afford you the retirement of your dreams?
We have the business management tools to get you there.

Contact a Product Specialist:
888-642-7653
www.microkey.com



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

Don't risk the failure to communicate a fire alarm



Upgrade any FACP to meet today's fire code & save accounts thousands, while you create new RMR

Times and technologies change but the critical nature of life safety doesn't. Don't leave fire alarm accounts in jeopardy of failing to communicate when weather, events or phone companies cut off costly landlines without notice. Fire-code-compliant, StarLink Fire Sole & Dual Path Cell/IP Communicators work on any account or FACP brand, 12V or 24V, and install in about 15-minutes, without any additional power supply or conduit. Ideal for new systems or retrofits, for primary or backup alarm reporting, StarLink Fire is the fastest-growing line of field-proven alarm communicators, because they work, even where others won't, using today's most cyber-secure multibillion dollar networks, including Verizon LTE CAT1, the most extensively deployed LTE Network nationwide – all for far less cost, from \$29.95^{net}.

*And it's a win-win, because **StarLink Fire Communicators** replace two costly POTS lines per FACP, to save accounts up to \$1000's each year, while you create new fire RMR.*



 **StarLink Fire**

1.800.645.9445 • www.napcosecurity.com/starlink

StarLink Fire Complies: NFPA 72® Editions 2016, 2013, 2010, 2007. UL864, 10th Edition, UL1610, UL985, UL1023; CSFM; NYCFD; LAFD Prices quoted in USD after tradeup incentive program (new/old installations) see full details online. Void where prohibited. Connected by Verizon & other marks, are property of their respective cos. StarLink, StarLink Fire™ and Panel-Powered Technology™ are trademarks of Napco.

ELECTRONIC SECURITY ASSOCIATION



ELECTRONIC
SECURITY
ASSOCIATION®

6333 North State Highway 161, Suite 350
Irving, TX 75038
Phone: (972) 807-6800
Toll free: (888) 447-1689
Fax: (214) 260-5979
www.alarm.org
National Training School (NTS)
866/636-1687

ESA EXECUTIVE COMMITTEE

Chris Mosley.....President
Dee Ann Harn.....Vice President
Tim Creenan.....Vice President
Jamie Vos.....Vice-President
Steve Paley.....Treasurer
Steve Firestone.....Secretary
Merlin Guilbeau.....Executive Director
Bryan Lawrence.....Association Counsel (Ex-Officio)
Angela White.....Immediate Past President

ESA Member Buying Program

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

Security America Risk Purchasing Group

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

NTS Expands Online Courses

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

ASK ABOUT OUR
CELLULAR AND NETWORK SOLUTIONS

NORTHERN CALIFORNIA

Paul Wassem
800.641.4282 x577
Cell: 417.422.1003
PWassem@DMP.com

LA/SOUTHERN CALIFORNIA

Jon Adams
800.641.4282 x573
Cell: 417.425.4293
JAdams@DMP.com

WEST DIRECTOR

David Rogers
800.641.4282 x109 | Cell: 417.860.7617
DRogers@DMP.com

2500 N. Partnership Blvd | Springfield, MO 65803
Phone: 800.641.4282 | Fax: 800.743.5724
DMP.com | Info@DMP.com

StarLink connect
Cell/IP Communications | Universal Virtual Keypad | Notifications | Connected Home

DSC®
Honeywell® & ADT®
Napco®

Greg Lindsey
Western Regional Sales Manager
AK, N. CA, WA, MT, ID, WY, UT, CO, OR
Cell: 631-553-5067
glindey@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

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!



GENERAL MONITORING SERVICES, INC.



***Your Company
in Good Company***

Monitoring Solutions



Intrusion
Monitoring



Fire/Life Safety
Monitoring



Video
Monitoring



Elevator/Area of Refuge
Monitoring



PERS/mPERS
Monitoring



GPS Vehicle/Asset
Tracking



Environmental
Monitoring



Smart Device
Applications

Whether it's Business, Industry, Government, Commercial, or Residential requirements GMS utilizes the most powerful event monitoring tools on the market today. This enables us to provide a wide array of services to our client partners and end users.

SALES: 800-839-7212

www.GMSCentral.com

WBFAA UATC APPRENTICE TRAINING PROGRAM

WBFAA BOARD OF DIRECTORS

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

PRESIDENT

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

Skip Vandeter, Johnson Controls

DIRECTOR

Mathew Westphal, Bay Alarm Company

DIRECTOR

Beverly Cramer, VFS Fire & Security Services

DIRECTOR

Tom Rankin, First Sentinel



**SPONSOR OF THE
FIRE/LIFE SAFETY
CERTIFICATION PROGRAM
UNILATERAL
APPRENTICESHIP AND TRAINING
COMMITTEE (UATC)
THE WBFAA
APPRENTICESHIP PROGRAM**

www.WBFAA.net



Zuzana Spencer
Business Development Representative
714.713.0870
zspencer@cmsn.com
www.cmsn.com

Sigifredo Ruiz
Territory Sales Manager
(702) 528-8985 cell
sruiz@tycoint.com

John Kaloper
National Accounts
(949) 870-0480
jkaloper@tycoint.com

Brian Fullhart
Territory Sales Manager
(Northern CA)
(209) 217-4394
bfullhart@tycoint.com

Dustin Evans
Territory Sales Manager
DSC/Tyco
(951) 455-8045
wdevans@tycoint.com

Scott Baker
Technical Sales Trainer
(530) 218-3116
scbaker@tycoint.com

Ryan Shumway
Technical Sales Trainer
(951) 237-9112
rshumway@tycoint.com

DSC®

DIGITAL SECURITY CONTROLS LTD.
An ISO 9001 Registered Company

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

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

WBFAA UATC Invites Membership

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

TMS
**TOTAL MONITORING
SERVICES INC.**

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

Nobody Delivers *more* Brands than



More ways to decide how, when and where to stock up!



BRANCH

Thousands of products in stock every day!



CALL

1-800-233-6261



ONLINE

@ adiglobal.com/us



MOBILE

Get the ADI app for iPhone & Android

- ✓ Over 100 branches across North America
- ✓ Rapid Ready One-Hour In Branch Pickup
- ✓ Online shopping and account access

- ✓ ADI Expo training series and trade shows
- ✓ Systems Design & Support Team
- ✓ Over 1,500 training opportunities annually



intrusion



smart home



fire



video surveillance



access control



power



audio/video



pro av



networking



communications



central vacuum



tools & hardware



wire & cable



enterprise connectivity



structured wiring

For orders, call 1.800.233.6261 ▶ For Systems Sales & Support, call ▶ 1.800.234.7971 ▶ On-line catalog @ adiglobal.com/us

PREMISES MANAGEMENT THE NEXT LEVEL IN BUSINESS SECURITY

- ✓ Unify the management of all subsystems within your premise
- ✓ Provides situational awareness and actionable information



RMR SERVICE
GENERATION



POINT-AND-CLICK
INSTALL



REDUCE
TRUCK ROLLS

AlwaysON™ Premises
Management Platform



KEEPING AN EYE ON WHAT'S
IMPORTANT TO YOU

Request a demo: www.observables.com/demo

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

Phone: (248) 206-0900

Phone: (800) 474-0933

Fax: (800) 240-0631

jbures@alarmins.com

www.alarmins.com

California License # OK04779



We Offer MORE



Personal Account Managers



Financial Programs



Customization & Flexibility



Sales Training

Contact a member of our sales team to learn more:

NORTHERN US

Mike Hatcher
(301) 992-5291
mhatcher@dynamarkmonitoring.com

SOUTHERN US

Hank Groff
(904) 333-1078
hgroff@dynamarkmonitoring.com

WESTERN US

Rich Cowan
(609) 760-0233
rcowan@dynamarkmonitoring.com

WESTERN STATES SECURITY ALLIANCE CALENDAR 2018

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

NOVEMBER

- 7.....SVAA General Meeting.....San Jose
- 8.....IEAA Holiday Teen Charity.....Riverside
- 8.....NSA Membership Meeting.....Las Vegas
- 13.....EBAA General Meeting.....Emeryville

DECEMBER

- 5-8.....CAA Winter Convention.....Fairmont San Francisco
- 13.....SAAA Holiday Party.....Sacramento
- 6.....CBFAA Holiday Party.....Denver, CO
- 12.....NSA Board of Directors Meeting.....Las Vegas
- 12.....SDSA Holiday Bash.....San Diego

CAA CONVENTIONS

★ 2018.....December 5 – December 8.....Fairmont San Francisco ★

- 2019.....May 15 – May 18.....Hilton Palm Springs
- 2019.....December 4 – December 7.....Fairmont San Francisco
- 2020.....May 13 – May 16.....Hilton Palm Springs
- 2020.....December 2 – December 5.....Fairmont San Francisco
- 2021.....May 12 – May 15.....Hilton Palm Springs
- 2021.....December 1 – December 4.....Fairmont San Francisco



**ADVERTISE IN THE MIRROR
REACH A QUALIFIED,
INTERESTED AUDIENCE**

THE MIRROR

TEL: 800-437-7658 email: info@CAAonline.org

INDUSTRY EVENTS

ISC East

Nov. 14-15, 2018
New York, NY



ESA Rising Leaders Forum 2019

January 28-31, 2019
Austin, TX



ESA Leadership Summit 2019

January 28-31, 2019
Austin TX



ISC West 2019

April 10-12, 2019
Las Vegas, NV



ESX 2019

June 2-6, 2019
Indianapolis, IN



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

2018 TRAINING CALENDAR

November 6
Anixter @ Converged Technology
Forum
Sacramento
www.anixter.com

November 8
Anixter @ Converged Technology
Forum
Denver
www.anixter.com

November 6-8
Legrand CTS Prep Class Training
Anixter Houston
713-744-9400
www.anixter.com

November 13 – 15
Fire-Lite System Course
Oakland, CA
www.firelite.com

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



Up Your Installation Game

A smart-breakthrough-technology app for technicians uses Automated Panel Programming to cut install times and save you money. With complete panel programming, instant access to documentation, troubleshooting information, zone statuses, Wi-Fi signal strength, cellular-device activation and more, techies will have a dynamic resource on hand for painless installs. Go to www.DMP.com/TechAPP for a chance to win a new iPad®.



We make your company more valuable.
877.725.1114 • DMP.com

Keep updated on our new products and features:

f t v in @dmpalarms





All the home security
and automation you need,
under one roof.



The new iotega Wireless Security & Home Automation solution. iotega can be summed up in three words: Secure, Simple and Scalable.

Secure. Fully encrypted and wireless security backed by PowerG technology.

Simple. Easy installation and ability to manage systems remotely.

Scalable. Start with basic security to a fully secured smart solution with the ability to connect to home automation devices.

iotega[®]

with
PowerG
Technology

DSC

Visit **DSC.com/iotega** to learn more.